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**TÍTULO:** Características sintácticas del discurso mediático de las variantes venezolanas e ibéricas del español.

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**RESUMEN:** Este artículo está dedicado al estudio de las peculiaridades sintácticas del discurso mediático a partir del ejemplo de las variantes venezolanas e ibéricas del español. Concepción de las variantes nacionales del español por el científico doméstico y académico G.V. Stepanov sirvió como base metodológica para este estudio. Los autores detectaron que en la mayoría de los casos, en el discurso mediático, el uso de inversiones, estructuras sintácticas paralelas y reduplicativas es característico de la lengua española de la península ibérica. Esto también es característico del español de Venezuela.

**PALABRAS CLAVES:** discurso mediático, peculiaridades sintácticas, variante nacional venezolana del español, variante nacional ibérica del español, dialectología intervariable.

**TITLE:** Media discourse syntactical features of the Venezuelan and Iberian variants of Spanish.

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**ABSTRACT:** This article is dedicated to study of syntactical peculiarities of media discourse on basis of example of Venezuelan and Iberian variants of Spanish. Conception of national variants of Spanish by domestic scientist and academic G.V. Stepanov served as methodological basis for this study. Authors detected that in most cases, in media discourse, use of inversions, parallel syntactic and reduplicative structures is characteristic for Spanish language of Iberian Peninsula. This is also characteristic for Spanish of Venezuela.

**KEY WORDS:** media discourse, syntactical peculiarities, Venezuelan national variant of Spanish, Iberian national variant of Spanish, inter-variant dialectology.

## **INTRODUCTION.**

Contemporary studies demonstrate a huge interest to media discourse, since it provides an example of ready language constructions and speech templates, as well as is characterized by inter-textuality, specific for a certain linguistic culture (Gazizova, 2012; Gazizova, Noskova, 2017; Ostroumova, Yarullina, 2018; Kuzmina, 2011). In connection with this, while considering newspaper and advertising discourses in order to study their syntactic peculiarities, we are dealing with written and oral forms of discourse containing valuable information about actual state of language.

We considered fragments of advertising and newspaper discourses as practical material. Specifics of discourse form on syntactic level, characteristic to Iberian and Venezuelan national variants of Spanish is analyzed. Comparative analysis allows to detect peculiarity of Venezuelan version of

Spanish on the background of its Iberian form. It should be noted that Iberian and Venezuelan speech are considered as aggregate of parity national manifestations of Spanish in this work.

Presented study is timely due to its inclusion in such actively developing directions of contemporary linguistics as inter-variant dialectology and linguoculturology, as well as due to sustainable interest to analysis of discourse and problems of language and culture interaction.

## **DEVELOPMENT.**

### **Methods.**

Method of continuous sample was applied on the stage of practical study material collection. Selected fragments of media discourse served as study material. Descriptive and inductive methods, method of content analysis and linguistic interpretation were used in course of their interpretation. In frames of this work, authors conducted comparison of syntactic peculiarities of Venezuelan and Iberian national variants of Spanish.

### **Results and Discussion.**

Syntactic level of Venezuelan national variant of Spanish, unlike Iberian one, represents a rather wide field, insufficiently studied at present day. Majority of works on this theme that occurred in Venezuela in last three decades are directed at studying of syntax theoretic aspects, methods of Spanish language teaching and social-linguistic peculiarities of considered national variant.

Some syntactic peculiarities of Venezuelan variant are also characteristic for other national versions of Spanish, because they represent either rather outdated forms, such as *haiga*, *fuera ido*, *habemos*, or tendencies of contemporary Spanish language: use of verb *haber* in forms of plural number or preference of periphrasis use for future time expression. Nevertheless, comparative analysis of syntactic peculiarities characteristic for newspaper and advertising discourse showed presence of national-cultural specifics, characteristic of discourse of Spain and Venezuela media.

Use of diverse structures is characteristic for syntactic level; this allows to manifest persuasive potential of media discourse. Syntactic parallelism that adds originality to text and promotes easy memorizing is the most characteristic feature of Spanish-language media discourse; for example, “Limpieza exterior, Limpieza interior, Salud exterior, Salud interior” (Cleanness outside, Cleanness inside, External health, Internal health<sup>1</sup>) etc.

Use of syntactic anaphora and epiphora, especially in advertising discourse, is a variant of syntactic parallelism; for example, “Oreo Doble crema, Doble crema, doble diversión” (Oreo double cream, Double cream, double amusement), “El descubrimiento perfecto, El precio perfecto, La calidad perfecta, Tu compra perfecta” (Perfect Discovery, Perfect price, Perfect quality, Your perfect purchase) etc.

Use of comparative structures disclosing certain properties of advertising object is also characteristic for advertising discourse: “Pizzas Casa Tarradellas, Como en casa en ningún sitio” (Pizza Casa Tarradellas, Nowhere like home), “AquaBona, Transparente como el agua” (AquaBona, Transparent as water).

In course of analysis of Spain advertising discourse fragments, we detected 11% cases of interrogative sentences use. It should be noted that mostly it refers to general questions: “¿Tienes un minuto?” (Do you have a minute?) There are several examples of special questions and one case of alternative question: “Rafa, y tú ¿por qué te has cambiado a JAZZTEL?” (Rafa, why did you switched for JAZZTELL?)

Non-standard topic-comment advertising text arrangement is also characteristic for media text. IN advertising discourse, inversion allows to highlight the necessary information, attract attention to it. For instance, in advert of Tarandellas sausage goods, the heroine speaks the same phrase twice. At this, on the second time she re-words it, thus increasing its message: “No han pasado ni veinticuatro

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<sup>1</sup> Here and further translation is ours. – A. Noskova.

horas”, “Ni veinticuatro horas han pasado” (24 hours did not even pass; Even 24 hours did not pass).

Analysis of newspaper and advertising discourse fragments analysis showed prevalence of diverse types of subordination; for instance, use of clause of purpose (“Receta para que la vida sepa mejor” – Receipt for tastier life), time clause (“Cuando bebes agua mineral Bezoya, purificas tu cuerpo desde el interior, porque tu riñon necesita filtrar las impurezas que acumula” – While drinking Bezoya mineral water, you cleanse your body from inside, because your kidneys should be cleansed of accumulated dirt), reason (“Por fin, la inteligencia llega a las hipotecas, porque nuestra hipoteca inteligente Evo hace algo que hace ninguna otra” – Finally, intellect came to mortgage, because our intelligent mortgage Evo makes what others cannot), and condition (Si imaginas tu hamburguesa perfecta, la tienes en Foster’s Hollywood” – When you think about a perfect hamburger, it is in Foster’s Hollywood).

Such structures allow to focus either on cause, or on condition. Sara Robles Avila conducted the study on typology of clauses used in media discourse and came to a conclusion that domination position is held by attributive clauses, because they define nouns and add information to them. Spanish scientist notes that use of complex structures is related to desire and need to express cause-and-effect connection. “Este tipo de mensaje tiende a mostrar las razones, los motivos que deben llevar al potencial comprador a adquirir el producto publicitario, así como los efectos positivos que provocará tal adquisición” (This type of message is prone to demonstrate causes, motives that should lead the buyer both to purchase of advertising object and to positive effects caused by such purchase) (Romero, 2005: 253). We detected 6.5% examples of purpose clauses, 12% of time clauses, Dominating position is held by cause clauses (22.5%), as well as conditional clauses (15%).

We would like to note that subordinate conjunction *que* is also frequently used in Venezuelan variant. Its functioning as relative conjunction and conjunction word was studied by F. D’Introno and L. Rivas. Use of *que* has practically absolute nature in structures with anaphoric pronouns: *ese alumno que su padre es ministro* – pupil whose father is minister, *el amigo que te hablé ayer de él* – friend that I have told you about yesterday (de Stefano, 1992: 217).

So-called phenomenon “*que galicado*” is connected with use of the word *que* (*allí fue que conocí a García* – and then I met Garcia). Here *que* serves as peculiar “antecedent” that may have several meanings: adverbial modifier of reason (*por eso es por lo / que no me interesa* – that is why I am not interested in him), time (*fue ayer cuando / que lo ví* – it was yesterday, when I saw him), method (*es así como / que se hace* – this is how he does it), place (*es ahí donde / que vive* – it is here where he lives), subject (*ellos son los que / que tienen que estar viendo las fotos* – it is them who should look at photographs) or complement (*eso es lo que / que yo pienso* – this is what I think) (Alario, 1991; Rosenblat, 1975).

Group of concessive clauses should be noted in particular: “*Seas como seas hay un pan para ti*” (No matter what you are, we have crisp-bread for you), “*Juega al PremierCasino con tu móvil y disfruta del mejor casino estés donde estés*” (Play in PremierCasino on your phone and enjoy the best casino wherever you are). Such reduplicative structures are characteristic for advertising discourse of Spain, because they allow to express the absence of advertised production action limits: wherever we are and whoever we are, advertiser is ready to be with us anytime and anywhere.

On the basis of comparative analysis, we can come to the conclusion that except some cases, conjunctive mood in Venezuelan variant behaves similarly to Iberian variant. Among cases of conjunctive mood use, characteristic to local differentiation, we can highlight the following: 1) in subordinate part of conditional clauses related to past time (*yo lo hubiera saludado si lo hubiera*

visto – I would say him hello, should I meet him); 2) in some cases with structure no sé (no sé si vaya a la fiesta – I don't know if I am going to holiday); 3) in structures with word parecer (la memoria personal pareciera ser una experiencia interior – human memory seemingly represent internal experience), widely used in written speech; 4) in contexts etymologically connected to Latin pluperfect and related to past time (Ayer falleció X, quien fuera un ilustre poeta venezolano – Yesterday X, a famous Venezuelan poet, passed away); this phenomenon is also characteristic to written speech (Chumaceiro, 1990: 41-59).

High frequency of discourse markers uses and their close connection with history and culture of a certain location turn them into useful tools in searching for dialectic differences. Among most frequently used markers of Venezuelan variant, U. Obregon notes: entonces, bueno, por lo menos, pues, ¿ve?, o sea and este (Obregón, 1985:66). In superior social layers speech, author also registers words: actualmente, realmente, verdaderamente. Among inferior levers, he highlights: por lo menos (por lo menos el alto Apure arriba tiene mucho venao – There are lots of deers in Alto Apure), dígame (dígame, que aquí a los dos meses hay caraota, dígame eso – Is it true that French bean growth here for wo month, isn't it?), ahí (después del árbol viene un poco 'e peladero ahí y el río – behind the tree would be a small hog slaughterhouse, and then the river), ¿cómo es? (Después que ya usted echa su su su, ¿cómo es? la carné – after you insert your, what is it, cart), ¡ah pues! (Ajá, ¿además de las misas? Ah pues, el patrón pues, las fiestas, lac s misas. Beside masses? Simply put, it is both protector, and holidays, and masses) and numerous other. R. Mostasero in his study dedicated to discourse markers used by children of Matrin (Monagas) town marks, among the most frequent, mira(e/n), ¿oíste?, ¿verdad?, ¿sabes?, okey, entonces, bueno, ¡epa(le)!, ¡cónchale!, ¡vermo!, ¡ya va! (Mostacero, 1991: 37).

Discourse forms lay in planes of syntax and vocabulary at the same time. On equal terms with discourse markers they are a good reflection of society that creates and adopts them, therefore, it is necessary to take them into account in course of description of Venezuelan variant characteristics, Among multiple formulas, A. Gomez studies forms of addressing (Misia – most precious, mi doñita – my babe, Ña Juana – sweet Juana), answers for greeting (– ¿Cómo está? – Regular pal tiempo – How are you? – I can live with it (fine)), doubts (quién sabe; quién quita – who knows), surprise (¡Dígame eso! ¡Cómo va a ser! ¡Adiós, corotos! – Oh come on! That’s incredible! Don’t tell me!) and other found in texts of Venezuelan writers (Kumar & Saxena, 2017: 71).

As may be seen from material stated above, process of grammar system formation in Venezuelan variant of Spanish experiences the impact of both intra- and extralinguistic factors. Taking into account of all variety of causes that predetermine production of variants and impact their development is important for disclosing the variety of syntactic means detected in media discourse of considered countries. Multiple language and non-language factors may impact the language situation in the country (Ageeva, Vassilieva, Galeeva, 2015).

### **Summary.**

Comparative analysis of syntactic peculiarities of media discourse showed that construction of syntactic structures in Venezuela variant obey the laws of Iberian standard of Spanish language. Language of mass-media language promotes application of syntactic parallelism, syntactic anaphora and epiphora, reduplicative structures, Nevertheless, some features specific for Venezuelan variant of Spanish were detected: use of subordinative conjunction que in diverse meaning, specific cases of conjunctive mode use and specific discourse markers.

### **CONCLUSIONS.**

Results of conducted study demonstrate that Venezuelan variant of Spanish language has linguoculturological peculiarities and specific signs that allow to oppose it to Iberian standard,



Analysis of media discourse showed actual condition of structural arrangement of national variants of Spanish language. In view of obtained results, it seems to be important to study lexical layer presented in media discourse, since in vocabulary all national-cultural particularity of linguistic community is reflected (Yakubova, et al. 2016; Klimchak and Gazizova, 2015; Yakubova, et al. 2017; Quiroz, 2018).

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