

LINGUACULTURAL ANALYSIS OF PERIPHRASES USED IN JOURNALISTIC
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Abstract. *This article discusses lingua-culture as one branch of modern linguistics. Lingua-cultural analysis of periphrases in English journalistic is briefly explained.*

Keywords: *culture, linguistics, periphrasis, lingua-culture, journalism, periphrasis in journalistic text, media.*

For more than one century the relationship between language and culture has occupied the mind of scientists, but only at the end of the 20th century a science arose. It was lingua-culture. Lingua-culture is an interdisciplinary field that studies the relationship between language and culture. It examines how individuals use language to express their cultural identity, values, beliefs, and norms, and how language shapes and reflects cultural practices and social structures. Lingua-culture draws on theories and methods from linguistics, anthropology, sociology, psychology, and cultural studies to analyze the complex and dynamic interplay between language and culture.

Lingua-culture deals with the study of language units that have cultural semantics. Cultural semantics is formed during the interaction of language and culture since any native speaker is also a carrier of culture. Traditionally, linguists emphasize the importance of phraseological units, metaphors, and comparisons for linguistic and cultural analysis. This point of view is supported by V. N. Teliya⁹³, V. A. Maslova⁹⁴, N. D. Arutyunova⁹⁵ and some other authors.

To analyze linguacultural features of periphrases, we need to consider how the use of indirect language reflects cultural values, norms, and ideologies. Periphrasis can reveal how speakers navigate social norms and expectations and how they use language to achieve certain social and cultural goals. For example, the use of euphemisms or circumlocutions to describe sensitive topics reflects cultural taboos and attitudes toward death, illness, or sex.

We can also examine the use of periphrasis in different discourse contexts and genres, such as journalism or politics, and how it reflects or influences cultural practices and beliefs. For instance, the use of periphrasis in political discourse can reveal the power dynamics and ideologies that underline political processes and decisions.

⁹³ Телия В. Н. Русская фразеология. Семантический, прагматический и лингвокультурологический аспекты. М.: Языки рус. культуры, 1996.

⁹⁴ Маслова В. А. Лингвокультурология. М.: Академия, 2001.

⁹⁵ Арутюнова Н. Д. Метафора и дискурс // Теория метафоры. М.: Прогресс, 1990.

To analyze the use of periphrasis in English journalistic texts from a linguacultural perspective, we need to consider how cultural values and norms influence language use. In English-speaking cultures, there is a tendency to value indirectness and diplomacy in communication⁹⁶. It is reflected in the use of periphrasis in journalism, where writers often use extra words and phrases to convey a message subtly or indirectly. For example, instead of saying *“the politician is corrupt”*, a journalist might use the periphrastic phrase *“the politician has been known to engage in questionable activities”* or *“senior citizen”* can be used for *“an old person of a city”*. *“French senior citizens link up with language students in lockdown”*. (The Guardian, March 7, 2021)

Journalistic periphrasis can also be used to avoid offending readers or to comply with certain social and cultural norms. For instance, journalists may use euphemisms or circumlocutions to describe sensitive topics such as death, illness, or sex in a way that is less emotionally charged and more culturally acceptable. In this way, periphrasis plays a role in upholding social norms and preserving cultural traditions. It is shown by the following example: *“I’m kind of physically challenged a bit, which is very frustrating because I’d love to be playing up there,” Collins said in the video interview to promote a comeback tour by the 1970s British progressive rock band Genesis* (The Guardian, Sept 10, 2021). Here the author applies the above-mentioned periphrasis instead of using *“disabled”* which may cause to break some cultural norms of society.

Furthermore, usage of periphrasis in English journalism can also be influenced by the media's role in shaping public opinion. Journalists may use indirect language to frame a story in a particular way and to influence how readers interpret events or issues. For example, usage of periphrasis to describe political leaders or groups can reflect a writer's political biases or agenda. *“Jubelin is accused of recording person of interest Paul Savage in November 2017, twice in May 2018 and again in December 2018”* (The Guardian, Feb 9, 2020). Here the periphrasis *“person of interest”* is used for *“suspect”*.

In summary, the use of periphrasis in English journalism reflects cultural values and norms around communication and social interaction. Periphrasis in journalistic texts serves to soften the language. It preserves cultural traditions, avoid offending readers, and shape public opinion. An analysis of periphrasis from a linguacultural perspective can illuminate the complex and dynamic relationship between language and culture, and how language use reflects and shapes cultural practices and norms.

⁹⁶ Bennett, Milton. (1998). Intercultural Communication: A Current Perspective. Basic Concepts of Intercultural Communication. Selected Readings.

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