THE RHETORIC OF REPLACEMENT IN
(POST)TOTALITARIAN COMMUNICATIVE PARADIGM

Fedoriv Ya.R., Fedoriv M.L.,
The National University of "Kyiv-Mohyla Academy"

The goal of the present research is to study linguistic and meta-linguistic representations of ideologically tailored public discourse. The investigation focuses on ideology-driven transformations in semantics, style, and meaning of public discourse as manifested by the means of communication that reach multiple recipients through both mass media and extensively published (read as ideologically approved) (non)fiction. According to the research findings, in the final account such transformations damage the linguistic worldview.

Key words: public discourse, ideology-conditioned communicative paradigm, semantics, style and meaning transformations, linguistic worldview.

In order to establish the methodological ground for the present study we need to specify its terminological basis. Namely, human communication – in its broadest interpretation – is the act of conveying a message to the recipient. However, with reference to the ideology-bound context which narrows the subject of our research, it is necessary to distinguish, alongside of the general notion of communication as such, its attitudinal subset. Therefore we see it convenient to first define the concept by clarifying its key elements.

As Stephen W. Littlejohn and Karen A. Foss note in *Theories of Human Communication*, there are 126 definitions of communication; "establishing a single definition has proved impossible and may not be very fruitful"; "different definitions have different functions and enable the theorist to do different things" [7, p. 3; 10]. Nevertheless, most scholars agree upon its essential constituents: sender, message, receiver, medium of communication, noise, and feedback. To put it more explicitly, (1) the sender encodes and transmits the message. (2) The message is the information that is exchanged between the sender and receiver. (3) The receiver gets and decodes the message. (4) The medium refers to the channels in which the message is carried. Messages can be carried to a receiver via oral communication, written communication, and visual communication. (5) Noise has a direct effect on communication because of its ability to impair accurate transmission of the message being sent. (6) Feedback refers to the interpretation of the message from the sender to the receiver and depends on the receiver's opinion, attitude, the level of comprehension, and perceived meaning of the message. Feedback, actually, completes the loop of communication.

By considering the context we can view the communication process from different aspects: country, culture, social group or community; external and internal stimuli (opinion, attitude, likes, dislikes, emotions, experience, education and confidence). The sender can communicate ideas effectively by taking into account all aspects of the context. The receiver is also influenced by the context through the internal and external stimuli.

A working h y p o t h e s i s of this research is that the ultimate aim of the totalitarian ideological machine was to alter people's mentality so that it complied with the logic of totalitarian ideology. With this aim, the totalitarian system needed to reshape the people's language imagery of the world by affecting their language expression and ultimately unifying and simplifying their worldview. By setting the g o a l of studying linguistic and meta-linguistic representations of ideologically tailored public discourse, we need to proceed now to defining the attitudinal subset of communication.

Since "the definitions themselves have only that meaning which the researcher wants to protect, study and implement" [3, p. 19], it is expedient for our research purposes to single out the definition of communication termed by Littlejohn as *intentional*: "Those situations in which a source transmits a message to a receiver with conscious intent to affect the latter's behaviors" [7, p. 3; 8]. Such understanding of the communication process substantiates the m e t h o d o l o g i c a l   g r o u n d to interpret the linguistic phenomena behind communication components, their interaction and manipulation in the context of ideologically conditioned public discourse.

Trying to proceed from W.R. Fisher's statement that "human communication should be viewed as historical as well as situational, as stories competing with other stories constituted by good reasons, as being rational when they satisfy the demands of narrative probability and narrative fidelity, and as inevitably

moral inducements" [6], we stumble upon massively produced and broadcasted irrational, immoral inducements routed in the ill logic that substitutes protagonists' names with diminishing or dispersing nicknames, enlightening or inspirational contexts with comic or – contrarily – depressing circumstances, traditional human values with transient and carnal desires, fair judgements with prejudices, guidance with dictatorship, cognition and creativity with pattern reproduction, concepts with clichés, cultures with cults, in the final account undermining the very idea of human sapience.

According to G. Pocheptsov [4], such transformations centripetally force formerly peripheral concepts into the core of the communication medium, with the newly created meanings held within eyeshot. These manipulations are characterized by the Ukrainian expert in communication technologies as the *concept warfare*, whose mechanism consist in the reinterpretation of facts to the interpreter's advantage. Analysing the concept warfare, G. Pocheptsov describes it as an active (aggressive) process that produces a long-term impact on the whole population and aims at designing new mechanisms of thinking, ultimately resulting in changing the whole world model.

By means of the conceptual reinterpretation, former 'enemies' become 'friends' or vice versa. G. Pocheptsov illustrates these attitudinal shifts with the changed street names or demolished monuments to make room for new idols [4]. The scholar emphasizes that the facts are treated as true or false depending on their compliance with the new picture of the world created during the rebuilding transformation. Focused on the cognitive processes, the concept warfare manifests itself in pop culture, literaturee, and consumer goods, thus implanting elements of the future picture of the world into people's minds and allowing for reinterpretation of the incoming information.

Referring to I. Yakovenko, G. Pocheptsov maintains that transformation of the worldview by changing the corpus of children's fairy-tales can be regarded as one of the causes of the U.S.S.R. collapse, because children's literature is what shapes the people's mental matrix [4]. The scholar remarks that after 'proper' soviet books were substituted with 'funny' literature arriving from Europe, the latter won the audience which thence felt no regrets for the rotting regime.

Considering the language of the conceptual transformations, G. Pocheptsov distinguishes three stages of mental intervention: the language of old values and old concepts (e.g., M. Gorbachev's 'perestroika' disguised under traditional 'love of Lenin'); the language of new values verbalised as old concepts (e.g. traditional meaning of 'revolution' interpreted in M. Gorbachev's speech as 'transformation'); the language of new values and new meanings. As a result of such conceptual replacement, the new heroes, 'dissidents', superseded the former ones, the 'heroes of socialist labour' [4].

The role of conceptual interventions, according to G. Pocheptsov's conclusion, will always be significant, as they change the mechanisms of thinking and model new worldviews that penetrate into the minds of people making them follow the new world order [4].

Our research experientially rests on the printed and oral samples reflecting Ukrainian (post)totalitarian paradigm of communicating ideas to wide audiences through ideologically tailored messages, with the 'masked man fallacy' (*a = b; Ca (where C is an intentional context); therefore, Cb*) taken as the basic criterion for the data selection and analysis.

The first stage of our research addresses the written discourse under soviet ideological constraints. The empirical material for the case study is drawn from the original manuscript and several consecutive editions of a prose text published during the totalitarian (soviet) regime, with the study m e t h o d o l o g y involving comparative and contrastive analysis of the texts under examination. Namely, we have considered different editions of Roman Andriyashyk's published novels (1969: [13]; 1982: [11]; 1989: [12]), the original manuscripts, and the texts of the novels translated into Russian (1988: [10]).

We have detected different types of the original text transformation caused by the intervention of the ideology-based censorship. In particular, the study into writer's language expression has shown, for instance, that the ideological machine worked towards reducing the national word-stock by ridiculing or prohibiting either individual words or the whole word families. We hypothesize that in such a way the totalitarian ideological matrix influenced the linguistic mental code of the Ukrainian nation and shaped it on different language levels and in different modes of communication. The main tool for intruding into the original text was that of censorship which conditioned particular circumstances of the author's way of literary expression.

Seeking a proof for this hypothesis, we have compared the manuscripts of Roman Andriyashyk's novels with printed editions of different years. According to our observations, the editor's intrusion into the colourful language of the author condenses his rich in synonyms vocabulary into a narrow set of "approved" words of common usage.

Another facet of the written discourse misuse is observed when we focus on the linguistic analysis of translation of the original texts into Russian, the hegemonic language of the Soviet Empire. It should be noted that the translator's job is generally viewed as transmitting the writer's message into a differing setting with a dissimilar historical background, economic level, cultural environment, system of beliefs, and linguistic tradition, with preserving the artistic value of the original work and retaining the author's voice. Under ideological pressure, however, the translator's task is different. The work of art, in order to reach the wider audience, must be combed and dressed to satisfy the demands and restrictions imposed by those in power.

Our research methods involve concept analysis, with a special attention paid to the author's representations in the textual portrayal of the world and their correlation with ideologically prescribed values. The examination proves that with the soviet-conditioned way of expression, the translated text turns out to be reshaped so as to meet the ideological restrictions. Namely, it presents not merely an interpretation of a written product to a wider (Russian speaking) audience but rather the work of the totalitarian machine whose primary aim was to reduce the emotional and intellectual potential of the original text, thus negatively affecting the style of the work and ruining the author's credibility as such. In other words, our study of written rhetoric representation under totalitarianism reveals that destructive intrusion violates the semantics, sense, and style of the original work.

A deeper examination of the research material also suggests that ideological dictatorship aims at tailoring the writer's identity through prescribed linguistic constraints, which can be traced in the texts under analysis. We presume that in the final account this leads to distorting or destroying the author's and recipient's linguistic picture of the world, or – after Humboldt – linguistic worldview, tracing this assumption back to the theories by Wilhelm von Humboldt [2], Leo Weisgerber [1], and other theorists of language, culture, and communication (see, for instance, [5]).

Besides the written mode of 'tailored' communication, we can also observe the spoken discourse misuse by focusing our attention on the cognitive matter of the public address.

This aspect of our research refers to a case study into a ceremonial speech lacking rapport and involves descriptive, comparative, quantitative, and qualitative m e t h o d s of investigation. The study focuses on identifying the cognitive and linguistic factors which hinder public communication, with regard of the cultural, social and psychological diversity within the audience, as well as the speaker-audience shared cognitive and linguistic codes. By hypothesizing that assessing the orator's (in)authenticity can be associated with (in)consistency of the employed key concepts which are culturally preconditioned and therefore significant for the audience, we select the research data from the texts of typologically identical public addresses performed in authentic (with shared language and culture) and inauthentic environments [14–16; 18] with the account of the audience's feedback reflected in the surveys conducted by the authors of this paper and in available online responses (both written and video recorded; see [17; 19; 20] for exemplary descriptions of the audience's reaction).

Instrumentally based examination of a failed Ukrainian address (followed by a formal, unconventionally restrained reaction manifested as poor, slow hand-clapping indicating disbelief, sarcasm or hostility), alongside of the negative coverage of this event by the mass media, proves that the text of the address has been plagiarized (a popular inside-the-Iron-Curtain practice to present a translation as one's own product and hope nobody would notice or prove the theft), with the actual author's rhetorical style identified.

The inference to be made is that infringement of the communicative event harmony, detected on the level of aural perception, can catalyze the content analysis of the empirical material in order to determine the authenticity of the orator's voice. Furthermore, application of the quantitative methods of text analysis allows for marking out the most significant components of the material which determine the emotional background of the orator's message transmission to the listeners, thus creating the basis for developing the probability models of (un)successful speech behaviour. This proves that misuse, no matter how skilful, of rhetorical tools in a public speech can be aurally detected by sensitive listeners and instrumentally verified, furthering and diversifying the applications of the public discourse research.

Described in terms of linguistic parameters of reshaping the original author's idiostyle under the influence of ideological and cross-language text transformations, the research f i n d i n g s make it possible to reveal the linguistic and metalinguistic mechanisms behind mass manipulation through written and spoken media, in such a way both contributing to communication theory in general and fulfilling educational purposes for wide audiences who, according to S.W. Littlejohn, can become "more discriminating in interpretation of communication, can gain tools to improve communication, and can better understand what the discipline of communication is about" [7, p. 2]. Since the language and the linguistic code make

the essence of the national mentality, revealing the mechanisms of ideological intrusion can help the nation to resist the destructive external influence and preserve the national identity. Not only is this an issue of the present-day language situation in Ukraine, but also an important factor to consider when discussing the perspectives of the language situation development under the massive impact of the ideologically tailored product spread through the state media.

Proceeding from the research findings and outcomes, perspectives of further studies can be delineated, with reference to the rhetorical instruments of power. We presume that our research procedures, reproduced on a broader scope of linguistic material, can lead to systematic findings that will serve as the conceptual keys and workable tools "for seeing the everyday processes and experiences of communication through new lenses" [7, p. 3] and solving a wider range of theoretical and practical problems connected with the outer intrusion into the author's text.

LITERATURE

1. Вайсгербер Й.Л. Родной язык и формирование духа / Й.Л. Вайсгербер [Пер. с нем., вступ. ст. и коммент. О.А. Радченко]. – Изд. 2. – М. : Едиториал УРСС, 2004. – 232 с.
2. Гумбольдт В. фон. Избранные труды по языкознанию / В. фон Гумбольдт [Пер. с нем. и предисл. Г.В. Рамишвили]. – М. : Прогресс, 1984. – 400 с.
3. Почепцов Г.Г. Теорія комунікації. / Г.Г. Почепцов. – К. : Вид. центр «Київський університет», 1999. – 308 с.
4. Почепцов Г.Г. Смислові війни в політиці та бізнесі. [Електронний ресурс] / Г.Г. Почепцов. – 2013-03-10. – Режим доступу: http://osvita.mediasapiens.ua/material/16057. – Назва з екрана.
5. Радченко О.А. Язык как миросозидание. Лингвофилософская концепция неогумбольдтианства / О.А. Радченко. – 3-е изд. – М. : Едиториал УРСС, 2006. – 312 с.
6. Fisher W.R. Narration as a Human Communication Paradigm : The case of public moral argument [URL] / W.R. Fisher. – Accessed: http://ftp.cleary.edu/6%20Credit%20Classes/ MGT%20485/Narration%20as%20a%20Human%20Communication%20Paradigm.pdf. – Title from screen.
7. Littlejohn S.W. Theories of Human Communication / S.W. Littlejohn, K.A. Foss. – 9th Edition. – Belmont : Thomson Higher Education, 2008. – 487 p.
8. Miller G.R. On Defining Communication: Another Stab / G.R. Miller // Journal of Communication. – No.16. – 1966. – P. 92.
9. Dance F.E.X. The Functions of Human Communication: A Theoretical Approach / F.E.X. Dance, C.E. Larson. – N. Y. : Holt, Rinehart & Winston, 1976. – Appendix A.

SOURCES OF EMPIRICAL MATERIAL

10. Андрияшик Р.В. Сад без листопада; Марта : Романы / Р.В. Андрияшик. – М. : Советский писатель, 1988. – 507 с.
11. Андріяшик Р.В. Думна дорога. – К. : Радянський письменник, 1982. – 263 с.
12. Андріяшик Р.В. Полтва. – К. : Дніпро, 1989. – Серія «Романи й повісті», № 5. – 250 с.
13. Андріяшик Р.В. Полтва. // Прапор, 1969, № 8–9.
14. Оробець Л. Виступ на церемонії посвяти в студенти Києво-Могилянської Академії в серпні 2011 р. [Електронний ресурс] / Леся Оробець. – Режим доступу: http://www.youtube.com/ watch?v=1B_3sBlYkoU. – Назва з екрана.
15. Щербина С. «Плагіат Раїси Богатирьової» [Електронний ресурс] / С. Щербина // «Українська правда», Понеділок, 01 серпня 2011, 10:24. – Режим доступу: http://www.pravda.com.ua/ articles/2011/08/1/6437552/. – Назва з екрана.
16. Bush B. Choices and Change: Commencement Address at Wellesley College [URL] / Barbara Bush (Copyright ©1990 by Barbara Bush. All rights reserved) // American Rhetoric. – Michael E. Eidenmuller; Educational Video Group, Inc., 2001–2010. – Access: http://www.americanrhetoric.com/ speeches/barbarabushwellesleycommencement.htm. – Title from screen.
17. Butterfield F. At Wellesley, a Furor Over Barbara Bush [URL] / F. Butterfield // The New York Times. –1990. – May 4. – Section A.P.1. – Accessed: http://www.nytimes.com/1990/05/04/us/at-wellesley-a-furor-over-barbara-bush.html. – Title from screen.
18. Clinton H.R. Remarks to Wellesley College Class of 1992 [URL] / Hillary Rodham Clinton. – Accessed: http://www.wellesley.edu/PublicAffairs/Commencement/1992/speecheshrc.html. – Title from screen.
19. First Lady Biography: Barbara Bush [URL] // National First Ladies Biography, © 2009. – Accessed: http://www.firstladies.org/biographies/firstladies.aspx?biography=42. – Title from screen.

20. Panzarino M. Ukrainian politician plagiarizes Steve Jobs' Stanford speech almost word for word [URL] // The Next Web. 2 August 2011. – Accessed: http://thenextweb.com/apple/2011/08/02/ukranian-politican-plagiarizes-steve-jobs-stanford-speech-almost-word-for-word/. – Title from screen.

Метою цього дослідження є визначення мовних і метамовних репрезентацій ідеологічно зумовленого публічного дискурсу. Наша увага зосереджена на спричинених ідеологічними обмеженнями трансформаціях семантики, стилю і змісту публічного дискурсу, що виражається комунікативними засобами, спрямованими на широку аудиторію, включаючи ЗМІ та масово публіковані (тобто ідеологічно схвалені) тексти. Згідно з результатами дослідження, такі трансформації в кінцевому результаті спотворюють мовну картину світу.

Ключові слова: *публічний дискурс; ідеологічно-зумовлена комунікативна парадигма; семантичні, стильові і смислові трансформації, мовна картина світу.*

Целью данного исследования является определение языковых и метаязыковых репрезентаций идеологически обусловленного публичного дискурса. Наше внимание сосредоточено на вызванных идеологическими ограничениями трансформациях семантики, стиля и содержания публичного дискурса, выражаемых коммуникативными средствами, направленными на широкую аудиторию, включая СМИ и массово публикуемые (т.е. идеологически одобренные) тексты. Согласно результатам исследования, такие трансформации в конечном счете искажают языковую картину мира.

Ключевые слова: *публичный дискурс, идеологически обусловленная коммуникативная парадигма, семантические, стилевые и смысловые трансформации, языковая картина мира.*

OK x SCRIVERE sui MURI:
TWIPLOMAZIA COME UN NUOVO GENERE DELLA COMUNICAZIONE ISTITUZIONALE

Ponomarenko O.V.,
Università Nazionale Taras Shevchenko di Kyiv

Si presentano i risultati della ricerca sulla comunicazione virtuale essendo componente del processo di globalizzazione, il che ha generato Twiplomazia quale nuova forma di comunicazione istituzionale virtuale in diplomazia, nonché sul nuovo genere del documento diplomatico virtuale (tweet) quale prodotto e rappresentazione materiale del linguaggio diplomatico funzionante nell'ambiente virtuale e avente propri tipi, tratti e struttura.

Parole chiave: *linguaggio diplomatico, comunicazione virtuale, Twiplomazia, tweet, nuovo genere del documento diplomatico.*

Globalizzazione e sviluppo di nuove tecnologie nonché informatizzazione della società moderna diventano processi sempre più notevoli e significativi lasciando la loro traccia in tutte le sfere dell'attività umana e accelerandone l'evoluzione. Oggi l'obiettivo principale di chi cerca di raggiungere comunicazione effettiva è quello di creare un meccanismo universale per risolvere le questioni più complesse nell'ambito di scienza, politica, economia, pubblica amministrazione, ecc. soprattutto nelle situazioni in cui la soluzione rapida e tempestiva dei problemi richiede l'impegno di gruppi, squadre, collettività o comunità di specialisti efficienti e altamente qualificati, ognuno nel proprio settore.

Dopo l'invenzione del computer e la creazione dei mezzi di comunicazione elettronici, le persone hanno imparato ad agire in condizioni di comunicazione aperta, che implicano una penetrazione delle nuove tecnologie informatiche nella vita quotidiana e in tutti i campi professionali. Oggi è possibile aver accesso all'informazione, ai documenti scritti e alle persone con pochi "click" della tastiera o del "mouse". Internet ha permesso d'ampliare i limiti del dialogo, in particolare, quando esistono degli ostacoli oggettivi o sorgono all'improvviso quelli soggettivi. Il funzionamento dei servizi interattivi dà la possibilità di conversare "viva voce" a chi si trova in diverse città e nei paesi lontani, facendolo persino in tempo reale. Esistono