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# ETHNONYMIC HEADLINES AS AN ELEMENT OF MEDIA DISCOURSE

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**ABSTRACT**

The elaborate treatment of the issues as the role of ethnic information as well as other information, the contexts of the use of ethnos names – ethnonyms in mass media products, the linguistic presentation of ethnic positive / negative data, their influence on consciousness of information consumers and their functions in press media of any country is considered very topical. Since the role of mass media along with other factors in giving corresponding or conflicting characteristics to interethnic and intercultural communication in that society or country is huge. The frequent occurrence of ethnos in various negative contexts may lead to the formation of negative associations on the ethnos in the consumer consciousness. That is why mass media is one of the mechanisms of controlling and influencing the public consciousness in positive or negative propaganda of the nation’s image, the national identity, national unity processes.
In this regard, the study of the headlines of press publications is being realized as they have an impact on the formation of an opinion of a reader about a definite ethnos, the emergence of an ethnic stereotype in the society in general. In Kazakhstani press you can find ethnonymic headlines that come with ethnic names. In this issue, we must take into account the fact that the notion of ethnos in the understanding of majority of people is brought into line with the state of that ethnos. Headlines are primarily intended to inform the content of the text. And at the same time, the author intends to influence the reader, expressing his or her emotion, positive or negative estimation, in relation to the issue in the text. Similarly, any ethnic name or ethnonymic headlines that come with its various linguistic forms have such tasks. Ethnonymic headlines including evaluative and expressive meanings concerning a definite ethnos in their content, are directed to influence the consumers emotionally, and even the author may aim at convincing, inspiring confidence in his offered principles on some ethnos or people or changing their opinions and viewpoints. From this point of view, in order to study the influence of the ethnonyms of positive / negative content as an element of mass media discourse on the readers’ consciousness (to form ethnic stereotypes, evoke association) and on interethnic and intercultural communication the database of the headlines consisting of ethnonym from Kazakhstani Kazakh and Russian mass media was created.
According to the content the collected ethnonymic headlines were grouped according to ethnic household, political and social, behavioral peculiar to the ethnos itself (moral, humane features), cultural-historical data. Different linguistic approaches (implicit structure, use of anthroponyms with ethnic informational meaning, ethnofolisms, the state, country name) were used to select individually the ethnonymic headlines identifying the ethnos implicitly and ethnonymic headlines formed on zoomorphic methaphors. These peculiarities of the collected headlines were taken into account in the social survey conducted for the study of their effect on the viewpoints and opinions of the readers about ethnos and the questions were formulated in the following forms: Does the headline of a newspaper article attract your attention? Can you imagine what the newspaper article is about having read its headline? Do you meet any texts that show a discrepancy in the headline, including an ethnonym (naming ethnos, nationality) and content?, What do you think what country or what ethnos these headlines say about “Tabeti artkan aidakhar eli (the country of dragon with a great appetite)”, “Alyp “aidakhar” shynymen azhal kysha ma? (Will the great "dragon" really die?)”, What associations and ethnic stereotypes do you have about this country or Russian ethnos when you read the headline “Ayu tangbaly Resei (Russia with the mark of bear)?”, What associations and ethnic stereotypes do the zoomorphisms (the names of animals) evoke from you about these countries or these ethnoses when you read the headline “Kedendik odak: Ayu, ayudyng konzhygy zhane koi (Customs union: Bear, bear’s cub and sheep)”?, What associations and ethnic stereotypes do you have about these ethnoses whan you read “Kazakhi ne umeuyt rabotat’ – vpechatleniya kitaiskikh turistov (The Kazakhs do not know how to work - the impressions of Chinese tourists)”?, How do you react to the headline "Striptease at the wedding: why is the Kazakh press silent?": a) I negatively think about the ethnos; b) I do not react in any way; c) I believe that this is a manipulative device (intentionally used for a negative attitude to the ethnic group) etc.
As it is shown in the scientific database, the content analysis, identified as "the method of identifying and evaluating the content of a text and other sources of information, especially mass media materials" is used in our research to study associates as an indicator of the process of influencing the linguistic consciousness of the readers of ethnonymic headlines in mass media resources, to process the results of the soical questionnaire formulated to define the influence on formulation of positive and negative opinions about ethnos and to determine the linguistic characteristics (semantic features, combination, implicit knowledge in the headlines) of newspaper headlines.
The following advantages of the method of content analysis are particularly useful for our research: "Content analysis may be considered as an additional method (for example, when analyzing open answers) in the study of the frequency (or scope) of the use of one or other semantic units in the analyzed text, in determining the effectiveness of the influence of the report, in the study of the volumuous one-type documents that are relevant to the research topic, the need for a clear and objective analysis; in the case of non-systematic materials on the subject of research; when the document language (style) is important; when it is important to prove that the document contains implicit content, in mutual review and supervision of the collected data with the help of other methods (surveys, observation and control). In the result of the research the possibilities of the influence of negative semantics included in the content of the ethnonymic headlines, as well as the irrelevant (inaccurate) use of ethnonyms (ethnos, nationality names) in the headlines of the article devoted to conveying any negative individual situations, firstly, on the formation of negative (undesirable) ethnic steoreotypes and associations in the linguistic consciousness of readers about the ethnos or the country (state) coordinated with that ethnos were defined. Secondly, the negative influence on the formation of the image of the ethnos or the country (state) associated with that ethnos, the image of the nation. Thirdly, it is established whether in the linguistic consciousness the ethnic stereotypes were firmly formed or not according to the fact that the respondents find correctly or incorrectly the implicitly given ethnos in the headline by different linguistic approaches (implicit structure, anthroponyms with ethnic informational content, use of ethnofolisms, the state, country name). According to the results of the questionnare, the high or low indicators of formation of negative opinion about the ethnos in the ethnonymic headlines in the negative context were defined as the factor of accepting or refusing of the representatives of that or other ethnos to associate themselves with that ethnos.

**Keywords**: ethnonymic headline, media discourse, ethnic stereotype, image of ethnos, content analysis

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