

Communication techniques in mass media discourse

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Abstract — This article examines factual and fictional characteristics of media texts and means of their expression in narrative genres of mass media discourse. Russian newspaper articles make the material of research. The interpretive analysis of textual information, definitional, descriptive and comparative, discursive, semantic, functional, stylistic analysis is carried out. The authors of the article use linguistic-cultural, linguistic and pragmatic, discursive approaches for the complex analysis of informative characteristics of mass media discourse texts, types of narrative strategies, revealing verbal and nonverbal means of information presentation and its verification grade. Factuality and fiction functioning as alternative methods of the outer world reflection in media texts are differentiated on the basis of the narrative modality category and narrative level structure. The conducted research has revealed that distribution of subjective and objective features in narration steadily depends on textual and contextual factors. The ways of analysis are useful for development of communication theory, pragmalinguistics, sociolinguistics, narrative theory, media linguistics.

Keywords — *mass media discourse, narrative genres, newspaper text, factual information, fictional information, narrative strategy.*

I. INTRODUCTION

Expansion of scientific research in the field of narrative discourses increased the importance of further exploring not only artistic works but also nonfiction narrative texts [1]. In this study mass media discourse is considered as a multilayered system of texts of different genres that have the same function. Media texts as a social phenomenon play a leading role in the use of language as a means of influence.

Narrative genres of mass media discourse can be divided into three large genre groups based on the subject and the way of reality reflection criteria.

The first informative group is based on a factual way of reality reflection. The second analytic group arises from the interpretation of the set of facts. The last artistic and publicistic group is focused on emotional, imaginative, artistically typified experience generalization [2].

This genre classification shows in sufficient detail how elements of factuality and fiction are distributed in mass media discourse. Publications review on the balance of objective and subjective (factual and fictional) information in mass media texts, as well as inquiry into various issues of

structural and semantic organization and functions of mass media discourse allowed finding out that domestic and foreign linguists' works in the field of sociolinguistics and psycholinguistics, pragmalinguistics, cultural linguistics, stylistics, theory of discourse (Fowler 1991, Bonvillain 1997, Reath 1997, Van Dijk Teun A. 1998, Van Dijk Teun A. 1999, Hachten 1999, Curran, Gurevitch 1999, Aleshchanova 2000, Maiydanova 2000, Dobrosklonskaya 2013, Tameryan, Zheltukhina, Slyshkin, Shevchenko, Katermina, Sausheva 2018, Tameryan, Zheltukhina, Slyshkin, Abakumova, Volskaya, Nikolaeva 2018) formed theoretical basis of the study.

Besides scientific concepts developed by domestic and foreign linguists in the field of textual linguistics, functional semantics, the theory of speech genres, discursive pragmalinguistics were used in the study of communication techniques for presenting facts in one of the main text types of mass media discourse – newspaper texts (Allen, Perro 1986, Austin 1986, Gventsadze 1986, Baranov 1993, Schiffrin 1994, Krasnykh 2001, Gorelov, Sedov 2001, Tertychniy 2002, Karasik 2017).

II. MATERIALS AND METHODS

As material of the research, more than five hundred publications of different genres in domestic newspapers "Rossiyskaya Gazeta" ("Russian newspaper"), "Trud" ("Labour"), "Argumenty i Fakty" ("Arguments and Facts"), etc. were reviewed during the period 2015 to 2019. The newspaper publications chronology and diversity of columns and themes were used in the material selection which made it possible to analyze the specificity of various genres and their interaction within the newspaper text.

Newspaper texts of narrative genres in mass media discourse are the object of research in the article. Semantic and pragmatic characteristics of narrative genres are the subject of research. The aim of the study is to establish a possible correlation or opposition of narrative characteristics when they are related to factual or fictional narration on the basis of the "fact-fiction" differentiation, to characterize means of factual or fictional information expression in the text and define interpretative features of mass media texts.

The aim of the study has defined the choice of methods of analysis. In this work the methods of interpretive analysis of textual information, definitional, contextual, descriptive and comparative, discursive, semantic, functional, stylistic

and also some elements of quantitative analysis were applied.

The methodological basis of the work is a system approach. From the perspective of a system approach any phenomenon is considered as a complex of interrelated elements forming certain integrity and unity. In the study, we have applied an integrated approach based on the methods of various disciplines studying mass media texts: lexical-semantic, contextual, stylistic, discursive analysis which helped to examine ways of presenting different information in newspaper texts and its distribution in different genres.

III. RESULTS AND DISCUSSION

According to the results of the study a newspaper text is a complex social, linguistic and cultural phenomenon. It has specific characteristics (impersonal communication form, the type of addressee, interpretative characteristics) and common features of mass media discourse (text intention, temporal and local disconnection of participants in communication). Stereotypical and specific characteristics of newspaper genres influence the choice of linguistic means of text content expression. A logical sequence in facts presentation taken from the texts of scientific and business discourse and emotionally charged utterances typical of fictional texts are peculiar to newspaper genres.

Choice of means of factual or fictional expression and their quantitative use is directly dependent on genre canons of textual structure. Along with conventionally defined techniques of presenting factual information, a system of means with pragmatic orientation going beyond the objectified information of the text has been formed. This deviation is expressed as a certain share of hypothetical information presence associated with fluctuations on the "true-false" scale. In informational genres factual information is presented as an author's mental actions result. Presentation of material implies an intention to achieve distinct objectivity of expression and therefore subjective modality of such texts is minimal. However, this intent to be as strictly objective in writing as possible is not absolute in any of the texts. This is due to the anthropic character of the language.

Surface or deep semantic structure of any text is person-created and person-oriented at the same time. Thus, an increase in the share of subjective information in analytical genres and its maximum presence in the artistic and publicistic genres was observed.

Fictional form (Latin "fictio" – something accepted as fact for the sake of convenience, although not necessarily true [3]) of reality cognition is a specific method and creative action for processing real-life situations from personal or collective experience, which is carried out with pragmatic goals. Narrator's fictional interpretation of reality creates an ideal subjective picture of the outside world, where unfulfilled plans and tasks are realized, or unfortunate events endings are reviewed [4].

In this respect, U. Eco's idea of real and fictional world symbiosis is indicative. According to this idea each fictional world takes reality as its foundation. An essential condition, in this case, is sufficient knowledge of the real world for the

fictional world correct perception [4]. A similar idea was expressed by V.V. Krasnykh, who defines fiction as contamination of already known elements from the world of primary reality and the world of virtual reality, represented by fiction [5].

A clear distinction should certainly be made between fiction inherent in artistic creation and the similar phenomenon that is permissible as the method of investigating reality in mass media texts. The infinite possibilities for the work of the author's emotional and imaginative thinking in the first case are contrasted to quite rigid social and communicative norms governing fictional features expression in the situation of sharing multifaceted social information.

Despite the considered difference significance, the opinion of those researchers who believe that in some cases a fact lit by the light of fiction can reveal the essence of things brighter than a carefully prepared report cannot be ignored.

It should be assumed that use of fiction may arise from the necessity to reconstruct unknown details of some in general real event, to form hypotheses, predictions or versions. Hypothetical information including assumptions about the current state of affairs, situations in the past or future may be based on factual information or be groundless. Probabilistic information emergence results from attempts to overcome uncertainty and instability in the relationship of a person and the world when some situation on the basis of representing, analyzing and summarizing events is simulated.

It is quite obvious that in order to determine the balance of fictional and factual information in mass media discourse, integrating the essential characteristics of scientific discourse and literary texts, it is advisable to examine semantic and pragmatic characteristics of narrative communication.

Narrative communicative activity is based on the outside world situations, represented by language means in the process of such a specific type of speech act as a narrative act. Consequently, factors of contextual and textual nature determine factual and fictional characteristics distribution in mass media texts.

The first ones include the author's objective and targeted text orientation. These characteristics influence the cases of the author's image expression in the text and actualization of those mode speech manifestations, which together form the category of narrative modality. The latter reflects the text level structure or narrative instances distribution within the text, its semantics, typical ways of language expression. Thus, narrative categories of narrative level structure and narrative modality are differential features of the opposition "factuality - fiction".

The texts forming mass media discourse have complex communicative structure determined by the characteristic of this discourse tendency to narrative efficiency and economy. The elements of narrative triad "author-narrator-character" vary according to the text author's intention, which opens up great opportunities to analyze techniques for creation of factual and fictional narration. Impersonalized form of narration in mass media texts leads to the identity of two

constitutive narrative levels of the author and narrator, and contrast with the optional third level if characters in narration act as narrative instances.

The author and narrator category refer to the newspaper text deep structure. The author sets the modal and communicative direction of the text construction process. Historically accumulated and socially fixed system of knowledge is refracted through the prism of reality subjective vision. The balance between the objective and subjective worldview in the narrator's language experience creates the basis for modal expression in the text.

Narrative modality is a linguistic category that expresses a subjective assessment of the mode of a connection existence between a real object and its attribute, as well as the degree of this connection desirability. Various ways of expressing modality as an essential category of newspaper texts are revealed at many levels of the language system (lexical, syntactic, textual), as well as in the forms of text parts linking, in the pattern of narrative logical and figurative elements alternation.

The author's presence in narration manifests itself differently depending on the text genre: as the author's point of view on the reflected reality, as the author's comments on the course of narration, as the author's choice of forms of other people's speech to confirm or refute the narrated facts. The author's presence in informational genres, for example, is inconsiderable. It contrasts with the manifestations of this role in the artistic and publicistic genres. This means that dependence on the discourse conventional characteristics should ensure the author's responsibility for objective information.

However, media texts have a special structure of characters' speech repertoire. Despite a distinct dialogue nature of these texts, there are a lot of examples of different types of other people's speech that can simultaneously signal a deliberate reduction of responsibility for the veracity of reported information.

Narrative modality reflects the measure of reliability of factual information presented from certain ideological positions. Consequently, it becomes necessary to identify ways of narrative distance expression (degree of narration conformity with reality), which are determined by establishing correlation of an objective constant and subjective variable in a narrative act or its dictum and modal components.

The study of factual narrative constitutive statements from the perspective of speech acts theory allows us to raise the question of the illocutionary status of narrative factography and fiction. The speech act of statement of facts is defined in relation to narrative genres as a narrative informative. It is a fundamental speech act in producing classic news discourse as a special social phenomenon with specific language characteristics [6].

It should also be noted that researchers work at a question of possible performative measurement of narratives. In this case they consider any narrative act as an assertive formulation of some statement of reality substantiating an institutional fact with guaranteed achievement of perlocutionary effect [1].

This thesis in favour of performative nature of narrative formulation of facts confirms close integration of narrative and imperative strategies in media texts. This is reflected in their construction by type of complex indirect speech acts, in which a narrative of events is combined with an explicit or often implicit stimulus to take the necessary decisions disguised as reasoning based on facts. Transformation of informative and performative features in discourse is obvious here. It is important to underline that measurement of fiction in terms of illocutionary speech acts theory is possible only in relation to the discourse intentional aspect. The fictional intention correct interpretation ensures a successful result, as well as the addressee's inability to decode fiction, leads the fictional act to failure.

When the dictum part of a narrative informative is expanded by adding mode elements that transmit hypothetical information, it acquires factoid features. A factoid is a statement of some fact that is not supported by any evidence, usually because the fact is false, or the evidence cannot be obtained [7]. As a result, a "rumour" genre has emerged in mass media discourse, where a mix of fictional and objective facts, their identification or substitution can be considered a reaction to attempts to realize specific speech and nonspeech tasks [8, 9].

Fictional statements feature is to describe mental facts, while statements about reality ought to describe objective facts. In this respect narrative strategies typology of individual verbal behaviour, including object-analytical and subject-analytical strategies is indicative. The first one involves an impersonalized verbal and logical taxonomic processing of a spatio-temporal reality model. The second one is based on the author's subjective commenting on facts and events with a maximum focus on the perception potential [10].

The choice of mode type on the basis of objectivity (factuality)/subjectivity (fiction) is a reflection of dependence on the text communicative perspective, on that aspect of communication which is brought to the forefront in accordance with the author's point of view. The essence of the problem under this approach is to establish directly informative and communicative or, conversely, purposeful manipulative text orientation.

One of the most common ways to construct an objectified, reliable narration of facts and events in a newspaper text is a reference to various forms of speech belonging to numerous newspaper text characters, in other words, to people mentioned in newspaper publications. These examples include direct, indirect speech, quoting of authoritative, expert opinions, a reference to statistical data. The example below illustrates how quoting of expert opinions and use of statistical data help to make the description of the financial situation in the field of pensions more convincing and reliable:

Inflyatsiya, podozhdi: rost tsen s'edayet pensii

Dokhody negosudarstvennykh pensionnykh fondov prosyadut v I kvartale 2019 goda...V etom godu trend na snizheniye sokhranitsya, schitayut sotrudniki fondov. Poetomu inflyatsiya mozhet obognat' dokhodnost' ot investitsiy pensionnykh deneg. Po dannym Tsentrobanka, k kontsu mesyatsa inflyatsiya doydoyt do 5.5-6%. A znachit,

podrosshie tsenniki udaryat po budushchim pensiyam grazhdan. V I kvartale tekushchego goda fondy zarabotayut do 5.12%, ozhidayut analitiki.

(Inflation, wait: increase of prices eats up pensions)

Revenues of nonprofit making pension funds will decline in the first quarter of 2019 ... This year the trend toward decline will continue as employees of the funds believe. Therefore, inflation can outpace the return on pension money investment. According to the Central Bank, by the end of the month inflation will reach 5.5-6%. It means that the grown price tags will hit citizens' future pensions. In the first quarter of this year funds will earn up to 5.12%, analysts expect) [11].

In the following example a general description of the situation with river cruises is built in the form of a tourism expert's direct speech. It is the author's intention to prove that such reference can confirm the positive changes taking place in service provision to tourists:

S korablya na yakhtu

Vozmozhnosti dlya yakhtinga na Volgogradskom more prakticheski neogranichennye, - govorit spetsialist Agenstva po razvitiyu turizma Nikolay Korobov. - Srednyaya glubina Volgi – 9 metrov, po ruslu – do 46 metrov, meley i perekatov net Tak chto rassuzhdeniya o tom, chto v Rossii razvitiye rechnykh puteshestviy na yakhtakh nevozmozhno..., ne boleye, chem mif [12].

(From ship to yacht)

The possibilities of yachting on the Volgograd Sea are almost unlimited," says Nikolai Korobov, a specialist in the Tourism Development Agency. - The Volga average depth is 9 meters, along the course of the river it is up to 46 meters, there are no shoals and shallows ... So all the talk about the impossibility of yacht river travel development in Russia ... is nothing more than a myth.)

Having carried out the lexico-semantic and contextual analysis it is possible to conclude that narrative communication focus in media texts requires use of statements with a factual mode ("izvestno..." ("it is well-known..."), "ya znayu, chto..." ("I know that ..."), "obshcheizvestno..." ("it is common knowledge..."), "po obshchemu priznaniyu" ("admittedly"), "kak eto chasto byvayet..." ("as it often happens"), "ochevidno" ("obviously"), "bessporno" ("undoubtedly"), etc.), conveying reality as knowledge obtained as a result of logical, mental operations or of repeated observation, experience. For example, in the publication named "Where are the medals?", discussing the outcomes of the Russian team participation in the international mathematics competition, the author uses the factual lexical means "undoubtedly" in the initial position of reasoning about a leader's necessary qualities:

No bessporno i to, chto vnimatel'nost', samokontrol' i ustoychivost' k stressu klyuchevyye pokazateli, po kotorym pobediteley i prizеров Vserossiyskoy olimpiady otbirali i otbirayut v natsional'nyye sbornyye dlya mezhdunarodnykh vystupleniy [13].

(... it is undoubtedly that attentiveness, self-control and resistance to stress are key indicators for which the All-

Russian Olympiad winners and prize-takers were selected and are selected into national teams for international performances.)

On the contrary, modal variations with hypothetical or unverifiable features highlight the author's partial or complete doubts on the accuracy of information. They are usually expressed mainly in the objectified form of the mental modes with the meaning of assumption, doubt ("veroyatno" ("probably"), "ne isklyucheno" ("it should not be excluded"), "kak nadeyutsya" ("look forward to"), "pokhozhe" ("it seems"), "mozhno ozhdat" ("can be expected"), "mozhno skazat" ("can be said"), "pozhaluy" ("perhaps"), "naskol'ko ya znayu" ("as far as I know"), "poka slozhno skazat" ("it remains to be seen"), "predpolagayetsya" ("it is expected"), "skoreye vsego" ("most likely"), etc.).

The analytical review below was published in the newspaper section "Prospects". It contains examples of hypothetical statements of possible trends towards making the demand for engineering personnel upon enterprises request. Various techniques of entering information with suppositional meaning are used – lexical units "forecast", "perspective", future tense grammatical structures, expressing somewhat uncertain, probabilistic character of the situation:

Prognoz dast biznes

Mintrud i minobrnauki utverdili metodiku rascheta potrebnosti rossiyskikh regionov i krupneyshikh rabotodateley v inzhenerno-tekhnicheskikh kadraakh na sredne- i dolgosrochnuyu perspektivu. Pri etom imenno informatsiya krupneyshikh rabotodateley o tom, skol'ko takikh kadrov im nuzhno, i budet opornoy dlya formirovaniya prognoza sprosa na trud inzhenerov v regionakh [14].

(Business will give the forecast)

The Ministry of Labor and the Ministry of Education and Science approved a methodology for calculating the needs of the Russian regions and the largest employers in engineering and technical personnel in a medium and long term. At the same time, it is the largest employers' information of the necessary number of such personnel that will be pivotal for forming a forecast of demand for engineers in the regions.)

Besides active use of lexical means there is such interesting fiction-oriented component of the informative texts as paratextual means. They include some traditional genre markers, providing ambiguous interpretation of text content that puts the author in the position of non-involvement in doubtful information origin ("kak glasis legenda" ("as the legend says"), "bytuyet pritcha" ("there is a parable"), "yest' takaya bayka" ("there is such an urban myth"), "schitayetsya skazkoy" ("it is considered a fairy tale")):

Amazonki v donskikh stepyakh. V chase ot Rostova lezhit tainstvennyy Tanais

12 marta 1853 goda po ukazu imperatora Nikolaya Pervogo nachalis' raskopki Tanaisa. Obrazovannaya publika s udivleniyem uznala o tom, chto na territorii Rossii nekogda sushchestvoval krupnyy grecheskiy, a pozzhe i

rimskiy antichnyy gorod ... Odnako s uchotom togo, chto k 2019 godu arkhologii izuchili lish' desyatuyu chast' drevnego goroda, a takzhe chast' nekropolya, možno predpolozhit' – zemli vokrug nyneshnego muzeya tayat yeshche nemalo udivitel'nykh nakhodok, i, vozmozhno, imenno blagodarya Tanaisu legenda ob amazonkakh, nekogda prishedshikh na pomoshch' osazhdennoy Troye, obretet svoyo podtverzheniye [15].

(Amazons in the Don steppes

The mysterious Tanais lies an hour away from Rostov. Excavations of Tanais began by decree of Emperor Nicholas I on March 12, 1853. Educated public was surprised to find out that a large Greek, and later ancient Roman city once existed on the territory of Russia... However, given that by 2019, archaeologists studied only a tenth of the ancient city, as well as part of the necropolis, we can assume that the land around the current museum still contains many amazing finds, and, perhaps, thanks to Tanais, the legend of the Amazons who once came to the rescue of the besieged Troy, will find its confirmation.)

Ambiguous textual references to narrative genres (a legend is a story handed down for generations among people and popularly believed to have a historical basis, although not verifiable; an urban myth is a small narrative folk poetic work, mostly of a spoken genre, about fictional faces and events; a parable is a short story, usually of an occurrence of a familiar kind, from which a moral or religious lesson may be drawn; a fairy tale is an unbelievable or untrue story with a fictional plot) [16; 3] prove that the information is unconfirmed:

Volny-ubiytsy nastigayut vnezapno

Opytnyye moryaki, borozdivshiy morya i okeany v raznyye vremena, ne raz rasskazyvali ...o gigantskikh volnakh, vznikavshikh iz niotkuda i vstavavshikh stenoy do samogo neba. Eti tainstvennyye volny-ubiytsy, nakhodivshiyesya v odnom ryadu s sirenyami i rusalkami, dolgoye vremya schitalis' skazkami. Moryakam, govorivshim o nikh, ne verili vplot' do XX veka [17].

(Killer waves catch up suddenly

Experienced sailors surfing the seas and oceans at different times told much ... about the giant waves that arose from nowhere and stood up to the very sky. These mysterious killer waves placed alongside sirens and mermaids were considered fairy tales for a long time. The sailors' stories about them were not believed until the 20th century.)

The increased interest in various aspects of the narrative texts resulted in use of widespread narrative term "intrigue" (from Latin *intricare*, fr. *intrigue* – to excite the interest or curiosity of; fascinate) in newspaper texts. The above term indicates the correlation of characters and circumstances that ensures the action development in a certain story, creates the possibility of alternative event realization:

Turpotentsial Rossii predstavlen «kol'tsami» i «ozherel'yami». A khotyat intrigi

S 9 po 11 marta v moskovskom «Krokus Ekspo» sostoyalas' mezhdunarodnaya vystavka «Intourmarket», na kotoroy Rossiya traditsionno shiroko predstavlyayet svoi

turisticheskiy potentsial ... V etom godu rossiyskiye brendovyye marshruty byli skonstruirovany v yedinoe ekspozitsionnoye prostranstvo. Vprochem, zdes' možno bylo uvidet' vso te zhe «znakomye litsa»: «Zolotoye kol'tso», «Serebryanoye ozherel'ye Rossii» i «Vostochnoye kol'tso Rossii»... Eto, tak skazat', obshchefederal'nyy uroven', v kotorom, nado otmetit', novinok prakticheski ne bylo vidno. Zato regiony «fantazirovali» izo vsekh sil - chuvstvuyetsya, chto «turistkiy rubl'» im nuzhen i vazhen [18].

(The Russian tourist potential is represented by "rings" and "necklaces". And they want intrigue

The international exhibition Intourmarket at which Russia traditionally widely presents its tourist potential took place in Moscow's Crocus Ekspo from 9 to 11 March... This year Russian brand routes were collected into a single exhibition space. However, it was possible to see all the same "familiar faces" here: "Golden Ring", "Silver Necklace of Russia" and "Eastern Ring of Russia" ... This is, so to speak, the federal level, in which, it should be noted, there was practically no visible new products. But the regions "fantasized" with all their might - it is felt that they need and value the "tourist rouble".)

The plot and role structure of the narrative about the activities for the Russian tourist potential development is presented as an intriguing comparison of traditional federal tourist routes with regional exclusive new tourist routes. It is the unpredictability of the numerous travel company's competition results that forms the action premise category in this analytical review narrative scheme.

Choice of a newspaper page heading or some publication topic is also essential in finding of hypothetical elements. The lexico-semantic analysis of some newspaper headings such as "Mnenie" ("Opinion"), "Rakhurs" ("Angle"), "Esli" ("If"), "Replikha" ("Replica"), "Prognoz" ("Forecast"), "Proekht" ("Project"), "Akhtsent" ("Focus") allowed finding elements of subjective attitude to the information presented.

News texts on social activities that contribute to individual traits realization related to the idea of competition, risk, entertainment (traveling, hunting, military affairs, new projects, sports, etc.) have a specific verbal expression of the headlines or a plot and role structure, as this is important for their success with the readers. For example, the materials of Rossiyskaya Gazeta (Russian Newspaper), named "Afrodita zovet" ("Aphrodite is Calling") on ways of improving Cyprus economic situation [19], or "Ah idite-kha vy vse kh leshemu" ("And you go to the wood goblin!" [20] on the beauties of Belarus wild nature, describing the world of extraordinary events and plots, reflect the content, focused on the formation of positive moral qualities.

According to results of quantitative analysis there is a significant increase in the number of cases of the author's opinion clear expression in these sections (opinion is a personal point of view expressed in the form of a subjectively accepted hypothesis or inference with unproved truth), and this means an increase in the number of hypothetical markers compared to other news and event genres. Data of the research are given in Table 1.

TABLE I. FACTUAL AND FICTIONAL INFORMATION PROPORTION IN THE NEWSPAPER TEXTS

Newspaper genres	Information ratio	
	Factual information	Fictional information
Informative genres	97%	3%
Analytic genres	90%	10%
Artistic and publicistic genres	77%	23%

Table 1 demonstrates a gradual change in the proportion of factual and fictional information in newspaper genres, which reflects an increase of the acting subject impact (the author) [21; 22]. Informative genres are practically free from the author’s personal comments. In analytical genres the growth of the subjective author’s participation is expressed in attempts to prove a certain point of view. The author’s presence is quite tangible in artistic and publicistic genres. Therefore, they are more conceptual.

Discussing the problem of fiction in mass media discourse, it is necessary to touch upon the role of various semiotic systems, providing, along with natural language, a variety of rhetorical verbal, nonverbal or combined reproduction of information in printed messages, broadcasting and television programs, and electronic computer networks. The sound and visual accompaniment of narrative text, which forms a special semiotic system for receiving and interpreting information, is oriented towards the verbal information flow segmentation that is relevant for communication purposes.

IV. CONCLUSION

Newspaper texts are very important constituent texts of mass media discourse that provide substantial material for analysis of factual and fictional characteristics in newspaper narratives. Outcomes obtained in the process of newspaper texts analysis, as well as the methods applied for research of verbal and nonverbal means of presenting information in narrative genres of media texts, made it possible to define criteria for differentiating objective and subjective information.

Thus, it can be concluded that the relation of factual and fictional features in a text is determined by semantic and pragmatic parameters of communication. The main role in the differentiation of techniques of presenting information belongs to the narrative modality category and level structure model of narrative construction.

Fiction in the texts of mass media discourse is a specific creative way of the outer world reflection in the form of presenting hypothetical information. A system of multilevel means specified by textual and contextual factors is used in its multivariate implementation.

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