Lexical Representation of Emotions in Contemporary Russian Economic Mass Media

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ABSTRACT
The paper describes language aspects of verbalizing emotions in the texts of the Russian online mass media on economy and finance. Some statistical data obtained from the comprehensive analysis of the words that name and describe emotions in the Russian articles are given and studied. The emotive vocabulary was broken down into groups following the authors’ classification. The authors focus on syntagmatic relations and functions of the names of emotions, as well as on their correlation with economic and financial terms.

Introduction
Contemporary linguistics of emotions sees the next stage of development: new blended research areas emerge that study the issue of emotions from different perspectives. Hence, a new research discipline within anthropocentric linguistics, i.e. linguistic ecology, has been created. V.I. Shakhovsky(2016), a famous Russian scholar, states that this discipline focuses on emotional aspect of speech. He also describes emotional linguistic ecology as a science studying “health safety of a language, language environment of a person being the part of nature”.

The language of emotions in mass media on economy and finance plays a truly significant role due to trends in modern intercultural communication. Globalization and integration processes open new opportunities, types and forms of communication, the existence of which is impossible without mutual understanding between different cultures (Birova, Vasbieva & Masalimova, 2017). Contemporary economic mass media is widely used for educational purposes to master students’ professional communicative competence, socio-cultural and intercultural skills, developing creative thinking (Kalugina, 2016; Vasbieva & Kalugina, 2016; Novikova et al., 2018; Kulamikhina et al., 2018; Kalugina & Tarasevich, 2018). Students have difficulty mastering lexical units that form the lexical side of foreign speech and are characterized by a particular semantic and structural properties (Vasbieva, 2015, 2016). In such terms, linguistics needs a comprehensive analysis of emotive lexis used in this context. No
previous study has thoroughly investigated verbalization of emotions in the texts of Russian economic and financial online mass media.

The main purpose of this study is to perform an analysis of the names of emotions in Russian economic and financial mass media following the concept classification developed by the authors. To achieve this purpose, we set several objectives:

- to present contemporary literature review on the issue
- to make up an alphabet and frequency word list of the names of emotions, which were identified in the texts under investigation
- to distinguish these names of emotions according to the classification developed by the authors
- to study structural and semantic properties of the words within the clusters of the classification.

Literature Review

V.I. Shakhovsky (2016) names two approaches to language study in terms of linguistic ecology: its interaction with the user, and with other languages. In the more recent paper, the scholar addresses the problems of the language personality theory, supports the idea of including an emotional component into the structure of a language personality concept. He also explains the necessity to use the new scientific term – ‘emotional and communicative personality’. The researcher highlights the factual communicativeness of any language personality and states that communication is impossible without feelings for the topic, content or selection of linguistic/stylistic devices within the process of communication (Shakhovsky, 2018).

L. Alba-Juez and T. Larina (2018) separate the terms emotional and emotive communication. The scholars believe that the first type stands for “instinctive, spontaneous, unplanned expression of inner emotional states”, whether emotive communication is considered as “intentional expression of emotions for communicative purposes”.

It is common research practice for linguists to separate such notions, as feelings, emotions, affects, experiences. English speaking scholars use the term emotions to describe sudden and strong reactions to environment and accompanied by some physiologic changes. Feelings are more constant. The most common term, which includes the whole range of moods, emotions, feelings, is the word affect (Yus, 2018). Nevertheless, M. Schwarz-Friesel (2015) disagrees with this point of view and suggests that emotions should be considered as a complex knowledge system created with inner sensations that performs primarily an evaluation function in a human body. He understands feelings as emotions experienced consciously, qualifying them as mental representations.

Stating that communication is impossible without the emotional factor, V.I. Shakhovsky (2018) refers to contemporary intercultural interaction, within which famous officials, politicians and businessmen use aggressive, sharp utterances, expressive language. The scholar’s analysis of Russian mass media texts indicated new trends and changes in the language of emotions. Thus, V.I. Shakhovsky (2016) claims that the scale of emotive names has become more asymmetric. He connects this phenomenon to the process of losing applicability and contextual significance of some positive emotional concepts, as well as to their low demand or even total absence of demand in speech.

It is obvious that today scientists focus more on the relationship between emotionality and financial human behavior. Some researchers state that patients suffering from emotional disturbance make more successful decisions on investment than those who suffer from other disorders or even than healthy ones (Shiv, 2005).
Mackenzie (2018) studies the usage of nouns sentiment and confidence in financial English within the texts of the Hong Kong Financial Services Corpus. The results of his research show the negative side of emotionality, for example, in case of irrational human behavior while making decisions at the stock market.

**Methodology**

This paper investigates 12 articles from Russian websites (Ведомости / Vedomosti, Коммерсант / Kommersant, Эксперт / Expert).

The first step was to generate a word list of the names of emotions identified in the articles. The vocabulary items were selected following various conceptual dictionaries with those meanings that were only valuable within the scope of this study. The basic word classes represented in the list are nouns and verbs with modifiers (adjectives and adverbs) derived from them.

1) беспокойство ‘worry’ n
2) бояться ‘to fear’ v
3) виноватый ‘guilty’ adj
4) возмущение ‘indignation’ n
5) возмущенный ‘indignant’ adj
6) волновать ‘to excite’ v
7) грустно ‘sadly’ adv
8) довольный ‘pleased’ adj
9) любить ‘to love’ v
10) любоваться ‘to admire’ v
11) мучительно ‘agonizingly’ adv
12) наслаждаться ‘to enjoy’ v
13) настороженно ‘cautiously’ adv
14) нелюбимый ‘unloved’ adj
15) неприятный ‘unpleasant’ adj
16) нравиться ‘to like’ v
17) обвинять ‘to blame’ v
18) обесцеркенно’ ‘anxiety’ n
19) обидный ‘offensive’ adj
20) опасаться ‘to be apprehensive’ v
21) опасение ‘apprehension’ n
22) отчаянно ‘desperately’ adv
23) паника ‘panic’ n
24) печалиться ‘to sorrow’ v
25) позавидовать ‘to envy’ v
26) понравиться ‘to be liked’ v
27) пострадать ‘to suffer’ v
28) пугать ‘frighten’ v
29) рад ‘happy’ adj
30) разочарование ‘disappointment’ n
31) страх ‘fear’ n2
32) счастье ‘happiness’ n
33) тревожный ‘anxious’ adj2
34) удовольствие ‘pleasure’ n
35) ужасный ‘horrible’ adj
36) чувствовать ‘feel’ v2
37) эмоция ‘emotion’ n

According to the quantitative analysis of the word list, 37 language items in 53 word usages were identified in the texts of the Russian online economic and financial mass media.

The next step was to distinguish the lexemes according to the word classes (Table 1).

Table 1. Names of emotions according to word classes

<table>
<thead>
<tr>
<th>Word classes</th>
<th>Number of lexemes</th>
<th>Word usages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noun</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td>Verb</td>
<td>14</td>
<td>25</td>
</tr>
<tr>
<td>Adjective</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Adverb</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

As can be seen from table 1 the verbs dominate quantitatively both in the number of lexemes and in word usages. Adjectives are second top of the list with nouns occupying the third position and adverbs at the bottom. It is also important to note that only 12 linguistic units, i.e. 32 percent, were used more than once. The alphabetical and frequency word list of names of emotions shows that the most frequently used Russian lexeme is the verb пострадать ‘to suffer’ (4 word usages – w/u).

Results and Discussion

For the purposes of comprehensive linguistic analysis, it was decided to implement the classification of Russian words naming emotions first introduced in the previous research (Smakhtin, 2012). The names of emotions under investigation were broken down into ten categories:

Table 2. Names of emotions according to classification

<table>
<thead>
<tr>
<th>I. Affections in General</th>
<th>волновать ‘to excite’ v</th>
<th>чувствовать ‘feel’ v2</th>
<th>эмоция ‘emotion’ n</th>
</tr>
</thead>
<tbody>
<tr>
<td>II. Various Feelings, Emotional States:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Delight, joy, cheer, contentment, tranquility</td>
<td>наслаждаться ‘to enjoy’ v</td>
<td>довольный ‘pleased’ adj</td>
<td>рад ‘happy’ adj</td>
</tr>
<tr>
<td></td>
<td>счастье ‘happiness’ n</td>
<td>удовольствие ‘pleasure’ n</td>
<td></td>
</tr>
<tr>
<td>2. Love, tenderness, liking, affection, gratitude</td>
<td>любить ‘to love’ v3</td>
<td>любоваться ‘to admire’ v</td>
<td>нравиться ‘to like’ v</td>
</tr>
<tr>
<td></td>
<td>понравиться ‘to be liked’ v2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Compassion, sympathy</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Suffering, regret, embarrassment, shame</td>
<td>виноватый ‘guilty’ adj2</td>
<td>мучительно ‘agonizingly’ adv</td>
<td>обвинять ‘to blame’ v</td>
</tr>
</tbody>
</table>
The data in the table demonstrates quantitative and qualitative composition of each cluster. We can see that the most verbally represented group of emotions in the Russian articles under investigation is ‘Fear, anxiety, impatience’ (11 lexical units (16 w/u)), which consists of 5 nouns with 7 w/u, 3 verbs with 5 w/u, 2 adjectives (3 w/u), and one adverb used also once. Thus, emotions of fear and anxiety were verbalized through the nouns беспокойство ‘worry’, обеспокоенность ‘anxiety’, опасение ‘apprehension’ (2 w/u), паника ‘panic’, and страх ‘fear’ (2 w/u).

Беспокойство охватило финансовые рынки (Vedomosti, December 20th, 2018).

“...Это предмет моей обеспокоенности, потому что официально мы этого не увидим”, — рассказывает директор Института социального анализа и прогнозирования РАНХиГС (Kommersant, May 13th, 2017).

“Пока нет признаков сокращения добычи нефти, продолжается рост опасений касательно замедления спроса в мире”, — объясняет аналитик БКС Кирилл Таченников (Vedomosti, December 20th, 2018).

Высокие ставки и дорогой доллар уже давят на американскую экономику, к этому добавляются опасения инвесторов по поводу замедления экономики в Китае — снижение цены нефти закономерно, заключает он (Vedomosti, December 20th, 2018).

Что же касается ситуации в США, то, уверен аналитик “Алор Брокер” Алексей Антонов, попытки управлять рынками “в ручном режиме” крайне рискованы: если это не удается, рынки посещает еще более масштабная паника, чем если бы этот звонок Мнучина главам инвестбанков просто не состоялся (Expert, 2018).

Он (StephenJen, CEO, Eurizon SLJ Capital) положительно оценивает перспективы фунта, считая его перепроданным из-за страха жесткого Brexit (Vedomosti, December 20th, 2018).

Инвесторов это пугает, но некоторые считают такие страхи контриндикатором (Vedomosti, December 20th, 2018).
The study of syntagmatic relations of the nouns from the examples above indicates that worry is compared to some disease – it can grasp financial markets as illnesses grasp people. One of the directors of a Moscow higher education institution feels anxiety due to a complex reason: mortgage dependency of families who use maternity capital for mortgage in most cases and then are unable to pay it off, moreover, this fact is not officially documented still.

It is worth mentioning that the noun опасение ‘apprehension’ was both times used in the same article ‘Баррель Brent стал дешевле $55’ (Brent barrel price is less than $55) in the plural form, which is typical for the Russian language as this word is countable in Russian. The reasons for apprehension are global demand deceleration (замедление спроса в мире) and economy slowdown in China (замедление экономики в Китае). Investors are the ones who experience this emotion.

The word паника ‘panic’ was identified in the article ‘Обвал перед Рождеством’ (Crash before Christmas) within a set expression паника посещает ‘panic visits’. The degree of this emotion can be higher (более масштабная) if the US authorities try to manage financial markets ‘manually’ (в ручном режиме). The journalist personifies financial markets by suggesting that they can experience panic.

The article ‘Великобритания и Евросоюз стали готовиться к жесткому Brexit’ (Great Britain and EU are getting ready for hard Brexit) introduces fear of hard Brexit as a hypothetical reason for the pound’s probably positive future due to its reselling. The second appearance of the noun страх ‘fear’ is in the plural form in the same article commenting the title, the fears are considered as counter-indicators. In this sentence, we can also see the verb пугать ‘frighten’ from the cluster ‘Fear, anxiety, impatience’: the idea mentioned in the title of the article frightens investors.


In the example, we can see that the journalist uses the opinion of a financial analyst who generalizes and describes the issue as a global one by implementing the pronoun всех ‘everyone’ in the plural form. Everyone is afraid of two things, i.e. fracking growth in the USA and decrease of oil consumption in the world, which are interconnected.

Earlier, the author of this article refers to another analyst who tries to follow the main cause-and-effect relationship between the oil price fall and traders’ fears. Trade wars (торговые войны) and interest rate increase (рост процентных ставок) leading to economy slowdown (замедление экономики) are the factors that cause fear.

Нефть падает главным образом потому, что спекулянты боятся замедления мировой экономики – из-за торговых войн и роста процентных ставок, считает аналитик Raiffeisenbank Андрей Полищук (Vedomosti, December 20th, 2018).

Quoting an ING analyst, the author of the article ‘Великобритания и Евросоюз стали готовиться к жесткому Brexit’ (Great Britain and EU are getting ready for hard Brexit) predicts hard times for retail due to consumers’ fears for their jobs in case Brexit happens without agreeing with the EU. We should pay attention to the fact that the verb form identified in the sentence опасаясь ‘being apprehensive’ is a so-called transgressive verb form typical for Russian. The same author uses such a verb form of this word in another sentence within the article describing the opinion of some Brexit supporters with the help of the allusion to La La Land. The EU is compared to human beings with the feeling of apprehension; the main reason is some hypothetical problems caused by Brexit.
Рождественский период будет непростым для розницы: потребители уже осторожничают, а могут занервничать еще больше, опасаясь за свои рабочие места в случае Brexit без договоренности с ЕС, пишет аналитик ING Джеймс Смит (Vedomosti, December 20th, 2018).

По словам европейских дипломатов (их мнения приводит Financial Times), некоторые сторонники Brexit по-прежнему «живут в “Ла-ла Ленде”, полагая, что ЕС, опасаясь проблем, пойдет Британии навстречу в спорных вопросах (Vedomosti, December 20th, 2018).

The analysis of syntagmatic relations of the adjectives of this group of emotions shows us that in the Russian linguistic worldview an image or a situation may be described as anxious (тревожный), while results are horrible (ужасный).

Картина очень тревожная. Мы надеемся, что системообразующие компании с трудом, но переживут новый год, громких падений быть не должно – говорит заместитель исполнительного директора Ассоциации эксплуатантов воздушного транспорта (АЭВТ) Борис Шокуров (Expert, 2018).

И хотя по итогам девяти месяцев работы авиакомпании уже рапортировала о прибыли 22,5 млрд рублей, ситуация все равно выглядит очень тревожной(Expert, 2018).

No обучающий модель на всем входящем потоке заявок, при первом тесте мы получили ужасные результаты: получилось, что каждый новый клиент сравнивался с более чем 30 тысячами, имеющимися в базе (Expert, 2018).

The case of using the Russian adverb настороженно ‘cautiously’, which specifies the verb относиться ‘treat’ describes the attitude of an average contemporary Russian consumer towards communicating personal data via the Internet.

Как отмечают эксперты отрасли, российский потребитель, осознавший все преимущества онлайн-передачи и получения денежных средств, менее настороженно относится к передаче в банк информации о себе посредством интернет, признает права и обязанности, вытекающие из удаленного общения, понимает суть входящих и исходящих денежных потоков, возникающих вне личных договоренностей клиента и банка (Expert, 2018).

The second top verbally represented group of emotions is ‘Delight, joy, cheer, contentment, tranquility’ (5 lexical units with one-word usage each), consisting of 2 nouns (счастье ‘happiness’, удовольствие ‘pleasure’), 1 verb (наслаждаться ‘to enjoy’), and 2 adjectives (довольный ‘pleased’, рад ‘happy’).

The syntagmatic surrounding of the names of these positive emotions identifies their relation to financial and economic terms. Hence, a number of railcars were deducted from the balance with pleasure, some people prefer to enjoy their life between crises.

Они быстро приходили в негодность и с удовольствием списывались с баланса как источник ненужной головной боли (Kommersant, May 13th, 2017).

А между кризисами я наслаждаюсь жизнью (Vedomosti, December 21st, 2018).

The three clusters of emotions, i.e. ‘Love, tenderness, liking, affection, gratitude’, ‘Suffering, regret, embarrassment, shame’, and ‘Insult, disappointment, discontent’, were represented by 4 lexical units each.

All three usages of the verb любить ‘to love’ were identified in the article ‘На что обратить внимание инвесторам в наступающем году’ (Facts for investors to pay attention to next year).

Некоторые СМИ любят сравнивать ВВП разных стран и динамику его роста (Vedomosti, December 24, 2018).
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Дальше по убывающей: Бразилия, Мексика, Турция, а для тех, кто любит погорячее, – Юго-Восточная Азия или Южная Африка. Для инвесторов, любящих риск и умеющих с ним работать, очень привлекательным выглядит рынок российских акций (Vedomosti, December 24, 2018).

As the context shows, mass media love comparing GDP of different countries and its dynamics. Here, the verb is the part of a complex predicate with the infinitive сравнивать ‘to compare’. Investors may love hotter (погорячее) countries, or risk (риск).

The verb любоваться ‘to admire’ is used to describe the emotions of a person-consumer who has just bought some exclusive, vintage product, i.e. a Soviet railcar. Here, his quote uses the reflexive verb понравиться ‘to be liked’, which is formed by means of adding the prefix to the original verb любить ‘to like’.

Мне она своей оригинальностью понравилась! — любуется Александр своим приобретением, стоя возле одной из последних сохранившихся узкоколейных советских автомотрис (Kommersant, May 13th, 2017).

The group ‘Suffering, regret, embarrassment, shame’ is verbalized through 2 verbs (обвинять ‘to blame’ and пострадать ‘to suffer’) and one adjective (виноватый ‘guilty’), one adverb (мучительно ‘agonizingly’).

Being the most frequently used Russian lexical unit in our word list, the verb пострадать ‘to suffer’ needs to be analyzed thoroughly.

Единственная проблема заключается в том, что коммерческая ценность бывших участков первой линии от этой переоценки ценностей заметно пострадала (Kommersant, May 13th, 2017).

Так как мы придерживаемся позиции, что система безопасности должна иметь баланс между надежностью и удобством пользования сервисом, то перед нами встала задача, как закрыть 3 процента фродерских заявок, чтобы при этом не пострадали 97 процентов честных клиентов (Expert, 2018).

При этом больше всего пострадали внутренние направления – здесь убытки увеличился в 7 раз и превысили 34 млрд рублей(Expert, 2018).

Экономика еврозоны, пострадавшая от торговых войн с Америкой, по-прежнему близка к стагнации, и сигналов оживления пока нет (Vedomosti, December 24, 2018).

The examples demonstrate various grammatical forms and contextual syntagmatic relations with the words from the financial area. Hence, commercial value may suffer; honest clients should not suffer; Eurozone economy suffers from trade wars with the USA.

It is worth mentioning that the group ‘Compassion, sympathy’ was not verbally represented in the articles under investigation.

Conclusion

The study performed shows active usage of emotional terms in the texts of contemporary Russian economic and financial mass media. Review of up-to-date literature on the problem proves relativity of this paper. The alphabet and frequency word list of the names of emotions, which were identified in the texts under investigation, as well as their consequent breakdown into ten clusters allowed us to perform a comprehensive analysis of the Russian emotive language.

It was identified and once again proved, following the most authoritative global scholars, that verbs dominate quantitatively both in the number of lexemes and in word usages. This fact makes predicates the main lexical and grammatical means of expressing emotions in the written language.
The analysis of the data obtained through creating the word list and authors’ classification indicated the dominance of the so-called negative emotions in the contemporary Russian linguistic worldview. The following study of the clusters helped us to witness a wider image of verbal representation of emotions in Russian. Thus, it is obvious, that among the main stylistic devices used by the authors of journalist articles to describe feelings and emotions are similes, allusions to the items of pop culture, as well as personification of financial and economic phenomena.

The evidence proves that emotional language is interconnected with financial and economic terms. Further and more detailed investigations may cover lexicographic aspects, including even the composition of a dictionary of economic and emotive set phrases.

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