

Source of Information and Its Linguistic Actualization in Modern Information Cognitive Situation

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Abstract--- *This study focuses on information dissemination of various substantiation in the conditions of modern mass communication. Namely, the problems of this paper are to describe the main semantic and structural features of information transmission in media space as a communicative process and to identify ways to linguistically represent the information source in modern English-language mass media as a fundamental marker of rumor messages and as a determinant of various aspects of the transmitted information. The study touches upon the linguistic specifics of the ways to generate and transfer information, as well as reveals some patterns in the transmission of unconfirmed or insufficiently truthful information. The study involved semantic-structural and communicative analyses of the material of this paper (news articles selected from the leading English-language Internet sources) to describe the structure of information cognitive situation in which information is spread regarding the mass media communication. Continuous sampling of texts, as well as semantic-cognitive and lexico-semantic analyses, described and classified the most frequent cases of the author's reference to a non-specific source of information and more detailed circumstances in terms of linguistics. The carried out analysis proves the possible relation between the cognitive nature of the meaning and communicative pragmatic factors.*

Keywords--- *Determination, Information Cognitive Situation, Media Discourse, Source of Information, Semantic-structural Analysis, Mass Media.*

I. INTRODUCTION

Linguistic studies conducted in line with the modern human-focused paradigm consider linguistic phenomena in close relation with man, human consciousness and worldview. They have been of particular relevance for a long time. In other words, man is the center that defines the problems of modern research, being the starting point of scientific thought. Scientific research arise from the man, is focused on the man and is for the man. The human factor is decisive in the modern worldview. "In essence, man is the determining link that gives meaning to scientific research, being a measure of its importance, and determines its ultimate goal" [19, p. 3]. Thus, knowing, cogitative and speaking man draws the attention of specialists in philosophy, anthropology, psychology, linguistics and other sciences. The problems of man and 'human bondage' are actively discussed today from a variety of perspectives. The works of N. D. Arutyunova, A. P. Babushkin, G. I. Berestnev, N. N. Boldyrev, G. A. Volokhin, S. G. Vorkachev, V. I. Karasik, V. B. Kasevich, E. S. Kubryakova, Dzh. Lakoff, V. A. Maslova, Z. D. Popova, S. G. Proskurin, G. G. Slyshkin, Yu. S. Stepanov, I. A. Sternin, V. N. Telia, R. M. Frumkina, A. M. Shakhnarovich, M. Schwartz, S.

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Schiffer, Ch. Fillmore, M. Heidegger, A. Chenky, and others contain important theory. The scope of these studies is how our knowledge of the world is structured in language, what part language takes in human cognitive activity, to what extent the speaker is responsible for understanding and transmitting information, as well as what determines speech behavior and how human communication in general is arranged. The introduction of this paradigm in modern science resulted in active study of categorization of reality, particularly, in the study of the features of the formation of human ideas about the world in terms of mass communication. The *relevance of this study* lies in the coverage of the problems of modern communication, in which a significant role belongs to the channel of information transmission. Indeed, mass information and communication have rightly become the subject of in-depth sociological and linguistic research in recent years. It is known that communication is not limited to receiving and transmitting information. Indeed, “along with information messages containing statements of events and cognitive judgments, it is better to talk about a special type of statements marked by an indication of the source of information” of varying substantiation [8]. Recently, the written media channels are overflowed with information that is referred to as rumors. This information does not always seek authenticity, the source of information is not mentioned, and its addressee is the mass one. Speaking of modern times, one cannot miss the really spontaneous spread of rumors, which is caused by modern ultra-fast Internet technologies. The *scientific novelty* of this study is the modern anthropocentric research paradigm, which is to identify and investigate certain patterns of linguistic representation of the information source due to the relative reliability of the information reported in the media. Thus the novelty lies in not only emphasizing the problem of information verifiability of information from journalist online publications, which are the main information resource in this study, but also in describing the features of modern information cognitive situation. The study has the following *tasks*: 1) to describe the structure of the information cognitive situation of information dissemination in media space in terms of the communicative process, and 2) to identify and systematize the ways of language representation of uncertain judgment information source.

II. MATERIALS AND METHODS

2.1. The Research Material

The research material includes papers from the leading English-language analytical and popular online publications *The Guardian*, *The Daily Mail*, *The Daily Express*, *The New York Times*, as well as the *Reuters* news agency. The research is carried out in line with cognitive-semantic and communicative-pragmatic approaches, and includes the analysis of cognitive-semantic realization of uncertain judgment information source in printed media texts. Today they are the main means of mass communication, and the main information resource.

The study used the *continuous sampling* to select the most typical texts containing the author's reference to the uncertain judgment information source and comments to it. Another method was *semantic-structural analysis* to describe the main components of the information cognitive situation of information dissemination in the media space. The study involved *lexico-semantic analysis* to identify and describe the whole scope of values, updated by the main lexical means of the English language and indicating the nature of the source of information, its number and official status in relation to the primary source/informant. *Semantic-cognitive analysis* was used to identify and classify linguistic means indicating a channel of information transmission.

The main criterion for the papers used in the study is their formal author's indication/reference to some other information source with uncertain judgment. In other words, the recipients refer these sources to non-specific, informal, underrepresented, and thus affecting the substantiation and verifiability of the message. This study deals with messages-rumors that may involve additional specifying communicative parameters, which are also represented at the linguistic level and somehow contribute to the refutation or confirmation of the passed rumors.

The linguistic analysis involved 150 papers and aims at identifying the most frequent author's indication of a general source of information and the specifying circumstances related to the situation of perception of new information, which are also found in the news text. Classification is an attempt to systematize the most expected ways of linguistic representation of the information source and specifying circumstances in case of rumors.

2.2. Literature Review

In modern linguistics, more and more attention is drawn to the strategies of presenting information and their linguistic representation in various media texts, as evidenced by the numerous works of modern Russian linguists [1-7; 9-15; 17; 20-21]. The analysis of literature on the main problems of mass communication justify that the study of tactics and strategies of representing information in modern mass media in terms of language is significant for different reasons. For example, S. V. Zubarev sticks to the point that modern press, being a part of the socio-cultural media, is not only a reflection, but also a tool of forming a value-based worldview of collective linguistic identity of the ethnic group. In this case the discourse of the press is a linguistic construction [5], which, of course, can not be updated in the linguistic means that influence the addressee. Yu. A. Sal'nikova notes the influencing function of media texts that is carried out by lexico-grammatical, syntactic, stylistic and compositional means, which transmit more than facts [13]. "Consciousness manipulates not only knowledge, but also opinions, assessments and beliefs. It forms a more or less holistic worldview that largely determines human behavior, including its communicative aspect. This worldview is constantly supplemented and modified throughout life" [16, p.10]. This idea is complemented by a leading Russian researcher E. G. Khomyakov, who claims that "...recognizing the important role of opinions, evaluations and beliefs in the process of information processing and creating individual linguistic world view, we rather attribute them to the categories of the subjective, modal plan, opposing them to knowledge shared with society as the operational category of propositional plan" [18, p.186]. In this sense, the study of the most common linguistic methods of information transmission, which at the same time are a way of creating and modifying the linguistic and information worldview as a whole, is especially significant. Among these methods, the reference to anonymous sources and sources with various substantiation has an important pragmatic function. The latter may be to respect the objectivity of the transmission of information, or keep the distance from the source of unverified information. Despite the interest to submission and interpretation of official and unofficial information, determination of the information source is not studied systematically. Indeed, a significant part of news reports and popular publications intended for a wide audience indicates the source of information, which also varies due to the relativity and variability of information in the modern age. It can be represented in a variety of ways, and the more specified the source of the information is, the more specific and truthful information is or seems to be. Thus, an indication of the information source largely determines the reliability of the information and the addressee's trust in it. It is obvious that the appearance of "*rumors*", "*factoids*" and "*unofficial information*" is most expected in the

popular and yellow press, while analytical journalistic publications stick to a strict style and objectivity in presenting the material. This study sticks to the position of the researcher of news texts Shemelina Yu. V. She notes that media texts should be considered “not as static, but as a dynamic formation in the aggregate with extralinguistic factors affecting the creation, distribution, functioning, perception, and interpretation of the news text” [20]. In this sense, it can be said that the media texts have special role in the construction of the information worldview, since people get most of the information about the modern world from the media. The process is as follows: the initial stage of the cognitive process includes structuring of the information flow, when the information about the event is perceived by the consciousness of the journalist, then it is processed and coded using language means. Then it turns into a media text and becomes a product of cognitive and linguistic activity of its creator, which at the next stage is categorized by the addressees and becomes formed as a fragment of their worldview. In other words, “reports about the phenomena of reality and their objective features beyond the readers' observation are presented in the media text as the results of understanding this reality, its reflection by the consciousness of the author of the text” [20]. The researchers often note that media texts create a structured, ordered and thematically organized cognitive analog of reality in the mind. It is advised to consider the analysis of means of linguistic representation of the source of information in media texts from the perspective of the modern cognitive-discursive linguistic paradigm. It is because of the fact that the researchers rightly point out: “the cognitive approach allows considering media texts not only as separate utterances, but also as a result of the combined activities of people and organizations engaged in the production and dissemination of information...” [4, p. 180]. Thus, messages labelled as rumors according to the source of information can be considered as a process and result of transmitting unverified information.

III. RESULTS AND DISCUSSION

The main results of the study include: 1) structural and semantic analysis of the situation of creation and dissemination of information in mass communication, as well as 2) the developed classification of linguistic methods of uncertain determination of the information source, indicating the most significant specifying parameters affecting the verification of the transmitted information by the addressee.

3.1. Speaking about the structural and semantic organization of information and cognitive situation in the media space, there are two possible variants of communicative conditions, under which the information is created and distributed. In the first case, the information situation (i.e., the situation of perception of the media text) includes the author, the message, the addressee, perhaps the author's indication of the purpose of the text, as well as extralinguistic circumstances that accompany this situation. At the same time, the author does not label the text as rumors, pointing to a certain information source. The author can provide the most accurate information that, of course, immediately removes the understatement and uncertainty of information. In other words, the author refers to the original source (for example, quotes the original source or refers to its official representative) so that the addressee has no doubt about the unconfirmed information. The second case includes the author's reference to the information source of varying degrees of substantiation besides the main participants and components of the information and cognitive situation regarding mass communication. The uncertain information source becomes the main marker of the case of rumors, which is characteristic of interpersonal communication either. Regarding mass

communication in the transmission of rumors, the concepts of the source of information and the author are distinguished. In other words, the author is not an original source of information that precedes the transmitted text, and the situation of obtaining information can be more or less detailed in his text. Speaking of mass communication, the main differences between the rumors and the common information-cognitive situation, in which the information source is specified by the author, are: 1) the role load of the author of the media message 2) the nature of rumors according to its recurrence, that is, it is secondary in terms of the generation of information, and 3) the quality of information regarding its reliability. The author may deliberately omit the source, thus emphasizing the lack of confirmation of the reported information. It follows that the author, possibly sharing the opinion of the original source, declines responsibility for the veracity of his words. In addition, the situation is peculiar because of the fact that the spread of rumors in terms of mass communication has the multi-address nature of the reported information and the “multiple” addressee. Unlike interpersonal communication, the message transmitted to the media is addressed immediately to a sufficiently impressive number of recipients. It is interesting here rumors or partly verified information can be spread further not only in the dialog, but in numerous publications related to news (publications borrow information from each other). Today is a sustainable trend that describes the media. Anyway, the transmission of information (rumors) and the potential number of its addressees will increase, its reliability will decrease, and the original source of rumors will become more and more distant from the new recipients. Since it seems impossible to directly verify the information in rumors, specifying circumstances in the information situation acquire special significance. In this case it is necessary to distinguish the *circumstances of the addressee's perception of information* and the *conditions, under which the information transmitted by the author was received*. *The circumstances of the addressee's perception of information* should include the status of the periodical. Another options are the rating of the publication among the journalistic sources of the same specialization, the total volume of the message, including photo and video materials, as well as the degree of formality of the message and its topic. Background knowledge of the addressee and his interest in the object of rumors or the discussed event have a certain value. These circumstances, as well as any other external conditions, of course, can become criteria for verification of information for the case of perception. *The circumstances under which the transmitted information was received* deserve special attention from both the addressee and the author. Since the author is not the primary source, the addressee is forced to rely on various factors that accompany the fact of obtaining of this information by the author. It is a question of the status of the informant, who has created the message, whether the author has been present in the previous situation (a communicative situation sometimes), whether he has been a passive listener, or whether the communication as been addressed to him. If the authors receive information from someone they trust, it is also possible to speak of mostly verified information. It is possible to assume that the more factors are involved in the situation, the easier it is for the addressee to establish the veracity of rumors, if the addressee is interested in it. One should recognize the fact that the circumstances, under which the information and its substantiation (or vice versa) was obtained by the author in the text, are often much more important for the mass addressee than the conditions of direct perception of the event. Indeed, knowing the details of the creation of rumors always brings the addressee to the primary source of information. Thus, no matter how many information channels (i.e., people or publications

alternately transmitting a message) are involved in the further dissemination of rumors, awareness of the true original circumstances of information clarifies even the distorted picture of the described reality.

3.2. This part touches upon the most typical ways of linguistically present the uncertain judgment information source in English-language journalistic publications.

1. Uncertain judgment source of information.

1.1 Indication of complete anonymity of the source of information The indication of complete anonymity is carried out by the lexeme *anonymous* as part of the substantive phrase (i.e. *anonymous source*). Here are the cases where the conditions of non-disclosure of the informant's name are not specified by the author:

1) “As congressional investigations deepen, **an anonymous source** at the company tells Reuters that ads were purchased in order to meddle in the 2016 election...” [36].

2) “Hundreds of undocumented families in the US could be rounded up and deported as soon as January, according to a report that has shocked immigrants rights’ advocates and provoked condemnation from Democratic presidential hopefuls. The Department of Homeland Security is preparing for raids that would see hundreds of recently arrived immigrants deported, according to a report in the Washington Post. **Citing anonymous sources**, the report said that adults and children “would be detained wherever they can be found and immediately deported...” [46]. It is interesting that citing the original source, although anonymous, certainly increases the impact on the addressee and increases their trust to the message.

1.2. Common nouns with indefinite article. Sometimes the anonymity of the source in the press is transmitted by the values “*witness/eyewitness*”, if the article does not specify the name. In this case, the name would certainly mention the information source:

3) “5 Killed After Plane Crashes in Strip Mall Parking Lot in California...The plane crashed near shops and restaurants... **Another witness told** the local news media that he was coming out of a sushi restaurant when he saw the plane flying low... He saw the plane crash into the red car and send it flying into the air with shrapnel...” [32].

The indefinite, blurred semantics of the information source can be actualized by the lexeme *sources*. It comes quite often as plural forms and in the predicative construction with the verbs of speaking *allege/claim*, the meaning of which strengthens the effect of uncertainty of even the most sensational information:

4) “Meghan Markle declines Hollywood invitation with special honour, **sources say** this is why... The Duchess of Sussex was invited to the Emmy Awards but declined, **according to sources**... THE DUCHESS of Sussex has apparently turned down an invitation to make a special guest appearance at next month’s Emmy Awards - with **sources claiming** she is drawing a “line in the sand” as she adjusts to Royal life” [35].

1.3. Adjectives and participles with the meaning “unofficial information”. In Internet publications there are also cases when the value of “insufficient verification and informality” of information is updated through the lexemes *alleged/leaked* (i.e. *through unofficial channels*), as in the following messages:

5) “One **alleged** marketing image posted in the article could hint that the Note 9 will see a shake-up of the DeX experience...” [37].

6) “Samsung Galaxy Note 9 - **Alleged leaked** images have revealed what the Note 9 could look like...” [37]. In this case, the informal connotation of the information about the new smartphone is enhanced by the lexeme *leaked*, i.e. “not yet *official image*”. However, following on from personal observations and studied material, it can be argued that this method of indicating the information source is not frequent.

1.4. Syntactic constructions. The meanings of “spoken transmission of information” and “uncertainty of information source” are traditionally expressed by syntactic constructions with the verb *rumour* and speaking verbs. As a rule, the message uses present tenses (probably, in order to emphasize the high relevance of the event). The most widely used are the verbs *say*, *allege* and *claim*:

7) “The Note 9 **is rumoured to have** a huge 4,000mAh battery, 6.4-inch QHD+ Super AMOLED display and 6GB of RAM...” [37].

8) “PRINCE HARRY **is said to be planning** to make his first official appearance with Meghan Markle at Pippa Middleton's wedding... The young royal **is alleged to bring along** his girlfriend as his plus one when Pippa ties the knot with James Matthews on May 20... The insider added to the Daily Star: "Harry is adamant that he wants to take Meghan with him...” [34].

Sometimes the news reports contain introductory constructions, and the information source is still not mentioned by the author. Introductory syntactic constructions serve as a means of organizing text and its message, since it helps to highlight the main idea and attract the reader's attention to it. From this point of view, the use of such syntactic constructions can be one of the strategies of presenting unverified information in journalistic discourse:

9) “**It has been claimed** actor Ryan Thomas “threatened to pull out of the line-up” after hearing his girlfriend’s ex-boyfriend would also be entering the Channel 5 house... Ryan is currently dating scripted reality star Lucy Mecklenburgh, who previously dated Dan Osborne. However, a source close to Coronation Street star Ryan confirmed to OK! Magazine that there is “no drama” with Dan...” [25].

1.5. Nominal phrases with the meaning of “rumors”. A special group of lexical means to actualize the meaning of “spoken transmission of information”, the indefinite semantics of the information source, as well as the multiple nature of information sources are formed by the lexemes *claims/rumours*. Their content, depending on the context and volume of all information available to the author of the publication, can be specified (for example, *pregnancy rumors and split rumors*). It is interesting that nowadays unconfirmed and unverified information is distributed in writing due to the diversity of channels and the speed of dissemination of information, as well as due to the mass addressee. In this sense, the new specifics of the cognitive information situation of generation and dissemination of rumors can be discussed. This is indicated by the dictionaries of synonyms and antonyms, which mention the verb *publish* among the synonyms of the verbal lexeme *rumour* [22]. Consequently, rumors are not the only messages transmitted in speech, but also the published ones.

10) “They have long been the subject of **pregnancy rumours**. And now Woman's Day have once again claimed that Karl Stefanovic, 43, and Jasmine Yarbrough, 34, plan to start a family very soon. With the loved-up couple rumoured to wed in the coming weeks, a Nine insider told the publication: 'It's a given that it (having children) will happen...' [31]. Here are the pregnancy rumors about the wife of the famous Australian TV presenter Karl Stefanovich.

11) “EXCLUSIVE She couldn't believe he chose to go out with Ashley instead': MAFS' Troy Delmege and Carly Bowyer had a 'major bust-up' after he 'partied until 5AM' with TV ex Irvin... **amid split rumours**” [29]. The article presents the rumors about the quarrel of the participants of the TV project “Married at first sight” Carly Bauer and Troy Delmage.

1.6. Adverbs with the meaning “unofficial information”. The lack of verification of information and its informality are updated by the relevant lexemes *report* and *allege* (*i.e., to assert without evidence*), as well as their derivatives:

12) Ben was **reportedly** days away from moving across the pond with Una and their children - daughter Aoife, 6, and son Tadhg, 3 - after signing for Rugby United New York... The former The Saturdays star **allegedly** confronted him over cheating claims after 'growing suspicions...' [44]. The source of information is not specified.

1.7. Reference to other media sources. The information source remains vaguely deterministic in phrases where the authors refer to many other media sources most often through the value of *media reports*. An indication of a *large number* of sources is significant, and it indicates a sustainable trend of borrowing information products from other media sources:

13) “ A Japanese medical university has systematically discriminated against female applicants because women tend to quit as doctors after starting families, causing hospital staffing shortages, **media reports said** Thursday” [42].

14) “Chelsea transfer news: Real Madrid agree Mateo Kovacic loan despite sly tactic... REAL MADRID have agreed to let midfielder Mateo Kovacic join Chelsea on loan, **according to reports**” [26].

2. Uncertain judgment source of information and specifying circumstances. A special group with an uncertain judgment source of information include cases when the author refers to a certain source of information, which is not well defined in terms of linguistics, but at the same time complements the message with specifying meaningful elements. As a rule, these include the author's instructions on the extralinguistic factors of the situation of obtaining information. A special trend in the language of modern mass media is numerous author's references to the so-called “sources close to the environment, the event, etc.”. On the one hand, this information source turns out to be quite certain, but on the other hand there is some understatement and anonymity in the message, since there is no indication of the informant's name.

2.1. Concretization on the meaning of “proximity to the source”.

2.1.1. Indication of the spoken source of information. The most preferable in this meaning are the lexemes *insider/expert* (*i.e. those who have valuable knowledge or necessary information*), which actualize the indefinite

semantics of the source and at the same time, implement the additional meaning of “proximity to the source”. Depending on the content of the news or rumors, they can be specified:

15) “The young royal is alleged to bring along his girlfriend as his plus one when Pippa ties the knot with James Matthews on May 20... **The insider added** to the Daily Star: "Harry is adamant that he wants to take Meghan with him..." [34].

16) Meghan Markle will take on 'important role' for Prince William, **royal insider explains**... Meghan, who is married to William's brother Prince Harry, 33, will take on an “important role” when her brother-in-law is King, **said an insider**... The Duchess of Sussex formally became a royal when she married Prince Harry on 19 May this year. This will come with substantial responsibility, **according to a royal expert**...” [33].

The meaning of "*familiar*" (i.e. *informed* and *close*) certainly increases the accuracy and reliability of the transmitted information as well as the trust of the recipient. It is clearly seen in the following example:

17) “U.S. antitrust enforcers are in the early stages of reviewing T-Mobile US Inc's plan to buy Sprint Corp for \$26 billion, and have reached no conclusions on how many wireless carriers the country needs, **a source familiar with the situation said** on Monday” [45].

2.1.2. Indication of documentary source of information. Increasingly, the authors of press reports refer to written documents (i.e., *according to documents*):

18) “Sanctions Blamed as Silicon Valley Firms Won't Ship Some Kit to Russia... Two Silicon Valley firms have stopped shipping some electronic components to Russian customers even though they are not on the list of firms subject to U.S. sanctions, **according to sources who work in the sector and a document seen by Reuters**... negotiations to resolve the issue this year failed. The official said, asking not to be named because he was not authorized to speak to the media...” [38]. This report was not only the statements of employees of firms-suppliers of Silicon Valley, but also the relevant documents, the output of which, however, is not specified.

19) “Trump lobbied on nuclear weapons by Putin at Helsinki summit, **leaked** document reveals... VLADIMIR Putin lobbied US President Donald Trump to control nuclear arms and prohibit weapons in space when the two leaders met last month, **top secret Russian documents have revealed**...” [43].

2.2. Specification according to the number of sources of information. It is obvious that the more information sources are mentioned in the message, the higher is the addressee's trust to the information disseminated. Often the authors tend to specify the exact number of their informants, avoiding uncertain values *a few*, *a little* and *some*. This demonstrates the authors' personal sensitivity to the message and its compliance with the ethical standards of the argument for the information they have, and for the dissemination of which they are responsible. In some cases, the authors refer to the information source with the lexeme *people*, actualizing an indefinite plural number of recipients:

20) “The Bank of Japan will next week consider changes to its massive stimulus programme to make it more sustainable, such as allowing greater swings in interest rates and widening its stock-buying selection, **people familiar with its thinking said**...” [28].

21) “SocGen Prepares to Exit South Africa, in Talks With Absa-Sources... Societe Generale is in talks with South African lender Absa about selling its local unit as the French bank prepares to pull out of Africa's most industrialised economy, **two sources familiar with matter said**” [39].

22) “Cable Firm United Group Draws Interest From Cinven and BC Partners... Cable and pay TV operator United Group has attracted takeover interest from European private equity funds Cinven and BC Partners ahead of an auction process in September, **four sources familiar with the matter told Reuters**” [24].

It is interesting even if the names of informants are mentioned in the article, the author still emphasizes their number. Therefore, the quantitative factor can be considered specifying and one of the main criteria for establishing the reliability of the transmitted information for the addressee. The exact number of informants is a serious argument for the addressee. The authors mark the facts of information transfer that are really informative for the addressee. Thus, the authors focus on the addressee.

2.3. Substantiation according to the meaning of “official authority”. Another group of examples with uncertain judgement information source are cases where the source of information is an official. The name of the informant is not mentioned immediately or is not indicated at all:

23) “German industrial conglomerate Thyssenkrupp is planning to invest \$150 to \$250 million in a new U.S. headquarters for its elevators business, **an executive told Reuters** [41].

24) “Chinese smartphone maker One Plus aims to expand its retail store presence in India, **a company executive said** on Tuesday, as the firm plans to make the world's No.2 smartphone market its second headquarters by end 2018” [27].

2.4. Specifying circumstances of obtaining information. This refers to the impossible disclosure of the name of the informant or other related information for some reasons beyond the control of the author. Anonymity in this situation becomes a condition for passing important information; it makes the message even more valuable and increases the trust and interest of the addressee. Thus, the reported information is not only justified, but also specified in relation to other parameters of the information cognitive situation of information dissemination. For example, the source of information can be specified by indicating the status or regalia (as in the following example, *senior official* – that is, *the highest official, a high-ranking employee*), the circumstances of obtaining information, and the conditions of the impossibility of disclosing the name. In this case, the use of the lexeme *confirm* (i.e., *affirm, verify, guarantee reliability*) is important in the predicative structure, the meaning of which significantly levels the anonymity of the informant:

25) Aziz Asbar was one of Syria's most important rocket scientists... On Saturday, he was killed by a car bomb... It was at least the fourth assassination mission by Israel in three years against an enemy weapons engineer on foreign soil, **a senior official** from a Middle Eastern intelligence agency **confirmed** on Monday. **The following account is based on information provided by the official, whose agency was informed about the operation. He spoke only on the condition of anonymity to discuss a highly classified operation** [23]. Information about the

tragic death of a famous Syrian scientist was received and then confirmed by a high-ranking authorized person of the intelligence agency, although the confirmation was anonymous.

The analysis of the information cognitive situation of creation and dissemination of unverified and inaccurate information mostly considered typical examples of dissemination of information. In these cases, the information source is not mentioned at all, or has no clear expression in the language, thus the origin of the transmitted information remains uncertain. On the basis of the specified source of information it is possible to speak about two main situations of information dissemination in the media. Namely, they are spreading rumors and transmitting definitely determined information. Nevertheless, the studied material and common sense advise to keep in mind that full identifiability of the source of information in both dialogs and mass communication is first of all marked by the nomination, strictly identified with the original source only. In other cases, one should take into account additional extralinguistic factors.

The analysis of the ways of presenting the information source allows to conclude on the following. *Firstly*, the messages-rumors and statements with the meaning of unofficial information may use several linguistic symbols at a time, indicating the determined the source of information, the number of sources of information, the spoken or written nature of the reported information, and the informant's proximity to the original source. *Secondly*, linguistic specification in the form of an indication of the status of the informant and the degree of proximity to the primary source largely neutralizes the blurred nature of the information, and linguistic means of indefinite semantics, as in the case of substantive and verbal lexemes *rumour*, *allege*, *report*, on the contrary, leave an understatement in the message. They cause increased interest in the transmitted information. *Third*, the determination of the source of information is carried out at the lexico-semantic and syntactic levels. At the same time, the message may be repeatedly marked as rumors throughout the text. It allows talking about lexical redundancy, which undoubtedly increases the effect of instability and variability even of the information that seems to be reliable and highly relevant. *Fourth*, the choice of linguistic means that distance the reader from specific information depends not only on the purpose, but also on the abilities of the author. For example, it may happen in case of impossible disclosure of names and forced anonymity of informants due to special circumstances (this may be a personal wish of the informant or official obligation of non-disclosure of proprietary information). *Fifth*, in case of the transmission of information of sufficiently strict content, it is possible to talk about a sustainable trend of determining this information and supporting it with documentary evidence. In the descriptions of intriguing details of domestic accidents or ordinary events, with their complete inconsistency with reality, do not change the essence of the incident, the authors prefer anonymity. One of the means of creating realistic effect in the transmission of inaccurate information is citing an anonymous source while referring to other publications that also have cited this anonymous source. The study showed that in the modern world, unconfirmed and unverified information is distributed in writing. In this sense, it is possible to talk about a new specific information cognitive situation of creation and dissemination of rumors. However, despite the diversity and availability of information channels, the speed and prestige of the publication are of paramount importance in the world of mass media. However, reliability and veracity of news texts play a secondary role, which, of course, cannot but affect the objective dissemination of even factual information.

IV. CONCLUSION

The findings and observations mention certain specificity of the modern information cognitive situation of information dissemination in the media space. First of all, it is the increasing trend to linguistically designate an information source from different perspectives and in as much detail as possible even in case of the transmission of official information. This may be due to the variability and large amount of information, high competition of publications, the popularity of the topic or object of rumors, or the author's personal attitude to the reported data. Thus, it is the external conditions of modern communication to some extent determine the flow of information. The structure of the information cognitive situation of information transmission in mass media is that the situation nominated in the news message is necessarily marked (or have definite source), or it is vague, and all the transmitted information is specified from the point of view of this determination. Information source becomes the starting point for the formation of the correct or desired worldview in the addressee.

The scientific value of the results is as follows. The study of the linguistic representation and functioning of the information source in dialogs and mass communication makes a certain contribution to the development of views on the relation between the cognitive nature of meaning and communicative and pragmatic factors. The use of cognitive-semantic approach allows delivering a comprehensive description of communicative concepts, correlating with an indication of its substantiation. Studies of this kind call for more attention to the communicative-significant elements of the situation of perception of information through the media. Interesting and diverse modern language research material allows for a comparative analysis of the situation of interpersonal communication and information-cognitive situation of perceiving the information from the media. The results show that many aspects of dialogic and mass communication are expressed in language and therefore can be studied.

The results of the study can be applied in the development of theoretical courses and seminars on the language of mass media, country studies, cognitive linguistics, communicative linguistics, lexicology of the English language, as well as for graduation theses and individual research.

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