Descriptive Names of Creating Man in Russian Media Language

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Abstract

The current study attempted to focus on periphrases with the general meaning of a person who created/founded something. Based on the analysis of the Russian printed periodicals (2009-2020), the authors found that this semantic group of periphrases is serial (typical). The studied group of descriptive names of a person is built according to the genitive model. The periphrase composition includes one of the following supporting components: a creator, a father, a founding father, a godfather, a mother, or an architect. The idea of "creation" is accurately expressed without additional semantic increments by the creator lexeme; other supporting components differ in semantic, figurative, and evaluative meanings and connotations. The variable qualifying component of the considered group of periphrases complements the meaning of the descriptive nomination supporting component, indicating the sphere of social activity in which the subject named by the periphrase has manifested himself (as a rule, this is politics, business, art, sport, or science).

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1. Introduction

Identity refers to how people respond to the question, *Who are you?* This question may be asked explicitly or implicitly, on a personal or collective level, to others or to oneself. Schools of thought in identity literature focus on either personal or social content as well as personal or social processes. However, the administration of justice to this potential requires the integration of their identity perspectives and processes from social and personality psychology, developmental psychology, cultural, critical, and discourse psychology, and beyond. Everyone's identity is important because everyone has to ask themselves, *Who am I, how should I live?, Who do I want to be?* - and at the end of the day, they are ready to take responsibility. In this sense, it is freedom for the modern person that he cannot escape, except by retreating into a world of fantasy or mental disorders. So freedom is a mixed blessing. One needs to be oneself. However, simply having the power to make one's own choices means living a life full of doubt and fear of error; therefore, it is necessary to build oneself. It is impossible to assert oneself.

The issue of identity has been discussed in various forms in social science texts. Experts in various branches of social sciences have studied the evolution of human quality, change of individual identity, crisis in the human personality of the industrial age or human identity, and so on. To name a person in the media, they basically utilize either an official three-term anthropogenic formula (surname, name, middle name) in various completeness of its manifestation, or a proper name modification, or peripheral naming identifying the nominee and acting as the core name for the anthroponym. The peripheral method of nomination is of particular interest. However, not all aspects of identity clearly transcend a person's physical boundaries. Can we then consider a person's physical or mental characteristics as personal but not social? Philosophers often focus on physical or psychological cohesion as potential criteria for personal identity. In fact, the physical body - especially the central nervous system - is considered a place of mental experience, including a sense of personal identity. However, the mental meanings and functions of the individual's physical and mental characteristics are not necessarily less "social" than those discussed in the realms of identity.

The term of personal name or full name, also known as prosoponym, is a set of names by which a specific person is identified and can be read as a group of words, with the understanding that in total, they are all related to that one person. In many cultures, the term is synonymous with a person's birth name or legal name. In linguistic classification, personal names are studied in a special Thomas field, called anthropology (Room, 1996). Personal names always have the feature of personality. They serve to separate, to show the person who bears the desired name. In all societies, each member receives at least one personal name, a name that belongs to the recipient and distinguishes him or her from other members of the community. In the early naming systems, only one name was historically assigned, but as the population grew, it became more difficult for more than one person to be assigned the same name, and other names were added. Personal names are used as a reference and address in all communities. However, all the usage of personal names highlights the reality that this name is a proxy for the person. The name depends on the bearer and is equal to the person. In all societies, a new name can be assigned to individuals or can be chosen. If a person's personality changes, the conditions for changing the name arise (Blount, 1993). The primary purpose of the study is to deal with the periphrases with the overall meaning of "an individual who founded something", considering previous relevant works.

2. Theoretical Framework

There is a wide range of research and scientific resources to study the subject of this article. Daka, Rojas, and Fraser (2017, p. 61) state that "the name of a single test helps developers understand the purpose and scenario of the test, and test names support developers when navigating through a set of single tests". When unit tests are generated automatically, they are given non-descriptive names such as "test", which cannot offer any of the benefits of a descriptive name. The main challenge is that automatically generated tests do not show the actual scenarios and have no specific purpose other than to cover the code, which makes

their naming different. Software developers often interact with unit tests: unit tests can be used as an example when trying to understand code. When maintaining code, unit tests help identify unwanted margins. When changing the code, the unit tests must be updated to create the modified behavior. Providing well-named tests simplifies all of these tasks, which is important given the high cost and high maintenance costs of the software. Faraj (2019, p. 30) mentions that "translation is the process of converting words, phrases, idioms or their meaning from one language (S.L.) to another language (T.L.)". When translating individual words or terms, translators can offer more than one T.L. equivalent. Translating phrases that include specific words derived from the names of animals, plants, or other objects will give the translator three options. He or she must have good knowledge of the culture and sometimes the environment of the S.L., in order to be able to change the correct meaning, he may provide a real translation for the phrases. In most cases, this will not be accepted because it has no logical meaning, or if available, it will seek equivalence in T.L. In this case, translators should have a good background on the synonym and equivalent in T.L. In short, converting a general meaning or presenting equations (in T.L.) in translation is much better than presenting a literal meaning. Hilpert (2016) believes that the functional and formal criteria for achieving the initiative have reached a set of potential candidates for the auxiliary status, which are then analyzed in terms of syntactic behavior, morphology, and grammatical function. The database of this study includes data extracted from two adult Sinhalese speakers. Collected over a nine-month period between 2004 and 2005, it contains 15 texts that include personal narratives, traditional stories, and recipes. These texts are supplemented by extraction session data that examine verbal paradigms, various types of basic sentences, and other syntactic structures, such as complementary clauses.

3. Methodology

Functionalism in linguistics can be said to have originated in the late 1960s, although its roots can be traced back to much earlier. The main assumption that applied linguists consistently share has been that the forms and structures of language are adapted and shaped by external grammatical principles, that is, their communicative functions. Since language is essentially a tool, it is logical to assume that its structures are aware of the structure and the cultural models of our experience. Employees view the internal organization of language as a complex response consistent with the ecological configurations in which the language is found, the interactions used in it, and the complete cognitive, social, and physiological characteristics of the human user. Applied language research aims to elucidate the relationship between language form and function and to determine the nature of the functions that seem to shape language structure, the most important of which is to facilitate effective communication and aid cognition. Functional linguistics always involves scientists working on describing (what languages are like) as well as explanations (why languages are like this).

The study of language within its social environment, then, reveals the many ways in which human language reflects universal basic functions arising from social interaction and also shows how these may be manifested through constituent schemas and exemplars. The problem of functioning in the language of nominations denoting a person, including the media language, becomes one of the urgent issues for modern linguistics (Babenko & Likhina, 2019; Garaeva, Mardieva, & Chudinov, 2019; Khineyko, 2005; Plankina, Pestova, Tarasova, & Yakhina, 2019; Semenenko, 2020; Teplyashina & Golubev, 2019; Visigalli, 2017; Zamaletdinov & Faizullina, 2015; Zamaletdinov & Faizullina, 2016). It should be noted that language function is performed in cases where students engage with this language and interact with others. These language functions demonstrate the active usage of language for a particular target. The students use language functions to communicate with others, express their ideas, and show an understanding of an academic environment (Ford, Ford, Fox, & Thompson, 2002).

Anthroponomy is a subfield of originality that deals mainly with the formation of personal names. Anthropologists have a special interest in linguistics syntactically and semantically because they show special reference values and limitations of determination/correction and specific discourse values. However, this article will focus only on the most important linguistic features that should be encoded in

the electronic dictionary of anthropologists due to their automatic recognition of the text. In addition, our approach mainly considers anthropologists' knowledge based on internal evidence, without reference to underlying clues. However, we will see that textual (situational) and orthographic/probabilistic information can be used in combination to improve results in the particular investment work we have in mind.

Anthroponyms in the media text set the event background of a news message and specify its coordinates in space and time (Van Dijk, 2013). The same strategy of naming in journalism, especially the naming of a person, allows us to identify general patterns related to the mechanisms of re-nomination, as well as to establish the ways of certain ideologies (Vakku, Malygina, Klushina, Baranova, & Lazutova, 2019). The attitude to the nomination addressee and the degree of its information content leads to the search for optimal naming options. Successful names lead to the appearance of similar ones. The result of this process is the formation of typical periphrases called serial peripheral series by the media (Parisi & Holcornb, 1994). The serial peripheral series (hereinafter - SPS) is built according to the template model. The organizing component for SPS (its supporting component) is the lexeme generating this series, which is called the "serial component" of the periphrastic series due to its regular repetition (Parisi & Holcornb, 1994). Serial peripheral series are combined around the semantic dominant.

4. Results

As mentioned earlier, personal names always have the property of individuation. In early naming systems, only one name was historically assigned, but as the population grew, it became more difficult to name more than one person, and more were added. Personal names are used in all societies for both reference and address. The main target of the current study is to deal with the periphrases with the overall meaning of an individual who founded something, considering previous relevant works. The supporting component of the serial peripheral series denoting a person is a noun. It should be noted that a descriptive word is a word used to describe something, that something, among other things, can be a

person, a place, a situation, or an item. These words enable you to describe the situation of something. For example, if you were talking about a person, you might use descriptive words to describe that person. If you were talking about a country, for example, you would use descriptive words about the size of the country. The noun in the genitive form is the dependent variable component in SPS. The word that supports the semantic features contained in the reference, as well as supplementing and clarifying its meaning, is selected as a variable qualifying the periphrase component (Abdi & Basarati, 2018).

During the study period, SPS with the following serial components are especially active in the Russian media: creator, father, founding father, godfather, mother, and an architect united by the semantic dominant the person who created/founded something (Rizzo, 2018). The most complete and neutral meaning of the designated SPS semantic dominant is conveyed by the word creator, the one who created something; a creator (Kuznetsov, 2000). Dependent components of the word creator in SPS are the words and phrases with the general meaning of an object, to which an action is aimed in various areas of society:

- In politics and economics: the creator of the convertible chervonets (Grigory Sokolnikov), the creator of the Ministry of the Interior Affairs (Viktor Kochubei), the creator of the Czech national currency (Alois Rashin), the creator of the Georgian Dream party (Bidzina Ivanishvili), and the rest.;

- In business: the creator of the venture capital club Itleaders (Egor Klopenko), the creator of Inditex (Amancio Ortegu), the creator of "U.C. Rusal (Oleg Deripaska), the creator of Apple / the creator of iPhone (Steve Jobs), the creator of Kaspersky Lab (Evgeny Kaspersky), the creator of Alibaba (Jack Ma), the creator of Android (Andy Rubin), the creator of Odnoklassniki.Ru (Albert Popkov), the creator of Amazon (Jeff Bezos), the creator of Microsoft (Bill Gates), the creator of Facebook (Mark Zuckerberg), the creator of VKontakte and Telegram (Pavel Durov), and the rest;

- In art: the creator of the Gioconda (Leonardo da Vinci), the creator of the Game of Thrones (George Martin), the creator of the Cloud Atlas (David Mitchell), the creator of

Smeshariky (Ilya Popov), the creator of St. Petersburg Angel (Roman Shustrov), creator of La La Land (Damien Chazell), the creator of the animated film University of the Monsters (Dan Scanlon), the creator of the novel The Geographer Drunk the Globe (Alexey Ivanov), the creator of the series South Park (Matt Stone), and the rest;

- In science: the creator of the test tube baby (Robert Edwards), the creator of Trieste (Auguste Picard), the creator of IL-76 (Genrikh Novozhilov), the creator of the CRISPR-Cas9 genome editing method (Feng Zhang), the creator of Tu-160 (Valentin Bliznyuk), the creator of Boeing 747 (Joe Sutter), the creator of the game Life (John Conway), and the rest.

SPS with the general meaning of the one who created something also includes the peripherals with supporting components: father, founding father, and godfather. They retain the meaning of creator and also expand it. So, the support word father in one of its meanings allows actualizing the founder: about the ancestor, the founder of something (Kuznetsov, 2000). A variable component of the SPS with the word father also indicates the areas of a subject social activity:

- In politics and economics: the father of perestroika / the father of transparency and perestroika / the father of perestroika and "new thinking" (Mikhail Gorbachev), the father of peacemaking (Boutros Boutros-Gali), the father of democracy (Mariu Soares), the father of privatization (Anatoly Chubais), the father of terrorism (Muhammad Hussein Fadlalla), the father of pension reform (Mikhail Zurabov), the father of the Tax Code (Sergey Shatalov), the father of the Red Army (Leo Trotsky), the father of the CIA (Allen Dulles), and the rest;

- In art and culture: the father of the psychedelic revolution (Leary, 1990), the father of ringtone (Ralph Simon), the father of GTA (Dan Hauser), the father of the Marvel comics (Stan Lee), the father of rock (Little Richard), the father of Star Wars (George Lucas), the father of punk rock (Iggy Pop), the father of Sherlock Holmes (Arthur Conan Doyle), and the rest;

- In science: the father of helicopters (Igor Sikorsky), the father of the hydrogen bomb (Edward Teller), the father of the Boeing 747 airliner (Joe Sutter), the father of Yandex.ru search engine (Arkady Volozh, Ilya Segalovich), the father of monetarism (Milton Friedman), the father of laser tweezers (Arthur Ashkin), the father of the dead loop (Petr Nesterov), and the rest;

- In sports: the father of football (George Duperron), the father of the red and white team (Nikolai Starostin), the father of the UFC (Dane White), and the rest.

SPS with the support component father is clearly expressed metaphorically, transforming from an objective nomination into a figurative one, emphasizing the warm, almost related relationship of the nominees and society to the nomination object. Relative adjectives can specify the periphrase the father of the nation with a locative meaning: the father of the nation (Polish, Kazakh, Turkish, Chinese, Belarusian, etc.), as well as the formula father of all (Turks, Turkmen, peoples, etc.). Similar to the periphrase, the father of the nation, they created the periphrase the nation's mother - as the media sometimes refers to Angela Merkel: mother of the German nation, mother of Germany.

Another serial component of the analyzed SPS, the founding father, combines the similar values of its constituent components: "about the ancestor, the founder of something" (Kuznetsov, 2000) and the one who created something; the creator. The reference word is the calque of the English phrase Founding Fathers [for example, BBC 4.02.2020]. This name is used in the source language and in the meaning of the one who founded something. It is interesting to know that in the Russian media, it is represented as the part of the periphrases in the field of:

- Politics and economics: the founding father of Zimbabwe (Robert Mugabe), the founding father of Kazakh statehood (Nursultan Nazarbayev), the founding father of Israel / the founding father of the Jewish state (David Ben-Gurion), the founding father of the Republic of Turkey (Mustafa Kemal Ataturk), the founding father of the Republic of Singapore (Lee Kuan Yew), the founding father of GFR (Konrad Adenauer), the founding father of the party ["Union of Right Forces". - V.G.] (Anatoly Chubais), and the rest;

- Business: the founding father of NTV (Igor Malashenko), the founding father of the Russian Internet (Andrei Chernov), the founding father of the Federal Bureau (John Edgar Hoover), the founding father of Newsweek magazine (Osborne Elliott), and the rest;

- Science: the founding father of population genetics (Sergey Chetverikov), the founding father of chaos theory (Henri Poincare), and the rest.

Another component that forms the analyzed SPS is the stable phrase "godfather". Periphrases with this component are used more often with ameliorative connotations. The variable component allows you to outline the scope of the nomination subject, namely:

- Arts: the godfather of dirty realism (Charles Bukowski), the godfather of the avant-garde movies (Jonas Mekas), the godfather of metal (Ozzy Osbourne), the godfather of industrial (Genesis Breyer P-Orridge), the godfather of dendism (Eustace Tilly), the godfather of the Lube, Ivanushki International, Korni groups (Igor Matvienko), the godfather of street art (Richard Hambleton), the godfather of soul (James Brown), and the rest;

- Politics: the political godfather of Obama (Ted Kennedy), the godfather of Euromaidan (Karl Bildt), the "godfather" of the Kremlin (Boris Berezovsky), the godfather of the Magnitsky Act (Jamison Firestone), the godfather of the electric power industry reform (Anatoly Chubais), and the rest;

- Science and education: the godfather of artificial intelligence (Yoshua Benggio, Jeffrey Hinton, Jan Lekun), the godfather of the Unified State Examination (Victor Bolotov), the godfather of MOOC (Sebastian Tran), and the rest;

- Business: the godfather of Auto Union (Ferdinand Porsche), the godfather of fitness (Jack Lalane), the godfather of Italian cuisine (Antonio Carluccio), the godfather of financial analysis of securities (Benjamin Graham), and the rest.

A generalized SPS with the ordinary meaning "the founder of something" is also formed by the anchor word architect, the lexemes with the semantic component "(political) transformation" act as the variable components of the

periphrasis series: usurpation architect (Boris Lozhkin), Brexit architect (Dominic Cummings), the architect of perestroika (Alexander Yakovlev), reboot architect (Michael McFaul), and the rest. The composition of the SPS with the general meaning the person who created/founded something can be expanded by including the words in a typical periphrase:

A) With temporal semantics specifying the actual time for the variable component: the father of modern sociology (Pitirim Sorokin), the father of new atheism (Richard Dokins), the father of new Georgian nationalism (Ilya Chavchavadze); the founding father of present Iran (Ruhollah Khomeini); The "godfather" of Russian politics of that time (Boris Berezovsky), and the rest;

B) With locative semantics: the creator of Russian football (Georgy Duperron), the creator of the All-Russian campaign "Biblionoch" (Alexandra Vakhrusheva), the creator of the Japanese brand Uniqlo (Tadashi Yanai); the father of the Chinese miracle (Deng Xiaoping), the father of the "Singapore miracle" (Li Kwan Yu), the father of the Latin American left movement (Ayia de La Torre); the godfather of Russian punk rock (Yegor Letov), the godfather of the Hong Kong film industry (Raymond Chow), the godfather of Ukrainian politics (Pavel Lazarenko); the architect of Chinese reforms (Deng Xiaoping), the architect of the Soviet financial system (Grigory Sokolnikov), etc.;

C) With evaluative semantics: the true father of economic reform (Yevsey Liberman), the famous father of gonzo-journalism (Hunter Thompson); the architect of the Orange Revolutions (Michael McFaul), the architect of Trump's strategy of "maximum pressure" on Iran (John Bolton), etc.

We identified nominative options related to one referent in the studied newspaper texts. Variability can manifest itself inside a series of periphrases, for example, the Kremlin's "godfather" / the godfather of Russian politics of that time/the "godfather" of the Russian politics of that period (Boris Berezovsky), or Israel's founding father/the founding father of the Jewish state (David Ben-Gurion) and others, and at the level of the entire semantic group: the father of Chinese reforms/the father of the "Chinese miracle" and the architect of Chinese reforms (Deng Xiaoping), or the

creator of Russian football and the father of football (George Duperron), or the founding father of the Republic of Turkey/the founding father of the current Turkish state and the father of the Turkish nation/the father of all Turks (Mustafa Kemal Atatürk), and the rest.

5. Discussion

As mentioned earlier, the current study tried to focus on periphrases with the general meaning of a person who created/founded something. Based on the analysis of the Russian printed periodicals (2009-2020), the authors found that this semantic group of periphrases is serial (typical). The desire conditions the appearance of serial peripheral series in the media language for universalization, the reproduction of successful nominative options, streamlining the informational picture of the world, and thus, the cataloging of social types. The latter, on the one hand, leads to the reduction in the variety of nominative options, on the other hand, to the nomination recipient cognitive effort saving, since a reference is designed to the already formed social frame through a typical nomination, which can also be a subjective interpretation of an objective.

The study allows us to conclude the following:

1. Periphrastic nominations of people in the media texts are of a typical (serial) nature. A serial periphrastic series with the general meaning "the person who created/founded something" is created by six supporting components: creator, founding father, father, godfather, mother, and architect, respectively. The study group has six semantic types that differ in some shades of meaning. Most accurately and neutrally, the meaning of the whole SPS is conveyed by the word creator, the words father and mother actualize this 'founder', the architect actualizes this '(political) transformation', the godfather - reclamation (more often) or pejorative connotation.

2. The second variable component of the SPS complements and clarifies the meaning of the dominant word of the series and, as a rule, indicates the scope of activity referred to. The analysis of the variable component of the studied SPS shows that, as a rule, a rather narrow field of human event activity falls into the focus of Russian media. Such spheres of

society as politics, business, art, sports, and science turn out to be media propaganda.

3. The expansion of the SPS composition occurs if it is necessary to specify localized, temporal information or introduce a subjective evaluative attitude of the nominator to the named one into the nomination.

4. The formation of serial periphrastic series in the media language is conditioned by a number of factors: 1) the desire to reproduce the most successful nominative options; 2) a specific newspaper universalization process; 3) the desire to streamline the informational picture of the world and, thus, to classify social types, because the reader is better oriented in the world around him due to the classification and creation of items, his social memory is formed. On the one hand, this leads to the reduction of nominative variants - an appeal is made to ready-made structural-semantic naming models. On the other hand, the presence of serial periphrastic series saves the cognitive efforts of the nomination recipient since there is a reference to the already formed social frame, often evaluative.

Acknowledgments

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