

FORMATION OF SPEECH CULTURE OF FUTURE SPECIALISTS IN THE FIELD OF JOURNALISM

ФОРМУВАННЯ КУЛЬТУРИ МОВЛЕННЯ МАЙБУТНІХ ФАХІВЦІВ СФЕРИ ЖУРНАЛІСТИКИ

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The article examines the issue of studying the practical stylistics of the Ukrainian language as an educational discipline in the training of media professionals, reveals the problem of improving the stylistic skills of students- journalists in the process of mastering the course as an important factor in professional training, substantiates the need to work on the stylistic skill of speech in the context of improving the skills of a journalist. It is marked that the practical stylistics of the Ukrainian language plays an important role in the training of future mass media workers as a means of forming a highly educated linguistic personality of a modern journalist. It is noted that the educational discipline "Practical stylistics of the Ukrainian language" has a significant communicative potential, and its mastering contributes to the fullest possible and perfect use of linguistic means by future journalists. The study of this educational component makes it possible to learn successfully the norms of the modern Ukrainian literary language, to develop the skills of creating and editing media texts of various genres and stylistics. It is emphasized that during the study of the educational component "Practical Stylistics of the Ukrainian Language" the students of higher education form competent, expressive and clear speech, acquire skills in stylistic text editing and the use of oral and written forms of all functional styles, observing orthographic, orthoepic, lexical-grammatical, punctuation norms, thanks to which communication skills are improved. It is concluded that the practical stylistics of the Ukrainian language has significant communicative opportunities, which contributes to the accurate, appropriate and balanced use of linguistic means in the practice of future journalists.

Key words: journalist, mass media stylistics, modern Ukrainian literary language, media texts, stylistic skills.

У статті розглянуто питання вивчення практичної стилістики української мови як навчальної дисципліни в підготовці медійників, розкрито проблему вдосконалення стилістичних навичок студентів-журналістів у процесі опанування курсу як важливого чинника професійної підготовки, обґрунтовано потребу роботи над стилістичною вправністю мовлення в контексті підвищення майстерності журналіста. Зауважено про вагоме місце практичної стилістики української мови в підготовці майбутніх працівників ЗМІ як засобу формування високоосвіченої мовної особистості, якою має бути сучасний журналіст. Зазначено, що навчальна дисципліна «Практична стилістика української мови» має значний комунікативний потенціал, а її опанування сприяє якнайповнішому, досконалому, довершеному використанню мовних засобів майбутніми журналістами. Вивчення цієї освітньої компоненти дає змогу успішно засвоїти норми сучасної української літературної мови, сформувані навички створення й редагування медіатекстів різного жанрово-стилістичного спрямування. Наголошено, що під час опрацювання освітньої компоненти «Практична стилістика української мови» здобувачі вищої освіти формують грамотне, виразне, чисте мовлення, набувають навичок зі стилістичної правки тексту, використання усної та писемної форм усіх функціональних стилів, дотримуючись орфографічних, орфоепічних, лексико-граматичних, пунктуаційних норм, завдяки чому вдосконалюють комунікативну майстерність. Підсумовано, що практична стилістика української мови має значні комунікативні можливості, що сприяє влучному, доцільному та виваженому застосуванню мовних засобів у майбутній журналістській практиці, здатність застосовувати знання на практиці, створювати грамотний медіапродукт певної теми й жанру.

Ключові слова: журналіст, стилістика засобів масової інформації, сучасна українська літературна мова, медіатексти, стилістичні навички.

Introduction. A high linguistic culture, that is, the ability to use actively modern literary language with all the richness of expressive means and norms as a tool of communication is an integral sign of an educated, comprehensively developed person. The word as one of the most powerful communicative tools of a person is the basis of language. It is powerless in itself, but becomes powerful and invincible, effective and attractive, if it is said skillfully, sincerely, timely and appropriately. And in fact, every person should use the word purposefully, timely, convincingly and expressively in any field and under any conditions

of communication. The folk wisdom teaches: *do not speak so that you will be understood, but speak so that you cannot be misunderstood.*

This is especially important for people who constantly communicate with a large audience, perform administrative government duties and have to influence actively the interlocutor. Therefore, the profound knowledge of the literary language and the ability to use it are necessary. Language seems to us something familiar and very simple, but in fact this strange human phenomenon is extremely complex. That is why people often forget that knowing a lan-

guage does not mean mastering it. Of course, in order to “get along” it is enough to know 3–5 thousand words. But the language of the people has hundreds of thousands of words (more than 250 thousand are recorded in the largest modern electronic dictionary). Therefore, the richness of the national language should educate the desire for the richness of individual speech. The science that studies the normativity of language, its compliance with the requirements placed on language in society, is called the language culture. It develops the rules of pronunciation, emphasis, word usage, formation, construction of word combinations and sentences and requires speakers to comply with them.

There is no such profession or field of activity, where a person does not need a competent command of the language. First of all, it is required by life, time and era. In the age of information technology development, when we cannot imagine life without information and communication, the ability to express thoughts correctly and competently is especially important.

Setting the problem. In modern conditions, which are characterized by the constant growth of the role of mass media in social processes, the problem of training students of higher education in the specialty 061 “Journalism” needs special attention. It is aimed at the formation of creative, competent and innovatively oriented specialists, who use the word skillfully, express their opinions figuratively and adapt quickly in a multicultural environment. They also find effective ways to solve professional tasks quickly, as well as use knowledge, skills and abilities skillfully to achieve high results in practical activities.

Since 2023 the Vinnytsia Institute of Trade and Economics of the State University of Trade and Economics trains students in this direction. It is due to modern requirements for the journalistic profession, to the society’s demand for a certain amount of modern knowledge, skills and competences, as well as to an increase of the communicative and linguistic level of future specialists.

Radio and television journalism belongs to those exceptional fields of knowledge, for which speech is not an abstract concept, but a tool for expressing the author’s opinion, a method of transmitting and assimilating information, a means of communication and a source of expressiveness and myth-making. In order to influence effectively the mind, will and feelings of other people, the representatives of this profession must master speech culture perfectly. At the current stage of the development of electronic mass media, a radio and television journalist acts simultaneously

in several guises as a collector, an editor, an analyst, a designer, an interpreter, a commentator, a reviewer of information, as well as a direct executor of the role and its voiceover. Professional requirements, aimed primarily at ensuring the quality of information on the air, were developed to the implementation of the last national television and radio broadcasting network. They provide for the observance of certain laws, principles and rules in three main areas: the culture of public speaking, the culture of language and the technique of oral speech. Each of them has its own components that require careful understanding, study and practical mastery. After all, in this profession, it is important not only what is said, but also necessarily how it is said. In a certain sense, this is a feature of television and radio journalism, because an accent, pronunciation, and word used incorrectly on the air can distort the content and have unforeseen consequences. In addition, any violations of the oral communication technique affect immediately the journalist’s language culture and cause quite justifiably distrust both in him and in the results of his professional activity.

Analysis of recent research and publications. Considering the relevance of the problem raised, it was studied by numerous scientists, in particular by N. Babych, P. Dudyk, Z. Bakum, N. Barannyk, A. Kapeliushnyi, S. Karaman, K. Klymova, A. Koval, L. Matsko, O. Ponomariv, A. Popovych, L. Semenenko, M. Yatsymirskaya and others. It is worth paying attention to the study guide by A. Kapeliushnyi, which contains the main provisions of the stylistics course for students of journalism faculties. The author revealed the stylistic features of the use of lexical, phraseological, morphological and syntactic units in the language of mass media. In addition, he considered typical errors in the use of linguistic and stylistic means of the media language and proposed tasks and questions for self-testing [7]. The publication will greatly simplify the study of the “Practical Stylistics of the Ukrainian Language” by students and public relations specialists.

M. Yatsymirskaya’s training manual will also be useful for future media workers. It will help to use the lexico-phraseological tools of the Ukrainian language as effectively as possible, to observe the norms of pronunciation, emphasis and word usage, as well as to enrich the vocabulary [10]. The tasks offered by the author will contribute to independent study of the specifics of mass media broadcasting, mastering the expressive characteristics of the Ukrainian language and the awareness of its mission in the media space.

N. Barannyk considers important issues of stylistics, in particular grammatical and stylistic skills.

The researcher reveals the essence of the concept and highlights the classification, forms and methods of work on improving students' grammatical and stylistic skills. She emphasizes that "the study of grammatical theory is carried out in structural-semantic and functional-stylistic aspects; the development of students' grammatical and stylistic skills is based on the material of texts of different styles through comparison of grammatical means and clarification of their stylistic role, etc." [4, p. 113–115]. V. Babenko considers stylistic exercises as an effective means of forming stylistic competence and proposes a system of lexico-stylistic, phonetic-stylistic, grammatical-stylistic tasks aimed at forming the stylistic competence of lexicographers, which should be applied in the training of future journalists [3, p. 27].

L. Semenenko clarifies the issue of defining the subject and units of linguistic stylistics, its relationship with literary stylistics and poetics, as well as performs an analysis of stylistic directions. The author thoroughly analyzes the research on the status of this science in the system of linguistic and literary disciplines and states that there are currently numerous views of scientists regarding stylistics, its structure, tasks, subject, object, which cause many debatable issues [9, p. 10–17]. Despite a significant amount of scientific researches on the study of stylistics in institutions of higher education, which reflect certain aspects of student training, we observe a lot of errors in the oral speech of journalists, caused by a limited vocabulary, the influence of surzhyk, dialects, and bilingualism, which actualizes the problem raised.

G. Volkotrub in his training manual "Practical Stylistics of the Ukrainian Language" [5] presents information about the orthoepic, lexical, morphological and syntactic norms of the modern Ukrainian language, the mastery of which is the basis of a person's language culture. For each topic, it offers a system of exercises that will contribute to the assimilation of theoretical material, as well as the development of correction skills and the improvement of what is written.

The purpose of the article is to examine the educational component "Practical stylistics of the Ukrainian language" as an educational discipline in the training of advertisers; to reveal the problem of improving the stylistic skills of media students in the process of studying the discipline as an important factor in professional training; to justify the need to work on the stylistic competence of speech in the context of improving journalistic skills.

Presentation of basic research material. Stylistics occupies an important place in the modern training of future journalists, as it is a means of speech development and contributes to the expansion of ideas about

language in general. This discipline makes it possible to form a highly educated linguistic personality of a modern worker in the media sphere and to avoid such negative phenomena in speech as surzhyk, pleonasm, clichés, incorrect use of grammatical forms of words, phraseological units, etc. At the same time, we note that stylistics is the basis of the development of the linguistic culture of each individual.

In the textbook edited by L. Matsko, it is stated that "stylistics is a final and generalizing applied discipline among the linguistic ones, which covers their functional aspect and the implementation in oral and written speech, in texts of various styles" [8, p. 3]. According to P. Dudyk, "stylistics is a linguistic study of the most motivated and expedient use of language and its units such as phonemes (sounds), morphemes, words, phrases and combinations of words, clauses, equivalents (substitutes) of sentences and texts" [6, with. 7]. Stylistics of the mass media is closely related to the problems of language functioning in our society, as well as to the culture of oral and written speech in various spheres of communication. The professional activity of journalists requires a perfect knowledge of the modern literary language, the ability to use the wealth of its expressive means and to distinguish stylistic subtleties, which, in the end, will contribute to the formation of a high level of culture of the Ukrainian word.

Television and radio journalism rose to a qualitatively new level, thanks to which new names and excellent programs appeared on Ukrainian radio and television, the style of presenting information and the angles of its coverage changed, the word of truth strengthened and the airwaves revived noticeably. All this contributed to the objective public recognition of significant achievements in this field. Nevertheless, against the general background of qualitative changes, the culture and broadcasting technique of most modern radio and television journalists is characterized by a negative rather than a positive feature, since many of them lack practical skills and abilities, starting with the basics of phonation breathing, articulation, diction and ending with norms of emphasis, pronunciation and expressiveness of intonation. That is why recently we hear from loudspeakers and TV screens that journalists violate the accentological norms of the Ukrainian literary language. They tell more and more often *about vypAdky*, *but not vYpadky*, *about vYmohy*, *but not vymOhy*, *about nAvchannia*, *but not navchAnnia*, *about potalAnylo*, *but not potalanYlo*, *about rUkopys*, *but not rukOpys*, *about lystOpad*, *but not lystopAd*, etc.

Violations of pronunciation norms have reached dangerous proportions. There are at least three destruc-

tive trends here. The first one concerns “fekannia”, which gives the impression that our young journalists have never heard of the non-syllabic “u” in the orthography of the Ukrainian literary language, because they do not use it, at least they do not have the practical skills to use it in their public speech. The blind imitation of other languages like German, Yiddish, and until recently Russian, the careless attitude towards the culture of the Ukrainian language and the constant violation of the rules and norms of its pronunciation led to the spread of the above-mentioned trend. That is probably why “fekannia” on television has taken on dangerous proportions. It sounds like this: “*skazaf, pishof, zrobyf*” instead of “*skazau, pishou, zrobyu*”; “*svidkif, faktif, dolarif*” instead of “*svidkiu, faktiu, dolariu*”; “*Kyif, Kanif, Kharkif*” instead of “*Kyiu, Kaniu, Kharkiu*”; “*piftora, bezkoshtofno, budifnychyf*” instead of “*piutora, bezkoshtouno, budiunychyi*”.

No less threatening is the trend of “shokannia”, which sometimes comes from the mouths of not only sellers of Odessa market, but also, unfortunately, TV journalists. It reflects the ignoring of the norms of pronunciation of the sibilant consonants of the Ukrainian language “ch” and “sh”, which, according to them, should sound firm, for example: “*chasto, shchorazu, chemnyi, shchyryi, cholovik, borshch*”. Fortunately, this trend is widespread mainly in the southern and southeastern regions of Ukraine.

The third trend “tsikannia” is also characteristic not only of some dialects of the northern and north-eastern districts of Chernihiv Region. It is distinguished by an unacceptable change in the pronunciation of the soft sharp consonant “t” to a soft hissing “ts”. The consequence of such a change is “tsikannia”: “*potsim*” instead of “*potim*”, “*tsik*” instead of “*tick*”, “*katsivskyi*” instead of “*kativskyi*”.

In the context of the proposed research, we will consider stylistics as an academic discipline that has undergone rapid development in recent years, and scientists are debating about its status and place in the system of linguistic or literary sciences. The socio-cultural realities of modern society and the processes of democratization determine the new tasks of higher education institutions to ensure thorough training of a future journalist. Students should not only acquire professional knowledge, but also develop stylistic, speech and communication skills. Therefore, the purpose of the educational component is to master the basic concepts of theoretical and practical stylistics, to master the stylistic norms of literary speech, to develop the ability to work over the word and to improve the language level.

The educational component “Practical stylistics of the Ukrainian language” is the final discipline in the

journalist’s linguistic training. It will help students of higher education master the styles and substyles of language and speech, their genres, stylistic means and methods of organizing language means in the text. It will also help learn the lexical-stylistic, grammatical and orthographic norms of the Ukrainian language and use them depending on the purpose of speech, as well as master all types of speech activity.

Studying the stylistic system of the Ukrainian language, students-journalists become familiar with stylistic techniques and ways of using linguistic material, taking into account the conditions and target instruction. They acquire the ability to determine and evaluate the genre and style features of media texts, as well as to see and use the stylistic possibilities of linguistic means. The students consolidate stylistic skills and abilities of text creation in all functional styles, substyles and genres of journalism with the help of constructing a stylistically perfect text. Future media workers must constantly improve the culture of professional and business broadcasting, and therefore, the general culture of mass media language.

Any of the genres of journalism is distinguished by language means and specific features in language design. Depending on the purpose and content of the statement and individual interests, students should select and combine the most appropriate words, phrases and sentences in a specific language situation and the speech process. Mastering the educational component “Practical stylistics of the Ukrainian language” begins with the topic “Stylistics as a linguistic science and educational discipline. Subject and tasks of the course”. Students study the subject, purpose and tasks of stylistics, its structure, in particular the main sections (theoretical and practical stylistics, resource stylistics, functional, comparative, historical stylistics, etc.), the methods of linguistic stylistic research (semantic-stylistic analysis, comparison, stylistic experiment, statistical methods), the connection of stylistics with other disciplines, its place in the system of linguistic sciences, as well as its history and sources.

In the process of further study of the educational component, future journalists acquire knowledge of the main concepts and categories of stylistics, learn to interpret them; they understand the concept of “stylistic error” and develop the ability to identify them in a media text. In order to consolidate these skills, they do exercises to find stylistic errors as violations of stylistic norms. Students consider style as a functional variety of literary language, the concept of norm and its varieties (language, literary, style and stylistic). They find out the role of mass media in popularizing the norms of Ukrainian literary language,

get acquainted with stylistic meaning, expression, information and context as the main concepts of stylistics, as well as study stylistic means and techniques as elements of language/speech.

Special attention is paid to the characteristics and classification of the main functional styles of the Ukrainian language. In particular, describing each of them (journalistic, scientific, official-business, artistic, conversational, confessional, epistolary, internet communication style) students determine the field of its use, main purpose, as well as substyles, genres, main features and language means. This knowledge is useful for developing skills and abilities to identify stylistic features of language units in media texts.

The topic “Phonostylistics” is designed to help clarify the stylistic characteristics of the sound system of the Ukrainian language. Students study the concept of phonics in phonostylistics and realize the importance of knowing its basics for a journalist. They examine the main means of melodiousness of the Ukrainian language, onomatopoeia as a method of sound expressiveness of artistic language, sound repetitions (anaphora, epiphora, alliteration, assonance) and their stylistic use, as well as the main techniques for achieving melodious spoken speech (emphasis, voice strength, pitch, tempo).

Studying the stylistic functions of vocabulary, phraseology and word formation, future journalists become familiar with the stylistic-functional differentiation of the lexical composition of the Ukrainian language. They study archaisms, historicisms, Old Slavonicisms, neologisms, terms, professionalisms, borrowings, dialectisms, argotisms, and jargonisms, etc. Students determine the place and stylistic role of the specified units in the language styles and their use in the language of mass media. Special attention is paid to the stylistic use of synonyms, homonyms, antonyms and paronyms in the language of mass media, as well as to the stylistics of phraseological units and their use in mass media.

While studying the stylistics of morphological and syntactic means, students examine the stylistic possibilities of different parts of speech and their use in mass media, the stylistic use of simple and complex sentences, the stylistic possibilities of complex sentences, the stylistic functions of direct and indirect speech, the period and its stylistic use.

A separate topic is stylistic figures and their use in mass media. Students master the concepts of metaphor, metonymy, synecdoche, personification, epithet, simile, allegory, irony, as well as anaphora, epiphora, amplification, pleonasm, tautology, gradation, etc. Students of higher education learn to identify figures of stylistic syntax in journalistic texts and find out their functions, as well as to perform a stylistic analysis of a media text.

Conclusions. Therefore, future mass media workers should learn the basic concepts and categories of stylistics in the process of studying the course “Practical stylistics of the Ukrainian language”. They should know the functional styles of language in various spheres of communication; master the stylistic system of the Ukrainian language and develop the ability to identify and evaluate stylistic features of linguistic units in texts of all styles, stylistic possibilities of linguistic means and genre-stylistic features of media texts. The students should acquire stylistic skills by constructing a stylistically perfect text; increase the culture of professional, business and everyday speech, as well as the general culture of the language of mass media and develop language senses and taste. The content of the educational component “Practical stylistics of the Ukrainian language” is aimed at the formation of certain competencies in future journalists, among which it is worth highlighting the ability to communicate in the state language, the ability to apply knowledge in practice and to create a competent media product of a certain topic and genre, taking into account the distribution channel or publication platform.

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