

CHIASM IN STYLISM OF SCIENTIFIC AND MEDIA

T.V. Shmeleva

The article presents a study of the stylistic figure of chiasm in media and scientific speech. The generalized views of researchers on this element of style, mainly poetic speech. An understanding of chiasm is formulated, which emphasizes the need to take into account the identity of the lexical composition of the parts of the chiasmic construction, which significantly narrows the range of facts related to chiasm, and the main semantic effect of this figure is the mirroriness of the connected parts. Cases of using chiasmic constructions in the heading position (VIRTUAL REALITY AND REAL VIRTUALITY) and in the media text (Yevgeny Yevtushenko was the most Russian poet from Westerners and the most western of Russian poets) are considered. It is shown that the stylistic effect in the first case is intriguing, in the second - an expressive assessment. Cases of using chiasm in the media text are analyzed from the standpoint of semantic syntax; it has been revealed that elements of propositions — actants, predicates, and the position as a whole — are involved in chiasm. Attention is drawn to the fact that chiasmic constructions, formally representing a complex sentence, are not polypositive structures, because in them one proposition is fixed in two reflections (We need to kill free time, or it will kill us). The importance of describing chiasm among the expressive means of media stylistics and the style of scientific speech is emphasized.

Keywords and phrases: *stylistics; media stylistics; stylistic figures; chiasm; chiasmic constructions; headline; media text; stylistic effect.*

References

Bedanokova Z.K. Aforistichnost' i priemy ee sozdaniya v reklamnom diskurse [Aphorism and its creation techniques in advertising discourse]. *Vestnik Pyatigorskogo gosudarstvennogo lingvisticheskogo universiteta* [Bulletin of the Pyatigorsk State Linguistic University], 2010, no 1, pp. 13–17. Available at: <https://elibrary.ru/item.asp?id=15001938> [accessed 30.11.2019].

Beregovskaya E.M. Hiazm [Chiasm]. *Effektivnoe rechevoe obshchenie (bazovye kompetencii)* [Effective verbal communication (basic competencies)]: slovar' spravochnik / pod red. A.P. Skovorodnikova. *Chleny redkollegii: G.A. Kopnina, L.V. Kulikova, O.V. Fel'de, B.Ya. Sharifullin, M.A. Yuzhannikova.* Krasnoyarsk, Sib. feder. un-t Publ., 2012, pp. 759–760.

Bushenev N.T. K razrabotke osnov lingvisticheskogo analiza hiazma [To the development of the basics of linguistic analysis of chiasm]. *Vestnik Cherepoveckogo gosudarstvennogo universiteta* [Bulletin of the Cherepovets State University], 2008, no 2(17), pp. 54–58. Available at: <https://elibrary.ru/item.asp?id=15230880> [accessed 30.11.2019].

Vol'f O.A. Hiasticheskiy absurd kak kontaminirovannaya stilisticheskaya figura, postroennaya po principu alogizma [Chiastic absurdity as a contaminated stylistic figure, built on the principle of alogism]. *Vestnik Hakasskogo gosudarstvennogo universiteta im. N.F. Katanova* [Bulletin of the Khakass State University named after N.F. Katanova], 2014, no 10, pp. 66–69. Available at: <https://elibrary.ru/item.asp?id=24800346> [accessed 30.11.2019].

Glazova N.A. Sintaksicheskie figury kak sredstvo sozdaniya komicheskogo effekta [Syntactic figures as a means of creating a comic effect]. *SCRIPTA MANENT*, 2016, no 22, pp. 58–63. Available at: <https://elibrary.ru/item.asp?id=27656246> [accessed 30.11.2019].

Gontarev D.V. Hiazm kak stilevaya dominanta v lirike A. Bloka [Chiasm as a stylistic dominant in the lyrics of A. Blok]. *Nauchnaya mysl' Kavkaza* [Scientific Thought of the Kavkaza], Rostov na/D., 2010, no 2(62), pp. 116–119. Available at: <https://elibrary.ru/item.asp?id=15237596> [accessed 30.11.2019].

Katyayan R. Sintaksicheskiy parallelizm, ego vidy i funkcii v tekstah russkih narodnyh skazok [Syntactic parallelism, its types and functions in the texts of Russian folk tales]. *Filologicheskie nauki. Voprosy teorii i praktiki*, 2017, no 2–2, pp. 134–139. Available at: <https://elibrary.ru/item.asp?id=28363661> [accessed 30.11.2019].

Kvyatkovskij A. Hiazm [Chiasm]. *Kvyatkovskij A. Poeticheskij slovar'* [Kvyatkovsky A. Poetic Dictionary], Moscow, Sovetskaya enciklopediya Publ., 1966, pp. 325–326.

Kopnina G.A. Hiazm [Chiasm]. *Kul'tura russkoj rechi: Enciklopedicheskij slovar'-spravochnik [Culture of Russian Speech: Encyclopedic Dictionary Handbook]* / pod red. L.Yu. Ivanova, A.P. Skovorodnikova, E.N. Shiryayeva. i dr. Moscow, Flinta: Nauka Publ., 2003, pp. 745–746.

Kopnina G.A. Hiazm [Chiasm]. *Enciklopedicheskij slovar'-spravochnik. Vyrazitel'nye sredstva russkogo yazyka i rechevye oshibki i nedochety [Encyclopedic Dictionary. Expressive means of the Russian language and speech errors and shortcomings]* / pod red. A.P. Skovorodnikova. Moscow, Flinta: Nauka Publ., 2005, pp. 345–346.

Kul'tura russkoj rechi [Culture of Russian Speech]: enciklopedicheskij slovar'-spravochnik / pod red. L.Yu. Ivanova, A.P. Skovorodnikova, E.N. Shiryayeva. i dr. Moscow, Flinta: Nauka Publ., 2003. 840 p.

Majmeskulov A., Shajkin A. Pragmatika semiozisa stihotvoreniya Iosifa Brodskogo "Muzhchina, zasypayushchij odin..." [The pragmatist of the semiosis of Joseph Brodsky's poem "A man falling asleep alone ..."]. *Trudy Instituta russkogo yazyka im. V.V. Vinogradova [Transactions of the Russian Language Institute named after V.V. Vinogradova]*, 2016, vol. 7, pp. 592–607. Available at: <https://elibrary.ru/item.asp?id=26498728> [accessed 30.11.2019].

Moskvin V.P. Stilisticheski opravdannye povtory i ih raznovidnosti [Stylistically justified repetitions and their varieties]. *Moskvin V.P. Stilistika russkogo yazyka: Priemy i sredstva vyrazitel'noj i obraznoj rechi (obshchaya klassifikaciya) [Moskvin V.P. Stylistics of the Russian language: Techniques and means of expressive and figurative speech (general classification)]*: posobie dlya studentov, Volgograd, Uchitel' Publ., 2000, pp. 68–78.

Panevina I.A. O strukturnyh tipah hiazma (na materiale "Slovara sovremennyh citat" K.V. Dushenko) [On the structural types of chiasm (based on the material of the Dictionary of Modern Quotations by KV Dushenko)]. *Polivanovskie chteniya [Polivanov Readingpp]*, Smolensk, Smolenskogo gopp. un-ta Publ., 2016, no 11, pp. 182–184. Available at: <https://elibrary.ru/item.asp?id=27217661> [accessed 30.11.2019].

Hazagerov G.G., Shirina L.PP. Obshchaya ritorika [General rhetoric]: kurs lekcij. Slovar' ritoricheskikh priemov. Rostov na/D., 1999. 316 p.

Chikulaj I.V., Prohorova O.N. Semiotika hiazma i hiazm semiotiki: problema reversivnosti kak submodeli yazykovogo myshleniya [Semiotics of chiasm and chiasm of semiotics: the problem of reversibility as a submodel of linguistic thinking]. *Problemy lingvistiki i lingvodidaktiki: mezhdunarodnyj sbornik nauchnyh statej. Belgorodskij gosudarstvennyj nacional'nyj issledovatel'skij universitet [Problems of Linguistics and Linguodidactics: international collection of scientific articlepp. Belgorod State National Research University]*, Belgorod, 2016, pp. 155–159. Available at: <https://elibrary.ru/item.asp?id=17882716> [accessed 30.11.2019].

Shmeleva T.V. "Moskva, lyublyu tebya bezmerno": vspyshka paronomazii v mediarechi ["Moscow, I love you immeasurably": a flash of paronomasia in the media]. *Slovo.ru: baltijskij accent*, Kaliningrad, 2011, no 3–4, pp. 95–102. Available at: <https://elibrary.ru/item.asp?id=17882716> [accessed 12.12.2019].

Shmeleva T.V. Sintaksis [Syntax]. *Sovremennyy russkij yazyk: Uchebnik dlya vuzov. Standart tret'ego pokoleniya [Modern Russian language: Textbook for universitiapp. Third Generation Standard]* / pod red. L.R. Duskaevoy, St. Petersburg, Piter Publ., 2014, pp. 247–336.

Shmeleva T.V. Anahronizm kak pogreshnost' i kak stilisticheskij priem [Anachronism as an error and as a stylistic device]. *Ekologiya yazyka i kommunikativnye praktiki*, 2015, no 1, pp. 146–159. Available at: <http://ecoling.sfu-krapp.ru/wp-content/uploads/2015/04/Shmeleva-T.V..pdf> [accessed 12.12.2019].

Enciklopedicheskij slovar'-spravochnik. Vyrazitel'nye sredstva russkogo yazyka i rechevye oshibki i nedochety [Encyclopedic reference dictionary. Expressive means of the Russian language and speech errors and shortcomings] / pod red. A.P. Skovorodnikova. Moscow, Flinta: Nauka Publ., 2005. 480 p.

Effektivnoe rechevoe obshchenie (bazovye kompetencii) [Effective Speech Communication (Basic Competencies)]: slovar' spravochnik / pod red. A.P. Skovorodnikova. Chleny redkollegii: G.A. Kopnina, L.V. Kulikova, O.V. Fel'de, B.Ya. Sharifullin, M.A. Yuzhannikova. Krasnoyarsk, Sib. Feder.un-t, 2012. 881 p.

Yaroshenko E.Yu., Romanova E.G. Hiazm kak odin iz sposobov vyrazheniya antitezy v lirike A. Bloka [Chiasm as one of the ways of expressing the antithesis in the lyrics of A. Blok]. *Lomonosovskie chteniya na Altae: fundamental'nye problemy nauki i obrazovaniya: Sbornik nauchnyh statej*

mezhdunarodnoj konferencii [Lomonosov readings in Altai: fundamental problems of science and education: Collection of scientific articles of an international conference]. Barnaul, Altajskogo gopp. un-ta Publ., 2015, pp. 415–418. Available at: <https://elibrary.ru/item.asp?id=24747572> [accessed 12.12.2019].

ABOUT THE AUTHOR:

Shmeleva Tatyana Victorovna, Doctor of Philology, Full Professor, Professor of the Department of Journalism

Yaroslav-the-Wise Novgorod State University

aud.1212, Antonovo, Humanitie Institute, Velikij Novgorod 173014 Russia

E-mail: szmiel@mail.ru