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## THE CONCEPTUAL SPHERE OF THE CRIMEAN JOURNALISM

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The article explores the linguistic features of the Crimean journalism as a mirror of the linguistic picture of the world of the modern Crimean. It is emphasized that journalism records the historical milestones in the people's life, their mentality, understanding of the world and themselves in this world. The author proves that journalism is of cultural value, determines contemporary national characteristics without which the people cannot exist.

**Keywords:** conceptual sphere, Crimean journalism, linguistic and cultural peculiarities, mentality.

В статье исследуются языковые особенности крымской публицистики как зеркала языковой картины мира современного крымчанина. Подчеркивается, что публицистика фиксирует исторические вехи жизни народа, его ментальность, понимание мира и себя в этом мире. Автор доказывает, что публицистика представляет культурную ценность, фиксирует современные национальные особенности, без которых народ не может существовать в пространстве экзистенции.

**Ключевые слова:** концептосфера, крымская публицистика, лингвокультурные особенности, ментальность.

### INTRODUCTION

The problem of the conceptual sphere formed by the Crimean journalism is very relevant in the realities of the new historical time of modern Russia in the post-Crimean period (after the inclusion of the Crimea in 2014).

This problem is important mainly because a person lives in the environment of a certain national culture, the mental world. The unique national identity consists exactly of these conditions of true existence.

### MAIN BODY

The world of certain people, a nation can be known and adequately reflected only through such a spiritual phenomenon as language, according to the right remark of V. A. Maslova, "...most of the information about the world comes to a person on the linguistic channel." The scientist confirms that "man lives more in the world of concepts created by him for intellectual, spiritual, social needs, than in the world of objects and things: a huge

part of information comes to him through the word, and the success of a person in society depends on how well he owns the word, not so much even in the meaning of speech culture but in ability to pierce the secrets of language”[6]. In the hierarchy of national values, language occupies the main place, because the word is the basis of thinking of national existence and, as M. Heidegger affirms, we see the body of the word in sound and writing, in melody and rhythm - the soul, in semantics - the spirit of the language of national existence [9].

Each national speech is full of original higher meanings, which render in its sounding the world view, inherent in this nation. Language as a whole is based on the conceptual sphere of the world view of the people, nation, personality, the space of ideological concepts, which is contained in the language signs. We can clearly see it on the example of journalistic works. With the help of important concepts journalism forms a holistic perception of life. Its ontological, intellectual meaning, the scale of the problems touched upon, lead journalistic works to the fore of the creation of man and the state.

The conceptual category of the conceptual sphere, which is relevant today, was introduced into science by academician D. S. Likhachev in the work "the Conceptual Sphere of the Russian language" [4] and was understood as a set of a certain linguistic culture. Later understanding of this term was clarified in the research of N. D. Arutyunova [1], V. Z. Demianova, Z. D. Kobranova [3], V. A. Maslova [5], Y. S. Stepanov [7] and other researchers.

In modern scientific knowledge, the question of why the conceptual sphere as a sphere of intellectual, moral and aesthetic understanding of reality is able to form the fundamental guidelines of modern man is relevant: it is the conceptual sphere that determines a special form of cognition of reality through the concepts established by the individual and the people as a whole.

The word fixed by the dictionary with certain, well-known meaning, as a concept can acquire a different content and create new concepts associated with individual representations of the subject, its linguistic characteristics.

For example, such concepts as "Crimea", "people" reflect objective information about the Russian state and Russians, our national character, mentality traits, etc.

At the same time, the abovementioned concepts contain an individual, subjective, regional assessment of these concepts, which is due to the situation of communication, personal views of the person, his understanding of the discussed problem. Thus, the conceptual sphere today is a certain "supranational idea" created by a national personality, an expression of the inner essence of this personality, and with it the people, the nation. Conceptual sphere is a significant national segment of the human logosphere, with its inherent distinctive aesthetics of vision and perception of the world.

As an example we give the short novel of A.N. Tolstoy "The Russian Character" [8], where the Russian character is described: easy, open, good-natured, compassionate.. when life does not require to be a heavy sacrifice. But when trouble comes – Russian people are tough, sturdy in labor and ruthless to the enemy, not sparing himself, he does not spare the enemy... In the details Russian man can be unjust to himself and two others, put off with a jest, here boast, there pretend to be a fool. But justice in big ideas and big deeds is deep-rooted in him. In the name of justice, in the name of a common cause, for the Motherland, he will throw himself into the fire without hesitation.

It is known that Russian people have an exceptional quality to live in different, remote from each other geographical regions what could not do any other people. The problem of Russian soul with God-seeking and self-sacrifice, the character and image of the Russian man is investigated in the works of I.A. Bunin, N.S. Leskov, M. A. Sholokhov.

At the same time, I. S. Aksakov described Russia's failures in the Crimean War as: "Oh, how hard it is to live in Russia, in this stinking center of physical and moral debauchery, meanness of lies and villainy." "Ah, how hard, how unbearably hard sometimes to live in Russia, in this stinking environment of dirt, vulgarity, lies, deceptions, abuses, good little scoundrels, hospitable crooks-fathers and benefactors of bribe-takers!" - Ivan Aksakov, from a letter to his family.

F. M. Dostoevsky described the European view of the Russians: "a people who wanders through Europe and looks for what can be destroyed, destroyed only for entertainment" [2].

From these examples it follows that the formation of the Russian cultural tradition, world view, social consciousness and political views in Russia is inextricably linked with literature, which has a comprehensive ideological significance.

Precisely Russian literature, and in modern reality with convergent acceleration of events and news – journalism, as its inheritor, records milestones which are important for the destiny of people, gives direction to the understanding of the world and themselves in this world, and is the basis of macro-texts of culture. Journalistic works contribute to the formation of public opinion and the ideological atmosphere of society. That is why journalism is rightly called the literature of fact. Crimean journalism in modern time and its social and political realities gave the Russian language new values and meanings. Their value for the language - in minds and cognitive perception of Crimeans and Russians is affected by the fact that language units do not go along with the language event that caused their appearance, but are fixed and continue to be disseminated not only in Russian territory but also within post-Soviet area.

The language of talented journalistic materials represents the national reality in which the main meaning of modern social and political life is placed, and it is through journalistic texts that we feel the prevailing vectors of modern social and political development. Crimean journalism of the period of reunification with Russia obtains special features by the creation of an extraordinary, unique national rise of the language, expansion and deepening of the linguistic and cognitive space.

Indeed, the Russian language in the Crimea - is stringing on a single emotional axis of many associative signs. From this unity of associative signs the linguistic and cultural reality of our modernity is born.

In journalistic works familiar, established, usual images are rearranged, the structure is destroyed, its parts are transformed and thus new senses, signs, meanings are created and fixed in the language.

Undoubtedly, the conceptual sphere of the Crimean space forms new typical features of the modern Russian world, those linguistic metaphors that spread beyond the boundaries of previously defined content.

The specific features of Crimean journalism are explained by the fact that in the Russian language, with its emotional load, there is always a certain excess of language units, so the role of journalism can not be narrowed to the means of conveying information about what is felt, what is thought about and what is important for the national community today.

Actually, a certain excess is not necessary in purely communicative relations and to solve current issues. However, excess of the language matter of journalistic materials contains feelings and aspirations of the people, animation of the world around, turning it to native, personal, understandable.

Without this excessively journalistic articles would not represent an important layer of journalism and, performing informative, communicative functions, satisfying the needs of people by broadcast previous experiences, they would be something other than what they are and what they are designed to be.

The originality of the language of journalism performs important functions: it contributes to the versatility and ease of associations born of the word, creates opportunities for their imaginative mutual transformations. The desire for unknown, subtle spheres of social and political realities has historical roots associated with the fate of the people and memory, religion, tradition.

The following language and linguistic facts can be considered as characteristic features of the Crimean journalism: 1) appeal to historical and cultural events of the distant past (the most active in this context) – the third defense of Sevastopol; 2) use of precedent anthroponyms associated with the names of political figures of the early 20th century: Stalin, Lenin, Hitler at the secondary nomination level.

3) use of Soviet slogans: the Motherland calls Crimea to itself; 4) semantically and grammatically transformed precedent designs with various sources - then even the stones from the sky; 5) neolexems: krymnash, blackout.

## **CONCLUSION**

This complex functioning of the presented language tools is a distinctive feature of the Crimean journalism and allows the most deeply and fully reflect the current position of the Crimean region in the media space.

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