



## Contemporary Architectural Media Discourse (XXI C.) in the Russian and English Languages

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### Abstract

The article gives an insight into the theory of discourse, text and communication. The discourse description is conducted through its inventory, conceptual spheres and communicative purposes. The rationale for the problem of the research lies in providing the complex analysis of a discourse of one sphere in the languages of different types; that promotes more accurate characterization of typical general features of professional discourse. The basic aim is going into the effective use of communicative and functional approach to discourse analysis. The paper presents first, some theoretical foundation concerning professional and specialized communication, and, second, the results of the practical research of contemporary architectural media discourse (21st c.) (CAMD) in the Russian (CAMDR) and English (CAMDE) languages. The basic material for the studies is found in the reports, accounts, discussions and forums of contemporary architecture of Kazan (Russian Federation) and London (UK) in mass media within the period of 2000-2018. The outcome of the investigation may be revealed in discourse types and methodology of communicative and functional approach application.

**Keywords:** Communication; Discourse; Language; Linguistics; Media Discourse.

### 1. Introduction

The theory of anthropocentrism points out in modern linguistic science that scientific objects are examined first of all for their meaning with regard to the individual, their place in his vital activity, their role in the creation of the person and his progress (A Belyaeva, I Aydarov, G Minzaripov, & A Sakhbullina, 2019; A Kosharnaya, I Chumak-Zhun, I Plotnikova, Y Maltseva, & M Boldyreva, 2019; Baghana, S Blazhevich, N Prokhorova, L Kuksova, & S Yakovleva, 2019; R Gagarina, V Shelestova, P Sheinina, & R Leake, 2019). The value of a communication and functional approach to language is characterized by the functioning of language in various extralinguistic contexts, including industrial ones. Similar patterns are of current concern in the study of Language Subsystems, Sublanguages or Special Purpose Languages (LSPs), which include units designating definitions of specialized fields of knowledge (terms) as well as technological, scientific and other terminology types. Learning and interpreting terms and word classes belonging to the terminological structure of an appropriate area is a very significant part of learning languages for special purposes (Danilova & Marchenko, 2019; Falk & Scholz, 2018; Firmansyah, Setiawan, & Suharsono, n.d.; Holdö, 2020; Nursulton, 2020a; Zerfass & Viertmann, 2017).

Awareness and accountability in terminology are principles important to a language's entire population of speakers. Although in science, professions, even in governmental, research and educational administration, and for the speakers of the language in general, it is crucial at different levels. The words serve a communicative role in the specialized and technical communicative environment of experts and represent the individual's aspiration to rationalize and maximize communication in different specialized areas of human activity in society. In addition, only operating in



professional conversation, in its written text) and oral forms, words illustrate their true characteristics and qualities. Therefore, it is expedient for the structural and semantic examination of words within terminological structures to be followed by the study of their roles in professional discourse. While conducting research on terminological units as part of a terminological field, it must be borne in mind that, in the field of specialized dialog terms, basic units of appointment and transfer of specialized and professional concepts are not the only units of language used by specialists in professional communication. Therefore, a separate investigation of the terminological area, without its relation to other language and sublanguage subsystems, appears to be incomplete. However, the superiority of the word over other units that make up specialized communication should also be recognized as the term communicates the basic definition most clearly making it more desirable for experts and practitioners to use it in communication. Therefore, the study of a terminological area is set as the primary objective of terminological research and the connections of words with non-terminological lexicons are taken into account as one of the ways of achieving it. Sublanguage is supplied to each sufficiently established branch of expertise or activity, including technical ones (bin Ibrahim & Moore, 2019; Haentjens, 2018; Juliana & Arafah, 2018; Matthiessen & Guo, 2020; Mokhathi-Mbhele, 2020).

The sublanguage is one of the variants of the application in the public language, used by a small number of its users under both formal and informal dialog conditions. As a popular language, technical sub-languages are grouped, but are far smaller and technically focused. As a general rule, the basic part of a professional (specialized) sublanguage is often made up of terminological units that refer to specific conditions and communication requirements within a certain field of human activity and perform communicative functions within the limits of specialized dialogue words, which means that they communicate concepts and artifacts of a certain professional sphere through language to me. Nomenclative units, or nomens (also pragmonyms), which have lost the 'word-concept' relation and denote different grades and types of objects from the same category of operation, are also structural units of a professional sublanguage, or its components. It should also be borne in mind that the professional contact offered by individuals cannot be defined only by means of terms characterized by strict unambiguity and lack of connotations. Various circumstances in which professional correspondence is conducted may cause emotionally colored equivalents of words that do not have stylistic neutrality to occur. Therefore, it can be said that the dialogues of a technical sub-language often contain units of professional common expression (Nocoń, 2017).

The existence of expressive analogues of words in specialized and technical dialogues is clarified by the various circumstances characterized by the different conditions of the communicative process participants' reciprocal ties, and it is important to recognize not only the strictly stylistic, but also the social and situational conditions for their use when studying professional languages. Without these language units, it may be difficult to distinguish between normative, traditional terms and non-normative, non-coded colloquial units, which may also contribute to concerns and problems about the rationalization, standardization and unification of terms, as well as the collection of lexicographic works and manuals. Terminological research should be compulsorily performed against the context of all the elements of the corresponding sublanguage, namely words, as the fundamental part of the sublanguage and, consequently, the specialized dialog they serve; nomens and pragmonyms, as accompanying terms, specifying the names of objects; units of common professional language, equivalent to terms and providing a specialized dialogue. In the course of professional practice, the functioning of terms is carried out by practitioners where the word can be subjected to different structural transformations, thereby finding different syntagmatic relations with other terms, along with non-terms. In the technical speech of specialists, the domain of the functioning of words is a certain area that guarantees the protection of the intellectual substance of the word and its meaning as much as possible. Nevertheless, it can only be when practitioners own all the conceptual fund of the terminology given, then words can perform communicative function between speakers, that is to communicate concepts and artifacts of a certain professional field with language means corresponding to them. Considering the functioning of the term in speech, or the syntagmatic method, implies the establishment of correlations between terminological field units and other language systems and subsystems. The meaning, situation and immediate environment of the word, and its distribution, are taken into account in the given approach. This way of exploring the terminological field is capable of defining the functioning of terms in speech in a number of rules, as it is necessary to demonstrate how field elements in the statement are realized, co-operate with each other and with the elements of other fields, entering the statement definition. The concept is not structurally substantive, but a practical notion. In speech terms, the structural boundaries can be alternated, extended and narrowed, the context altered and ambiguity created. Communicative role study and the communicative and functional approach to language in general are viewed as expedient



and insight as a basis for understanding the primary function of language-communicative, as well as the language itself's structures and substances. The study of term functioning issues and the problem of the effectiveness of communication linked to it in the professional environment is important and leads to the process of professional communication perfection and aspiration for mutual understanding at national and international levels (Jastrzębska-Golonka & Rypel, 2017).

In contemporary linguistic studies functioning of language in various extralinguistic situations including industrial, designates the importance of the communicative and functional approach to language (Duskaeva & Konyaeva, 2017; Koryakov, 2017; Kubryakova, 2004; Lee, Tumanova, & Salkhanova, 2016; Nursulton, 2020b; Richards, 2005; Stepanova, 2019). At the present stage of development, the variability of speech is of great interest to linguists (Deputatova, Sabirova, Shangaraeva, Sabirova, & Akimova, 2019).

In exploring language features of professional spheres discourse approach constitutes the analysis of speech taking into account heterogeneous paralinguistic and extralinguistic (social and cultural, psychological, pragmatic) factors. The discourse is considered as a complex communicative phenomenon, as the totality of verbal and cogitative acts of communicants, taking into consideration world cognition, knowledge, judgement and presentation by the speaker and reconstruction of a language picture of the world by the recipient.

As communication discourse means both text and context. The context is viewed as extralinguistic knowledge of the world, and also as the relations and the purposes of communicants. Thus, it is considered that the discourse represents a coherent text in the aggregate with extralinguistic factors. Also, the discourse is “the speech immersed into life” and the movement of information stream between participants of communications (Arutyunova, 1998; Karaulov, 1987; Petrov, 1982; Van Dijk, 1985).

In professional discourse analysis pragmatical factors and discourse context (reference, presupposition, implicatures, inferences), situation context, the importance of themes, information structure (the given – the new), cohesion and coherence, knowledge of the world (frames, scripts, scenarios, schemes, mental models) are expedient for revealing of certain characteristics of the structural and semantic and communicative and functional constituents of professional sublanguages, or languages for special purposes (LSP).

In the sphere of architecture, it is important to say about the relevance of discourse for the study of architecture as well. “Architecture is considered a component of discursive formations. Thus, by examining how discourse enters into various fields, we can understand how buildings are planned and utilised, becoming representative of certain attitudes and values – typically described as ‘culture’ (Grincer, 2016). It is also essential to emphasise the historical role of culture in architectural production and expression through the contemporary, intellectual, debate concerning meaning and communication, tracing the formations and transformations of cultural identities (Hendrix, 2012).

Discourse is understood as a set of verbal and cogitative acts of communicants, connected with knowledge, judgement and world presentation by the speaker and judgements, reconstruction of a language picture of the world by the recipient. The text is considered as a product of the given discourse. Discourse is interactive identity-based communication using language (Gee, 2014).

A functional and linguistic approach to discourse analysis stipulates the dynamic character of discourse as a designing process in speaking or writing and an interpretation process in listening or reading. Pragmatic factors and discourse context (reference, presupposition, implicature, conclusions), a situation context, a topic and theme, information structure (the given – the new), cohesion and coherence, knowledge of the world (frames, scripts, scenarios, schemes, mental models) (Susov, 2006), are considered in the analysis. Professional discourse analysis explores the constrained nature of the discourse among those at work, especially in terms of lexicogrammar and pragmatic features (Handford, 2014).

The discourse as a process as opposed to the text as a speech product. The text is understood as an abstract, formal design, and the discourse is the various kinds of its actualization considered from the point of view of mental processes and in connection with extralinguistic factors, that is, an integral unit of the information stipulated by linguistic and extralinguistic parameters. In specialised spheres, the discourse approach to the text is reduced to the analysis of speech, taking into account heterogeneous extralinguistic factors, not excepting paralinguistic ones.

### 1.1. Research Objective

The rationale for the research issue lies in offering a complex study of a single-sphere discourse in languages of different forms, supporting a more detailed characterization of the usual general characteristics of professional discourse. The basic goal is to use communicative and functional approaches to discourse analysis effectively.

## 2. Methodology

The communicative and functional approach in the research of language material means analysis of language units in the communicative processes which can be presented in the texts which are understood as oral or written coherent and integral sequences of verbal signs, united by semantic communication. Communication consists of communicative acts, in which communicants participate, generating statements or texts and interpreting them. O.T. Yokoyama (1987) has offered four sets of knowledge for the realization of a minimum unit of dialogue: two communicants, each of whom represents a set of knowledge about the world and himself; two sets of knowledge, relevant for each of the communicants at present (Yokoyama, 1987).

## 3. Results

Consideration of professional communication material in the sphere of architectural media (in particular, articles, reviews, forums, etc.) in the Russian and English languages allows considering discourse as a process and as a product of monological and dialogic communication. Thereupon discourse (process) is opposed to the text as to the product of speech activity. The text is defined as a static "... product of language/speech consciousness of the subject, determined by the requirements of communication and assuming certain influence on the interlocutor/reader according to the plan of the author" (Borisova, 1997). Thus, the text is understood as a certain formal design, and discourse as various kinds of its implementation considered together with extralinguistic factors, i.e. discourse is an "uninterrupted unit of information dependent on linguistic and extralinguistic parameters" (Ferracane, Durrett, Li, & Erk, 2019; Prihodko, Prykhodchenko, Zaluzhna, & Moroshkina, 2020).

In terms of function, the texts of contemporary architectural media discourse (CAMD) are speech acts represented in the form of monologues and dialogues. The total amount of the texts as research material is 135,108 characters with spaces in Russian, and 117,925 in English. The sources of the research material are Russian and British newspapers. If monologue is traditionally accepted as a piece of interrupted speech, dialogue as one of the forms of verbal communication is considered as an exchange, interaction and change of forms, acts and reactions of the communicants.

The relations of communicants can be built vertically (one of the communicants carries out a dominating role in the dialogue, and another – conducted) and horizontally (the roles of the communicants in the dialogue are equivalent), i.e. a certain formality or non-formality of their relations is supposed. The communicative situation also defines standard and non-standard of discourse. In CAMD, for example, standard discourse can be understood as some formality of communication from which deviations may take place owing to an extralinguistic situation.

L.P. Yakubinsky, concerning the functional variety of speech, wrote, "firstly, that ... communication conditions in the habitual environment (or environments) and interactions with the unusual environment (or environments) should be taken into consideration; secondly, communication templates: direct and indirect, unilateral and alternating ...; thirdly, communication purposes (and statements), such as practical and artistic; indifferent and convincing (inspiring), and in the latter case intellectually and emotionally convincing" (Yakubinsky, 1986). Thus, four types of discourse represented by four types of texts are possible, two of which correspond with formal characteristics, and the other two with the informal ones: formal – 1) standard situations and vertical relations, 2) non-standard situations and vertical relations; informal – 1) standard situations and horizontal relations, 2) non-standard situations and horizontal relations.

## 4. Discussion

For example, in CAMD, it is possible to define standard situations and formal features with the set subjects (e.g. publication of official documents) and specific forms of speech behaviour. The main requirement for formal discourse implementation is the use of the terminology aimed at disambiguation in the discourse. The informal discourse is



characterised by a possible deviation from the formal norms: use of units of popular professional language and the common language, more various subjects of dialogues owing to the expanded situational environment.

In verbal communication analysis of CAMD, the primary focus is on the text. The text is considered accordingly three key parameters: form, content, and function. In this respect, the discourse inventory (terms, nomenclature units, non-standard terms, units of popular professional speech, common language units), its conceptual spheres (the thematic content of the text designated by a communicative situation and the environment in which the discourse proceeds) and the communicative purposes (for what the given kind of discourse is carried out) are distinguished.

The analysis of CAMDR and CAMDE shows the following attributes of the discourse: inventory, conceptual spheres and communicative purposes. Also, the analysis provides the syntactic features of the texts through which the discourse is characterised.

*Inventory.* Statements in CAMD are built not only on the basis of terms and nomenclature units (*кровля, штукатурить, двухэтажный объем, Кольцо, парк Урицкого, площадь Тысячелетия; social housing, glass towers, the mix of architecture, the Barbican, The Aquatics Centre, The NT*), but also with the units of popular professional speech (*Надоели уже эти бездушные стеклянные коробки. The best contemporary architecture is when new builds reuse what's there, and knit themselves into the city*).

*Conceptual spheres* of CAMD are defined by standard and non-standard conditions, activity stages, actions of participants of the discourse, spatial and time characteristics, for example, it is stages and aspects of design, construction and evaluating activity. The expansion of a thematic variety is caused by horizontal relations of communicants (for example, related topics of art, politics, etc.).

For example, CAMDR: *Без сохранения наследия городов успешно развивать их градостроительную среду было бы неправильно.*

*Нормальный архитектор без ручной графики не может проектировать, он всегда делает наброски.*

*В нее будет добавлено 5 млрд рублей — эти деньги пойдут на развитие городской среды. Сейчас в Казани завершается очень серьезное строительство, приуроченное к Универсиаде. Есть большой потенциал в плане развития туризма: уникальное географическое положение, обилие водных пространств, прекрасные пригороды, жемчужина архитектуры – Казанский кремль, исторических мест и зданий огромное количество!*

For example, CAMDE: *We'd building to solve the problems of the 21st century, not the 19th.*

*Given a few million, I'd like to live in the Berthold Lubetkin-designed Highpoint flats in Highgate. They're light-drenched pearls of modernist architecture, and the outdoor pool's an added bonus. Like the Gherkin, the structure was designed by Norman Foster, and despite a surprisingly poor energy efficiency rating and a nickname of "The Glass Testicle" it remains a well-respected staple of the skyline south of the Thames.*

*Modernist architecture promised so much.*

*It was a utopian vision of a future society where everyone lived side by side, surrounded by culture and safety.*

*The communicative purposes* in the investigated discourse consist of informing, assessment, control, inquiry, etc. The development of communicative scenarios (even within a given genre) is varied: from a harmonious, cooperative to disharmonious, conflict (Mubarakshina, Abdrakhmanova, & Fattakhova, 2019).

For example, CAMDR: *Кстати, где-то получилось не плохо, парк Горького и Урицкого хорошо обновили, например.*

*Но насколько это строительство – изменение транспортной инфраструктуры, появление спортивных объектов, студенческого городка и так далее – вписывается в общий генеральный контекст развития города, непонятно.*

For example, CAMDE: *You may not love the Gherkin and the Cheesegrater or the Walkie Talkie, but they're high-quality buildings which have clearly been through a proper design process.*



*There are two major reasons that more British cities are not beautiful. Firstly, there are architects who tend to prefer innovative buildings over traditional ones.*

*The City of London is home to some of the world's most striking modern architecture.*

Conceptual spheres and the communicative purposes define **syntactic types**, characteristic of CAMD. In CAMD the syntactic patterns peculiar for common language are widely used (two-member sentences, compound, etc.): *Нужно преодолеть стену между потребителем и дизайнером. Затем произошла, на мой взгляд, чудовищная вещь – в Казани появилось огромное количество собственников строений и земель, и каждый из них, не согласовывая ни с кем никаких решений, строил что хотел. Еще одной проблемой архитектурной Казани долгое время было состояние исторических зданий. Однако благодаря Универсиаде весь исторический центр был приведен в порядок.*

*Its uniquely designed three-layered glass exterior has internal blinds that adjust to the movement of the sun, making it one of the most sustainable and energy-efficient buildings in London. I cycle to work down Archway Road in the mornings, and as you approach the bridge, you see London's skyline laid out below; the dome of St Paul's and The Shard. The recipient of this year's gong was a hapless Tesco slash block of flats in Woolwich Arsenal, a benighted part of south London.*

The informal CAMD may assume emotional colouring of the statement and expressional verbal behaviour concerning the surroundings and communication. Such stylistic characteristics come to light in exclamatory offers, in the use of some informal vocabulary. For example, CAMDR: *В керамогранит все закатать, грязно серого и грязно коричневого цвета - именно шулай.* CAMDE: *I hate the bastards who make these buildings. The funniest thing about this piece of crap is that.*

## 5. Conclusion

The CAMDR and CAMDE represent the monologue and dialogue types of discourse. They presuppose one, or two, or more communicants, the representatives of the professional architectural sphere and ordinary residents. The communication process is characterized by specific architectural vocabulary, exploration of specific conceptual aspects in the spheres of architecture and construction and design (sometimes broadened by other adjacent fields) and following specific purposes, such as commentary, evaluation, control, inquiry, etc. Contemporary architectural media discourse in Russian and English may be both formal and informal, pertaining to the characteristics of formality and informality of common language. The relations of communicants in CAMDR and CAMDE can be defined by two types: vertical and horizontal. The communicative situations depending on the conditions in which the communication is held can be standard and non-standard. The first type means publication of formal reports and documents, while the second points to more informal communications in forums, chats, etc.

In the research, CAMD is subjected to the complex analysis, both as with formal and informal characteristics. The units of CAMD are described, as well as the communicative and syntactic characteristics of the discourse under analysis. Contemporary architectural media discourse in Russian and English is defined and described; four types of CAMD in the English and Russian languages are established; the methodology of intralinguistic and interlinguistic integrated contrastive comparison of the texts of various types within professional discourse is developed.

The research of discourse is expedient to provide in an integrated way, taking into account all its features: structural and grammatical, semantic and paradigmatic, and functional. The analysis of communicative and functional properties promotes the complete perception of the discourse units in a language system. Contemporary architectural media discourse of formal and informal type can be characterised with the presence of stylistic devices, emotional colouring, expressiveness. The informal professional discourse presupposes the use of non-standard units (for example, units of popular professional language), and also common language units. Parallel research of the discourse with the same name in different languages allows us to build typical signs of this or that discourse more precisely. Terminological word combinations may be interpreted as the most productive units of the nomination of scientific-technical concepts (Zaripova et al., 2018).

The analysis of a professional discourse promotes designation of specific features of the professional language personality. Also, the material of the research and methodology of contrastive comparison of terminological fields and



professional discourse can be used in further investigations. In particular, both formal and informal types of CAMDE and CAMDR can be a means of interpretation for the national character which is revealed in such genres “as portrait, landscape and caricature, as well as in the perpendicular architectural style and features of landscape architecture” (Sabirova, Solovyova, Pomortseva, & Antonova, 2019).

### 5.1. Contribution

The paper provides, first, some theoretical basis for technical and specialized communication and, secondly, the findings of practical research in the Russian (CAMDR) and English (CAMDE) languages of contemporary architectural media discourse (21st c.) (CAMD).

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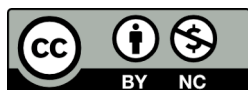


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