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THE AXIOLOGICAL ASPECT OF MASS-MEDIA DISCOURSE

Abstract

The axiological aspect of mass-media discourse is revealed through actualization of definite axiological meanings expressed in the process of reality conceptualization on the basis of values and social norms. Such axiological meanings are objectivized with the help of different modus categories. The conducted research demonstrates that the modus category of evidentiality conveys some axiological meanings. Implicit expression of the direct evidentiality modus in the cases of simple certainty is characterized by high frequency. In these situations, the addresser tells about something which he/she knows for certain and presents the described event as true in reality. Explicit expression of the direct evidentiality modus in the cases of simple and problematic certainty are characterized by low frequency.

Keywords: mass-media discourse, modus category of evidentiality, evaluative addresser's attitude, addressee, simple certainty, problematic certainty.

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