

REALIZATION OF SUBJECTIVE MODALITY IN TEXTS-ANNOUNCEMENTS

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The paper presents results of analysis of the category of subjective modality of texts-announcements. Texts-announcements (TAs) are defined as pragmatically stipulated communicative units functionally aimed at a presentation of information about a new publication and advertisement of it. Subjective modality belongs to paradigmatic characteristics of this type of texts. It is realized by means of presentation of information about the author / editor of the book as well as by using positively colored lexemes in quoted references and within a text.

Investigations of linguistic status of texts, which are aimed at realization of a certain practical aim, lies in the bounds of urgent problems of contemporary linguistics. These are, first of all, advertising texts to which we also refer texts-announcements. Texts-announcements (TAs) are defined as pragmatically stipulated communicative units produced to present a newly published book / journal. Among their text-forming categories we distinguish categories of interpersonality, meta-textuality, subjective modality. TA is characterized as a derivative type of texts with explicit and compressed presentation of information and stereotypical usage of language means. Practical aim of TAs may be defined as presentation of actual information about content, structure and objectives of a newly published book / journal. Presentation of actual information interrelates with the advertising function of TA, so texts-announcements are defined as an informative-advertising type of texts.

The category of subjective modality belongs to main paradigmatic characteristics of advertising texts. Modality in general is defined as functional-semantic category, which expresses different types of relations between the statement and reality (objective modality), as well as different types of subjective qualification of the information presented (subjective modality) (Yartseva 1990:303). Subjective modality in contrast to an objective one is an optional feature of a text. Realization of the category of subjective modality is closely connected with explication of evaluative attitudes of the producer of a statement.

Subjective modality presents the author's point of view and is realized through gradual accumulation of such signals of author's modality as emotional and evaluative vocabulary, affective syntax, grammatical, lexical and compositional declaration of the author.

Realization of subjective modality in TA is conditioned, first of all, by the degree of explication of the TA's author's personality. A collective author - a publishing house, produces texts-announcements. Explication of the category of author has no great

pragmatic value in bounds of TA. TAs don't have such traditional forms of the author's representation as personal pronouns (*I*, *we*). All lexico-syntactic structures, semantics of which is directed from the producer of the statement to its recipient, are of impersonal nature. Impersonal forms of passive constructions are widely used in TA (see examples 1-3).

(1) *Due weight is also given to new theoretical developments which are likely to provide the foundation for future applications.*

(2) *The Encyclopedia is alphabetically organized and fully indexed across the two volumes to allow the user to access information quickly and easily, and contains a glossary.*

(3) *This book can be highly recommended to engineers from the chemical and processing, mining and aggregates, power generation, water, food and health, dredging, and other industries.*

The analysis of a TA paradigm shows that the object of presentation - a new publication - is at the same time an agent of the action. This phenomenon is conditioned by a pragmatic purpose of a text-announcement to set contacts with a recipient in terms of extralingual obstacles (space restrictions, availability of several TA on a page). Simple lexical repetitions of the title of the publication and its substitution by means of generalized notions with demonstrative pronouns (examples 4, 5) attract a recipient's attention. Usage of evaluative lexemes within thematic chains (see example 6) explicates the author's intention and promotes realization of advertising function of TA.

(4) *This 5-vol. Set makes research on Colonial America easy. Colonial America: Almanac will provide students with the in-depth information they need to write reports and class assignments.*

(5) *This volume studies situationally appropriate responses in professional communication in face-to-face interaction and distance communication, from a socio-cognitive point of view.*

(6) *This prestigious volume contains contributions from leading experts and opinion formers from all over the world. The papers address the future of engineering within the business and social context in terms of its likely impact on transport, energy and power...*

An important element of the communicative situation is the author of the advertised book. Presentation of information about the author of the announced book is typical of TA. The author's person guarantees the quality of a new publication. Presentation of information about the author of the book is aimed at creation of positive evaluation around the book and fulfils advertising function as well.

Information about the author / editor of the book is presented after a text's title and printed in italics, which serves as a device for capturing the reader's attention (Alverman 1986:210). Reference to the author, used in the main communicative block of the text (see example 7), indirectly presents evaluative attitudes of the author. Presentation of more detailed information about the author (see example 8) promotes fulfillment of advertising function of TA as it serves as a means of intimidation of the communicative process. In some catalogues information about editors / authors is given in a separate block and includes details necessary for attraction of a reader's attention.

(7) *Advances in Vehicle Design*

By John Fenton

[...] *Academic papers, industry reports, technical press releases, R&D information from industry all presents a wide variety of source material for those working in the automotive field.*

John Fenton distils and presents the best of this research and industry practice into an easily digestible, highly illustrated, and accessible form. Drawing on the available information, the author provides a well-structured, practical and vital reference source for all automotive engineers.

(8) *Editor*

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Dr Lau's research and development activities cover a broad range of electronics packaging and manufacturing technology. He has more than 26 years' research and development experience in the electronic, petroleum, nuclear and defence industries and has co-authored over 100 technical publications and edited nine books. Dr Lau received a PHD degree in theoretical and applied mechanics from the University of Illinois, USA, as well as three other MS degrees and a BS degree. Dr Lau is supported by an international Editorial Advisory Board, Internet editor and book review editor.

Explication of the category of subjective modality in TA is realized by means of presentation of detailed information about the announced book and by using lexemes with positive evaluation. Positively colored lexemes appear in quoted references and alongside a text-announcement.

"Quoted references" is one of the initial blocks of TA used to attract a recipient's attention. Words of affective and rational evaluation are characterized with high rate of usage in TA. The positive evaluative seme is explicated by means of different appraisors: qualitative adjectives, adverbs, indefinite personal pronouns, adjectives / adverbs in the superlative degree. Complex usage of a wide paradigm of appraisors in quoted references explicates the authors' intention directed upon the advertisement of the book (see examples 9,10).

(9) *"This is an excellent introduction to contemporary issues in the metaphysics of mind, covering all the major twentieth century theories of mind and most of the questions and arguments that have occupied us for the past few decades. It is clearly and engagingly written, full of illuminating examples, wise warnings, and provocative arguments." - William G. Lycan, University of North Carolina.*

(10) *"This book will undoubtedly become one of those that finds itself on an number of reading lists...it does its job extremely efficiently, being thorough, well-presented, easily understood and convincingly argued. It is overall a very useful book." - Journal of Sociolinguistics.*

Within a text-announcement words with positively colored semes mainly appear in bounds of periphrasis of the theme of the text and fulfill essential role in the presentation of additional information about the object. The degree of explication of evaluation in periphrases, as compared with the block "quoted references", is much lower as periphrases contain explanations and aim at influence on a person's consciousness.

- (11) *Guide to Information in Engineering Project Management*
[...] This unique, timely guide is specifically designed to save hours of expensive and fruitless searching by bringing together in one attractive volume details of a wide range of these essential information sources.
[...] In short, this exhaustive reference tool would prove invaluable not only to engineers and project managers, but also to consultants, students, information workers and librarians.

On the basis of our investigation we could make a conclusion: subjective modality belongs to a paradigm of text-forming categories of TA and opens vast perspectives on further investigation. It is realized by means of presentation of information about the author / editor of the book as well as by using positively colored lexemes in quoted references and within a text.

References

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