GATUNKI MEDIALNE PODKREŚLAJĄCE WYDARZENIA ZWIĄZANE Z COVID-19 I ICH CECHY LEKSYKALNE

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Adnotacja. Wybitni naukowcy krajowi i zagraniczni poświęcili swoje badania naukowe gatunkom mowy i ich klasyfikacjom. Jednak rosnąca popularność radia, telewizji, mediów i mediów społecznościowych wymaga znajomości gatunków medialnych, które istnieją na obrzeżach językoznawstwa i dziennikarstwa. Dlatego należy zastosować zarówno językowe, jak i dziennikarskie metody badawcze w celu zidentyfikowania i zbadania charakterystycznych cech gatunków medialnych. Choć językoznawstwo kładzie nacisk na leksykalne cechy gatunków medialnych, dziennikarstwo podkreśla dialogowość jako krytyczne kryterium. Językoznawstwo pozwala odkrywać unikalne sposoby wzbogacania języka, a dziennikarstwo pomaga klasyfikować media, biorąc pod uwagę wpływ autora na adresata. Chociaż przeanalizowano wiele źródeł, nadal istnieje potrzeba zbadania nowych danych, takich jak nowe artykuły, strony internetowe, blogi lub vlogi.

Słowa kluczowe: gatunki mowy, gatunki informacyjne, gatunki ewaluacyjne, gatunki motywacyjne, neologizmy.

MEDIA GENRES USED TO COVER NEWS ON COVID-19 AND THEIR LEXICAL FEATURES

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Abstract. A large number of prominent scholars have dedicated their scientific research to speech genres and their classification. However, growing popularity of the radio, television, mass media, and social networking sites requires excellent command of media genres which are on the periphery of linguistics and journalism. Thus, both linguistic and journalistic methods of research should be applied so as to study and define characteristic features of media genres. While linguistics puts emphasis on the vocabulary characteristic of media genres, journalism emphasizes dialogism as the most important criterion. The former provides us with an opportunity to scrutinize unique ways of vocabulary enrichment such as the introduction of neologisms, when the latter enables us to categorize media genres taking into account an impact made on the addressee by the author. Although a lot of information has been analyzed, the increasing number of new articles, web-sites, blogs, and vlogs provides data for further scientific research.

Key words: speech genres, informing genres, evaluating genres, incentive genres, neologisms.

МЕДІЙНІ ЖАНРИ, ЯКІ ВИСВІТЛЮЮТЬ ПОДІЇ, ПОВ'ЯЗАНІ З COVID-19, ТА ЇХ ЛЕКСИЧНІ ОСОБЛИВОСТІ

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Анотація. Визначні вітчизняні та закордонні науковці присвятили свої наукові дослідження мовленнєвим жанрам та їх класифікації. Однак зростаюча популярність радіо, телебачення, засобів масової інформації та соціальних мереж вимагає знання медійних жанрів, які існують на периферії лінгвістики та журналістики. Отже, слід застосовувати як лінгвістичні, так і журналістські методи досліджень, щоб визначити та дослідити характерні риси медійних жанрів. Тоді як лінгвістика ставить наголос на лексичних характеристиках медійних жанрів, журналістика підкреслює діалогічність як найважливіший критерій. Лінгвістика дозволяє вивчати унікальні шляхи збагачення мови, а журналістика допомагає класифікувати медійні жанри, беручи до уваги вплив автора на адресата. Хоча було проаналізовано багато джерел, але необхідність досліджувати нові дані, наприклад, нові статті, сайти, блоги чи влоги, все ще існує.

Ключові слова: мовленнєві жанри, інформаційні жанри, оціночні жанри, спонукальні жанри, неологізми.

Introduction. Numerous eminent scientists have contributed their research to speech genres. M.M. Bakhtin has introduced the term speech genre which is a relatively stable utterance that has been created for an exact sphere in which language is used. Although the scholar defines 30 genres, he acknowledges that the number of genres can increase (Bakhtin, 1982: 487). The increase is attributed to the fact that any language is changing continuously. For this reason, the number of speech genres should grow correspondingly to the changes in a language. T.V. Shmeleva and T.V. Yakhontova have introduced questionnaires of a speech genre which can help scholars, define and study different speech genres as well as subgenres, their characteristic features and functions in a language.

Various communication channels such as the Internet or social networking sites have appeared. That induces the appearance of media genres which are different from speech genres. Unlike the latter, media genres have mediated communication channels. Furthermore, text layout, cognitive perception, stable utterances, vocabulary, and grammar are diverse.

G. Gerbner emphasizes that media genres are not limited to reporting the news. They are capable of influencing people and their opinions. L.R. Duskaeva concentrates the attention on interactive nature of media genres and divides them into 3 classes: informing, evaluating, and incentive (Duskaeva, 2012: 12).

New media genres emerge and become widespread quickly because of excessive Internet use. Due to imposed lockdown, declared curfew and self-isolation, more and more people are choosing watching videos, reading magazines or newspapers online as their favorite pastime. TV presenters, newspaper editors, video directors have to fulfil the needs of people locked at home by making their content eye-catching and engrossing.

Even though there are a lot of genres, media genres which are used for COVID-19 reporting are of utmost importance and draw meticulous attention of scholars worldwide. There are distinct advantages in studying genres that are currently developing. Not only are they up-to-date and reflect the attitude of people towards news in different cultures, but also they possess interesting characteristic features which are unique and unprecedented.

Despite the fact that scholars all around the globe have dedicated their research to media genres, it is unknown whether there is any research that focuses attention on neologisms as characteristic features of media genres used to report news on the pandemic.

Thus, the **aim** of the article is to find, define and classify media genres used during the pandemic as well as analyze their characteristic features, namely neologisms.

Online newspapers and magazines provide us with numerous examples of media genres, while distinguished scholars such as L.R. Duskaeva provide us with a chance to define and classify media genres.

In order to fulfil the aim, the following **tasks** should be accomplished:
– study the classifications of media genres offered by prominent scientists;
– classify media genres that are used for COVID-19 news reporting according to the criteria;
– describe lexical features that make these genres unique.

Materials and methods. The research has been conducted with the help of method of **induction** and **analysis**. Method of **induction** has been applied following these steps: 1) data on classifications of media genres has been collected; 2) web-sites, online newspapers and videos provided by the Internet sources have been analyzed; 3) media genres have been defined and divided in accordance with the classification; 4) lexical features of media genres have been researched. **Analysis** has been involved in order to understand the formation of neologisms which are a lexical feature that makes media genres reporting COVID-19 news unique.

Distinguished scientists all around the world have made their invaluable and outstanding contributions to the definition of speech genres, while media genres are considered to be relatively novel. In spite of having been used since the publication of the first newspaper, media genres are witnessing their recent unprecedented boost. The appearance of printed newspapers, invention of television, intellectual rise brought by the Internet, introduction of first sites have contributed to the development of new media genres.

According to G. Gerbner, mass media discourse and the genres which are typical of it, reflect and shape attitudes, tastes, as well as preferences of the audience. The scholar also states that any printed or online publication is a tool that can be used to govern among large groups of people which are either too numerous or too dispersed to interact in a personally mediated fashion (Gerbner, 2011: 7).

D.V. Dergach and L.R. Duskaeva put an emphasis on the syncretism of linguistics and journalism while researching media genres. L.R. Duskaeva claims that the journalists write articles on similar topics and attract the attention of discerning readers (Duskaeva, 2012: 9). Furthermore, the scholar emphasizes that the audience becomes more attached to the writing style of the journalist rather than to the type of news they want to read. Thus, the reader and the author become interconnected. The reader gives the directions that the author has to follow. According to L.R. Duskaeva, it is a phenomenon of media sphere personification. However, journalists attribute this phenomenon to columns.

Not only has L.R. Duskaeva highlighted the importance of dialogue and dialogic interaction, but also L.V. Shcherba and L.P. Yakubinsky have paid attention to this phenomenon. L.R. Duskaeva claims that dialogue forms the basis for the text. Moreover, the scholar states that the interaction between the author and the reader has been explained by scientists explicitly, although the expected addressee's response has not been researched yet. The following phenomenon can be observed while reading blogs because the author initiates interaction by posting an article. The expected interaction has to happen between the author and the reader. Nevertheless, this interaction can include more participants and provide us with the opportunity to study the way addresses interact with each other in the comment section below the article. Consequently, this complicated model of interaction includes 3 or even more participants: <addresser – addressee – addressee>.

L.R. Duskaeva defines a **media genre** as a stable model of interaction between informative positions of the journalist and addressee that is aimed at achieving the author's goal. The scholar divides all genres into 3 groups: 1) **informing genres** which are used to announce the news; 2) **evaluative genres** that induce evaluative judgment of the news; 3) **incentive genres** appear in response to someone's evaluative judgment in a form of an answer (Duskaeva, 2012: 12).

Having analyzed the articles of the scientists dedicated to media genres, we could not find any article which included classification of media genres used in reporting COVID-19 news based on criteria introduced by L.R. Duskaeva. Thus, the analysis and division of the articles with the help of L.R. Duskaeva's classification can allow the scholars to study and understand the choice of the journalist made in favor of a particular media genre. Moreover, it is important to study neologisms which are a unique lexical feature of these articles. It is paramount to define how these neologisms are formed in order to understand the most productive way and predict how neologisms related to the pandemic will form in the future.

Results and discussions. 15 articles have been chosen from current news on the Internet. They have been divided into 3 groups (informing, evaluative, and incentive) and further subdivided in accordance with the classification of L.R. Duskaeva.

Informing genres include reports and interviews that can be further subdivided into the following:

1. **genres reporting the event**;

1. 1 reports on the event itself: "India has reported more than 8,800 cases of deadly "black fungus" in a growing epidemic of the disease" (Biswas, 2021).

1. 2 reports on the causes: "Why has Seychelles seen rising case numbers? The Seychelles has vaccinated more people per head against COVID-19 than any other country, but has experienced a spike in cases" (Mwai, 2021).

1. 3 reports on the outcome of the event: "The Pfizer and AstraZeneca coronavirus vaccines are highly effective against the variant identified in India after two doses, a study has found" (Lee, 2021).

2. **genres reporting on circumstances**;

2. 1 reports concerning the interaction between subjects: "More than 40 countries, including US, Australia, New Zealand, European as well as neighboring nations such as Bangladesh, Bhutan have committed to provide India with medical items and pharmaceutical products that the country urgently needs to battle the unprecedented rise in COVID-19 cases" (Nandi, 2021).

2. 2 reports on the situation: "Coronavirus live updates: India recorded 343.144 fresh COVID-19 infections on Friday, taking the caseload tally to 24.046.809, according to MoHFW. Deaths from the virus surged by 4.000 to hit 262.317 in total" (Nandi, 2021).

2. 3 reports on the location where the situation is occurring: "Maharashtra reported 42.582 new coronavirus disease (COVID-19) cases and 850 deaths, followed by Kerala (39.955), Karnataka (35.297), Tamil Nadu (30.621), Andhra Pradesh (22.399), West Bengal (20.839), Uttar Pradesh (17.775) and Delhi (10.489) in the past 24 hours" (Nandi, 2021).

2. 4 reports on the causes that have triggered the situation: "Why has India been hit by COVID so badly now – and where could be next?" (Nandi, 2021).

3. **reports on a person**;

3. 1 quotation of someone's expression: "Prime Minister Justin Trudeau says his doctor's latest advice to him is to take a second shot of the AstraZeneca COVID-19 vaccine. "I talked to my doctor just last week, he recommended that I indeed get a second dose of AstraZeneca in the coming weeks or months when it becomes available", Trudeau said" (Aiello, 2021).

Evaluating genres encompass comments, articles, reviews, etc. and are subdivided into:

1. **genres that evaluate the dynamics**;

1. 1 evaluation and prediction of the course of the events: "How Fast COVID-19 Can Spread in a Household? As reported COVID-19 cases begin to rise again, there are new concerns that people will become less vigilant during the holidays" (Bahl, 2020).

1. 2 evaluation of social activity.

2. **genres that evaluate the statistics that is being observed**;

2. 1 evaluation of the social phenomenon;

2. 2 evaluation of the situation – the articles written by scholars, doctors, epidemiologists can be found on the following sites: covid19.who.int; nytimes.com/interactive/2021/us/covid-cases.html, worldometers.info.

3. **genres that evaluate someone's opinion**;

3. 1 evaluation of someone's expression: "One of Stanford University's professors of medicine is not only opposed to the novel coronavirus related lockdowns, but he's one of the world's top health experts in leading a global movement against them" (Morris, 2020).

3. 2 a piece of art evaluation.

Incentive genres are divided into genres that help evaluate something (e.g. event, situation, appearance, and person) and genres that evaluate someone's expressions (comments, articles, reviews):

1. **genres that stimulate practical activity**;

1. 1 warning about the danger of a social problem: "Myanmar doctors sound Covid warning as neighbors see record cases. The potential arrival of a highly transmissible variant could overwhelm health systems already struggling after military coup" (Davis, 2021).

1. 2 genres that induce the overcome of a social problem.

2. **genres that stimulate the choice**;

2. 1 suggestions how to overcome the problem;

2. 2 advice on the course of action: "Treating COVID-19 at home: Care tips for you and others" (Mayo Clinic Staff, 2021).

3. **genres that stimulate the correction of an action**:

3. 1 advice on how to correct the execution of an action;

3. 2 warning about the danger of an incorrect action plan: "Experts have called for stronger health warnings for people being vaccinated against COVID-19 after observing a rise in infections shortly after vaccination, suggesting that many people are letting their guard down before the vaccine has taken effect" (Day, 2021).

Having analyzed and subdivided the articles according to the classification introduced by L.R. Duskaeva, we could not neglect the fact that the articles reporting COVID-19 news contain a large number of neologisms. Thus, we have to analyze the way these neologisms have been formed and define the most productive way so as to understand which one will be used more frequently in the future.

Acronyms can be frequently encountered in the articles reporting the news on the pandemic. They are formed with the help of combining the initial letters (less frequently syllables) of all or several elements of the word (Fedorenko, Sukhorolska, Ruda, 2009: 109). The letters that compose the acronym are pronounced as a word (Brinton, 2000: 253).

No.	Acronym	What each letter stands for	Definition
1	APF	Assigned Protection Factor	a level of respiratory protection that a mask or respirator provides
2	ARDS	Acute Respiratory Distress Syndrome	a life-threatening lung condition that allows fluid to leak into the lungs causing impaired breathing and insufficient oxygen supply
3	BCV	Before Corona Virus	an acronym that refers to the period of time before the pandemic of COVID-19
4	CFR	Case Fatality Rate	the number of people who die from a certain disease compared to the total number of the reported cases of the disease
5	CDC	Centers for Disease Control and Prevention	the national public health agency in the USA
6	COVID	Coronavirus Disease	an infectious disease that is caused by a newly discovered virus Sars-CoV-2
7	MERS	Middle East Respiratory Syndrome	an illness caused by the Middle East Respiratory Syndrome Coronavirus that is transferred to humans from infected dromedary camels
8	PCR	Polymerase Chain Reaction	a laboratory method used to amplify DNA sequences in order to diagnose COVID-19
9	PUI	Person Under Investigation	an acronym that is used to refer to the patient who has been in close contact with a person with confirmed infection
10	PPE	Personal Protective Equipment	any equipment which will protect the person against health risks such as masks, respirators, gloves, etc.
11	Sars-CoV-2	Severe Acute Respiratory Syndrome Coronavirus 2	the virus which spreads from person to person through droplets coughed or sneezed by a COVID-19 infected person
12	WFH	Work From Home	an acronym that refers to the tasks completed by a person who works from home rather than commutes to their workplace

Blends or **portmanteaux words** are created when the first syllable of the first word is attached to the last syllable of the second word (Fedorenko, Sukhorolska, Ruda, 2009: 252). The formation of these words includes two processes namely clipping and compounding (Brinton, 2000: 107).

No.	Portmanteaux word	1ˢᵗ word	2ⁿᵈ word	Definition
1	Blursday	to blur – to make sth become more difficult to see	day	any day of the week that is difficult to be determined due to the pandemic, lockdown and working remotely
2	Coronababy	Coronavirus	Baby	a baby that is born after the lockdown caused by the spread of COVID-19
3	Coronabond	Coronavirus	Bond	an alliance of countries that has been formed to prevent the detrimental effect of COVID-19 spread
4	Coronacation	Coronavirus	Staycation – the word is a portmanteaux word as well which consists of two words: "to stay" and "vacation".	unplanned vacation during which a person stays at home due to the cancellation of meetings, flights, classes, etc. because of COVID-19

5	Coronaclickbait	Coronavirus	Clickbait	an activity which encourages web-site users to click through to another site with the help of hyperlinks during COVID-19 outbreak
6	Coronacoaster	Coronavirus	Rollercoaster	quick changes of the mood during the pandemic
7	Coronacoma	Coronavirus	Coma	longer naps that are taken by people during quarantine
8	Coronacut	Coronavirus	Haircut	a haircut that a person has during quarantine due to cutting their hair on their own without any help of a hairdresser
9	Coronageddon	Coronavirus	Armageddon	hysteria caused by the spread of the news about COVID-19 by mass media
10	Coronanoia	Coronavirus	Paranoia	a horrible feeling that is caused by the fear of contracting COVID-19
11	Coronanomics	Coronavirus	Economics	a word that is used to define the economic state of a country during the pandemic
12	Coronapocalypse	Coronavirus	Apocalypse	the sequence of irrational events that occur due to the spread of COVID-19
13	Coronawashing	Coronavirus	Whitewashing	an incidence when somebody claims that pre-existing products are capable of treating COVID-19 without providing substantial evidence because of having ulterior motives
14	Coroncellation	Coronavirus	Cancellation	the cancellation of events due to the spread of COVID-19
15	Coronial	Coronavirus	Millennial	a child that is born after the lockdown
16	Coronopticon	Coronavirus	Panopticon – a prison with circularly arranged cells so as to observe the prisoners at all times from the centre	an application that is used by the government to track people's location, contacts, etc.
17	Covexit	Coronavirus	Exit	the strategy that is introduced by the government in order to ease restrictions
18	Covideo	Coronavirus	Video	a video that is watched during quarantine in order to pass the time
19	Covidient	Coronavirus	Obedient	a person who obeys the rules introduced during the pandemic
20	Covidiot	Coronavirus	Idiot	a person who ignores the rules introduced by the government during the pandemic
21	Covidivorce	Coronavirus	Divorce	a divorce resulting from the lockdown during the pandemic
22	Covidol	Coronavirus	Idol	a law-abiding citizen during the pandemic
23	Infodemic	Information	Epidemic	a quick spread of misinformation
24	Lockstalgia	Lockdown	Nostalgia	a feeling of nostalgia for a time when the country was in lockdown
25	Loxit	Lockdown	Exit	the process of exiting from the lockdown restrictions
26	Macaronovirus	Macaroni	Coronavirus	an attempt to purchase more goods that you actually need
27	Mockdown	to mock	Lockdown	insufficiently enforced lockdown
28	Pancession	Pandemic	Recession	an economic recession caused by COVID-19
29	Quaranteam	Quarantine	Team	a number of people you share the apartment with during the lockdown
30	Quarantrend	Quarantine	Trend	a trend that is introduced during quarantine
31	Zumping	Zoom	to dump	the end romantic relationships via Zoom

Zero-derivation involves the **conversion** of one part of speech into another without the addition of affixes (Fedorenko, Sukhorolska, Ruda, 2009: 251).

No.	Noun	Verb	Adjective
1	Quarantine	to quarantine	–
2	Pandemic	–	Pandemic

Back-formation involves the creation of new words with the help of subtracting affixes (Fedorenko, Sukhorolska, Ruda, 2009: 251).

No.	Noun	Verb
1	Self-isolation	to self-isolate
2	Vaccination	to vaccinate
3	Disinfection	to disinfect
4	Infection	to infect
5	Ventilator	to ventilate

Clipping results from dropping part of a word, either the beginning or the end of it (Brinton, 2000: 108).

No.	Clipping	Noun
1	Iso	Isolation
2	Pandy	Pandemic
3	Quaz	Quarantine
4	Sanny	Sanitizer

A **compound** is defined as a combination of two or more roots as well as associated affixes (Brinton, 2000: 103).

No.	Compound noun	1ˢᵗ noun	2ⁿᵈ verb + ing	Meaning
1	Zoombombing	Zoom	to bomb	an unwanted intrusion of a video-conference
2	Doomscrolling Doomsurfing	Doom Doom	to scroll to surf	the activity that is aimed at searching the Internet in order to read items about disastrous events
3	Contact-tracing	Contact	to trace	an attempt to control the spread of COVID-19 by identifying and isolating individuals who are ill or have been in contact with an infected person
4	Videofurbishing	Video	to furbish	the process of making a room look cleaner before having a video-conference

No.	Compound noun	Preposition	Verb	Meaning
1	Outbreak	Out	to break	a sudden appearance and spread of a disease
2	Infit	In	to fit	an outfit that is worn indoors during quarantine

Compound noun	Verb	Preposition	Meaning
Lockdown	to lock	Down	a situation in which people are not allowed to leave homes or travel due to a dangerous disease

However, sometimes more than one process of word formation is involved. For instance, a compound noun can be created with the help of derivation (adding affixes) and clipping.

Compound noun	Prefix	Root	Suffix	Meaning
Anti-vaxxer	-anti	vaxx – clipped form of the word "vaccine"	-er	a person who refuses the benefits vaccination

Compound noun	Noun	Verb	+ing	Meaning
Coronasplaining	Coronavirus	to explain	+ing	the process that involves explaining COVID-related issues to a better-informed person

On the other hand, COVID-19 gives rise to the appearance of numerous phraseological units, namely phraseological combinations, unities, fusions (Cherkas, 2009: 11).

Phraseological combinations are characterized by partially changed meaning which can still be deduced from the constituents.

No.	Combination	Meaning
1	Armchair virologist	an unqualified person who gives irrelevant advice or explanations on viral spread
2	Drive-thru testing	a test performed by a health care provider while people stay in the car
3	Quarantine bae	a person you are in romantic relationship with during quarantine
4	Covid belly	excessive weight gained during quarantine

Although the meaning of **phraseological unities** is completely changed, the metaphor, on which the shift of meaning is based, is clear and transparent.

No.	Unity	Meaning
1	Corona crunch	a drastic impact of the pandemic on university income
2	Covid cowboy	a person who deliberately spreads COVID-19
3	Covid chicken	a person who avoids meeting other people on the sidewalk due to social distancing
4	Elbow bump	a gesture in which people tap their elbows to reduce the risk of COVID-19 spread
5	Vaccine nationalism	a competition aimed at discovering and producing an antivirus vaccine before anyone else manages to do that

Phraseological fusions have a completely changed meaning. The metaphor, on which the shift of meaning is based, is obscure.

Fusion	Meaning
Space marshal	a person who is in charge of social distancing supervision at supermarkets

As soon as the analysis is complete, we can state that the classification introduced by L.R. Duskaeva is applicable. While studying media genres with the help of the scholar's classification, it has been found that media genres can be divided on the basis of the author's intention as the main criterion for subdivision.

Moreover, it can be stated that blending is the most productive way of forming neologisms:
1) blending – 42.5%;
2) acronyms – 16.5%;
3) phraseological combinations – 13.7%;
4) compounding – 12.3%;
5) back-formation – 6.8%;
6) clipping – 5.55%;
7) conversion – 2.7%.

It can be expected that a larger number of neologisms will be formed with the help of blending in the future. However, further study of neologisms related to the pandemic of COVID-19 is possible due to the fact that they appear every day.

Conclusion. Speech genres as well as media genres have been studied thoroughly by a large number of prominent scholars. They have introduced their definitions and classifications which are based on different criteria. Media genres are different from speech genres in terms of having mediated communication channels, different text layout, typical stable utterances, and cognitive perception.

The variety of definitions and classifications of media genres is remarkable, although all of them are based on divergent criteria. Thus, scientists are given a chance to study and classify media genres taking into account the criteria they would like to concentrate on.

L.R. Duskaeva has made a notable contribution by introducing the definition and classification of media genres which take into consideration the author's intention as one of the main criteria for subdivision.

Newspapers, magazines and blogs on the Internet have provided us with various types of media genres that have been subdivided in accordance with the classification created by L.R. Duskaeva. Moreover, it has been found that media genres reporting the news on the pandemic of COVID-19 are rich in the number of neologisms. It can be expected that even larger number of neologisms will appear with the help of blending since it has been found the most productive ways of word formation. However, further study could be conducted in order to classify newly appeared media genres and neologisms.

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