SMALL GENRE FORMS OF INFORMATION STYLE

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The author describes the small genre forms of information operating within the informative style of the contemporary Ukrainian language and focuses the attention on their syntactic features and their position among the similar syntactic units. The qualitative and quantitative parameters pointing out the implementation of the stated units in the speech and some of their specific syntactic character are reported.
Keywords: informative style, lead paragraphs, advertisements in transport, word military orders, small genre forms of information, SGFI.

Despite the fact that the informative styles, namely informational style and publicistic style, are very close in the contemporary linguistics, the apartness of informational style and its distinctiveness from the publicistic style are considered to be fairly proved. The specific character of the informative text syntax has been studied by many linguists, but it still remains one of the topical **problems** in the contemporary syntax theory.

D.Kh. Barannik, who is the first to single out the informational style and informative speech, distinguishes the styles by the aim and the functional target within the oral form of the Ukrainian monologue speech and keeps apart the informational style as the speech composition of an informative objective. The form of speech, oral or written, is regarded as an indicator, according to the scientist [2; p. 2-6; 3, 4]. Based on the norms of contemporary linguistics, we may claim that the term "language style" possesses at least three definitions, as follows: 1) individual manner of oral rendering of information; 2) expressive and stylistic kind of language; 3) functional type of language [14].

It also worth noting that the oral and the written forms of language applied to informative texts of the contemporary Ukrainian press reveal the agility and the changeability of their system, as it reflects all the processes which take place at the certain stages of the Ukrainian language development, as well as within any other national language in general.

The small genre forms of information, the peculiarities of their syntax and their grammatical types are the scantily researched issue of contemporary syntax. **The urgency of this problem** is emphasized by the fact that small genre forms of information have never been the object of a complex study.

The problem of distinguishing the small genre forms **is relevant to the subject** "Regular Character of the Ukrainian Language Development and Functioning" **of the scientific research of the Ukrainian Language Chair** of the Oles Honchar Dnipropetrovsk National University.

The significant contribution to the theory of informative text syntax, specific character of genres and genre forms of the publicistic style and the informational style is made by Ju.O. Areshenkov [1], D.Kh. Barannik [2], A.A. Volkov [5], K.H. Horodenska [6], V.I. Hrytsyna [7], V.V. Zaitsev [9], T.V. Melkumova [11] and others.

It should be noted that the specific differentiating feature of the publicistic style and the informational style is in the correspondence of a speech composition to an activity type: informative speech targets mass information, while the publicistic one pursuits the political-ideological-informative activity. The differences of the two styles are traced in the spheres of their application, functional directions, stylistic traits, linguistic functions and attributes. These styles, as well as the other styles of language, have their own genres and genre forms; we consider the publicistic style and the informational style to be the source of the small genre forms of information (hereinafter referred as SGFI).

The current paper deals with the SGFI syntax **issues uncovered in the earlier research,** namely, the specific character of the vocative structures of the stated types, directing dominants of word-based military orders, super-phrase unity of lead-paragraphs and others.

The methodological and scientific value of the research is in the opportunity to utilize its results for further studies on the language genre systems, for analyses of genre forms of the oral and written speech, for enlarging and improving the theoretical courses on the sentence syntax and the specialised text books, as well as for application in seminars on syntax and stylistic problems related to the humanities in the institutions of higher education.

In this paper, the small genre forms of information are defined as the models, which are grammatically close in their volume to syntactical mini-structures, clearly distinguished within the informational style (a few groups – within the publicistic style) and possessing the syntactical specific character, described by autonomous existence, modality, expressiveness, semantic completeness, lingua and social indicators, laconic way of expression, address to a target audience and usability mainly in the informative styles (the informational style and the publicistic style) of the contemporary Ukrainian language.

Within the informational style, we explore in more details the following genre forms: vocative SGFI constructions, announcements of a chairperson, comprehensive SGFI addresses, announcements of a moderator of mass entertainment or social events, nominative SGFI constructions, SGFI announcements in transportation means; within the publicistic style: lead-paragraphs and detailed headlines of the periodicals. Word-based military orders are regarded as a highly specialized kind of SGFI in the contemporary Ukrainian language.

Conducting a research on the identification problem for the word-based military orders, as a highly

specialized SGFI, it is important to pay attention to their differentiation per speech type (oral, oral-written, oral-informative) in which word-based military orders are applied, as this is a novel issue which appeared to be out of the contemporary linguistic focus. It needs to be mentioned that these structures are mainly sentences of imperative modality. Moreover, functionally imperative SGFI word-based military orders are divided into classes: imperative sentences, sentences to express requests, sentences to express calls, sentences to express prohibitions, etc. In order to illustrate the materials under research we use the Ukrainian authentic speech submitted in the form of transliteration accompanied with 1) word by word translation into English, produced with the objective to sustain the original syntax and colouring of the Ukrainian language, and 2) traditional English translation: *Varta – rivniais, strunko, rivniannia pravoruch – 1) Guard – even, straight, even right – 2) Guard – dress, front, right dress; Varty, pravoruch!, Krokom – rush! – 1) Guards, eyes right! By step – move! – 2) Guard, right!, Forward – march; Vartovyi, pryiniaty post – 1) Guardsman, take the post – 2) Guardsman, take over the post; Viddilennia, – do zbroi! Po poriadku – rozrakhuis! – 1) Squad – to arms! In order – count yourself – 2) Squad! Stand to! Count off!; Viddilennia, kruhom – rush! – 1) Squad, round – move! – 2) Squad, to the rear, march); Viddilennia, na pershy ta druhii – rozrakhuis! – 1) Squad, the first and the second – count yourself! – 2) Squad, by twos, Count off!; Viddilennia, roziidus – 1) Squad, spread. – 2) Close station!* [10]. Among the studied structures, this SGFI group totals up to 9 %.

The grammatical peculiarities, specific character of the structure, and original functionality of lead paragraphs and headlines of periodical, which make up the most widely spread group of SGFI, **have also never been discussed by the linguists.** In our opinion, irrespectively of the text type, the essential part of every lead paragraph, as well as of every headline, is the informative function, the function of influence, or the advertising function, which is the direct evidence that the mentioned structures belong to SGFI.

Among the most widely used lead paragraphs and detailed headlines, structures which function within the press medium are the sentences with the hortatory modality, which performs the imperative function for further exposition of a newspaper text contents. Lead paragraphs almost never exceed one paragraph composed of three sentences: *Znaioma rozpovila po telefonu, shcho bilia nashoi shkoly vce perekruto, pryikhaly "shvidky", pozhezhni mashyny. Vchytelka na mii dzvinok zapevnyla, shcho vse v poriadku, dity na vulytsi. Oskilky dveri v klas zablokuvalo ruinami vid stiny, to vybyralusia cherez vikno. – 1) Acquaintance told on phone, that near our school everything is blocked, came "quecklies", fire cars. Teacher to my call ensured me, that everything is in order, children on street. Because door to class is blocked with ruins from wall, then got out through window. – 2) An acquaintance called me and told, that the roadblocks were set all around the area near our school, ambulances and fire engines arrived. When I called the teacher, she gave me a relief: everything was ok, the children were out of doors at that moment. Due to the doorways blocked with wall ruins, they had to get out through the window.* [6]. This type of SGFI is approximately 22%.

The nest SGFI group, which is worth the reader's attention, is the railway station announcements. Their structure has their specific features, which **remain to be poorly studied.** These features are determined by the performance peculiarities of the auto-informer or the recorded announcement facility (recording) along with the microphone (living oral speech). The specific structure of the railway station announcements and their syntactic models are in the direct dependence on the announcement type, as a discrete construction from the standpoint of the contemporary syntax: they predominantly have expressive colouring to enhance their impact on the target audience. One productive actively developing SGFI group of this kind is the announcements related to selling the railway tickets. In contemporary syntax, they are classified as definite-personal sentences and amount up to about 17% of their class structures: *Prodam dva zhd bileta Kyiv – Donetsk na 30.08.2014 roku – 1) I will sell two r. w. tickets Kyiv – Donetsk to 30.08.2014 year – 2) Two Kyiv – Donetsk railway tickets on 30.08.2014 are on sale; Prodam zaliznychni bilety z Poltavy do Chernihova – 1) I will sell railway tickets from Poltava to Chernihov. – 2) Railway tickets of Poltava – Chernihov destination are on sale* [13]. Among the SGFI models, railway station announcements make up 33%.

The other group of SGFIs, which we would like to demonstrate, is subway auto-informer announcements. Their syntactic features and their grammatical structures have appeared to be out of the complex linguistic analysis, although these announcements conveyed by auto-informers in subways are a type of SGFIs, which takes its position among the similar syntactic structures. Nominative and vocative sentences with hortatory modality (prohibition, request, advisement, etc.) dominate among them as models in which the discussed structures are implemented. These units are used to name a location or an object and are represented in the oral speech by the models containing proper names (the examples are as follows: *Stantia "Khreshchatik"! – 1) Station "Khreshchatik"! – 2) Khreshchatik; Stantia "Hidropark"!, Stantia "Ploshcha Revolutsii" – 1) Station "Hidropark"!, Station "Square Revolutsii" – 2) Hidropark. Revolutsii Square* [12]); or models where the proper name follows the preposition and is followed by the hortatory-proposal-indicating part: *Stantia "Zoloti vorota". Perekhid na stantiiu "Teatralna" – 1) Station "Zoloti vorota". Passing way to station "Teatralna" – 2) Zoloti vorota. Through this station you can get to Teatralna station; Stantia metro "Khreshchatik". Perekhid na stantiiu "Maidan Nezalezhnosti " – 1) Station of subway "Khreshchatik" Passing way to station "Maidan Nezalezhnosti". – 2) Khreshchatik. Through this station*

you can get to Maidan Nezalezhnosti [12]. Among the groups analysed in this research, this type of SGFI makes up approximately 17%.

The list of SGFIs related to transportation means would be incomplete without the airport announcements. Their peculiarities have not been systematically described yet as well. We believe that nominative sentences of announcements, which belong to the SGFI structures and the variations of their hortatory units, are dynamic and becoming more often applied in syntactic constructions of the SGFI group due to the manifestation of the nominal or the naming function actualised in the medium they are operated in. Vocative sentences of announcements are evidenced to be widely used. They belong to the airport auto-informer SGFI structures and require the addressee to perform certain actions, which are mainly understood from the previous context of the announcement. These are the constructions with distinctive hortatory functions or narration. Among these structures, SGFI totals 19%.

Conclusions. SGFI discussed in the article have a significant number of main features, which are relevant to small genre forms of information: dominating autonomous character, distinctively singled out modality, implementation in linguistic and social medium, laconic character, address to the well-determined target audience and employment in the language informative styles (informational style and publicistic style). The syntactic characteristics of the structures under analysis have the common features: mainly hortatory modality, application of vocative constructions, employment of nominative structures and implementation of oral directive micro-impacts, supported by concentrated syntactic mini-forms, in particular, hortatory vocative sentences with enlarged part of proposition, and other features.

The vocative constructions take their place among other one-member units of appeal as the syntactic units of small genre forms of information in the contemporary Ukrainian language. *SGFI vocative sentences* are close to unextended and extended addresses in terms of their structure, even though they are more complex in their content than the ordinary addresses. The vocative constructions here are actively used almost in all SGFIs described in the paper.

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