



## The Titles of Newspapers and Magazines as Artifacts of the Epoch

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### Abstract

The article identifies and describes ideologically determined components of the meaning in the semantic structure of the titles of newspapers and magazines (hemeronyms), published from the end of the XX to the first decade of the XXI century. The key meaning of “renewal” is semantized in this era as ‘not the same as before’. Its zone of influence includes private key meanings: “changing the socio-political system”, “changing the economic structure of the country”, “value of the human person”. The idea of renewal is expressed in the renaming of many publications, and especially those with “Sovietism” in their composition; in active use of borrowings from Western European languages, “returned” historicisms - lexical units associated with the pre-revolutionary (until 1917) era, as well as confessional vocabulary in the titles of newspapers and magazines; in neutralizing the pejorative connotation of some words and the possibility of their use in hemeronimy; in the active naming of newspapers and magazines of a special group of lexical units, broadcasting semantic dominants of the era.

**Keywords:** Onomatology; Hemeronyms; Medialinguistics; Political Linguistics; Ideology.

### 1. Introduction

A distinctive feature of the semantics of Russian hemeronyms (titles of newspapers and magazines) is their direct dependence on the ideological focus of society that dominates in a given period, corresponding to the presence of ideological seme among some hemonyms (Chigasheva, 2020; Pazlitdinova, 2017).

The research material was the titles of regional (published in the Republic of Tatarstan - a constituent entity of the Russian Federation) newspapers and magazines from 1992 to the present. A total of 783 titles of periodicals were analyzed.

#### 1.1. Research Objective

In the semantic structure of newspaper and magazine titles (hemeronyms), written from the end of the XX to the first decade of the XXI century, the article defines and explains ideologically defined components of the definition.

### 2. Material and Methods

The selected material is analyzed subject to socio-economic, socio-cultural and ideological guidelines of Russia in the late XX - early XXI century, i.e. from the standpoint of the methods of media linguistics and political linguistics (Adams, 2013; Anikin, Budaev, & Chudinov, 2015; Gizatullina, Gumerova, Vinogradova, & Grachev, 2018; Lewin-Jones & Webb, 2013).

The main methods are the "keywords" (Stepanova, 2018) and “key meanings” methods (Aleksandrova & Slavkin, 2017). These methods have been tested in studies (L. Muhametzanova & Mardieva, 2019; L. R. Muhametzanova & Mardieva, 2018). The proposed work is the logical conclusion of these works.



### 3. Results and Discussion

The key idea of the era of the end of the XX and the very beginning of the XXI centuries is the idea of change. This core meaning is expressed in private key senses; let us consider them.

#### 3.1. The key meaning is “renewal”, namely ‘not the same as before.’

The main representative of this key meaning is the keyword “Novyi” (new). Since 1992, this token has been actively used in newspaper titles, for example: “Novoe Vremia”, 1992; “Novaia Volna”, 1992; “Novoe Znanie”, 1995; “Novyi Vzgljad”, 1995; “Novaia Vecherka”, 1999; “Novaia Gazeta v Tatarstan”, 1999; “Novaia Gazeta”, 2002; “Novaia Kazanskaia Vecherka”, 2003; in the titles of magazines: “Dizain i Novaia Arkhitektura”, 2002; “Novyi Panteon”, 2003, etc.

The key meaning of “not the same as before” is also reflected in the titles of newspapers and magazines with the word “Svoboda”, “Nezavisimyi” and “Nezavisimost” (freedom, independent and independence): “Nezavisimost”, 1992; “Svobodnaia Strana”, 1994; “Nezavisimaia Otchizna”, 1994.

The idea of renewal, namely the idea of switching to the Western model of the country's development, is also reflected in a sufficiently large number of new periodicals, which titles use borrowings, including those not graphically mastered by the Russian language, for example, in the titles of newspapers: “ALTER EGO”, 2002; “Smile Mobile”, 2005; “TATARSTAN NEWS”, 1993; “Auto City”, 2010; “Kulturnyi Weekend”, 2006, etc., as well as magazines: “Computer world”, 1997; “Ab Imperio. Teoriia i istoriia natsionalnosti i natsionalizma v postsovetском prostranstve”, 2000; “Dress-code dlia doma i ofisa”, 2005; “Linea de Luxe”, 2002; “Establiment” 1997; “HiTECH dlia vsekh”, 1999; “Novitas”, 1996; “Rush”, 2006; “Sober-Cool, ili zhurnal tekhn, kto ne boitsia byt trezvym”, 2001; “Sport MAN”, 2001; “Tatarstan Explorer”, 2003.

Since the early XXI century, the idea of renewal receives a new meaningful content - renewal as a transition to new computer technologies and new forms of communication, which is reflected in the use of lexical units of the indicated sphere in hemeronymics (for example, “Nevod: navigator PO Vsemirnoi Seti”, 2004), Internet symbols, for example, in the titles of newspapers “www. Vse o svad'be.ru», 2005; *Интертам.ру*, 2002, etc.

#### 3.2. The key meaning is “changing the socio-political system.”

The titles of newspapers and magazines, especially the end of the XX century, explicitly or implicitly convey the idea of tremendous changes in the socio-economic, political and cultural life of Russia and the region. This idea was reflected in the rejection of the use of ideologically labelled words of the past era, the so-called “Sovietisms”, in hemonyms.

The change in the socio-political system led to the active renaming of printed periodicals, which titles contained symbols of the past era (Mchedlova & Kofanova, 2020; Vartanova, 2019); such renaming began already in 1990. Eighteen cases of newspaper renaming were recorded in our file cabinet. As the research material shows, the titles of newspapers with a clear Soviet ideological connotation are often replaced by toponyms or ottoponymic adjectives (such units are given here in bold), which indicate the administrative-territorial units of the republic (Basik, 2020; Malysheva, 2019), therefore, the place of publication of the printed publication and the target the audience for which it is designed: instead of «*Znamia Pobedy*» – «*Vestnik Raiona*» since September 1990; «*Krepim Kolkhozy*» – «*Arskii vestnik*» since 1991; «*Znamia Lenina*» – «**Menzelia**» since January 1991; «*Znamia Kommunizma*» – «**Chistopolskie izvestiia**» since August 1991; «*Baumanets*» – «*Student*» since March 1991; «*Leninskii Put*» – «*GazopererabotchikTatarstana*» since January 1991; «*Put Kommunizma*» – «**Alkeevskie Vesti**» since January 1992; «*Leninskoe Znamia*» – «**Bugulminskaiia Gazeta**» since 1992; «*Znamia Kommunizma*» – «**Chelninskii Izvestiia**» since September 1992; «*Stalinskii Put*» – «**Selskie Gorizonty**» since January 1992; «*Leninets*» – «**Sarman**» since December 1993; «*Zhamia Druzhby*» – «**Krasnyi Zai**» since 1973, and «*Novyi Zai*» since 1995; «*Znamia Oktiabria*» – «**Mendeleevskie novosti**» since 1996), etc., 1 case of magazine renaming («*Kommunist Tatarii*» – «**Tatarstan**» since 1991).

The titles of newspapers of the 90s of the XX century attract attention with the “returned” archaisms, for example, “Blagaia Vest”, 1993 (the explanatory dictionary of the Russian language in 1960 marks the word “Blagoi” as obsolete (Ozhegov & Shvedova, 1972), and especially returned historicisms. Considered ideologically suspicious during the years



of Soviet power, they turned into a passive stock of language. At the end of the XX century, their “rehabilitation” takes place:

- “*Birzhevaia Gazeta*”, 1991; “*Birzhevaia Nedelia*”, 1992; the presence of relevant ideologically motivating things in the definition of the words “*Birzha*” and “*Birzhevyi*” in the explanatory dictionary of the previous era: ‘in bourgeois countries’ (Ozhegov & Shvedova, 1972);

- “*Kapital*”, 1994, the presence of a negatively evaluative seme in the definition of the word “*Kapital*” in S.I. Ozhegov dictionary (“Value, which is the means of capitalists to obtain surplus value through the exploitation of wage labour”) and its lack in the “Explanatory Dictionary of the Russian Language of the XX Century”. Language changes” (Ozhegov & Shvedova, 1972).

- “*Kommersant Tatarstana*”, 1992, in the seminal structure of the word “*Kommersant*” was once a seme ‘in bourgeois society’ (Ozhegov & Shvedova, 1972).

Since the end of the XX century, religious newspapers and magazines started to revive, and the implicit ban on the public use of religious vocabulary was removed. Previously it was believed that religion is a relic of the pre-revolutionary era and the words of this group are a passive reserve. In the study period, hemeronyms become frequency words, which include confessional vocabulary: «*Almetievskii Prikhodnyi Vestnik*», 1995; «*Kazanskii Eparkhialnye Vedomosti*», 1996; «*Musulmanskii Mir*», 1999; «*Pravoslavnyi Sobesednik: Zhurnal Tatarstanskoi Mitropolii*», 2000. And later: «*Kazanskii Mukhtasibat*», 2005; «*Nash Prikhod*», 2004, etc.

Since the end of the XX century, ideologically marked evaluative connotations of some words have been removed. The neutralization of the evaluation component, up to an opposite change in the sign of the evaluation, makes it possible to use them in hemeronyms. In addition to the previously mentioned newspaper titles with the words “*Kommersnat*”, “*Kapital*”, “*Birzha*” etc., the titles of such newspapers as “*Meshchanka*”, 1992, “*Pizhon*”, 2006, worth attention.

The word “*Meshchanka*” refers to the polysemic group. The primary meaning is neutral, while the secondary is negatively evaluative. The explanatory dictionary defines this word as “a person of the bourgeois class” and as a person “with small interests and narrow horizons” (Sklyarevskaya, 1998), “with petty owner interests, narrow-minded, layman” (Evgenieva, 1981). Moreover, S.I. Ozhegov dictionary also gives an emotional and evaluative mark of “contemptible”. Obtaining the status of a hemeronym, the specified word automatically neutralizes the pejorative semantic component, which suggests its use in this communicative context not in a figurative, but in the main sense.

The word “*Pizhon*” in the dictionaries of the Soviet era has exclusively negative evaluation and was necessarily supplemented by the corresponding emotional and evaluative mark in the dictionaries: “(informal, disrespect.) An empty smarty young man” (Sklyarevskaya, 1998); “informal, deprecatively, A young man, busy with his appearance and fashionably dressed”. However, in 1998, S.A. Kuznetsov dictionary recorded the expansion of the semantics of the specified word, and without the pejorative component: “2. A show-off” (Kuznetsov, 1998).

### 3.3. The key meaning is “changing the economic system of the country”

The revival of commodity-money relations and the reform of the economy were reflected in the hemonyms of the studied period. The above idea is primarily expressed by the key word for this era for business and its derivatives, as well as, much less frequently, the word “*Delovoi*”, see the following newspaper titles: «*Bankovskaia Gazeta. Banki, Kredity, Biznes*», 1993; «*Biznes-Klass*», 1996; «*Volga-Ural. Biznes*», 1996; «*Biznes-Afisha*, 2001; «*Industria i Kommertsii*», 2001, 2003; «*Biznes-Klass*», 2004; «*Biznes-Region. Volgo-Viatka*», 2004; «*Delovoi Zelenodolsk*», 2006; as well as magazines: «*Biznes v Tatarstane*», 1993; «*Biznes-Plan*», 1995; «*Delovoi Tatarstan*», 1997; «*Mir Biznesa*», 1997; «*Biznes-Kurs*», 2001; «*Biznes-Panorama RT*», 2002; «*Kazanskii Biznes-Zhurnal*», 2003, etc.

It should also be noted that the words business and businessman in the Soviet period were interpreted as concepts alien to the Soviet ideology and had negative assessment values, see the relevant definitions: business is the source of “personal enrichment and profit (business enterprise, clever swindle, etc.)”, businessman - “in the USA: businessman, entrepreneur” (Sklyarevskaya, 1998).

The meaning of “Biznes” also enters the semantic field “Kommertsiiia”. The indicated semantic dominants of the modern era express the words *Kommersant*, *Kooperator*, *Optovik*, *Kompanion*, *Potrebitel*, *Rynok*, *Rynochnyi*, *Kupit*, *Prodat*, *Reklama*, *Tovar*, *Tsena*, *Dengi*, *Koshelek* (merchant, cooperator, wholesaler, companion, consumer, market, market, buy, sell, advertisement, product, price, money, wallet), etc., in hemonyms, see newspaper titles: «*Vremia i Dengi*», 1992; «*Vasha Reklama*», 1993; «*Kommersant Tatarstana*», 1992; «*Kapital*», 1994; «*Tsentralnyi Veshchevoi Rynok*», 1995; «*Kompanion*», 1996; «*Ekonomika i Reformy Tatarstana*», 1997; «*Predprinimatel*», 1997; «*Kazanskaia Nedvizhimost*», 1997; «*Kooperator Tatarii*», 1998; «*Torgovyi Riad*», 1998, 2005; «*Kupi, Prodat!*», 2002; «*Edinstvo Reklamy i Vashego Uspekha*», 2002; «*Soiuz Predprinimatelei*», 2002; «*Koshelek - Luchshii Drug Cheloveka*», 2005; «*Krasnaia Tsena*», 2005, etc., as well as magazines: «*Rynochnaia Ekonomika*», 1992; «*Tovary i Uslugi Tatarstana*», 1992; «*Potrebitel*», 1999; «*Kazanskii Optovik*», 2003.

This group also contains words that had an ideological colouring in the previous era. So, the word *Predprinimatel* (entrepreneur) had a figurative meaning: “2. *deprecatively*, Dealer, a clever organizer of profitable enterprises (Evgenieva, 1981).

The word *Optovik* (wholesaler) is marked “obsolete” (Evgenieva, 1981), and the word *Marketing* (marketing) and a stable phrase *Rynochnaia Ekonomika* (market economy), which we found as part of hemonyms, appeared in the Russian language precisely at the end of the XX century.

### 3.4. The key meaning is “the value of human beings.”

“The human factor” - this is how the attention to the personality declared by the government of the era in question was designated. The collective principle is being replaced by a personal beginning, which is evidenced by the titles of the following newspapers and magazines, which include personal and possessive pronouns: a) the titles of newspapers: “*Tvoia Gazeta*”, 1995; «*Dlia Tebia*», 1996; «*Moia Gazeta*», 1999; «*Vasha Gazeta*», 1994; «*Vash Advokat*», 2000; «*Vashe Zdorovie*», 2001; «*Vse Dlia Vas*», 1992; «*S Vami*”, 1997; «*My i Nashe Delo*», 1993; «*Nash Dom*», 1997; «*Eto Nasha Gazeta*», 2006; «*Nashe Zhensoe Schastie*», 2001; “*Nash Gorod*”, 2001, etc.; b) the titles of magazines: «*Tvoi Zhurnal*», 1999; «*Tvoi Shturman*», 2003; «*Vash Kapriz*», 2001; «*Vash shturman*», 2004; «*Skidki Nashego Goroda. Kazan*», 2005; «*Nash Prikhod*», 2004; «*Nash Studencheskii Format*», 2002.

It should be noted that *Nash* (ours) possessive pronoun has restrictive semantics in the hemonyms of the studied period; *Nash* (ours) is not comprehensive and universal, as in the previous historical period of the development of Russia (slogan: *My nash, my novyi mir postroim*), but it is always limited, either local, or gender, or professional-guild, or confessional “ours”, i.e. belonging to an association of people on the basis of certain common interests, fields of activity. It is also important that in the semantics of our pronoun in the studied era there is no clear sense of opposition ‘not ours’ (and, accordingly, ‘alien’, ‘posing a threat to our’), characteristic of the Soviet period of the country's development.

The key meaning of “value of human being” is also realized to some extent by the possessive pronoun *Svoi* (ones own) in the hemonym “*Vse svoe*”, 1996. This pronoun is in some way opposed to collective *Nashe* (ours) of the past era.

## 4. Summary

Having summarized the results of the lexical-semantic analysis of the studied material, the following is proved:

- the meaning of the name of Russian newspapers and magazines, in addition to the mandatory existential, classifying and individualizing components, also contains a potential ideological semantic component. The presence of a potential ideological component of meaning in the semantics of hemonyms determines their functional and pragmatic properties, which makes it possible to attribute the titles of newspapers and magazines to artifacts of the era;

- the use of keywords and key meanings systematizes the titles of regional newspapers and magazines of various eras and identifies similarities and differences in them. The material obtained in this study allows us to compare it with the material of the previous research into hemonyms of the Soviet era (L. Muhametzanova & Mardieva, 2019). The titles of the Soviet newspapers and the hemonyms of the era of the federal presidential-parliamentary republic are united on the basis of a common core idea (key meaning) - “renewal”. However, this idea as forming a single semantic field is interpreted differently. In the Soviet era, it is understood as “building a society of a new formation”, while the zone of attraction of the core key meaning contains such private key meanings as: “struggle”, “path”, “collectivization”, “an



organizing and directing role of the communist party (communists / Bolsheviks)”, “labor as the highest value”. In the era of a federal presidential-parliamentary republic, the idea of renewal is semantized as "not the same as before"; the zone of attraction of the core key meaning understood in this way includes private key meanings: "changing the socio-political system", "changing the economic structure of the country", "value of human beings”, translated in the titles of regional newspapers and magazines.

## 5. Conclusions

Thus, the titles of newspapers and magazines of the late XX - early XXI century are distinguished by a clearly expressed idea of changes, a wealth of lexical means representing this idea. Of course, the titles of newspapers and magazines embody the cultural and historical realities of the era, and in addition, reflect the dynamics of the development of the semantics of economic terms.

### 5.1. Contribution

Newspaper and magazine titles from the late twentieth to early twenty-first centuries are characterized by a clearly articulated notion of transition. The names of newspapers and magazines, of course, reflect the era's cultural and historical realities.

### Acknowledgements

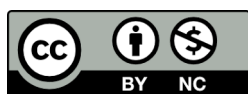
The work is performed according to the Russian Government Program of Competitive of Kazan Federal University.

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