

## **SPECIFIC FEATURES OF THE ARGUMENTATION IN MEDIA**

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### **INTRODUCTION**

Participating in acts of communication, we perceive what is said or create utterances by themselves. The perception of the acts of communication is a multifaceted process involving the use of a wide range of information. Communication is a two-way process in which participants not only exchange ideas, feelings and information but also create and share meaning for reaching mutual understanding. It is the exchange of ideas, thoughts, messages, or the like, by speech, signals or writing. It is to express oneself in such a way that one is readily and clearly understood<sup>1,2</sup>. It is a process of conveying information from the sender to the receiver with the use of the media in which the communicated information is understood.

One of the means of communication is the mass media. In the life of modern society, the media play a significant role. Today's life is unimaginable without the mass media. Many different printed as well as online newspapers try to attract the readers. The media open up access to new knowledge, introduce the latest news, and allow you to see the situation from various angles.

The main feature of modern civilization is mass media or means of communication. The media include press (newspapers, magazines), and broadcasting (television, radio, advertisement and Internet). Mass media unite people all over the world into one global community.

The implementation of these functions is possible only if the information provided by the press can be trusted. As the historical experience shows the media, which provide incorrect, false, non-argued information, eventually lose their readers, viewers, listeners and die out.

Only accurate, truthful and reasoned information inspires confidence. So, professional journalists and professional press must possess the methods and means of argumentation, and submit their materials in a qualitative and reasoned manner.

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<sup>1</sup> Гудков Д.Б. Теория и практика межкультурной коммуникации. М. : ИТДГК "Гнозис", 2003. 288 с.

<sup>2</sup> Moore R. Ontogenetic Constraints on Grice's Theory of Communication. *Pragmatic Development in First Language Acquisition*. Philadelphia : John Benjamins, 2014. pp. 87–105.

Problems of argumentation are in the focus of logic, philosophy, and psychology. The works of Alekseev<sup>3</sup>, Belova<sup>4</sup>, Ivin<sup>5</sup>, Ruzavin<sup>6</sup> made a great contribution to the development of the theory of argumentation. Nevertheless, the features of using arguments in linguistics and journalism are practically not investigated. In this regard only a few researches by Baranov<sup>7</sup>, Klyuev<sup>8</sup> can be mentioned. In connection with this, a study on the analysis of the features of argumentation in the media is very important.

The **subject** of the discussion is the representation of the argumentation as a linguistic phenomenon.

The **purpose** of this article is to study the specific features of the argumentation in the modern press.

To achieve this target we have applied descriptive qualitative approach consisting of the data describing, comparing, integrating, and theoretical justification. The **methodology** applied in the study is based on the essential points of the theory of argumentation, which present basic ideas for the linguistic investigation<sup>9,10,11</sup>. The use of qualitative research is justified by the analyzed data, paper's subject, purpose and phenomena under analysis, which presume multi-criteria categorization and therefore can be specified as "multiple realities" mostly appropriate for qualitative research.

## 1. Main Points of Argumentation Theory

Communication is very important for human beings. In fact, through communication the human beings begin to express their thoughts and thus played a good role in our evolution. While communicating the speaker will share the information and the listener will listen to it. Here the listener must be able to differentiate the trustworthy reliable information with the lies and treachery. He must be able to filter the messages and he must have the mechanism of epistemic vigilance. It's nothing but the vigilant attitude

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<sup>3</sup> Алексеев А.П. Аргументация. Познание. Общение. М. : Изд-во МГУ, 1991. 150 сс

<sup>4</sup> Белова А.Д. Лингвистические аспекты аргументации. К. : КГУ, 1997. 300 с.

<sup>5</sup> Ивин А.А. Теория аргументации. М. : Гардарики, 2000. 416 с.

<sup>6</sup> Рузавин Г.И. Методологические проблемы аргументации. М. : Изд-во Ин-та философии Рос. акад. наук, 1997. 202 с.

<sup>7</sup> Баранов А.Н. Лингвистическая экспертиза текста : теория и практика : Учебное пособие. М. : Флинта : Наука, 2007. 592 с.

<sup>8</sup> Клюев Е.В. Речевая коммуникация. М. : Рипол классик, 2002. 315 с.

<sup>9</sup> Eemeren van F.N. Argumentation Theory and Argumentative Practices : A Vital but Complex Relationship *Informal Logic*. 2017. Vol. 37, No. 4. pp. 322–350.

<sup>10</sup> Walton D.N., Reed C., Macagno F. Argumentation schemes. Cambridge : Cambridge University Press, 2008. 443 p.

<sup>11</sup> Dougy M. Argument schemes typologies in practice. The case of comparative arguments. *Pondering on problems of argumentation. Twenty essays on theoretical issues*. 2009. pp. 141–155.

towards the information that we get. For example, we believe the news coming in the internet because we trust the source.

Here instead of just trusting, we work out different ways to be vigilant in filtering the trustworthy news with treachery. Argument is a method to increase the reliability in communication. At this point speaker give a validation to receive the conclusion. But the listener can check this validation to accept the given conclusion. Argumentation is also an activity of reason.

When people argue, they place their thinking in the domain of reason. They have used reasoning to assess and accept the conclusion. Communication is perfected with proper reasoning and also a true conclusion is supported by fair arguments. Therefore, the speaker could convince the listeners and the listeners could gain a reliable piece of information. Thus, the communication is successful.

Argumentation is a crucial issue for communication and it endured in our society for centuries. This theory had its origin in foundationalism, a theory of justification or reasoning in the field of philosophy<sup>12</sup>. However, during those days the argumentation was based on oration and logic. Soon afterwards, these theories which were put forward by Aristotle were rejected and were questioned by the scholars.

They found a broader premise for argument than the formal philosophical systems. They tried to develop the techniques used by the people to get support of others for their views and opinions. Likewise many scientists and authors have developed argumentation in different ways<sup>13,14</sup>.

Argumentation theory studies the practices and standards of using arguments. Argumentation is understood as a communicative activity of producing and exchanging reasons in the context of doubt or disagreement. It thus constitutes or contributes to a wide range of fundamental social processes, from political debates to legal disputes, scientific investigation, and interpersonal conflicts.

In contrast to much research within communication, argumentation theory combines descriptive revision of how we argue with normative inquiry into the standards of good argumentation. In this sense, it has a long interdisciplinary tradition that starts with ancient rhetoric, dialectic, and logic and continues today to include recent research in areas such as online communication and artificial intelligence.

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<sup>12</sup> Perelman Ch. Justice, Law and Argument. Essays on Moral and Legal Reasoning. Dordrecht : Reidel, 1980. 181 p.

<sup>13</sup> Toulmin S. The uses of argument. Cambridge : Cambridge University Press, 2003. 247 p.

<sup>14</sup> Walton D., Macagno F. Enthymemes, Argumentation Schemes and Topics. *Logique & Analyse* 205. 2009. pp. 39–56.

It is well known that any argument is a means aimed at changing certain fragments of the addressee's worldview influencing his logical thinking. Entering into communication, a person often sets himself the goal of not only informing the interlocutor about something, to induce him to take one action or another, but at the same time to argue his point of view by disproving others. Argumentation can be considered a peculiar form of human communication, the purpose of which is to persuade and then encourage the listener to act or perform something<sup>15</sup>.

The concept "argumentation" has received a theoretical justification and is analyzed in detail in a number of works<sup>16,17,18,19</sup> and is defined as a multifaceted, complex phenomenon associated with a wide range of disciplines. The process of argumentation involves the speaker's knowledge and ideas, his epistemic and emotional state, value system, as well as social factors of the communicative situation. All this testifies to the integral nature of this phenomenon.

In connection with the general theme of this study, we are interested in the cognitive and communicative aspects of argumentation, which include a system of statements aimed at refuting or justifying any thought or message. From this point of view, it is advisable to distinguish two types of argumentation: allelic and deontic.

The referent of the allelic argument is truth, which is either affirmed or denied. The deeds, actions, behavioural side of communicative situations in general become the referent of deontic argumentation.

Both types of argumentation are realized in argumentative discourse, the defining features of which become an opposition, expressed in cognitive or axiological conflict, in confrontation of opinions, and contrast as cognitive modelling of the message, as a method of persuasion.

Mass communication is a special kind of social interaction system. The significance of this communicative sphere is due to the fact that its focus is on human society, which acts as a limited social space with specific internal processes and cultural characteristics. The main means of mass communication are print, radio, cinema and television, which are also defined as mass media.

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<sup>15</sup> Демьянков В.З. Конвенции, правила и стратегии общения (интерпретирующий подход к аргументации). *Изв. АН СССР. Сер. лит-ры и яз.*, 1982. Т. 41, № 4. С. 327–337.

<sup>16</sup> Лазарев В.В. Язык, текст, аргументация. Материалы межвуз. научн. конф. "Дискурс и аргументация". Пятигорск : Пятигорск. гос. пед. ин-т иностр. яз., 1992. С. 62–64.

<sup>17</sup> Anscombe J.C., Ducrot O. L'argumentation dans la langue. *Language*. 1976. Vol. 42. pp. 48–65.

<sup>18</sup> Giora R. On the Informativeness requirement. *Journal of Pragmatics*. 1988. Vol. 12, № 5/6. pp. 547–565.

<sup>19</sup> Reed Ch, Rowe G. Araucaria : Software for Argument Analysis, Diagramming and Representation. *International Journal of AI Tools*. 2004. 13 (4). pp. 961–980.

## 2. The Role of Media as a Means of Communication

Mass communication is one of the types of communication. Communication is not so much a process of external interaction of isolated individuals, as a method of internal organization and internal evolution of society as a whole, a process by which the development of society alone can be carried out as this development involves a constant dynamic interaction of society and the individual.

The text of the mass information is created on the basis of the transference of communicative intention into communicative activity. The subject of textual activity in this case is not notional information in general, but notional information, cemented by a specific concept, communicative-informative or communicative-incentive purpose.

A major role is played by the background knowledge of the recipient of information, who is a member of a particular state-communicative community, a transporter of a particular culture. Background knowledge is the basis on which one can influence the perception of the text by the recipient and / or his behavior.

Different types of communication according to various parameters of communication processes can be selected. If we divide different types of communication according to the parameter of orientation (subject or content of communication), we can distinguish the following types. In subject-oriented communication subject (content) is the interaction of people in the process of joint activities. In person-centered communication, the subject or content is the personal, psychological relationship between people – what is commonly called “clarification of relationships”<sup>20</sup>.

Finally, in socially oriented communication, an example of which is mass communication, the subject or content is social interaction within a certain social group or a change in the system of social (public) relations in a given collective (society), its social or socio-psychological structure, the content of social consciousness or direct social activity of members of this society. In this case, one part of society affects its other part in order to optimize the activities of society as a whole, to increase its social and psychological cohesion, its internal stabilization, and increase the level of consciousness or awareness, in particular.

The subject of such social interaction is the society as a whole (or a social group), and the subject serving this interaction of socially oriented communication is a person or group to whom society trusts in this particular situation to speak on its own behalf: the commentator, the author

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<sup>20</sup> Prakken H. Formal Systems for Persuasion Dialogue. *The Knowledge Engineering Review*. 2006. 21. pp. 163–188.

of a newspaper column or a separate newspaper articles, a television journalist interviewing a politician, etc<sup>21</sup>.

It must be noted that communication with the help of the media on the first parameter (orientation) is a typical socially oriented form of communication.

It is well known that the media perform the following main functions:

1. Optimization of the activities of the society, ensuring its full functioning and development. Here the social essence of communication is most obviously realized. Ultimately, TV, radio, press are the ways in which society communicates with individual members of this society or small groups within it and influences them. Another thing is that in order to be more effective, such communication can often be personified, put into the mouth of a particular person who enjoys trust, high prestige and sympathy from the audience.

2. The contact function that takes place in the situation of communication in a social group even when this group is not united by common goals, motives and means of activity. For us, this function is of great interest primarily because of the fact, that along with other functions of communication, it plays a significant role in the formation of group consciousness. Radio and TV unite, bring closer people, who are not familiar with each other and who have nothing subjectively in common. They give them a sense of psychological unity.

3. The function of social control. Radio, TV and the press, to a certain extent, are powerful channels through which society brings to each of its members a system of social norms, ethical and aesthetic requirements. By means of radio and television in front of an audience, situations and ways of behavior that receive a positive assessment from society (and the process of “positive sanctioning” such behavior by society) are “played out”, on the one hand, and situations that are evaluated negatively by society (and the process of “negative validation”) are displayed on the other hand.

This aspect of the social importance of radio and television is particularly clearly manifested in entertainment programs. The recipient receives not only the satisfaction of his own personal needs but also gets from them a powerful social and psychological charge, seeing “how to” and “how not to” behave in this or that situation particularly if the transfer is artistic.

It is quite obvious that any “entertaining” program, especially on TV, should ideally meet the criterion of creativity. Nevertheless, if its social

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<sup>21</sup> McBurney P., Hitchcock D., Parsons S. The Eightfold Way of Deliberation Dialogue. *International Journal of Intelligent Systems*. 2007. 22. pp. 95–132.

orientation is inadequate to the interests of society, this artistic quality is considered insufficient.

4. The function of socialization of personality, i.e. educational function. This means inculcating the developing personality those traits which are desirable from the point of view of society.

It must be emphasized that the following types of utterances are characteristic of the media:

1. Existential utterance. Such utterance asserts that something exists (generally or somewhere or with someone).

2. Classifying judgment.

3. Characteristic, or attributive, statement: it means that a certain quality is attributed to someone or something.

4. Propositional (eventual) statement, which describes the interaction of two or more “heroes” of the episode.

According to Brutyan<sup>22</sup>, there are several types of verification of utterances:

1. The most direct verification method is to compare the statement with real events in a straight line. However, it is often impossible (the event has already ended and not fixed). This happens especially often in the media because only the author of the statement (the reporter) was present at the event or participated in it.

2. The second way is to compare the statement with statements belonging to other participants, observers or interpreters of the event, which we consider to be objective.

3. The third method is the verification, which consists in providing additional data indicating the truth of the utterance. Such, for example, is checking its exactness through archives.

4. The fourth method consists in comparing information from several independent and unrelated sources. This, for example, is the principle of intelligence work: information is considered a fact if it is identical in messages from different sources.

It should be highlighted that, it is customary to adhere to several forms of expression of information in the media. They are the following:

1. Open verbal form, when information is given as a separate utterance or a chain of interrelated utterances. It is necessary to note that new information is given in the predicative part of the utterance (it is a logical predicate).

2. Hidden verbal form, when the information is expressed verbally, but as if hidden. This information given as something already known. It is presented in the subject group in the form of so-called latent predication.

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<sup>22</sup> Брутян Г.А. Очерк теории аргументации. Ереван : Изд-во АН Армении, 1992. 299 с.

3. Presuppositive or textual form, when information about some aspects of the event is not directly expressed in the text. It is considered that both the communicator and the recipient know it.

4. Subtext form, when information is not contained in the text itself, but is easily extracted from it by the recipient. Various techniques can be used in this case.

To conclude this chapter it could be stated that people can learn about what is happening in the world very fast using mass media. The earliest kind of mass media was newspaper. Newspaper is a publication that presents and comments on the news.

### **3. Types of English Newspapers**

The newspaper is one type of media that unfortunately is losing popularity nowadays.

English newspaper style may be defined as a system of interrelated lexical, phraseological and grammatical means, which is perceived by the community as a separate linguistic unity that serves the purpose of informing and instructing the reader.

The newspaper is the most readable source of information throughout the world. The facts in the newspaper are presented objectively and fairly. The language is clear and acceptable. One of the main functions which publicistic style has to contain is that the information in the newspaper should be relevant. Information in the English newspaper is conveyed, in the first place, through the medium of: 1) brief news items, 2) press reports (parliamentary, of court proceedings, etc.), 3) articles purely informational in character, 4) advertisements and announcements.

Despite this, it is used to educate, enlighten or entertain people. The newspaper also seeks to influence public opinion on political, economic and other subjects. Newspapers can provide a medium of information to those who do not have television, radio or the internet.

A newspaper text is an interpretation of fragments of public life: facts, events, phenomena, and personalities. It is a motivated and targeted axiological version of fragments of social life. A newspaper article discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters, or technology news websites).

A newspaper article can include accounts of eyewitnesses to the happening event. It can contain photographs, accounts, statistics, graphs, recollections, interviews, polls, debates on the topic, etc. Headlines can be used to focus the reader's attention on a particular (or main) part of the

article. The writer can also give facts and detailed information following answers to general questions like who, what, when, where, why and how.

Quoted references can also be helpful. References to people can also be made through the written accounts of interviews and debates confirming the factuality of the writer's information and the reliability of his source. The writer can use redirection to ensure that the reader keeps reading the article and to draw her attention to other articles. For example, phrases like "Continued on page 4" redirect the reader to a page where the article is continued.

The news media select events for reporting according to a complex set of criteria of news worthiness; so news is not simply that which happens, but that which can be regarded and presented as newsworthy. In other words, news does not have to be just simple description of events, but also has to be meaningful. Another feature that plays a huge role on the news is the use of colloquialisms, incomplete sentences, questions and a varied typography suggesting variations of emphasis, the written text mimics a speaking voice, as of a person talking informally but with passionate indignation.

Modern newspaper text fully reflects not only the changes taking place in the socio-political and socio-economic life, but also changes in language, which is especially important for linguistic studies. Newspaper-publicistic style is such a field of language application that most quickly reacts to new linguistic phenomena and gives a truly impressive picture of using the language, which arouses great and keen interest of philologists and requires constant and attentive research.

There are three types of newspapers:

1. The broadsheet newspapers (e.g., the *Telegraph*, the *Independent*, the *Times* and the *Guardian*);

2. The middle-range tabloids (e.g., the *Express* and the *Daily Mail*);

3. Tabloids (e.g., the *Sun*, the *Mirror*, the *Star*).

The tabloids and broadsheet newspapers have different functions to perform. Tabloids are less serious (popular) daily or Sunday papers so called because of their smaller size. It is added that the broadsheets now publish in a tabloid format, but are still known as broadsheets, or quality papers. It should be mentioned that tabloids tend to focus on personalities and gossip, stories found in these newspapers are smaller comparing to broadsheets, the writing style is less formal and slangy, more pictures are found. While the broadsheets are described as serious (quality) national daily or Sunday papers so called because of their size. It is generally believed that broadsheets contain more serious news than tabloids and are

read by more educated people. Information in the middle-range tabloids focuses on the sensational stories as well as on the important news events.

There are two types of news that can be found in broadsheets or tabloids: *hard news* and *soft news*<sup>23</sup>. Rich points out that hard news includes stories of a timely nature about events or conflicts that have just happened or are about to happen such as fires, crimes, meetings, protest rallies, speeches and testimony in court cases. *Hard news* has little value after 24–48 hours. The news of such themes found in broadsheet newspapers tend to focus on the main and the most important details related to the story. Another type of news is called *soft news*. Its aim is to entertain or inform, with an emphasis on human interests and novelty and less immediacy than hard news. Unlike the *hard news*, *soft news* pays attention to the things related to the minor things of the story e.g. personal life, work, etc.

It should be mentioned that the distinction between the two types of newspapers disappears as broadsheets tend to entertain more and tabloids include more serious articles. However, the use of gimmicks, allusions, pictures and images for entertainment purpose in broadsheet newspapers are rather of educational nature.

#### **4. Linguostylistic Peculiarities of Newspaper Text**

Publicistic style is used in newspaper or magazine articles, public speeches, essays, radio or TV comments. The function of publicistic style is to influence the public opinion. The main feature of the usage of this style is the combination of logical argumentation and emotional appeal to the audience, i.e. readers and listeners. Moreover, the special elements from scientific as well as from emotive prose are found in publicistic style.

The publicistic style takes some features from emotive prose: the use of stylistic devices and imagery as well as brevity and expression. The scientific elements found in publicistic style include the logical structure of the news presentation, clear paragraphing and consecutiveness.

It could be stated that specific linguistic means used in the writings of the publicistic style (in this case newspapers) have strong meaning in creating the language attractive, interesting and informative to the reader as much as possible. The following part will be based on the features of the newspaper style

The newspaper text is characterized by implicit, hidden assessments that do not have an explicit expression in the text. Due to this fact, one or

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<sup>23</sup> Rich C. Writing and reporting news : A coaching method. 7th edition. New York : Cengage Learning, 2013. 496 p.

another fragment of reality is endowed with a corresponding axiological sign in the mind of the addressee.

The main style-forming features of newspaper and journalistic speech, which are inseparably connected with the basic extralinguistic factors, are bright evaluation, soft standardization and the general comprehension of the materials used in the newspaper.

The newspaper is the most readable source of information throughout the world. The facts in the newspaper are presented objectively and fairly. The language is clear and acceptable. One of the main functions which publicistic style has to contain is that the information in the newspaper should be relevant.

The journalist not only informs the reader about socially significant facts, events and phenomena of reality, but also gives an assessment of what is being reported. Of course, not all newspaper genres are the same in terms of the use of informative and evaluative means in them, but the simultaneous orientation towards informativeness and evaluation is characteristic of all types of newspapers, all materials of mass communication.

Editorial articles and texts of informational messages are the most stylistically opposed in the system of newspaper genres.

It is noted that the newspaper combines articles that differ in both genre and stylistic features. However, the general system of extralinguistic factors determining the details of the language of the media, as well as linguistic studies, suggests the existence of a single functional style of the newspaper.

Considering the stylistic side of the newspaper language as an integral set of stylistic-functional phenomena, Kostomarov<sup>24</sup> identifies a single stylistic constructive principle of the newspaper, its dialectical association of its leading signs of expression and standard, understood in the broad sense of the word as evaluative and intellectualized principles in opposition to each other.

These signs correlate with the interaction of the two leading functions of the newspaper: informational and influential, which are randomly distributed across newspaper genres and are in accordance with the dual nature of the newspaper, designed both to inform and to persuade and influence.

The study of the language means of the newspaper indicates a clear delimitation of informational and editorial articles on the implementation of these two functions. The first in terms of the nature of the use of

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<sup>24</sup> Костомаров В.Г. Наш язык в действии : Очерки современной русской стилистики. М. : Гардарики, 2005. 289 с.

language means are approaching the scientific and business style. They possess features of factuality and documentary in the transfer of information. The latter have an openly evaluative, brightly publicistic character and are aimed at agitation influence, converging with fiction on certain parameters.

Information material consists of articles in which the presence of the author's "I" is minimized, i.e. often not even the name of their creator is mentioned. It includes materials related to the impartial transmission of various events of internal and external political life, short informational messages, and a communiqué.

In editorials, on the contrary, the factors of subjective evaluation have a decisive influence on the use of linguistic means that realize the communicative tasks of persuasion, directivity, critical thinking about current events, i.e. the language refracts the subjective desire of a group of authors to influence the political, ideological positions of the "wide" reader. Language means here acquire a pronouncedly expressive character, which is especially reflected in the syntax, which is aimed at forming speech that is logged and dissected, with sharp and clearly marked accents.

A large number of articles in the newspaper, in which the evaluative and intellectualized principles interconnect, coexist with each other occupies the intermediate position in functional orientation. Information here is submitted with varying degrees of presence of the author's position, as in the report or comments. The alternation of elements of an expressive and standardized plan, their transition into each other is intended to attract and support the interest of the reader. There are a variety of stylistic and genre techniques for the design of material in newspapers: information, commentary, interviews, reportage, and correspondence.

Information genres (a note, a report, a report, and an interview) are distinguished by their efficiency, the presence of an event in the materials, the consideration of a separate fact, a phenomenon. These genres are given the largest part of the newspaper space. It is these genres that bring the latest news to the audience. In some newspapers, they are designated by one common term "news", often putting in this concept not just a message about something new, but about a sensational fact.

Analytical genres that include correspondence, commentaries, articles, reviews, press review, letters have broader temporal boundaries. They contain the study and analysis of the system of facts, situations, generalizations and conclusions.

The lexical composition of newspaper texts is quite diverse.

The newspaper is a reflection of the modern level of language development. The intense convergence of book and colloquial styles of speech is observed in it.

The constant orientation of journalists to the evaluation of facts, events and phenomena of reality makes inevitable the use not only language, but also contextual and evaluative means in the newspaper.

Secondary nominations, i.e. sets of words and phrases united by common concepts of correlation (paraphrases, synonyms, condensate words, etc.), individual author's metaphors and occasional words, as well as words and phrases, marked in the text with quotes are frequently met in newspaper articles.

Recurrent repetition of the same themes and situations in a newspaper inevitably leads to the appearance of an enormous set of nominative and evaluative speech stereotypes (speech formulas, clichés, standards) that are ready for use. It must be noted that fast text creation and its simultaneous perception by readers are impossible without such stereotypes

It is very important to emphasize that newspaper speech acquires the character of soft standardization owing to the constant updating and variation of the components of reproducible speech expressions. It is considered to be the distinctive style-forming feature of newspaper and journalistic speech.

The idea of a thesis as a tool for conveying the main idea of a message is the crucial one to understanding the features of argumentation in the media.

Logically harmonious journalistic work presupposes the presence of a clear and comprehensible to the reader main idea, which the author decided to convey to the consciousness of the audience. The essential idea of the speech in the context of the structure of argumentation can be called the main thesis of the text.

All other elements of its logical structure serve to reinforce the main thesis. First, this function is performed by minor theses, which are arguments in relation to the main point, but they also have their own arguments. Schematically, all these relationships can be represented in the form of a pyramid, the peak of which is the thesis based on secondary theses, which, in their turn, are based on their own arguments.

Theses are divided into simple and complex according to their content. A simple thesis is a judgment stating the existence of one quality in a particular phenomenon. A complex thesis fixes the presence of several qualities in the phenomenon under study.

Another characteristic feature of theses concerns the essence of subject matter information and its volume. Different types of theses can be distinguished. They are of factual, evaluative and regulatory character. The factual thesis describes a phenomenon in terms of its existence. Evaluative thesis expresses the assessment of the phenomenon, which is further argued. Regulatory thesis is prescriptive, be it nature. It expresses an obligation, a requirement. In its pure form, such theses are relatively rare observed. On the contrary, factualism and evaluation, assessment and standardization are often combined.

It is necessary to take into account informative character of the thesis in the argumentation. It includes the quantitative qualification of the subject of speech and the modality of judgment.

Logic has certain requirements for theses. First, it is necessary that the thesis must be precise, unambiguously expressed to the maximum extent. Secondly, the thesis must remain the same throughout the entire demonstrative reasoning. While presenting a complex issue, the reasoning not only often provides arguments in favor of the thesis, but also studies the arguments themselves, discusses the claims of opponents. Third, the thesis should flow out of arguments, be confirmed by them.

## **CONCLUSIONS**

So, the word newspaper suggests that its main function is to give news. It is necessary to specify that factual and evaluative arguments are mainly used in the media. Factual arguments are references to scientific and documentary facts. Scientific facts are scientific empirical evidences, scientific laws and principles. Documentary facts are information obtained in the course of everyday observation of reality by a journalist or other people.

The evaluative arguments contain references to assessments and norms (ideological, political, legal, cultural, religious, etc.), given as a justification for a thesis.

The presence of evaluative foundations in the journalistic argumentation is quite legitimate and is explained by the fact that the journalist in his work cannot but rely on certain moral principles, and be guided by nationwide or socially limited interests.

The value of the arguments depends largely on how well they satisfy the requirements of logic. First, they must be true.

Secondly, the arguments must be sufficient grounds for the thesis, that is, the author is obliged to give such grounds from which the protected thesis follows, and not some other judgment. This requirement is appropriate to both quality and quantity of arguments. In order to justify

the situation, arguments that ensure the comprehensiveness and exhaustiveness of the argumentation are required.

Thirdly, the arguments must be judgments, the truth of which is proved independently, regardless of the thesis. They cannot be extracted from the thesis, but must be derived from other judgments, the truth of which is obvious to the audience. Fourth, the arguments should not contradict each other.

It can be concluded that the usage of arguments is of great importance for presenting truthful, authentic and valid information. Further researches in this area considering methods of interpretation and text analysis will specify and confirm the significance of argumentation in mass media.

### **SUMMARY**

The article deals with the peculiarities of the argumentation in the media. Argumentation is a significant part of human communicative activity. Two types of argumentation alletic and deontic are distinguished in the process of investigation, which are realized in argumentative discourse. The paper proposes the communicative approach to the research of arguments that reveal phenomena that exist in the reality and are reflected in language. The piece of writing discusses the linguostylistic peculiar properties of newspaper text. Particular attention is paid to the thesis, as a tool for transmission of the main ideas of the message. Different kinds of theses can be distinguished. They are of factual, evaluative and regulatory character. The media are mainly used factual and evaluative arguments. The results obtained confirm the idea that the argumentation should be studied comprehensively and deeply as a category of high level abstraction as one of the categories given by the social, physical and mental nature of a human being, which establishes his relation to other persons and objects of the outer reality.

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