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Explicit and implicit means of representing evaluation in cnn.com publications about migration issues

Abstract

The article considers the category of evaluation in linguistics and the means of its representation. As an anthropocentric category, evaluation is an important element of a person's cognitive activity and is based on their value attitudes. The purpose of the article is to identify and analyze explicit and implicit means of expressing evaluation in the articles on CNN.com dedicated to the issues of migration to the countries of the European Union and North America. In the experiment, content, definition and component analysis were used to study 84 publications for the period of 2019–2021. As a result, 617 examples of evaluation were identified. Among them, 367 examples were of explicit evaluation and 250 examples were of implicit evaluation. It was found that the evaluation in the analyzed material is mainly explicit in nature and it is expressed by lexical units with evaluative semantics. The implicit evaluation is based on the linguistic and extralinguistic context and is represented by various linguistic means: quotation, metaphor, phraseological units, antithesis, euphemisms. As the analysis has shown, the axiological characteristic is created with a complex of explicit and implicit evaluative means to implement the main function of the media to inform the audience and shape public opinion.

Keywords: category of evaluation, implicit evaluation, explicit evaluation, structure of lexical meaning, metaphor, quotation, antithesis, euphemism.

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For citation: Ishchenko, I. G., Konopatskaya, E. V. Eksplitsitnye i implitsitnye sredstva reprezentatsii otsenki v publikatsiyakh sayta cnn.com o problemakh migratsii [Explicit and implicit means of representing evaluation in cnn.com publications about migration issues]. *Teoreticheskaya i prikladnaya lingvistika* [Theoretical and Applied Linguistics], 7 (3), 79–89. doi: 10.22250/2410-7190_2021_7_3_79_89.