

the dissipative structures are organizations of a higher degree of complexity than destroyed the previous ones

The notion of an attractor also is in synergetics of great importance. Attractor – is "relatively stable state of the system, which is as it attracts the whole set of "trajectories" defined by different initial conditions [Knyazeva, Kurdyumov 2005: 27]. From this it follows that if an unstable system falls in the gravity field of a certain attractor, it will inevitably evolve to a stable state and can be in it until yet, for whatever reason will not come again into an unstable state.

Unified theory of evolution synergetic linguistics has not yet been created, despite the fact that accumulated extensive theoretical material confirming the spontaneous movement of the language. Currently, linguistics faces the need to create an integrated concept of language. The subject of evolutionary synergetic linguistics is the phenomenon of spontaneous – self-organizing structures in different periods of the language system. One of the problems of the theory – the disclosure of internal and external laws of evolution this system.

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### INTERDISCURSIVE NATURE OF JOURNALISTIC BLOG COMMUNICATION *Faculty of Journalism, Belgorod State University, Russia* *kozhemyakin@bsu.edu.ru*

#### Abstract

The paper discusses interdiscursivity as a specifying feature of journalism on blogs. Journalistic blogs represent new communicative strategies of interaction with its audience and new approaches to construct its content. It is claimed in the paper that these innovations affect meaning structures of journalistic messages, since they are regarded as a combinative result of different discursive practices (visual, verbal and aural, political, journalistic,

recreational, advertising etc , suggestive, informational, persuasive) The authors of the paper observe blog messages of Russian journalists to reveal which discursive practices occur there and how they affect the coherence of blog-texts and blog communication The paper discerns the main types of interdiscursive processes which characterize Russian journalists' blog-communication

**Key words:** Journalistic blogs, journalistic discourse, new media, blog communication, interdiscursive processes

Immense development of blogs is regarded as one of key challenges to the traditional journalism since they possess a set of technological, communicational and social features which change considerably informational interactions between authors (journalists) and audience Blogs have scarcely been recognized institutionally as a journalistic tool but nevertheless they contribute to mass communication as strong alternative media

Describing internet blogging nature, Donald Matheson points out that “we must look hard to find journalistic discourse where functional interactivity has had an impact, for it poses a significant challenge to news practices ( ) The journalistic fiction that reporters know what is going on in the world better than audiences is severely dented as it becomes clear that, individually, many readers know a lot more than the journalist” [Matheson 2005 168]

Popularity and efficiency of blogs seem to be linked not only to mobility, openness and operability of the very communication channel (as what traditional media are often lack of) but also to brand new ways of texting and interpretation “techniques” As opposed to professional “traditional” journalists, bloggers appear not as “knowledge missionaries” or key issues advisers, not as a professionally legitimated source of information, but as a communicant whose credibility, reliability and omnitude are being proved in terms of functional interactivity

Discussing attitudes of journalists toward interaction with their readers, Riley et al [Riley 1998] refer to those reporters who are “horrified at the thought of having to interact with readers instead of getting on with the next story” [cit Matheson 2005 168] These conditions show that the author of journalistic text faces different “risks” of interaction with his readers depending on the type of mass-medium he uses – whether traditional or new

These facts prove the openness and flexibility of blog-communication Blog texts are heterogenic, multigenre, multifold, etc What is very much specific for journalistic blogging is that coherence of messages is determined rather not by institutional journalistic norms and standards or editors' intentions, but by inner values of communicants, communication norms and communicative pragmatics In this paper we make an attempt to describe general parameters and conditions of coherence of *discursive practices* in Russian journalistic blogs We determine discursive practices as a *specific speech and thinking activity which is enacted in different communication events and is represented in different texts and refers to the order of a certain discourse* Besides, we are intending to observe one of important communication strategies of interaction with the audience of blogs – relating information to pleasure.

The most significant *communication events* in blog communication are posting, discussion, replying to questions, commenting. General types of *texts* are posts, comments, reviews, ratings, gifts, charts, avatars, photos, videos, articles, discussion threads. Meanwhile, we face certain difficulties when estimating the type of discourse which determines the content and specifics of discursive practices of blog-journalists. Evidently, it is not the journalistic discourse as a set of professional standards of production and reproduction of socially relevant facts and their meanings. We should rather talk about blog texts as a result of co-implication of different discourses. In other words, topics, comments, the way the author determines a situation, possible interpretations of messages depend not only on journalistic discourse norms and communicants' awareness of them, but also on the types of socially relevant discourses take part in agenda formation for both bloggers and their readers. We can say that meanings are constructed in blog-communication rather socially and culturally than professionally. What communicants believe to be relevant and important in a social and cultural context occur is much more crucial in blog-communication than professional demands of journalism as institution.

Thus, if discursive practices of traditional mass media "submit" to the logics of the professional journalistic discourse with its norms of objectivity, monologue strategy, trust to the source of information, then journalist blog communication is grounded on many other standards of cognition and communication. Radical interactivity of blogs means that bloggers and their readers bring their own "background knowledge", opinions, world view, and communication experience to the process of knowledge construction and translation. As a result, blog communication presents the mix of different discourses. It has several aspects.

*Firstly*, we can observe the plexus of different "receptor" discourses – visual, verbal, aural, which alike television is. Anyway, the difference is that basically verbal discourse is a backbone for log communication, since, at least, the most expected reaction to non-verbal messages is still a verbal reply.

*Secondly*, the blog sphere has the mix of different institutional discourses (political, educational, religious, entertaining, juridical, etc.) The examples are messages of a well-known reporter for radio "Ekho Moskvu" Alexander Plushev which were posted on his blog in succession with small time periods.

*Decision on Samodurov and Erofeev is unfair and illegal, and it has to be canceled as soon as possible. Or even it'd be better if it becomes the precedent forever. Maybe not formally, because we have different legal order, but factually. The decision must be canceled by right of absence of a crime in their act as well as in the similar acts of NASHI members. Well, they spread the caviar on the icon of Blessed Virgin and they applied the fascist uniform on the photographs, so what? Absence of self-irony and moderation towards acts of hystericals is a very dangerous symptom (<http://plushev.com/2010/07/27/8262> 27 07 2010)*

This post shows the comment of the journalist on court and political processes in the country, thus the author realizes standards of the political discourse: flatness, agonality, expressivity and opposed position. The next post in the blog has a clear

advertising character and corresponds to the norms of advertising discourse – brevity, informational content, imperativity

*If anyone needs a vuvuzela, now you can order it on Dealextrime by \$3 90, free shipping ([http://plushev.com/2010/07/31/8287\\_31\\_07\\_2010](http://plushev.com/2010/07/31/8287_31_07_2010))*

At last, the third example represents professional journalistic discourse the reporter announce the radio program, its topic and issues under discussion He finishes the post with the invitation to discuss the questions or to ask one's own

*We will talk about the psychology of users Mark Sandomirsky, psychotherapist, will attend the air I'm going to discuss the following*

- *Does Internet substitute the real life?*
- *Why are many people still not interested in Internet?*
- *Why do many people like ratings that much?*
- *Where do trolls come from and who are they?*
- *What's the secret for Twitter popularity?*

*Bonus topic Sound drugs Real danger or fraud? Your questions ([http://plushev.com/2010/08/08/8346\\_08\\_08\\_2010](http://plushev.com/2010/08/08/8346_08_08_2010))*

Of course, such juxtaposition of three types of discourse (political, advertising and informational journalistic) is rather typical for the discursive practices of traditional mass media For example, in almost any newspaper we can find the succession of political comments, advertising messages and reporting texts But still, in journalistic blogs this discursive convergence is often lead by the principle of hypertextuality and interactivity messages can obtain certain discursive features due to usage of links to the text of a different discourse field or due to the change of an initial discourse register in discussions and feedback Though, it is obvious that the content of the discussion will be determined principally by the initial text and its discourse mode The author who made the post of a political character will at least try to hold the discussion in the context of the political discourse

Blog messages are also determined by the topic of the blog, by goals and intentions of the author, but because of different cultural and social backgrounds of active discussants the fact of the complex mix of discourse genres, argumentations and descriptions remain evident It is rather often in Russian journalistic blogs that, for example, the initial political post gets juridical or entertaining development One of key symptoms of such discursive convergence is the use of lexical items of different discourses, the use of different types of argumentation (e.g dogmatic alongside with empirical), genre and stylistic variations The post from the blog of Elena Vaytsekhovskaya (reporter of "Sport-Express") can clearly illustrate this

*Our synchronous legs are the best in the world this is the axiom They are for sure half as thick as American chicken legs but they do not need such thickness Far and by, we are going to have two golden medals today, and this is so evident that it's hard to get rid of light journalistic disappointment where is the intrigue? Where is the intrigue? Keeping this thought I am dragging to the tribune and thinking about American chicken legs coz got no breakfast again ([http://blog.sport-express.ru/users/vellena/post132004978\\_07\\_08\\_2010](http://blog.sport-express.ru/users/vellena/post132004978_07_08_2010))*

The journalist uses the style of everyday conversation with a bit of slang lexics. Meanwhile she provides the estimation and prognosis of events from the point of view of a sport journalist which correlates with the expectations from professional journalistic texts.

*Thirdly*, blogs contain discourses with different teleological nature: persuading, suggesting, informing. Unlike traditional mass media where journalistic discursive practices enact generally in correspondence with the goal of informing, blogs give the opportunity to actualize a broader spectrum of goals. It is so because communication acts of bloggers are based on wider set of motives – from self-presentation to collective cognition.

The note from Natalya Radulova's blog, the magazine "Ognyok" reporter

*My brother showed heroism – he jumped into water in all his clothes to save a sinking child. His mobile phone he got in the pocket was naturally fried. I am going home soon to Odessa and I wish to present a phone to my brother as a gift. But I am absolutely disoriented in these accessories now. What should I buy for the 23 years old guy? What should you advise? I do not need any super expensive devices just for case he would jump into the burning house with it to save a cat (<http://radulova.livejournal.com/1848619.html> 04.08.2010)*

The post contains a little life story but it also addresses to the audience for the advice. Generally in blogs journalists often overcome the terms of the professional journalistic discourse, presenting themselves as "common people" which is hardly possible in traditional mass media.

Another post from the same blog

*Gadgets for traffic safety*

*In continuation to the issue of traffic safety gadgets. In France they use the gadget which helps scorchers not to be scared of traffic cops. It alerts when one approaches the traffic radar. Well, though it is not what serves for traffic safety. Actually, otherwise ( ) The first "breathing pipe" was patented by the German company Dräger in 1953. These gadgets are widely used for the control over soberness in hazardous production facilities and for the drivers testing. In our country a part of such alcometers has the certificate of Ministry of Health and their values are regarded in court as evidence ( ) What are common for all the gadgets are an electrochemical indicator and a printer to print the test results. And here is my personal wish: let all the traffic police cars have video cameras as American police have. Let all be registered! Every word. And every gesture (<http://radulova.livejournal.com/1957880.html> 12.10.2010)*

In this post the journalist formally realizes her professional functions – provides the objective information, explains the issue, consults and formulates her own position on the issue. Though, it is done in a common blog-journalistic manner as the blogger accomplishes not only the informational but also the emotive goal.

*Fourthly*, in blogs one can clearly see the evident shifts in the structure of the discursive practice (metadiscourse transformations). While in traditional mass media there are sharp distinctions between the content, opinion and discussion, in blogs these distinctions are often effaced. Many posts are a comment of a blogger to

a text taken from different source, and in this case it is rather difficult to fix what is the core content of the message – the information of the event or the author's opinion on it. The example taken from the blog of the journalist Vladimir Solovyev represents it.

*In Nice four Chechen men beat a policeman. The incident, as agency members told, took place in Thursday night at the tobacco rack in a bar. A criminal police agent passed a remark to a man who tried to jump the queue. After this the man and his three friends dragged the policeman to the street, stroke him down and started to beat him. The policeman's colleagues came to the rescue and managed to arrest three of the attackers who appeared to be the Chechnya residents. On Saturday August 28, arrested Chechens are to face trial in court. Lenta.ru*

*This is how the police work there. Our militia works differently.*

*Pearl Warrant Officer Blogger Kicker. On August the statement against his acts was recorded. Almost 20 days after "it was reported that Saint-Petersburg militia was not ready to exhibit a charge on anyone on this affair because the personality of the militia officer is not identified. Soon after this, the radio station site published a photo of the warrant officer undersigned "wanted by investigation" ( ). The readers of the site of the radio "Ekho Moskvy" identified the personality of the officer. As it was announced in Petersburg investigation committee they were not ready to exhibit a charge on the affair of 'the pearl warrant officer' who was insulting and beating on July 31 the participants of the action for the defense of the Constitution. The personality of the violator is not identified, as it is reported by investigators. Ekho Moskvy*

*If the militia cannot identify their own officers and then they cannot find them how can they catch criminals? Can't they identify the warrant officer? (<http://vsoloviev.livejournal.com/301343.html> 28.08.2010)*

As we see, the pragmatic goals of journalist bloggers are not simply to inform readers or to transmit them certain meanings but to discuss the information and to co-create interpretations and knowledge about events. Rhetoric means ("how can they catch criminals?") are apparently used for rendering the author's view of the issue and provoking the certain interpretation (sure, militia do catch criminals, the question is about protecting their own officers from legal prosecutions), but the journalist is surely aware of the possible readers' reaction to such provocation.

Such position, different from traditional journalistic one, means that the author would aim his or her communication acts not for "a typical representative" of the audience, whose reaction would be unseen or temporally delayed, but to certain users, whose reaction to the text would be less likely passive. Moreover, the blog reader is regarded not as "an object of enlightenment" but as an agent of "mutual knowledge construction".

Apparently, the shape of the message stimulates the feedback in blogs more than its content. The adequacy of the feedback is guaranteed by the fact that readers share specific rules of "the communicational game" in blogs, which concern not

only the discussion of the issue but also the exchange of communicational intentions, speech acts and psychologically expressed actions. All these determine rather communicational than informational interaction. Relatively, the principal condition of interaction in blogs is not only cognitive motivation (of interpretation, understanding, correction, etc), but also communicative motivation in acknowledging the communicant's opinion, self-expression and demonstration of the personal position. In sum, it becomes possible due to the expected by readers possibility of "pleasure of communication".

We should make an important remark. The phenomenon discussed here is not strictly the one of "infotainment", it is not about the use of information for entertainment. The question is rather about such information transmission that the process of its perception evokes an informational, communicational and emotional interest. Unlike standards of infotainment (talk-shows, sensational news, yellow articles, etc) which help using information for fun, blog journalism uses fun as "a resource" to construct the knowledge. The process of co-conversion of information into knowledge is like a kind of game of skill. When infotainment journalism actualizes the formula "from information to pleasure", blog-journalism is often based on the principle "from pleasure to knowledge". In this case, journalistic blogs are a productive leisure activity but not strictly a professional activity.

In terms of intense development of blog-journalism there is one question which seems rather important for estimation of actual journalistic perspectives. How can the mix of different types of discourses and discursive practices be used for journalistic purposes? Does such democratization of media discourse provide more efficient functioning of journalism in terms of informing, enlightening and translation of cultural and social experience?

Evidently, the wide range of discursive practices helps at least enlarge the audience of a blog due to engaging culturally, socially and professionally different readers to discussions. In its turn, interaction of different points of view, interpretations, attitudes can surely help constructing the objective and adequate knowledge of the social world.

Another advantage of interdiscursive processes is advancement of suggestive function of journalism, reinforcement of authors' positions and personal potentials of journalists. In terms of "homogeneity and authoritarianism of the journalistic field" (Bourdieu) this strategy can be extremely important for articulation and translation of non-engaged views.

Besides these advantages, interdiscursive aspect of blog-journalism provides efficient adaptation of information to addressees' demands and interests, overcoming the professional barrier between journalists and readers. It also helps integrate journalistic knowledge into the everyday life structures of readers. In other words, interdiscursive blog sphere expresses its key principle of communicational and cognitive equality of authors and readers. Bloggers oftener regard readers as possibly more competent individuals than they, bloggers, are. As Lev Manovich

remarks, the last decade show the great interest of the internet audience to non-professional blogs, and its volume exceeded the quantity of professional journalists' blogs readers to the year of 2010 [Manovich] It demonstrates that co-construction of the knowledge in blogs today is less determined by the professional affiliation of authors, while the credibility of bloggers depends on the character and quality of their participation in discussions instead of the kind of institutional structures they represent

However, interdiscursive character of blog communication can be also estimated in not only in terms of positive effects Besides evident advantages which blogs have for journalism and journalists, they have a negative impact Non-structured mix of discourses in blog communication can hazardously be the factor of fragmentation of readers' minds and world views Entwinement of political, journalistic, advertising and religious discursive practices often leads to "the loss of adequacy" of texts and purposes in communication, since regardless the formal likeness of, for example, publicist and political texts, they have different – if not controversial – goals

Moreover, the tendency of deprofessionalization of journalism in blogs has more negative than positive effects With new possibility for expression of ideas, journalists face the real perspective of loss of former strictly determined professional status Today everyone can become a communicator As a consequence, "mass individual communication" (or even "mass self-communication") becomes a reality of the modern time It brings to life principally new problems of regulation of informational flows [Korochensky 2010] It contains the menace of lack of standards of veracity and faithfulness of information But still, if bloggers follow professional norms of working with socially relevant information, blogs are seen as a highly important resource for democratization of mass communications and development of their multifold aspects

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