

*Materials of Conferences***PECULIARITIES OF INTERNET
RELIGIOUS DISCOURSE DEVELOPMENT**

Tameryan T.Y.

*North-Ossetian state university n.a. Kh.L. Khetagurov,
Vladikavkaz, e-mail: tamertu@mail.ru*

The article deals with an undeveloped problem in the genre studies that is the problem of the range in character of the genres functioning in the religious sphere and the features of system which are relevant to the defined sphere of communication. Matters of an active development of web-diaries on various topics influenced the changes in constitutional features of communication and brought out the necessity of the study of Internet genre of the blog as a phenomenon of the modern informational society are analyzed. The peculiarity of the genre of religious Internet-blog as a means of revealing in it the peculiarities of realization of language personality of the author – a clergy man is described.

Global informational space of the 21st century, which is one of the main parameters of the modern civilization, forms personal characteristics of a modern personality. Media space defines the mechanisms of interrelation between individuals and society, revealing new forms and means of interaction even in such a conventional sphere of life like religion. Informational field of religious mass media made up by the net of mass media is in close relation to temporal journalism and standardness which have been greatly changed for the last 15 years.

The elements of the common speech had been introduced to the journalism which have been developing in the field of the literary language and bookish style, but these processes also touched religious journalism: postsoviet reality forms issues of a new type, made on the basis of style-forming conceptions, which were not used in the soviet mass media. The latter is characterized by the reduction of the style of mass press, the lack of literary normal purity, the deviation from the norm, expedient adaptability of the norm to social situational conditions of the society [2, 5].

One of the characteristics of the media discourse of the beginning of the 21st century is to follow the tendencies marked by the researchers, moreover some changes acquired hypertropical forms such as aggressive and shocking style, striving for sensation, irony, sarcasm, deviation from the ethic norms, usage of nonliterary words, etc. The balance between the standard and the expression is shifting to the intensification of the latter and is being changed by hyperexpression.

The description of the religious language personality is based on the world outlook of the personality itself that is the theocentric paradigm

defines a man and his language as God's creations according to the Bible and sacred studies of religious men.

Religious anthropology studying the problems of language and religion, language and culture, language and consciousness, language and communication serves as a methodological basis for modern humanitarian studies.

Religious journalism is also oriented to the conceptions of speech behavior such as spoken styles and tactics, character of the relation to the interlocutor and even the aim at the language game. Spoken strategies are considered to be deliberate satiety of publicistic style by the features of spoken speech in order to economically use language means, attract more users – parishioners and people who are interested in religious matters, for expanding the circle of blog readers.

Publicistic religious discourse is a half-institutional variety of the church discourse in which the structure and the uniformity of norms of interaction, conventionally fixed in mental spheres of a definite society is revealed [4, 113]. It is not strictly regulated by status and role relations between the participants of the communication and allows deviations from regulations, ritualization and stereotypization of communication which lead to some extent to the washing away the borders of institutionality.

The communicative aim of the texts of the genre «discussions with a clergyman» is multifaceted: revealing the dictum content, the author simultaneously strives for emotional and psychological influence on the addressee by means of interpretation of Holy Scripture and citation of the precedent events and names of the canonical books, striving for imposing religious and moral education of the audience, propagating the positive part of the Church in life of a modern society, appealing to follow Christian Commandments, preserving religious traditions: the author aims at educating the audience in a religious spirit. Thus, the combination of educational and didactic, religious and educational, religious and propaganda, regulative, psychologically influential, emotionally influential aims realizes multifaceted communicative direction of the texts of Internet writing to a clergyman.

Complex communicative aim forms multifaceted image of a clergyman where, on the one hand, he is a spiritual pastor, a preceptor of laymen, but, on the other hand, he is one of the «Mother – Church's children». This variation of the image of the author reveals in the variation of language form, defining the narrator (my authorship/ our authorship / our ixclusive).

The tactic is regarded as a means of realization of the speech strategy with the help of actualization by phased solution of the communicative aims. The

strategies are chosen on the basis of the final communicative aim, peculiarities of a communicative situation, and individual peculiarities of a language personality of the producer of the discourse. The tactics which realized the strategies are the tools of successive achievement of the aim by means of solving definite problems of communication [4].

Religious Internet discourse is a multimeasured linguistic, social and cultural phenomenon, an inalienable category of which is evaluation that is social evaluation which is one of the most important spheres of semantics of the language of a newspaper, a circle of the actions of inner factors of its development [3:39]. Evaluation is one of the publicistic universals reveals in selection and classification of the facts, in their description at the definite sight level, in accordance with negative and positive details, in specific linguistic means.

Religious discourse in modern society appears as a mechanism of defining value guidelines and priorities of nowadays life in accordance with the highest personal values. Religious values serve axiological guidelines both for an individual and society. The highest guidelines of person's behavior are coloured by being refracted through the prism of the axiological world view of the society and ethnosociety.

Topical scientific interest to the phenomenon of the blogs, which have been spread for the last decade, vividly demonstrates the tendencies to the genre convergence and shift of the borders between private and public.

Mass media are characterized as a reference to mass audience, all-availability, corporation character of production and spreading information. One can name along with the modern mass media both Orthodox and Islamic Internet web-sites, blogs and columns. Modern religious discourse which is one of the oldest types of institutional communication hasn't been studied yet.

The main speech strategies of the church journalists in e-journals and blogs are dialogues and «contact built in». Dialoguization is revealed through striving of laymen for hearing and the opinion and advice of a preceptor on a fact, an event or a phenomenon, or vice a versa when a clergyman finds out about life of his laymen about the solution of problems stated.

So called «built in contact» effects are rapprochement, resemblance, unity. Such manipulations demonstrate the fact that a clergyman is a common person like everybody else around, he possesses emotional revelations, he is interested in all events of temporal life. A clergyman comes in contact with one reader and at the same time contacts with all the audience on the web-site.

The signals of speech have a contact achieving, approaching potential. The method of «built in contact» includes the idea of coordination such

as «I want to be like you». To achieve such a contact not only large language experience but the skill of evaluation of such experience from the other side help the author. Due to both speech flexibility in everyday life and «built in contact» and its extremely manipulative character he gets used to «a foreign language», imitates it and makes it his own.

In religious journalism along with the traditional journalism basic tonality of unconstraint and good wishing to the reader makes harder. The ton in accordance with the subject of speech in journalism is situationally conditioned, depends on an object and defined by emotional and will and evaluative settings of the author towards the situation and the topic of the discussion. Many researchers mark the increasing aggressiveness of modern speech, along with the often use of confrontational strategies and tactics of speech behavior [1, 26].

A speech tactic of irony as a lesser emotional type of aggression in religious blogs is an effective means of evaluation and addressee unmasking. The tactic of irritation shortens status and role distance between a clergyman and a layman. On the one hand, it transforms the discussion into a «speech» register, on the other hand, it realizes preceptor's strategies such as a tactic of evaluation and disapproval. The tactic of ascertaining of incompetence is pragmatically aimed at the evaluation of statements and image of thoughts of an addressee as bad-grounded, non professional, not compatible with spiritual senses.

Thus, the main specific feature of the blog on a church web-site is revealed in its vividly shown axiological dominant, through the prism of which individual, personal and institutional bases are differentiated and interrelated. They are revealed both as a complex interrelation of individual and professional sides of the language personality of the author – a clergyman and in its specific speech and genre characteristics.

References

1. Barron R., Richardson D. Human Aggression. – New York; London, 1994. – 410 p.
2. Oleshkov M.Yu. Speech Peculiarity of Frames in the Institutional Discourse // Topical Problems of Philology and Pedagogical Linguistics. Journal. Issue XII. – Vladikavkaz: NOSU Publishing House, 2010. – P. 112–117.
3. Sedov F.K. The Anthology of Speech Genres: everyday life communication. – M.: Labyrinth, 2007. – 320 p.
3. Solganik G.Ya. On the Language and the Style of a Newspaper // The Language of Mass Media as an Object of Interdisciplinary Studies. – M.: MSU Publishing House, 2003. – P. 261–268.

The work was submitted to International Scientific Conference «The cultural heritage of Russia and the contemporary world», the United Kingdom (London), 20-27, October 2012, came to the editorial office on 18.10.2012.