

LINGUISTIC MEANS OF CREATING THE IMAGE OF A DOCTOR IN THE MEDIA

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Abstract. This article examines the features of the use of linguistic means in constructing the image of a medical worker in the mass media.

To date, the media is full of abundant information about medicine, the health worker, too. However, the collective picture of the doctor, which is formed abroad and in the domestic media varies to a certain extent. This article explores the linguistic diversity of the media language when composing the image of a medical worker, as well as what kind of idea is formed by consumers of media content in Kazakhstan and abroad. This study is relevant today, since modern Kazakh linguistic science needs a comparative analysis and study of linguistic aspects within the framework of medicine at the junction of several pieces of cultural diversity. Also, the research taken is relevant primarily due to the change in the system of views on medicine in general.

In the course of the work, a stylistic analysis of news articles from English and Kazakh sources was carried out. The main prerequisite for the choice of news articles was the fact that modern society consumes information through news and newsreels, which are the dominant media at the moment and, as a result, have an impact on people's consciousness. The output of the study can be applied in the field of linguistics, primarily domestic, as a result of which a textbook with the same name can be collected and published.

Keywords: doctor image, mass media, stylistic analysis, idioms, phraseological units, stylistic devices, metaphor, epithet, inversion, hyperbole, simile, epiphora

Basic provisions

Language is a complex, multifaceted phenomenon, which is characterized primarily by its richness and diversity. The richness of a language is determined by its components such as lexical composition, phraseology, expressive means, branched morphological and syntactic systems, an extensive terminological arsenal that covers a variety of fields of knowledge, i.e., it is determined by the totality of all linguistic means that can be used to express the thoughts and intentions of native speakers.

When we talk about the term “linguistic means” (despite the fact that this concept covers the entire complex of the above-mentioned phenomena), first of all, we imagine a similar phrase in the Russian language, or to be more precise, linguistic means of expression defined as a special tool with the help of which a linguistic description of the image is built, giving it an emotive coloring. In linguistics, they are termed as special figures of speech or tropes traditionally understood as the figurative use of an expression. “These are such stylistic means, the purpose of which is to enhance the expressiveness of speech” [1, p.72].

Scientists note that each style, as well as types of speech, tends to use a certain set of language tools. As G.A. Solganik notes, functional styles are unequal and divide the extra-linguistic reality in different ways. So, for example, a scientific style, which, being mono- or narrowly thematic, covers, although a wide, but still homogeneous zone of extralinguistic reality [2] and linguistic means of expression are not always appropriate for use in this field, for this there is a scientific terminology, represented by special words (terms), terminological phrases, complex syntactic constructions, etc. [3]. Speaking about the linguistic diversity in the media, we can say that the language of the media has some features of non-diversity, but it is also characterized by the presence of expressiveness.

Language investigation in the context of medicine in the media is an urgent topic, especially today. This can be explained by modern socio-economic conditions, as well as by the global situation associated with the pandemic and coronavirus. In the context of the broad mediatization of public life, this area has found its realization not only in the scientific, professional, but also in the media space. In the value system of society, health issues are rising higher, which allows us to talk about the phenomenon of mass medicalization — the promotion of medical topics in pop culture and the strengthening of people's rational attitude to their well-being, which, in turn, has led to an increased interest of linguists in studying this fragment of language [4].

As E.A. Kozhemyakin notes, mass communication, representing a complex, multidimensional phenomenon, is not just a sphere of consumption of an information product and entertainment, but also one of those spaces in which people create and share life orientations, values, knowledge, which together determine not only their information awareness and assessment of current events, but also their daily life and the picture of the world [5]. “At the same time, thanks to the ability to produce and massively disseminate information, mass media have one of the essential resources - social, ideological power, the ability to name, describe, classify social processes and phenomena, as well as to form an idea of the degree of their significance for public life” [6, p.87].

The image of a doctor is formed thanks to the information that supplies people's minds. This is partly due to media content and social networks, where people have the opportunity to discuss pressing issues or vice versa to support some position. In the UK, for example, there is a state organization that controls the work of doctors in the country's medical institutions, the GMC. It is noteworthy that this organization accepts complaints from any citizen of the United Kingdom regarding the quality of the medical service provided. All complaints are reviewed, and decisions are made regarding the doctor, which also vary. Studies were conducted, which were described and explained by the editor and reporter Abi Rimmer, regarding the increase in the number of complaints from people about the work of doctors, or rather their sources and causes [7]. According to the study, from 2007 to 2012, complaints increased significantly, almost twofold. The reasons for the complaints, experts consider the fact that times have changed. Previously, medical care was more traditional, with frequent visits to the doctor and establishing contact with your doctor. Now the situation is different. People often criticize medicine not because of

the quality of service, but because of other aspects that are associated with the introduction of new technologies and greater digitalization. A more traditional society cannot accept this.

The question today is this - Which image of the doctor prevails, positive or negative, and what language means are used in this case?

Introduction

It is known that the connection between linguistic and cultural characteristics (mentality) forms and leads to the linguistic diversity of the media discourse, which we can observe in medical media content.

As G.Y. Solganik writes, “if before the language of the media was studied primarily as a “thing in itself”, now such aspects as the language of the media and thinking, the language of the media and society, the language of the media and culture, politics, ideology are becoming acutely relevant. The period of extensive study of the media language has come, opening up new prospects for this branch of stylistics, contributing to a deeper understanding of the specifics and nature of the media language. There is an urgent need to comprehend the role of the language of the media in the new conditions, taking into account the processes taking place in society, culture, politics, ideology, etc.” [8, p.4]. This determines the relevance of our research.

Different cultures interpret the concept of the image of a doctor in the media space in different ways, using the language peculiar to their culture, but at the same time these cultures are intertwined in this matter. For Kazakhstan, this topic also has a special place, especially after certain events in the field of medicine and with regard to the healthcare system.

The object of the investigation is the health worker depiction in mass media space, whereas the subject is the language tools or expression means used to describe the image. We are interested in achieving the following goals: to study the content of medical issues in a number of news articles on NewsMedical and Caravan news sites and analyze the stylistic features of the language tools used.

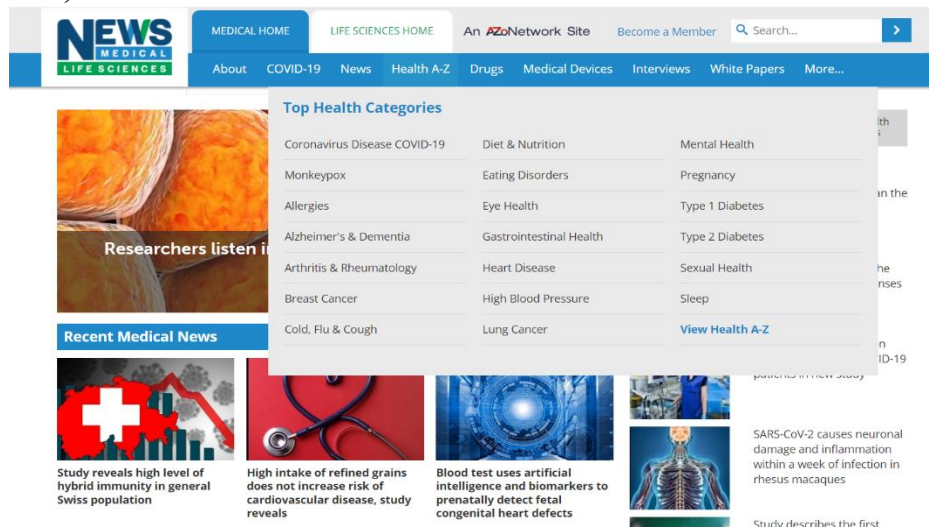
Materials and methods

As it was noted, the field of medicine and healthcare is one of the most popular topics covered in modern mass media, which was facilitated by modern socio-historical conditions, to a large extent related to COVID-19 and the pandemic. All this is reflected in the language. The language associated with the coverage of events in the field of medicine has the following specific features. On the one hand, it is based on the use of special and general medical scientific terminology, on the other hand, medical news sites are visited not only by specialists in the field of healthcare, but also by everyone who is interested in this topic, so here you can trace the use of colloquial, emotionally colored words, as well as neutral vocabulary.

The methodological basis is based on such research methods as descriptive method, stylistic analysis and interviewing method. The empirical basis is news articles published in English and Russian in special news sites. At the same time, the main goal here is to determine whether the general image of topics related to

medicine and health is negative, positive or neutral to some extent. In the articles that we analyze, the author's assessment of the problem is traced, which is characteristic of image formation.

The medical news site News Medical was taken as the material of our study. Of particular interest to us is the main page of this site, where there are two main thematic sections, Medical and Scientific. Our attention is focused on the “Medical Section”, the structure of which is shown in Picture 1.



Picture 1 – NewsMedical front page

NewsMedical is the website designed to give reliable source of information on topics of medicine and life related ones. It was founded in 2004. There are two main global offices based in the UK and Australia. They call for the use of information they post in addition to the doctor's guidance, not as the primary support. All the articles posted by the website undergoes a series of check-ups by professionals such as doctors and medical journalists.

It should be noted that the subsection of the medical section “Health A-Z” is represented by the main categories of medical topics, which go from the most popular to the most rarely mentioned. When you click on each category, a list of different articles on a specific topic appears. The first place in these categories is occupied by coronavirus disease. Analysis of the content of this site allows you to identify the following topics in popularity — monkey pox, allergies, Alzheimer's disease, etc.

As an example, we would like to draw attention to the article “Never say ‘die’: Why so many doctors won't break bad news” [9]. The article was published on June 12, 2019. The article heading is quite attention-grabbing since it contains the lexeme “die” which demonstrates itself the meaning of ceasing to exist, and it is usually regarded as a euphemism. It is known that the category of death is quite frightening and associated with fears. This verb is usually replaced by synonymous combinations of lexemes or phrasal verbs (*to pass away, to fade away, to leave this world, etc.*). However, in the context of this title, the negative effect weakens.

We should note that the article on NewsMedical website has got a catchy title that is also distinct by its collocation “won't break bad news”. This collocation may

seem to Russian or Kazakh speaking people confusing, so that people would get this phrase completely wrong. “Break news” may mean that doctors destroy bad news and try not to talk about them with their patients. Nevertheless, this phrase has a different semantic sense, that is “break bad news = deliver bad news”. In addition to this information, if we have a glance at a reliable source and find a definition of this phrase “break news” then we would find it on Cambridge Dictionary website, where it is said to be an idiom [10]. While an idiom is considered to be a figurative expression which is usually used in an informal context. Consequently, the collocation “break the bad news” is not common for a formal style, then the article under analysis contains some elements of expressiveness and emotiveness.

In this article, we will analyze language means and article structure. According to T.V. Zhrebilo, linguistic means express emotiveness and conscription, they usually involve evaluative and emotive phrases, inversion, questions and exclamatory sentences. Additionally, linguistic means include comparison, literary devices or tropes [11, p.11]. The article is about the negative experience of one doctor who had gone through cancer diagnosis. The way he was delivered about his diagnosis was not decent, he did not feel support from those who relayed this piece of news to him. This way, he shared his experience with people and invested money to training of future doctors whose core idea is teaching them to be psychologists, as well.

As noted above, the genre-stylistic characteristics of the analyzed texts are based on the use of elements of book-scientific, neutral and conversational styles. They indicate a tendency to contamination, mixing of genres, installation of text models [12, p.72]. So, in the articles published on the NewsMedical website and Caravan, we see an appeal to a fairly large number of medical terms, which, as we believe, due to the mentioned “mass medicalization” of modern society, can be understandable even to the addressee who is not a representative of the medical profession. For example, *stage 4 pancreatic cancer, tumor biopsy, metastatic colon cancer, palliative care etc.*

Of undoubted interest is the analysis of the means of linguistic expressiveness, which give speech, as a whole, special properties – brightness, imagery, colorfulness, emotional coloring.

At the same time, researchers resort to the use of stylistic analysis, in the process of which it seems important to pay attention not only to the denotative components of the meaning of the text, but also to connotative meanings (expressive, emotional, figurative, evaluative), which are the source of the affective component of the meaning of the text [13, p.213].

One of the most common means of linguistic expressiveness, resorted to by the authors of news articles of these sites, is such a stylistic device as hyperbole, for example: “the sky-high results”, “off-the-scale”, “dire”. These phrases are not typical to an unbiased source of information since it exaggerates the noun “results”. Thus, results are as high as sky, so this is the reason why hyperbole is applied here. The reader would grasp that feeling of dire circumstances the author had gone through.

Cf: “After nearly 40 years as an internist, Dr. Ron Naito knew what the *sky-high results* of his blood test meant”.

- “But when he turned to his doctors last summer to confirm *the dire diagnosis* — stage 4 pancreatic cancer — he learned the news in a way no patient should”.

- “The first physician, a specialist Naito had known for 10 years, refused to acknowledge the results of the “*off-the-scale*” blood test that showed unmistakable signs of advanced cancer”.

Authors of news sites often resort to using simile. For example: “death is viewed as a failure”. Here, we see that two things are being contrasted and they are attempted to be intertwined using the key word “as” or “like” in the next sentence.

Cf.: “It’s *a little like learning* to play basketball, he added. You do layups, you go to practice, you play in games and get feedback — and you get better”.

The usage of metaphors is quite distinct in this article. For example:

Cf: “Months later, the shock remained *fresh*”.

- “He knew what it was,” Naito said last month, his *voice thick with emotion*”.
– metaphor that is a stable word combination.

- “Many doctors *bridle at* any criticism of their bedside manner, viewing it as something akin to “*character assassination*,” Back said”.

Epithets are also present in our medicine article:

- “The *botched delivery* of his grim diagnosis left Naito determined to share one final lesson with future physicians”;

- “*Robust research* shows that doctors are notoriously bad at delivering life-altering news”;

- “Up to three-quarters of all patients with serious illness receive news in what researchers call a “*suboptimal way*””;

- “*The poor delivery* of Naito’s diagnosis reflects common practice in a country where Back estimates that more than 200,000 doctors and other providers could benefit from communication training”;

- “A 2018 telephone survey of physicians found that nearly all thought *end-of-life discussions* were important — but fewer than a third said they had been trained to have them”;

Other stylistic devices are also applied in the article, for instance gradation and repetition, namely epiphora.

- “It’s cancer, ‘*they don’t sit down, they tell you from the doorway*, and then they turn around and *leave*.” (gradation or climax - syntactical stylistic device).

- “But these are skills, doctors can *acquire them*, you can measure what *they acquire*,” he said”. (epiphora - syntactic stylistic device when a phrase is repeated at the end of two clauses).

The analysis of this article shows us that it does not have a wholly negative message, vice versa, the idea lies in the most common problem that patients experience these days – lack of or not a decent mental support from doctors’ side. The author attempts to convey the message of a presence of a problem and suggesting the ways to train medical workers so that they acquire basic communication skills. Thus, the article is trying to shape our minds in a positive way by offering innovative solutions.

We have also taken another article but a Kazakhstani source of information. That was taken from Caravan website. The Caravan is known to be a newspaper, a first weekly newspaper in Kazakhstan which was firstly issued in 1991. The website version can be also found in the Internet. Different topics of articles are posted on this website such as political news, business, medicine etc. The editorship is located in Almaty city.

The article we have chosen for our research is called “Когда на пути вам встретился реаниматолог” [14]. The article is not considered as a news article, but more as a descriptive article where an experience of a real doctor is talked about. This is more of a reportage, because the narration is on behalf of the author in such a way that you can feel that we are also in the place of the event.

The article heading is not such an attention-grabbing one, since it sounds as a simple title without any screaming nature. However, when reading this heading, it may seem to have been addressed to the reader by having the corresponding pronoun in it “вам”. The article starts with the author’s opinion and attitude towards the harsh reality that nowadays doctors have to deal with. The reality is connected with the fact that in the 21st century, where a social media is widely used by a majority of planet’s population, anyone can express their opinion on doctors’ work and share their own experience. Many people are prone to criticizing medicine. That is why the author touched upon this sensitive topic and decided to describe working days of one of the Kazakhstani resuscitators.

The article has two subheadings, the first one is named “Настоящими врачами не становятся, а рождаются” [14]. Perhaps, one would understand this title as it is impossible to become a doctor if you do not possess special hard skills and soft skills, and these skills are given to some people from their birth, not during in a course of their lives. However, this title is more about the innate nature and personality of a potential doctor, that is described after this heading in the form of an interview with the resuscitator. The second article title is called as “Прежде чем осуждать кого-то, пройди его путь” [14]. This heading is directly addressed to a reader, which is enlightening and educating the reader. Moreover, this heading contains a phraseological collocation – “пройти путь”. This phrase does not have a direct meaning, it, in fact, means “to live a life” and complete a change or a development of yourself.

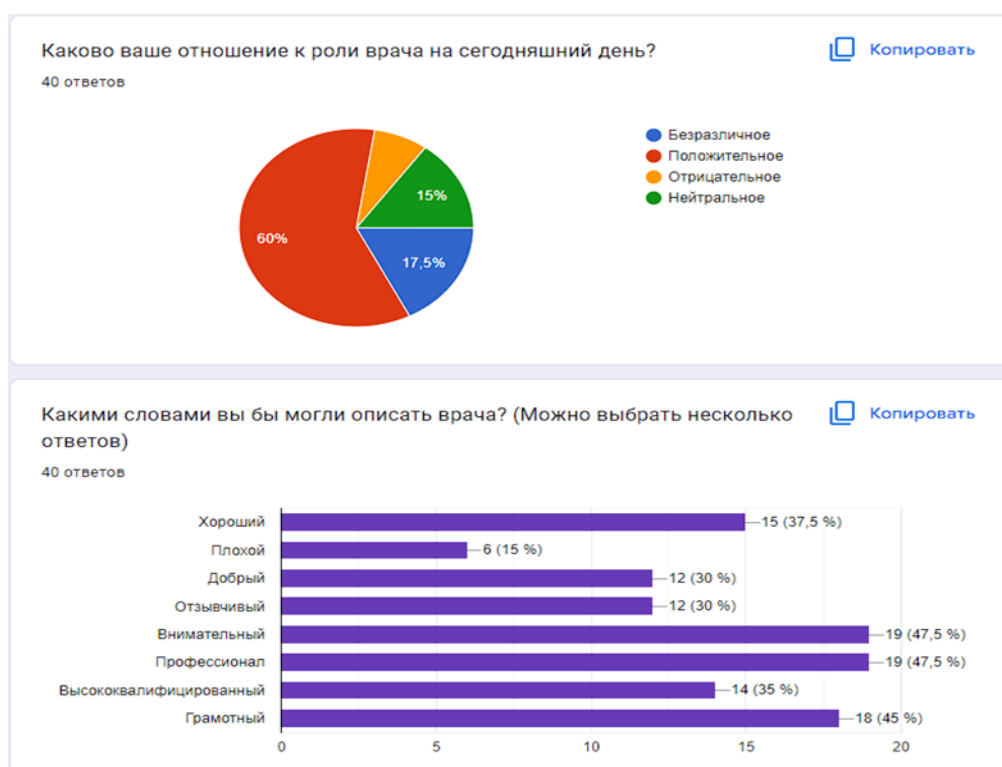
There is a certain number of linguistic means to create the doctor image in this article:

There are colloquial phrases typical for an informal communication.

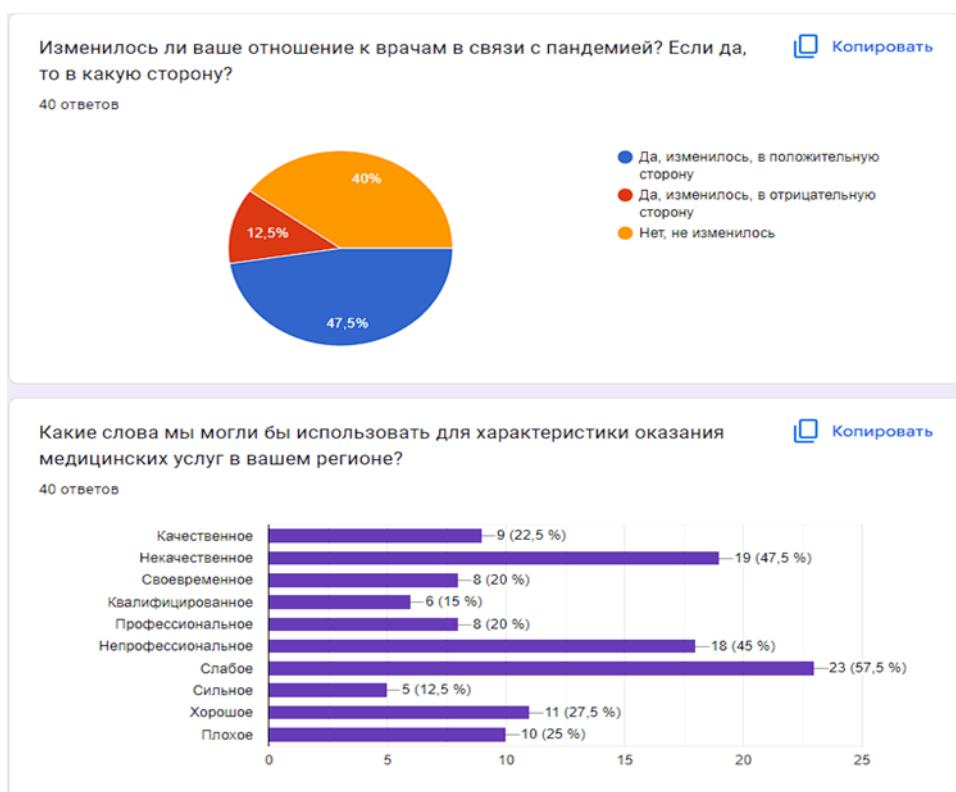
Cf: “Дружным хором они *костерили* всех “жестоких и безграмотных” докторов”. “Костерить”, which is considered to be an obsolete word, or of a colloquial nature, as it is traditionally known. This verb has a sense of scolding someone/something.

There are medicine related words and phrases such as “анамнез”, “гипогликемия”, “АД”, “хирург”, “инсульт”, “спазм”, “реаниматолог”. These terms are applied in the article under consideration taking part in building the image of a health worker, too. With the help of these words, we understand the responsibility and duties of such doctors, which is significant to know.

Epithets are present in the article such as “черствый”, “безддушный”, “жестокий”, “настоящий”, “голодный”, “тяжелый”, “длительный”, “радостное”, “святое”. The first three adjectives are negative ones; however, it is not what the author means when describing a doctor, the author just delivers what some people say when criticizing doctors. Other adjectives are the resuscitator’s words or the author’s words that he used to describe his own experience when pursuing the medical career. Additionally, we have made a survey among citizens of Kazakhstan, concerning their attitude towards doctors’ image and how they view the medicine quality in their regions. We can see what words and adjectives local citizens use to describe a doctor are positive enough in comparison with the article we have analyzed above. These are the results:



Picture 2 – Survey among Kazakhstani citizens



Picture 3 – Survey among Kazakhstani citizens

Thus, according to our survey, the image is quite positive in people’s minds than the one found in the article we are analyzing. However, still local people do not perceive quality of medicine as high. The evidence for it is the adjectives used by surveyed people that they applied describing a doctor and medicine, in general.

It is also worth mentioning the usage of some other stylistic devices such as inversion, for example:

- “Почти 100 долларов в месяц платил за учебу каждый месяц”;
- “Операций в этот день у нас не было”;
- “А в аптеку он зашел померить АД”;
- “Плохими словами их безбожно ругала одна из пользователей”.

These are the sentences that present a striking example of inversion technique, which means that word order is not typical and more formal in comparison with the formula “Subject-Verb (Predicate)-Object”: the object there is placed in the beginning and the subject is placed in the end of the sentence. This technique is designed to make an emphasis on a particular word or phrase. For instance, in the first sentence the focus is on 100 dollars, the object of the sentence, rather than on its subject. So, by this, the author wants to highlight the importance of 100 dollars that he used to spend for his studies. Perhaps, this amount of money was quite decent.

This article is abundant of metaphors.

Cf: “А на 5-м курсе твои ровесники из других вузов уже трудоустроены, ходят по кафешкам, встречаются с девушками, а тебе некогда, ты хочешь быть врачом и *штурмуешь науку!*”;

- “...мол меня просто *преследуют такие ситуации!*”;

- “Я тоже неоднократно думал о том, чтобы сменить профессию, но всё равно *как-то тянет*”.

These are metaphors since these expressions contain words that are similar to other words in their meaning, so the features of these words are transferred to other words. For example, in “штурмовать науку”, the word “штурмовать” primarily means to make an attack on something or someone, thus it seems nearly impossible to attack science and does not bear any common sense. However, this word just adopted properties of another word such as “изучать, исследовать”, but used in the article to make the expression more colorful.

Results and discussion

Having investigated language peculiarities of the two articles taken from the British and Kazakhstani media, it is worth saying that they carry an informative and enlightening value to ordinary readers, like us. The first article analyzed by us, which was taken from NewsMedical website, has a specific language that is simple to understand for a typical reader, it describes the relevant problem of modern medical training, and suggests ways to resolve the issue. This was a striking example of the fact that there is always a room for improvement of medicine. That means that medicine is not always about treating people but also supporting patients and understanding their feelings. This is exactly what the article under consideration attempts to deliver. It is not negative and it does not shed the light on bad doctors, it just gives everyone some speculation. The usage of hyperboles, similes, metaphors, idioms and phraseological units in the article shapes the doctor image, not in a negative way, but in an edifying way, that demonstrates the possibility of meliorating the situation with the help of people who have gone through these problems and have realized the methods to change the doctor’s behavior with patients. The Kazakhstani article is also abundant with a peculiar language which is also not formal containing idioms, colloquial language units, epithets, metaphors, inversions, and special words related to medicine. It helps us realize the difficulties and hard work that surgeons and resuscitators go through on everyday basis, for instance, inversions in the article make us understand the importance that the hero of the article gives to these objects, like it is done in this sentence - “Операций в этот день у нас не было”, here the resuscitator accentuates the facts of operations and surgeries, which makes the whole context sound favorable since it helped him a lot to save a stranger’s life on his way to work.

Conclusion

To sum up, it is important to note that by researching the articles from British and Kazakhstani mass media and making a survey, the doctor image may seem volatile and there are still some people who are skeptical about the doctor’s role in medicine. However, the media is abundant with information concerning doctors and medicine advancements, in general, which means that it makes a contribution to creating a positive effect on readers, giving hope and certainty in the future of medicine. The linguistic units utilized by doctors themselves and journalists who write articles about them, together, create the atmosphere that takes the reader with

it. The problem is that most people are not inclined to read media connected with medicine. This may be the reason for not having an appropriate image of a modern medicine. However, still people, after a series of events in the world, may alter their attitude to doctors. For instance, in the first article we have analyzed, the whole content motivates to catch the idea of an issue and think of solutions to it, it helps us understand that this is one of the main downsides of medicine today and should be fixed soon, so the author of the article applied all the possible stylistic devices that would be understandable for a common reader without using complicated medical or journalistic terms and phrases, this we can see in the usage of metaphors, similes, hyperboles, epiphoras and epithets that played a huge role in forming an image of a doctor and medicine, too, which is not negative but neutral and gives some topics for discussion. The second Kazakhstani article makes us grasp the hard-working ways of a doctor, what sacrifice they make and how they go towards their goal to become a specialist, so we can see this by analyzing stylistic devices as metaphors, inversion, epithets and medical terms. All the linguistic units applied in these two articles form a certain image, in the first one, it is more neutral, while the second one – positive.

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БҰҚАРАЛЫҚ АҚПАРАТ ҚҰРАЛДАРЫНДА ДӘРІГЕРДІҢ БЕЙНЕСІН ЖАСАУДЫҢ ТІЛДІК ҚҰРАЛДАРЫ

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Аңдатпа. Бұл мақалада бұқаралық ақпарат құралдарында медицина қызметкерінің бейнесін жасау кезіндегі тілдік құралдарды қолдану ерекшеліктері қарастырылады.

Бүгінгі таңда бұқаралық ақпарат құралдарында медицина, соның ішінде дәрігерлер туралы әр түрлі ақпараттар беріледі. Алайда, шетелдік және отандық БАҚ-та қалыптасқан дәрігердің жинақталған бейнесі белгілі бір дәрежеде түрленеді. Мақалада медицина қызметкерінің бейнесін жасау кезіндегі БАҚ тілінің тілдік әр түрлілігі, сондай-ақ Қазақстанда және шетелде медиа контентті тұтынушыларда қандай түсінік қалыптасатыны зерттеледі. Бұл зерттеу бүгінгі күні өзекті, өйткені қазіргі қазақ лингвистикалық ғылымы мәдени әр түрліліктің бірнеше құрамдас бөліктерінің түйіскен жерінде медицина шеңберіндегі лингвистикалық аспектілерді салыстырмалы талдауды және зерттеуді қажет етеді. Сондай-ақ, бұл зерттеу, ең алдымен, жалпы медицинаға деген көзқарас жүйесінің өзгеруіне байланысты өзекті.

Жұмыс барысында ағылшын және қазақстандық дереккөздерден алынған жаңалықтар мақалаларына стилистикалық талдау жүргізілді. Жаңалықтар мақалаларын таңдаудың негізгі алғышарты қоғамның қазіргі уақытта басым бұқаралық ақпарат құралдары болып табылатын және соның нәтижесінде адамдардың санасына әсер ететін жаңалықтар мен кинохроника арқылы ақпаратты тұтынуы болды. Зерттеу нәтижелері, ең алдымен, отандық лингвистика саласында қолданылуы мүмкін, нәтижесінде атауы бір оқулық жиналып, жариялануы мүмкін.

Тірек сөздер: дәрігердің имиджі, БАҚ, стилистикалық талдау, идиомалар, фразеологиялық бірліктер, стилистикалық әдістер, метафора, эпитет, инверсия, гипербола, салыстыру, эпифора

ЯЗЫКОВЫЕ СРЕДСТВА СОЗДАНИЯ ОБРАЗА ВРАЧА В СМИ

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Аннотация. В данной статье рассматриваются особенности использования языковых средств при построении образа медицинского работника в средствах массовой информации.

На сегодняшний день средства массовой информации представлены многообразной информацией о медицине, о врачах, в том числе. Однако собирательный образ врача, который формируется за рубежом и в отечественных СМИ, в определенной степени варьируется. В данной статье исследуется языковое разнообразие языка СМИ при составлении образа медицинского работника, а также то, какое представление формируется у потребителей медиаконтента в Казахстане и за рубежом. Данное исследование актуально на сегодняшний день, поскольку современная казахская лингвистическая наука нуждается в сравнительном анализе и изучении лингвистических аспектов в рамках медицины на стыке нескольких составляющих культурного разнообразия. Также данное исследование актуально в первую очередь ввиду изменения системы взглядов на медицину в целом.

В ходе работы был проведен стилистический анализ новостных статей из английских и казахстанских источников. Главной предпосылкой для выбора новостных статей стал тот факт, что современное общество потребляет информацию через новости и кинохронику, которые на данный момент являются доминирующими средствами массовой информации и, как следствие, оказывают влияние на сознание людей. Результаты исследования могут быть применены в области лингвистики, в первую очередь отечественной, в результате чего может быть собран и опубликован одноименный учебник.

Ключевые слова: образ врача, СМИ, стилистический анализ, идиомы, фразеологические единицы, стилистические приемы, метафора, эпитет, инверсия, гипербола, сравнение, эпитифора

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