

The role of cognitive style in the formation of a professional discursive personality of journalist N. I. Novikov

РОЛЬ КОГНИТИВНОГО СТИЛЯ В СТАНОВЛЕНИИ ПРОФЕССИОНАЛЬНОЙ ДИСКУРСИВНОЙ ЛИЧНОСТИ ЖУРНАЛИСТА Н.И. НОВИКОВА

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Abstract

The relevance of the research is due to the growing interest in finding new approaches to describing the discursive personality in General and professional, in particular. The main goal of the research is to identify the features of cognitive style and determine its role in the formation of professional discursive personality of N. I. Novikov as a journalist. The research is carried out within the framework of cognitive-discursive and linguistic paradigms. As the main one, we use an interpretative analysis of the knowledge structures behind the language means of N. I. Novikov's discourse. The paper highlights and interprets the components of the cognitive style of N. I. Novikov's discursive personality in correlation with his language consciousness. The methods of perception of the world by N. I. Novikov's discursive personality, the peculiarities of representation of the world's realities in discourse, and the manner of

Аннотация

Актуальность исследования обусловлена возрастающим интересом к поиску новых подходов к описанию дискурсивной личности вообще и профессиональной, в частности. Основная цель исследования – выявить особенности когнитивного стиля и определить его роль в становлении профессиональной дискурсивной личности Н.И. Новикова как журналиста. Исследование осуществляется в рамках когнитивно-дискурсивной и лингвориторической парадигм. В качестве основного используется интерпретационный анализ структур знаний, стоящих за языковыми средствами дискурса Н.И. Новикова. В работе выделяются и осмысливаются компоненты когнитивного стиля дискурсивной личности Н.И. Новикова в корреляции с его языковым сознанием. Определяются способы восприятия мира дискурсивной личностью Н.И. Новикова, особенности репрезентации реалий мира в

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transmitting information about the world are determined. Personal preferences of a discursive person, as well as cognitive, semiological and motivational ones are revealed. It is proved that the features of N. I. Novikov's professional discursive personality are determined by the specifics of his cognitive style, objectified by cognitive and linguistic mechanisms of discursive activity. A definition of the concept of "cognitive style" is proposed. The components of cognitive style are interpreted as an element of theory for the analysis of a discursive personality. The role of cognitive style in the formation of a professional discursive personality of a journalist of the 18th century is determined.

Keywords: professional discursive personality, cognitive mechanisms of interpretation, linguistic mechanisms of discursive activity, cognitive style, knowledge structures.

Introduction

The choice of the discursive personality of N. I. Novikov is conditioned as an object of research by the singularity of the personality itself as a subject of hybrid discourse. The time of formation of the discursive personality of the journalist N. I. Novikov coincided with the appearance of the first magazines in Russia. It seems that Novikov's journalistic activity is a marker of the changing mentality in Russia in the middle of the 18th century. Therefore, observations on the discursive behavior of the emerging professional discursive personality of a journalist are relevant not only for discursology, but also for axiological linguistics and the theory of linguistics.

The main goal of the research is to identify the features of the emerging professional discursive personality of N. I. Novikov by describing his cognitive style. The object of research is the professional discursive personality of N. I. Novikov. The subject of the research is the features of the cognitive style of the discursive personality of N. I. Novikov as a marker of the formation of a professional discursive personality. The novelty of the research is due not only and not so much to the integrative approach-cognitive-discursive and linguistic, but rather to the reliance on the phenomenon of the cognitive style of the discursive personality. The authors offer their own understanding of the cognitive style and define its components in the

дискурсе, манера передачи информации о мире. Выявляются личностные предпочтения дискурсивной личности, а также когнитивные, семиологические и мотивационные. Доказывается, что особенности профессиональной дискурсивной личности Н.И. Новикова обусловлены спецификой его когнитивного стиля, объективированного когнитивными и лингвориторическими механизмами дискурсивной деятельности. Предлагается определение понятию «когнитивный стиль». Осмысливаются компоненты когнитивного стиля как элемент теории для анализа дискурсивной личности. Определяется роль когнитивного стиля в становлении профессиональной дискурсивной личности журналиста 18 века.

Ключевые слова: профессиональная дискурсивная личность, когнитивные механизмы интерпретации, лингвориторические механизмы дискурсивной деятельности, когнитивный стиль, структуры знания.

aspect of the integrity of N. I. Novikov's discourse. The discursive personality is comprehended in the initial stage of its formation as a professional one.

Literature review

First, we want to note that the tools for analyzing the discursive personality have not yet been developed, so the problem of studying the discursive personality is considered in different scientific paradigms. We consider the proposed integrative approach to research acceptable (Karabulatova et al, 2017; Sidorova, 2019).

In modern research, the study of discursive personality is associated with the concepts of "discourse", "language personality", "discursive activity", "language consciousness", "communicative competence", "individual style", "cognitive style", etc.

Secondly, one thing is certain: we cannot study a discursive personality without studying its discourse, discursive activity, peculiarities of language consciousness, etc. (Karasik, 2019; Vorozbitova, Urakova et al, 2019).

Third, the question of the status of the language personality and its correlation with the discursive personality is still not fully resolved. For example, L. N. Sinelnikova considers the term "language

personality" identical to the concept of "speech personality" (Sinelnikova, 2011: 456).

A. G. Baranov also believes that the scientific concept "language personality" has lost its heuristic charge in the light of accumulated research in the field of discourse analysis" (Baranov, 2006: 30).

In accordance with the cognitive-discursive paradigm of knowledge, we also distinguish the discursive personality as an aspect of the language personality, as one of its variants. The discursive personality is closely connected with discourse and is influenced by it N. N. Boldyrev and Dubrovskaya (2016: 173-182), D. Geraerts (Geraerts, 2018: 41-45), M. Gilbert (Hilpert, 2014), and others write about the impact of various contexts of discourse on personality.

Along with extralinguistic factors of discourse that affect the behavior of a discursive personality, scientists note the factor of the category of communicative tonality, which is understood as "an emotional and stylistic format of communication that occurs in the process of mutual influence of communicants and determines their changing attitudes and choice of all means of communication" (Karasik, 2007; Tupikova, 2012: 84).

According to our observations, the communicative tone correlates with the communicative distance. Despite the high degree of self-expression of N. I. Novikov as a discursive person, the communicative distance with the addressee in his discourse is sometimes shorter, then longer. The addressee can identify with the reader and become the object of analysis (for example, in the Preface to a magazine).

The communicative distance increases when additional communicative meanings appear (hint, irony, language play, incremented meaning, figurative meaning, etc.). the communicative distance is Especially extended in the polemic with the magazine "All sorts of things".

This is due to the manifestation not only of the addressee, but also of the addressee himself in the discourse. N. I. Novikov's discursive personality is characterized by a multi-faceted communicative tone, which is associated with an increased degree of self-expression of the individual in discourse. In this case, the setting for the process of interaction between the addressee and the addressee is updated, which is marked by appeals to the addressee, reflexive activity of the addressee, and changes in the communication register. The communication register changes from benevolent to sharply

judgmental. This parameter is also typical for providing information warfare and provocative communication (Barabash et al, 2019).

If the discourse of modern mass media performs informative, regulatory, educational, entertainment, analytical, advertising functions (Dubovskikh, 2014: 133), then the discourse of N. I. Novikov in the 18th century performed a regulatory function that involves influencing public consciousness in order to correct or change it. Despite the lack of formation of N. I. Novikov's discourse as a communicative system, it was also a way of self-expression of the author. In this regard, we emphasize the cognitive style, which includes specific ways of self-expression.

N. N. Boldyrev and V. S. Grigorieva note the multilevel nature of the conceptual structure of the communicative system of discourse, which also determines the multilevel nature of the discursive personality (Boldyrev, Grigorieva, 2018: 18). Among the knowledge structures of the cognitive style of the discursive personality, we also distinguish knowledge about the addressee (readers).

The actualization of this knowledge is based on socio-cultural presuppositions. For example, the addressee offers to solve the problem to his readers: "is it Folly, supported by kinship with the boyars, or will merit be rewarded with virtue?" ("Drone", sheet 4 about three candidates for an important official position). Then he answers: "And it doesn't take much insight for a person who knows a little bit about life to say after that: "The place will be given to a stupid but noble nobleman." The author and readers share a common socio-cultural presupposition: Ranks in Russia are given not by the qualities of a person, but by the degree of nobility.

The author's logical presupposition: "Positions should be given according to the merits of a person, his deeds and qualities, and not according to the degree of nobility". The value setting of the author's discursive personality is objectified in the text: "The third showed that it is not the breed, but the virtues that make a person worthy of the respect of honest people." The author declares his own Maxim in the discourse.

The discourse of the magazine "drone" that we are studying is multi-genre, so it can be considered a corpus of texts. The texts are United by a common theme-exposing the vices of those in power. The addressee's intentions are directed at a common object – vicious representatives of the powers that be. The texts combined in one corpus correlate with

the chronotope of the culture of the 18th century, represent a certain system of knowledge about the world and the socio-cultural environment, which relates them to a specific era and country. All of this makes it possible to use case-oriented discourse analysis. See, for example (Brindle, 2016; Kyung Hye Kim, 2014; Samaie, Malmir, 2017).

Since the discourse of N. I. Novikov is dominated by fiction, a special role in interaction with the addressee is played by the author's intentions, translated by maxims (explicitly), presuppositions and semantic dominants (implicitly) (Zlatev, 2016). An important aspect of the discursive personality, in our opinion, is the linguo-rhetorical, which allows us to identify not only the linguo-rhetorical categories as knowledge structures behind language means, but also the linguo-rhetorical mechanisms of their objectification. In this regard, the Sochi scientific school, founded by (A. A. Vorozhbitova, Karambulatova et al, 2019; Vorozhbitova, Strelsova et al, 2019), played a major role in spreading the linguistic paradigm. Thanks to the linguistic mechanisms of the beginning professional discursive personality N. I. Novikov manages to Express his own intentions in his discourse, avoiding conflict situations.

Many linguists consider individual and cognitive styles of discursive personality as interrelated (Bolotnov, 2017; Bolotnova, 2012), while agreeing with the complex nature of the idiostyle (Browse, 2016), we understand the cognitive style as its component.

The cognitive dominants of the cognitive style of a discursive professional personality are systems of values, assessments, stereotypical images, models of perception and representation of the world, concepts, categories, etc. (Ebzeeva et al, 2018; Karasik, 2007).

A review of the scientific literature has shown that the methodology for studying a specific discursive personality has not yet developed. The activity of N. I. Novikov as a professional discursive personality of a journalist has not been studied.

Materials and methods

The theoretical basis of the research is the works of Russian and foreign linguists devoted to the analysis of discursive personality and professional personality. The Central principle of the research is anthropocentric, which provides an analysis of language and discursive phenomena in close connection with the communicative / discursive personality.

The linguo-rhetorical approach correlates with the cognitive-discursive approach in the aspect of anthropocentrism, so we consider both approaches to be the most appropriate for identifying the specifics of a professional discursive personality. The cognitive-discursive approach allows us to understand not individual speech acts of discourse, but the parameters of the discursive personality.

N. I. Novikov does not so much inform his readers as Express his own attitude to the realities of reality, assess them, acting as an equal partner in communication. He creates life situations based on his experience and observations. Therefore, in his discourse there is fiction as a marker of artistic reality. And this reality reflects a special language consciousness. This is why the subject of research is the cognitive style that objectifies the features of perception and representation of the world's realities.

The material for the study was the weekly sheets of the magazine "drone", published in 1769-1770. (Novikov, 1961). The journal's texts can be considered a discursive practice in which the author models reality as a socio-cultural space.

Analysis and results

The process of interpreting discourse is cognitive and characterizes the features of the cognitive style of a discursive person. In our opinion, different definitions of cognitive style do not consider its flexibility and correlation with the type of discourse and the type of discursive personality (Luzina, 1996; Golev, Noskova, 2011; Bolotnova, 2012).

We propose to understand the cognitive style of a discursive personality as a system of ways of perception, encoding, evaluating, representing and interpreting the world (internal and external), objectified by cognitive mechanisms that determine its specificity in the aspect of semantic integrity of discourse. We refer to the invariant components of the cognitive style as cognitive mechanisms of conceptualization (including evaluation) of the world; cognitive mechanisms of interpretation of the world; ways of perception of reality; knowledge structures objectified in discourse; the manner of presenting information in discourse; communicative distance and communicative tone of the discourse (Habermas, 1984).

The main ways of perception of the world in the studied discourse of N. I. Novikov are rational, figurative-evaluative and reflexive. The model of perception of the world is "to see existence

through the prism of everyday life". The priority of N. I. Novikov's discursive personality is the spiritual world of man. Hence the objectification of the concept of the SOUL. Among the cognitive mechanisms of interpretation of the world dominated by conceptual integration.

The conceptual sphere of SCIENCE is integrated with the conceptual sphere of THEATER, which is marked by a stereotypical image of the actor. The signs "lie", "deceit", "hypocrisy", "insincerity", "deceit" are conceptualized.

Conceptualization has a moral orientation. The author integrates the conceptual sphere of the ANIMAL WORLD (a puffed-up rooster) with a conceptual sphere of SPIRITUALITY. Additional meanings arise from the author's interaction with readers based on shared cultural meanings. And this reduces the communication distance. For example, the author uses the word "sneaking". The word is included in a single conceptual sphere with the previous combinations based on categorization. Conceptualizers signs of "stubborn", "cunning", "clever", "arrogant", "false", "Dodger", etc. Producing "weasel" is built on the same model with the words "rascal", "slippery", "shuffler", which has a negative connotation, ethnoculturally marked. The devil was popularly called "the weasel." We note the redundancy of language means in the discourse of N. I. Novikov, which determines the enhanced mental activity of the addressee, which leads to the need to constantly return to the process of inference (Suvorova, Polyakova, 2018).

The redundancy of language means in the discourse of N. I. Novikov is aesthetically justified and is expressed not only in the repetition of an idea by different language means, but also in the repetition of a single language means that conveys different meanings.

As we can see, indirect communication dominates the discourse, as evidenced by the title of the magazine. At first, the author directly explicates its meaning: the title "drone" agrees with my Vice and intent. Gradually, the reader becomes clear and veiled meaning: the author ridicules the vices of social drones who live at the expense of serfs. The title is symbolized based on the cognitive mechanism of typing. The title "drone" can also be considered an "intertextual reference" (Budaev, Chudinov, 2017) to the title of the journal A.P. Sumarokov's "Industrious bee", published in 1759. The magazine objectified the call for hard work and educational

activities. "Drone" became a response of N. I. Novikov to this magazine.

N. I. Novikov's discourse is dominated by" teleological "and" dramaturgical " (Habermas, 1984: 85-86) social actions.

Already in the Preface to the magazine, the author enters into a dialogue with his readers, he addresses them, calls them "modest", informs them about the reason for publishing the magazine (laziness), its purpose ("to correct morals and for entertainment"), saying goodbye, joking that he is tired of talking to readers (again marked as a sign of laziness). The main principle of N. I. Novikov's discourse organization is based on the reader's knowledge and personal social experience. The linguistic mechanism of disposition is based on appeals (gentlemen readers!), question-and-answer constructions (for example, a riddle for readers and answer options). It is worth noting the multi-genre discourse of N. I. Novikov, which may be explained by the initial period of formation of publishing activities in Russia in General and journalism. In the magazine you can find such genres as a letter, an ad, a landowner's decree, polemics, reasoning, a story, etc.

N. I. Novikov's discourse should be called dialogical. Therefore, it often implements "conversionary strategies" (Villaume, Cegala, 1988; Kellermann, Reynolds, Bao-Sun Chen, 1991). The author brings the situation or image to the point of absurdity, actualizes the value opposition "one's own – another's", and uses indirect communication. All this stimulates the attention and interest of readers to the magazine. The cognitive mechanism of transformation is widely represented in the discourse. For example, the landlord calls Zmean fortress beasts. Mr. Nedoum has turned his house into a den and a home for the rabid. Antoshka calls the blood drinker and tormentor his father, for which he pays a fine of 5 rubles. Such transformations mark the motive of absurdity. It is end-to-end in the discourse. In the case of the nephew who stole the watch from his uncle, the contractor was accused, who was tortured for theft. And when the truth came out, the court decided: Thief nephew, thou noble man uncle punish in private, and the contractor in the release to announce that the beatings he will continue to read. Logical presupposition: the ruling class wins in the courts, not the truth.

Thus, the author and publisher of the magazine "Drone" is a polydiscursive person, which is marked by his discursive activity as a publisher

of the magazine (see, for example, the Preface) and as a novice journalist – author of the discourse. It has created a discourse, i.e. it has a narrative competence. As a discursive person, N. I. Novikov can perceive and interpret discourse (see, for example, the polemic with the magazine "All sorts of things"). Its discourse is socially marked: the addressee and addressee are representatives of the upper class.

In the course of research, we have identified the components of cognitive style as indicators of specific features of the discursive professional personality of N. I. Novikov: 1) with the dominant reflexive way of perception of the world, we have identified the rational and figurative-evaluative; 2) the conceptualization of reality has a moral orientation.

Among the cognitive mechanisms of conceptualization and interpretation, the following play a special role:

- identification of various conceptual spheres (man-animal, life-morality, magazine-man, etc.),
- use of conceptual metaphors (anthropomorphic, zoomorphic, objective),
- transformation of one conceptual sphere into another (serfs-animals, house-den, bear-man, etc.),
- conceptual integration (the science of sneaking around, inflated pride, etc.),
- inference (put on the caftan of humanity),
- substitution of concepts (Vice = humanity, necessary goods = trinkets),
- literalization (brilliant service quickly fades).

We have identified the "knowledge structures" objectified in the discourse of N. I. Novikov:

- concepts CONSCIENCE, LAZINESS, TRUTH / LIE, POWER, SOUL, VICE, LAW, LABOR, etc.,
- presuppositions (logical, socio-cultural, pragmatic)
- semantic dominants (independence of spiritual qualities of a person from his origin, priority of spiritual over material, depravity of the nobility and landlords, respect for human dignity, equality of all classes before the law, vices are a disease that must be treated, etc.),
- maxims (not a breed, but virtues make a person worthy of the respect of honest people; the person who corrects vices is more humane than the one who condescends

to them, or (to say in Russian) indulges); a vicious person in any rank of equal is worthy of contempt, etc.),

- stereotypes: images for comparison (wild bear, actors, etc.), images of landlords and nobles, created by the author as stereotypical (types of evil landowner, young nobleman, graft official, etc.).

A feature of the mental activity of the discursive personality of N. I. Novikov is the signs of integrity (irreducibility of the content to the set of components) and holism (the formation of new mental images and events that did not exist before. These features are highlighted in his work by V. V. Selivanov (2019).

The individual semantic dominant of N. I. Novikov's discourse is the absurdity of the simulated world.

The category of emotionality in the discourse of N. I. Novikov is determined by the tasks of the addressee and the psychological characteristics of his personality. Therefore, the emotional and stylistic mode, "defined by culturally and situationally set attitudes" (Karasik, 2019: 261) should be characterized as satirical.

The author is an intellectual, even though the discourse contains stereotypical images, details, epithets, metaphors, etc. Self-presentation of the discursive personality of N. I. Novikov is carried out in order to Express their own values. But the main motivation is to expose the upper class as a carrier of vices, the desire to change or correct consciousness.

The manner of presenting information is related to the communication distance, which constantly changes from short (when the author becomes a character) to long (when the author enters into a polemic with the author of the magazine "All sorts of things").

The manner of presentation is characterized by a high degree of self-expression of the addressee of the discourse. The communication register changes from benevolent to sharply judgmental. Specific features:

- strengthening of a characteristic feature of a particular reality, which corresponds to the law of aesthetically determined semantic redundancy (for example, bringing it to the point of absurdity). Redundancy also leads to cognitive economy, since the addressee focuses not only on the discourse itself, but

- also on socio-cultural, communicative-pragmatic, and cognitive factors,
- simultaneous actualization of different semantic features of artistic reality by means of a single word or combination (for example, the "drone"lexeme). This corresponds to the law of aesthetic economy,
 - actualization of the main categories in the discourse - the image of the author and the image of the addressee (readers). The author manifests himself as a real person, although he wears masks,
 - intertextuality of discourse (texts by A. P. Sumarokov, allusions, polemics with the magazine "All sorts of things", Proverbs, stable expressions),
 - fiction dominates, and not informativeness, which marks the attraction of discourse to the artistic,
 - indirect communication dominates, which is typical for satirical texts,
 - there is a tendency to generalize (stereotyping of images, characters, vices),
 - dominated by the visual mode of perception of reality,
 - dominant axiology the author actualizes the pragmatic and axiological aspects of his language consciousness,
 - polyandrously discourse suggests that discourse of identity in creative search, although the change of formats in a single discourse marks the creative thinking,
 - the main discursive strategy is a strategy of impact on readers. Hence the use of persuasion tactics, comparisons, appeals to stereotypes, to evaluation, to precedent phenomena, and to the value picture of the world,
 - the tendency to save not only language, but also cognitive. Savings are made through the cognitive mechanisms of interaction of various conceptual spheres: transformation, combination, identification. The information volume increases. The main means of cognitive economy are "talking" proper names and precedent phenomena that are recognized by readers.

As a discursive person, N. I. Novikov is a carrier of progressive humanistic ideology, capable of self-realization in a changing society. But as a professional personality of a journalist, N. I. Novikov has not yet developed and is at the stage of search and formation.

Discussion

The description of a discursive personality still needs to find new approaches. Therefore, any understanding of the discursive personality in a new perspective becomes an addition to the consideration of the language personality.

Since the discourse we are studying belongs to the 18th century, we consider the socio-cultural space of that time, the ideology and worldview of the author. In this regard, we have chosen the cognitive style of the discursive personality as the main concept for the study. The components of cognitive style as a kind of construct are used by us as an element of theory for analyzing the discursive personality.

The cognitive style of the discursive personality has not yet developed as an independent category. In recent works, it is interpreted as a mental reflection of the General idiostyle. For example, A.V. Bolotnov identifies 4 components of cognitive style: mental-psychological, thesaurus, intellectual and epistemological substyles (Bolotnov, 2017). Since we consider cognitive style as a construct, we consider it possible to distinguish invariant and variant components in it. Invariant components include ways of perceiving the world, cognitive mechanisms of objectification and interpretation of the world, knowledge structures objectified in discourse, and the way information is presented. The variant components of a cognitive style depend on the type of discursive personality, the type of discourse, and the socio-cultural situation. Therefore, the variant components of a blogger's cognitive style will differ from the variant components of a writer, for example. The oral type of discourse will be characterized by certain gestures, intonation, communicative distance, communicative tonality, etc. Given the above, we give our own definition of cognitive style and on its basis, we identify the components that we use as an element of theory for analyzing the discursive personality.

The choice of a model of interdisciplinary interaction (cognitive-discursive and linguistic approaches), in our opinion, provides qualitatively new results, their objectivity and practical significance. The discourse of N. I. Novikov is based on social problems of Russian society, the cognitive base of which was formed on other historical and cultural grounds. Hence the importance of highlighting the knowledge structures of the cognitive base of the 18th century: concepts, values, attitudes, presuppositions, semantic dominants, etc.

Since the terms "implication" and "implication" refer to formal logic (Emets et al, 2018; Vasilishina et al, 2013), we use the concept of "inference" as inference knowledge based on the integration of various factors – intra-text and extralinguistic information, the recipient's worldview, personal cognitive space, communicative competence, etc. Language facts become the object of the addressee's reflection. Therefore, the addressee focuses on inference as a mechanism for interpreting the meaning of the addressee.

Conclusion

As shown by the studied material, N. I. Novikov developed as a result of his multi-faceted activities as a polydiscursive personality.

We consider the study of N. I. Novikov's diverse activities not only as a journalist, but also as an educator, teacher, publisher, philosopher, and writer. The cognitive style and methods of its analysis presented in this paper can become a tool for interpreting a discursive personality based on a corpus of texts in different communication systems. We believe that it is the features of the cognitive style of the discursive personality that allow us to judge the specifics of language consciousness, which is very important when describing the language personality.

Since "the individual is recognized as a flexible discursive construct that is constantly transforming in the course of social interaction" (Potter, Wetherell, 1987), we consider it possible to recognize the cognitive style of a discursive personality as a construct whose optional components change depending on the type, genre of discourse and type of discursive personality. The paper proved the leading role of cognitive style in the formation of a discursive personality. We consider it promising to create a theory of discursive personality in this aspect.

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