

LINGUISTIC STUDY OF YAKUT AND JAPANESE TV NEWS

S. Efimova

(RUSSIAN FEDERATION)

E-mail: sardanaefimova@gmail.com

ABSTRACT

The paper includes linguistic study of Yakut and Japanese TV news what seems to be important because television has a great influence not only social and cultural situation in society but also a language situation. We held the lexical and stylistic comparative analysis of the Yakut and Japanese TV news for a deeper understanding of the current situation in languages and identification of similarities and differences of TV speech in Yakutia and Japan. The materials of research are 40 news broadcasts of Tokyo Broadcasting System Television, Inc. in Japanese and 40 news broadcasts of National Broadcasting Company of the Republic of Sakha (Yakutia) "Sakha" in Yakut language over 4 fields: politics, society, sport, economy and science.

Keywords: comparative analysis, lexical and stylistic peculiarities, native lexicon, loanword.

1. INTRODUCTION

Nowadays information is one of the important factors in all spheres of human life, the person's picture of the world is formed not only through personal experience but from books, newspapers, television, radio and Internet. The main distinctive features of television such as oral speech, social orientation and specific use of technical devices undoubtedly influence the TV speech. We held the lexical and stylistic comparative analysis of the Yakut and Japanese TV news for a deeper understanding of the current situation in languages and identification of similarities and differences of TV speech in Yakutia and Japan. The materials were the TV news taken from the Internet in 2013: 40 TV news of TV Tokyo Broadcasting System Television, Inc. in Japanese and 40 TV news of National Broadcasting Company of the Republic of Sakha (Yakutia) «Sakha» in the Yakut language (politics; society; sport; economy and science).

2. THEORETICAL BACKGROUND OF THE STUDY

The language of mass media was considered in the works of D. N. Shmeleva, V. G. Kostomarov, O. A. Lapteva, Y. V. Rozhdestvensky, M. A. Kormilitsyna and others. V. M. Alpatov, I. V. Zhukova, S. A. Neverov studied Japanese mass media language. The main functions of the media language are information, communication and influence for that reason it is important to study mass media language. "Mass media process and transfer information to the reader, comment on the events and this way form the moral norms, aesthetic tastes and assessment, build a hierarchy of values. Because mass media report on values and evaluates mass media really affect the quality of public discourse, the organization model of social life, the formation of the society of his own image" (1).

The researchers also note that the mass media form language tastes of society, they quickly react to changes in the language and reflect them. Media language determines not only social-psychological and cultural situation in the society but also the language situation in the country. Mass media are "one of the most important

social institutions that provide huge influence not only the formation of views and concepts of the society but also norms of behavior for its members including verbal behavior. They are a powerful tool of influence an audience, and a means of public consciousness manipulating” (2).

The TV language has some features except visuals. The author of the popular vocabulary for radio and television broadcasters M. V. Zarva describes several features of the radio language, which also can be attributed to television language. The first one is acoustics (oral) feature, though main means of expression on TV is the visuals, but the sound is also very important. The second one is a direct appeal to the audience, the viewer can not decide what he wants to hear, it is decided by the speaker. The third one is synchronicity - speech perception at the time of utterance. The fourth one is the ubiquity and mass audience, which demands accuracy and uniqueness of informative statements for its clarity and accessibility. At the same time, the fifth one is the chamber atmosphere. It requires finding special forms of expression and a desire to find a common language with each individual listener (3).

Mass media is maintained by a literary language, thus playing an important role in preserving the literary norms of the language and its development. Yakut literary language based on the dialects of the central districts of Yakutia. Professor L.N. Kharitonov said that the major sources of development of the Yakut language are: 1) a colloquial language of the Yakut people; 2) the language of folklore; 3) the literary language of the Russian people. There are the following principles for loanwords from Russian language: 1) Russian words which were borrowed long ago and which were phonetically and grammatically adopted are written in phonetics form: “ostuol” (stol); 2) modern loanwords are written in Yakut language or in Russian: “biisines”, “biznes”; 3) words which represent social, political, scientific and technical terms and if they are not amenable to the phonetic rules of the Yakut language, are written in Russian, for example, “arhitektura”, “memorandum” (4).

The official language of Japan is the modern Japanese literature language fixed in 1945. This is the only form of existence of the Japanese that able to serve all areas of communication. The Russian linguist V. M. Alpatov says that the system of literary language is opposed to 1) uncodified forms of existence Japanese - territorial, social dialects, colloquialisms; 2) limited functioning of “Bungo” (old written Japanese, which was used as a literary language in Japan until the middle of XX century); 3) the languages of national minorities - Korean and Ainu; 4) the English which used in Japan. There are two main sources of the spreading of Japanese literary language - the school and the media (5). Japanese researchers also confirm that television and school form literary pronunciation.

One of the main feature of the Japanese is a three-layer formation lexicon: native lexicon (wago), hieroglyphic borrowings from Chinese (kango) and loanwords from various languages (gairaigo). The words are being borrowed quite active in Japanese, regardless of the presence of synonyms, so in the language policy of the Japanese television there is a tendency to reduce the number of loanwords. The loanwords are used when there are no synonyms from native lexicon that are easy to understand on hearing. The second main feature is direct order of words, in other words the verb is always at the end of a sentence. The third feature is a polite style in the Japanese has both grammatical and lexical forms. Polite style divided into 3 types: informal, neutral-polite and polite style (respectful and humble).

3. RESULTS

In our research we have studied the quantity of the native lexicon and the loanwords in 4 fields of TV news: politics, society, sport, economy and science. The results of the Yakut TV news studying are presented in the Table 1 (the proper names are marked separately).

Table 1. Native lexicon and Loanwords in Yakut Language

Name of TV News Field	Native Lexicon, %	Loanwords, %	Proper names, %
Politics	71,1	20,3	8,6
Society	81,7	11,8	6,5
Sports	77,3	15,2	7,5
Economy and Science	75,3	19,1	5,6

The results of Japan TV news studying are presented in the Table 2. Japanese native lexicon was divided into native Japanese words-wago and Chinese-kango (the proper names are marked separately).

Table 2. Native Lexicon and Loanwords in Japanese

Name of TV News Field	Native Lexicon, %	including:		Loanwords, %	Proper names, %
		Native Japanese words-wago, %	Chinese words-kango, %		
Politics	94,7	42,6	52,1	1,6	3,7
Society	92,1	51,1	41	4,1	3,8
Sports	85,5	41,5	44	12,5	2
Economy and Science	92,8	46,7	46,1	2,1	5,1

According to the study the native lexicon in Yakut TV news dominated in social news (81.7%), nearly the same amounts were in the news about sports and economics/science (77.3% and 75.3%). And political news included 71.1% of the native lexicon.

Quantity of the loanwords dominated in the political news (20.3%), for example, "itii tochka" – goryachaya tochka (the hot point), "boyobuoy dayii" – boevie deistviya (the fighting); and in economics/science (19.1%), for example, "subsidiya aagynstybata" – agentstvo subsidii (the subsidy agency), "seleksionnay sithi" – seleksionnie dostijeniya (selection achievements). The loanwords were 15.2% in the sport news and 11.8% in the society news. The loanwords were presented as old everyday words ("oskuola" – shkola (a school), "birieme" – vremya (the time) firmly entered into the Yakut language, and as special words borrowed from Russian language without any phonetic processing ("prezident" (a president), "pravitelstvo" (a government). In addition, the Yakut news simultaneously used variations of the same concept, both of which may present in one text, for example, detsad/o5o saada (a kindergarten), mamontyonok/maaman o5oto (a mammoth), kandidat/ handydaat etc (a candidate).

In Japanese the native lexicon dominated in the political TV news (94.7%), in the news about economy and science (92.8%), and in the social news (92.1%). There was the smallest quantity of the native lexicon in the sport news (85.5%). The native lexicon is used for Japanese kind of sport, for example, sumo, kendo. Baseball is the most popular American kind of sport in Japan and baseball terms are in hieroglyphic writing and Japanese pronunciation too. As for Japanese native lexicon we can see that native Japanese words-wago and Chinese words-kango were presented in the same proportion in all fields of the news - from 41% to 52.1%.

There were a lot of loanwords in the Japanese TV news about sports (12.5%), they named the terms of the foreign sports, for example, tenisu - tennis, setto - set, sakka - soccer. Other fields of the TV news included following quantity of the loanwords: society – 4.1%, economy and science – 2.1% and politics – 1.6%.

Despite the official speech there were expressive and emotional words in TV news which used for emphasizing the viewer, reducing severity of the messages tone and establishing emotional contact with the audience. In the Yakut TV there were expressive words in all fields of news, a slight advantage was in the texts

on social themes. The study revealed the active usage of the paired words with a high degree of expressiveness, for example, “uereh-bilii” (study-knowledge) - knowledge; “syyha-hulti” (incorrect-wrong) - wrongly; “elbet-suppet” (not dying-not disappearing) - everlasting. Frequency of using of such words is: social news - 5.3%, sport news - 1.5%, political news - 0.7 %, scientific / economic news - 0.6%.

There were “we-constructions” in the Yakut TV news, for example, “Bastyngtan bastyngnar tahsyahtara dien erenebit” (We believe, hope that they will reach the heights), “Tereebut tylynan uerenien bagalaah Sakha ogotun ahsaana syllata elbeen ihere uerder” (We are glad that every year the number of Yakut children who wish to study in their native language increase). There were some trails in Yakut TV news for more expressivity, for example, “Kinige surehteniitin djoro tugeniger” (In a remarkable day of book baptism/birth (publication). We found epithets and metaphors, for example, “Kemys kun chemchuk kytagyn ekkireten, kunu kytta syrsar Dima (Running a race with the sun Dima is chasing the pearl cup of golden sun). Also there were different idioms, for example, “kyaiyy eregeye da, kyattaryy abata da” (the joy of victory and the bitterness of defeat), “ikkis tyynyn ylan” (opened a second breath), “syrdatyhtara” (will be lighted); hyperboles, for example, “Ochchotugar klonnammyt mamonnar sotoru keminen bu kurduk haamsa syllyahtara” (Soon cloned mammoths will walk beside us). TV news contained personal assessment, for example, “Dima barytyn kyayya, barytyn satya. Onon kini inniki ologo syrdyk” (Dima will reach everything and he will can everything. And he will have bright future).

There were no many emotional expressions in Japanese TV news. The neutral statements were used. We found some epithets in sport and social news, for example, “kutsujoku no kanzenjiai desu” (the ignominious match), “katsuyakushita Kagawa senshu” (prosperous athlete Kagawa). There were some idioms in the material, for example, “oote wo kaketeiru Nihon” (Japan has made Shah), “shacho no migiude to shite” (as a right hand of the company director). Also there were idioms which are used as common words: “ki ni naru” – disturb (to lie on the heart), “ki ga tsuku” note (to fix the spirit), “me wo mukeru” - to focus (to take a look). Some book vocabulary were used in the news for solemnity or emotionality, for example, 店铺 (tempo) - shop, 巨额 (kyogaku) - a huge sum of money, 消失 (shoushitsu) - disappearing.

One of the principles of the TV news is the avoidance of numerals because it leads to misunderstanding. Numerals presented in the form of percentage in Japanese news. But Yakut economic news contained up to 17 numerals, 2 for each proposal. It can have a negative effect on the perception of the viewer/listener.

During the study we found that Japanese TV news had simple short sentences only in the beginning of the message as an introduction. Other sentences had more complex structures, they contained up to 45 words with two grammar basics, participles, for example, *natte ite*, *to shite*, *ni kakete*, and medial forms of predicates such as *ni tai shi*, *ga ari*, *wo shimeshi*. There was a neutral-polite style in the news for easy understanding of the messages (*desu/mas-form*).

There were many short simple sentences and long sentences in Yakut TV news. The short sentences contained 5 words, the longest ones contained up to 30 words. The long sentences contained enumeration of concepts or characteristics; participles were rarely used for easy understanding of the messages.

CONCLUSIONS

We found the following features of the Yakut TV news:

- 1) The native lexicon dominated in social news (81.7%), sport news included 77.3% of the native lexicon, news about economics and science included 75.3% of the native lexicon, political news included 71.1% of the native lexicon;
- 2) The number of loanwords dominated in the political news (20.3%) and in the economy/science (19.1%). The sport news included 15.2% of the loanwords, the society news included 11.8% of the loanwords.

The loanwords were presented as old everyday words and as special words borrowed from Russian language without any phonetic processing;

- 3) Simultaneous use of variants of the same concept (synonymy), both words may present in one text;
- 4) The active usage of the paired words;
- 5) Usage of expressive and emotional words (trials, idioms, epithets, metaphors, hyperboles);
- 6) Usage of “we-constructions”;
- 7) Usage of many numerals;
- 8) Usage of short simple sentences and long complex sentences in the messages.

As for the Japanese TV news we found:

- 1) The native lexicon dominated in the political TV news (94.7%), in the news about economy and science (92.8%), and in the social news (92.1%); the smallest quantity of native lexicon was in the sport news (85.5%).
- 2) Balance between native Japanese words-wago and Chinese words-kango (from 41% to 52% in all fields of the news);
- 3) Low usage of loanwords (from 1.6 % to 4.1 % in the news about politics, society and economics/science, and 12.5 % in the news about sport mainly as a foreign terms for sports);
- 4) Low usage of book vocabulary, idioms and epithets for emotionality;
- 5) Usage of the numerals in the form of percentage;
- 6) Usage of the simple short sentences only in the beginning of the message as an introduction;
- 7) Usage of a neutral-polite style.

Due to comparative analysis we can say that in the Yakut TV news there were a lot of loanwords, expressive words, idioms, numerals and short sentences in comparison with the Japanese TV news. A big quantity of loanwords we can explain by the fact that Yakut people actively borrowed Russian words in the 17th century, while Chinese words-kango which were borrowed from China in 6-7 centuries are not considered as loanwords.

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