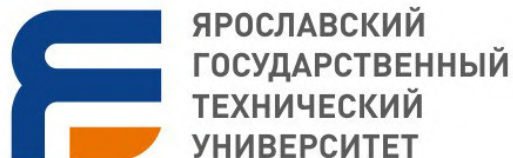


МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ
РОССИЙСКОЙ ФЕДЕРАЦИИ
ФЕДЕРАЛЬНОЕ ГОСУДАРСТВЕННОЕ БЮДЖЕТНОЕ ОБРАЗОВАТЕЛЬНОЕ
УЧРЕЖДЕНИЕ ВЫСШЕГО ОБРАЗОВАНИЯ
«ЯРОСЛАВСКИЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ»
КАФЕДРА ИНОСТРАННЫХ ЯЗЫКОВ



ЛИНГВИСТИКА И ПРОФЕССИОНАЛЬНАЯ КОММУНИКАЦИЯ

**Сборник научных трудов
по материалам**

**II Всероссийской научно-практической
студенческой конференции с
международным участием**

Ярославль,

18 мая 2022 года

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Л59 ЛИНГВИСТИКА И ПРОФЕССИОНАЛЬНАЯ КОММУНИКАЦИЯ:

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В настоящий сборник включены научные статьи, содержание которых было представлено авторами в докладах на II Всероссийской научно-практической студенческой конференции с международным участием 18 мая 2022 г. в ФГБОУ ВО "Ярославский государственный технический университет". Рассматриваются такие актуальные проблемы, как использование возможностей цифровой среды при изучении иностранных языков, лингвистические исследования в сфере профессиональной коммуникации, передовые научно-технические знания и достижения в профессиональной деятельности. Сборник адресован ученым, преподавателям высших и средних специальных учебных заведений, студентам, аспирантам, магистрантам, бакалаврам, а также широкой научной общественности.

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LINGUOCULTURAL IMAGE OF THE DOCTOR IN BRITISH AND AMERICAN MEDIA DURING THE PANDEMIC

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ЛИНГВОКУЛЬТУРНЫЙ ОБРАЗ ВРАЧА В БРИТАНСКИХ И АМЕРИКАНСКИХ СМИ В ПЕРИОД ПАНДЕМИИ

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Аннотация. В статье представлен лингвокультурный образ врача в британских и американских СМИ в период пандемии на основе анализа британских и американских статей новостной направленности, выпущенных в период распространения эпидемии.

Ключевые слова: образ врача, американские врачи, британские врачи, коронавирус, пандемия, СМИ, языковые средства, лексические средства.

Abstract. The article shows the linguocultural image of the doctor in British and American media during the pandemic, based on an analysis of British and American news articles published during the spread of the epidemic.

Key words: image of a doctor, American doctors, British doctors, coronavirus, pandemic, media, linguistic means, lexical means.

In many countries, public health is a priority area for development because of its obvious contribution to socio-economic progress. It is well known that, due to modern scientific achievement public health has been successfully developed. It is no exaggeration to declare that all media have covered the dramatic problem of outbreak and proliferation of coronavirus epidemic (COVID-19) around the world and the segregated strata there were articles about doctors, which moulded the mood of readers during the global lockdown.

At present, the study of the relationship between lexical units and meaningful categories of culture is of particular interest. One of these categories are the concepts of culture, which are most clearly represented in journalistic texts.

The aim of our analysis is to reveal linguistic features of the representation of the image of a doctor in the American and British media during the pandemic.

The object of study is English-speaking media resources. **The subject** of the study is linguistic, valuable and significant judgments, which reflect relations to the activities of doctors in the two countries. In our research were used general scientific methods of analysis – comprehensive, comparative, empirical method of quantitative-qualitative content analysis of materials of periodical press.

The study of the main characteristics of the concept is important for understanding the concept of «linguocultural image». The images created by journalists become as close to real as possible. In accordance with this, the concept of an image is interpreted as «mental perception and reflection of phenomena and facts that take place in the world, including an individual attitude to these phenomena. The most important property of an image is to reflect the world in the process of its practical creation, that is, an image is a certain model of reality that restores information received from reality in a new entity» [1, p. 7].

The image affects thinking, takes root in the mind, forcing one to believe what is presented in the media, even if the information is contrary to the facts of reality.

As N.N. Boldyrev, «an image is a mental stereotyped perception and reflection of phenomena and facts that take place in the world, including a purposefully formed attitude to these phenomena by means of mass communication and psychological influence» [2, p. 18]. The image affects thinking, takes root in the mind, forcing one to believe what is presented in the media, even if the information is contrary to the facts of reality.

We have considered the publications of the most well-known news editions – *BBC* (<https://www.bbc.com/>), *The New Yorker* (<https://www.newyorker.com/>), *The Times* (<https://www.thetimes.co.uk/>), *CNN* (<https://edition.cnn.com/>) and *Washington times* (<https://www.washingtontimes.com/>). The volume of the researched material was 50 articles. The period of random sampling of articles – from January 2020 (first reports of the epidemic in China) to March 2022 (reduction of the outbreak, spread of the new variant of covid-19 – Omicron).

Thus, the following concepts associated with the term "doctor" are brought up to date in the news reports:

1. Medic

Medics say the high number of Covid-positive patients is putting huge pressures on hospitals, even though very few are seriously ill. (BBC)

Also among the President's new initiatives is a plan to prepare 1,000 military service members to deploy to overburdened hospitals across the country in January and February, administration officials said. Those service members will include doctors, nurses, medics and other military medical personnel. (CNN)

The medics transporting him had no P.P.E. (Personal Protective Equipment) (The New Yorker)

2. Staff or medical staff

The main problem is not pediatric coronavirus infections - it's staff shortages. (The New Yorker)

Fewer people are hospitalized with Covid-19 in the United States now than at any other point in the pandemic, but hospitals and staff continue to feel the strain. (CNN)

Sacked test centre staff thrown to wolves. (BBC)

Members of the military are to be brought in to help medical staff in Northern Ireland in the fight against Covid-19. (BBC)

3. Health Secretary/ Department of Health and Human Services

...the US Department of Health and Human Services first started tracking in July 2020. (CNN)

Scotland's Health Secretary Jeane Freeman said the pay rise for NHS workers demonstrated that "we fully value all our medical and dental staff and the important contribution they make". (BBC)

4. Doctor

Doctors in Middlesbrough are trying to vaccinate as many homeless people as they can. (BBC)

From the early days of the pandemic, doctors noticed that in severe cases of Covid-19 - the ones that landed people in the hospital on ventilators with shredded lungs – most of the internal wreckage wasn't being directly inflicted by the virus itself but by a blizzard of immune reactions triggered by the body to fight the infection. (CNN)

...but then doctors began to report that Omicron infections might be less likely to result in hospitalization than was the case for Delta. (The New Yorker)

5. Nurse

The nurse was involved in testing a number of treatments including malaria drug hydroxychloroquine, blood plasma – which contains antibodies to coronavirus - and dexamethasone, an anti-inflammatory steroid. (BBC)

School nurses, who were already stretched thin before the pandemic, say that they are overworked and overwhelmed. School nurses, who were already stretched thin before the pandemic, say that they are overworked and overwhelmed. (The New York Times)

6. Medical workers

The exodus of medical workers during the pandemic has been especially brutal for the small, nonprofit safety-net hospitals where millions of Americans seek care. (The New York Times)

NHS medical workers in Scotland are to receive a 2.8% pay rise. (BBC)

7. Healthcare workers

Healthcare workers put their lives on the line while others groan about masks. (The Times)

And what really is challenging is, on top of that, we can expect 10% to 30% of health care workers to get injected during that time. (CNN)

The authors of op-ed articles use a variety of linguistic funds to put emphasis on the importance of doctors. In UK media resources, epithets play a significant role in this objective. Here are some examples:

1. The chief minister said it was time to be «brave» and to "trust in the vaccines". (BBC)

2. Brave ICU doctor warns about COVID «vaccine» injuries. (BBC)

3. «Truly heroes». Tributes pour in for doctors, nurses fighting coronavirus pandemic (Golden State Times)

It should be noted that in the American media we can seldom find epithets to describe the image of a doctor. Here are just a few examples. For instance, the danger of what had happened was expressed by epithets such as: «Bullied doctors turn to new helpline for support» (The Times); «Doctors become confused» (The Times). At the same time, epithets describing fear, uncertainty (frightened, hesitant) are not found in the British and American media. Adjectives could be used in headlines, but in a positive context: «They haven't gotten a Covid Vaccine Yet. But they aren't 'hesitant' either. » (The New York Times)

Comparisons have also been identified in the material analyzed. As an example, a comparison is made between a hero's cloak and a medical gown: «Covid test centre staff in Wales say they have been "thrown to the wolves", with some given just days' notice that their jobs would disappear. » (BBC).

Doctors are also compared to firefighters, police officers: «Every crisis has its heroes, every disaster its displays of selflessness and sacrifice. Firefighters race into burning buildings. Police officers place themselves in the line of fire. Soldiers march into war. And now, amid the coronavirus pandemic, our health-care workers, doctors, nurses, EMTs and support staff who risk becoming infected themselves — who risk infecting their own families — are making extraordinary sacrifices to care for the rest of us. »; « Which, of course, we didn't. Not enough, and not in time. And that is what makes the heroism of the health-care workers even more extraordinary. This is their version of running into a burning building. »

Metonymy should also be identified as one of the tropes that actualize the image of the doctor: «They do so, most infuriatingly, even as they have been put at greater risk than necessary by the avoidable shortages of masks, face shields and other personal protective equipment. » This case glorifies the heroism of doctors in the fight against the coronavirus epidemic. In English-speaking media resources, metaphors play a significant role in implementing the image of a doctor. Here are some examples: «Nurses are «angels», doctors are «heroes», the NHS is «world beating». (The Times)

Synonyms are an equally prevalent means of expressive and colorful lexicon to create the image of the doctor: «Overworked doctor have said that they are forced to overlook older, sicker patients to focus on those who are younger and more ...» (The Times); «Overstretched doctors forced to choose who lives and who dies» (The Times); «School nurses, who were already stretched thin before the pandemic, say that they are overworked and overwhelmed. School nurses, who were already stretched thin before the pandemic, say that they are overworked and overwhelmed. » (The New York Times)

The articles also identified **antitheses**: «Healthcare workers put their lives on the line while others groan about masks. » (The Times) as a way of actualizing the image of the doctor.

The quote affects one's psychological nature. Every American has a different view of the tragic period of the pandemic. The authors of the article try to evoke emotions in the reader by making them re-experience the happenings in their minds: «...But there is another change. This time we are no longer *heroes*. This is the new normal». (BBC)

Some examples of the use of phraseology, proverbs and idioms in British media resources were also identified: «Not all heroes wear capes. In the midst of the novel coronavirus pandemic, the real heroes wear scrubs. (BBC)

At the morphological level, **anaphora** should be identified as the dominant means of actualizing the image of the doctor: «Someday, when all this is over, we'll likely put up statues of people in hospital scrubs. We'll have parades in their honor»; «And now, amid the coronavirus pandemic, our health-care workers, doctors, nurses, EMTs and support staff **who risk** becoming infected themselves — **who risk** infecting their own families — are making extraordinary sacrifices to care for the rest of us» (Washington post).

So, a linguocultural image is a mental stereotyped perception and reflection of phenomena and facts that take place in the world, including a purposefully formed attitude to these phenomena by means of mass communication and psychological influence.

The linguocultural image reflects the national and cultural features that are significant for the linguocultural community where it is formed.

In conclusion, the most frequent way of emphasizing the image of a doctor in the British and American media – metaphor, antitheses, phraseology and epithets.

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