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**DISSEMINATION OF CHINESE CULTURE
AMONG CENTRAL ASIAN COLLEGE STUDENTS THROUGH NEWS TEXTS:
COMMUNICATIVE AND PRAGMATIC MODELLING**

The article is devoted to one of the most relevant topics in linguistics – the communicative and pragmatic modelling of the news texts devoted to dissemination of Chinese cultural values among college students from Central Asia. The results obtained can be helpful in further modelling of didactical means which can be used in the teaching process for clear understanding and interpreting of the information on cultural values of China.

Chinese culture undoubtedly has a long history, which, unfortunately, has not yet been precisely defined in scientific circles. In our study, we adhere to the views of Liang Shuming who believes that culture is just the way of life of a nation [1]. Liang Shuming points out the essential meaning of culture. From the perspective of content, culture is represented by various aspects of a nation's life, including spiritual life such as religion, philosophy, science, art, etc.; social life such as family, friends, society, country, life in the world, etc.; material life such as food, daily life, various enjoyments, and human beings' survival in nature and so on [2].

In 1926, Hu Shi defined culture and distinguished culture from civilization in his article “Our Attitude toward Modern Western Civilization”. According to the author, “Civilization is the total achievement of a nation in coping with its environment. Culture is a way of life formed by civilization” [3].

Qian Mu points out that “Chinese culture, the simplest induction, is to let people be a good person, that is, to be a perfect person in the world, as the basic spirit of culture [4].

To these definitions, we will add the understanding of culture as a verbal product of spiritual production, reflected in texts. Thus, culture is the relationship of man to people, a way of spiritual and practical activity in relation to the world and a set of material and spiritual achievements (cultural values) as a product of continuous spiritual and material production, expressed by certain symbols, various ideas and concepts created in practice as well as in written and oral texts.

As we know, the millennium generation is increasingly losing interest in the humanities, and therefore the transmission of cultural and historical values, in the minds of young people, is losing its relevance. The socio-economic transformations taking place in the world can also be considered as

one of the factors influencing value attitudes. Therefore, the identification of the most effective forms and means of disseminating information about the cultural values of China is relevant for studying the value-semantic sphere of adolescents studying in colleges and universities, which can contribute not only to the revival of interest in the cultural values of China, but also to the dissemination of information about them in other countries through news texts, since the press is currently not only one of the most accessible media, but are also of particular interest in terms of their communicative and pragmatic organization, since they have a certain pragmatic potential, which receives different verbal representation in the material of different languages.

The preliminary analysis of newspaper articles showed that in the Chinese press the topic of cultural values is covered in the genre of the event note, which is characterized by a strict structure and a certain set of language means that serve to realize the communicative goal of the genre.

Therefore, the object of the study is the verbal means of the texts of event notes about the cultural values of China, which have the influencing potential.

The subject of our research is the communicative-pragmatic model of the texts of event notes about the cultural values of China.

The research material is represented by examples from Chinese English-language newspaper articles on the cultural values of China. The data are obtained from 100 publications of the Chinese English-language newspaper Guangming Online, with a total of 110 printed pages, selected by random sampling. These texts were used in cultural teaching practice at the Confucius Institutes in Armenia and Kazakhstan.

As the analysis of the practical material has showed, the event note, representing a kind of relaying of information about events related to the cultural values of China, is characterized by a small volume (about 2,000 characters) and presents the answers to the questions “what, where and when” this or that cultural event took place. There are no conclusions and assessments, which is a key characteristic of an event note, the structure is quite rigid. Since the linguistic description of the communicative-pragmatic organization of the text of an event note can serve as the basis for identifying certain specific speech patterns on the material of texts of different genres in different languages, the attention of the authors was drawn to the identification of structural and pragmatic patterns of organizing the news note.

First of all, we should say that the communicative-pragmatic model of the event note is seen as a set of structural elements in compositional fragments, each of which performs a specific communicative function and carries a pragmatic load.

The structural-compositional elements of the event note are represented by the title, the lead and the main body of the text. The title of the event note represents a short presentation of information on the cultural values of China and performs nominative, informative and advertising functions simultaneously. Let's consider the following example from Guangming Online:

Feature: Discover cultural treasures in Chinese New Year celebration at Malaysia's Penang, Miao people celebrate Seedling Planting Festival in SW China's Guizhou, Folk artists performing "iron flowers" during Spring Festival in NW China's Xinjiang, Miao people participate in traditional dancing activity in SW China's Guizhou, Scenic spots in Xi'an welcome legions of tourists with colorful lights and lanterns, Miao people participate in traditional dancing activity in SW China's Guizhou, etc.

As seen above, in most cases the title indicates the place and time of an event (Malaysia's Penang, SW China's Guizhou, NW China's Xinjiang, SW China's Guizhou, Xi'an, SW China's Guizhou), the names cultural events which take place at a particular time (Chinese New Year celebration, Seedling Planting Festival, Spring Festival, traditional dancing activity). Thus, we see that the title presents the main information on the cultural events to arouse interest in further reading and inform on the cultural values which can be associated with this or that activity.

Then comes the lead, which informs the addressee briefly about what, where and when took place. In the structure of the event note on the topic of Chinese cultural values the lead mentions the date, place of the event and the name of the news agency, thus performing the informative function:

'GEORGE TOWN, Malaysia, Jan. 30 (Xinhua) – With the sound of the gongs and drums, a golden-haired "lion" jumped on two-meter high poles, demonstrating its amazing flexibility and agility. The scene attracted large crowds taking photos and videos on their phones' [5].

'BEIJING, Jan. 26 (Xinhua) – Lord Rabbit, the most popular and beloved bunny in Beijing, is expected to have the busiest year of its career as the Chinese celebrate the Year of the Rabbit, which comes around once every 12 years.

So do the Lord Rabbit makers.

With a human body and rabbit ears and mouth, Lord Rabbit, known as Tu'er Ye in Chinese, is a traditional handicraft and a festive clay toy for children, especially in Beijing. People believe it can bring happiness and good luck, as well as ward off disease.

At a store in Xicheng District, products featuring Lord Rabbit, including clay figurines and fridge magnets, attract crowds of tourists.

"My orders soared at the beginning of the year," said 60-year-old craftsman Zhang Zhongqiang who owns the store. "To attract more fans, elements such as praying for good luck and health in the post-pandemic era are added to the rabbit design."

The Chinese Lunar New Year, or Spring Festival, fell on Jan. 22 this year. Of the 12 Chinese Zodiac animals, the fourth is the rabbit, while the others are the rat, ox, tiger, dragon, snake, horse, goat, monkey, rooster, dog and pig' [6].

In the first example, we see how a golden-haired "lion" performs various tricks to the sounds of gongs and drums. In the second example, the author presents us with a Rabbit, who is waiting for a laborious year. In both examples, the lead provides information about what the news item will be about, thus performing the informative, influencing and advertising functions.

The main body of the text includes the narrative about the history of a particular cultural event, actively using precedential texts and text references to earlier events closely linked to the event that is taking place. This technique helps to make the structure of the text circular, which provides meaning completeness of the text of the event note:

'Legend has it that a plague once broke out in Beijing before the Mid-Autumn Festival, so the Chinese goddess of the Moon Chang'e dispatched her pet Jade Rabbit to help cure the disease.

In the iconic image, Lord Rabbit usually wears a golden helmet and armor and holds a pestle, a tool for pounding medicine.

According to Shuang Yan, a well-known Lord Rabbit craftsman, the rabbit is actually a female. She borrowed a helmet and armor from a deity in a temple and dressed like a man to help her treat patients in the feudal society of the time.

People used to honor Lord Rabbit during festivals such as the Mid-Autumn Festival, praying for the health of family members. Although the rituals have faded away, Lord Rabbit is still a cultural icon in Beijing.

Zhang believes Lord Rabbit will find renewed favor with customers this year.

<...> In 2000, Zhang opened a shop specialized in making and selling Lord Rabbit figurines. To improve his skills, he learned traditional rabbit-making techniques from Shuang.

The making of Lord Rabbit figurines was inscribed on the list of national intangible cultural heritage in 2014. The production process is quite complicated, consisting of selecting the clay, kneading it, modeling the clay into various shapes, then airing and painting them.

"Getting started with traditional clay sculptures is not difficult. But the deeper you go, the more challenging it is to stick to it," Zhang said. "When I was a kid, I took it as a hobby. As I grew up, it became my rice bowl, and I have to keep innovating to keep a tight grip on it." [6].

Here we see the mention of the cultural value of the event, its historical background as well as the importance of continuation of the tradition. The use of the interviewing technique is aimed at adding value to the information provided in the event note.

Further analysis of the structure of the event note had shown that such a structural component as the conclusion is not typical of the genre under study, which can be explained by the purpose of these texts.

Thus, the structure of the event note on disseminating Chinese cultural values is represented by the title, the lead and the main body of the text. The specific feature of the structure is that there is no conclusion. The structural components of the event note on Chinese cultural values perform several functions: the informative, the influencing and the advertising ones.

As further analysis has showed, for an event note, important categories are the categories of locativity and eventfulness with elements of evaluativeness, in the verbalization of which mainly lexical means take part, marking the place of the event for its subsequent correlation with the cultural value referred to in the news item. The use of proper names adds value to the informative aspect of the text, too:

'The children visiting Miaohui were curious to watch and take part in traditional cultural activities, such as paper-cutting and making dough figurines.

According to Chief Minister of Penang Chow Kon Yeow, Penang Miaohui began in 1999, the Year of the Rabbit. This year Penang Miaohui is 24 years old. Despite the harsh challenges posed by the COVID-19 pandemic over the last two years, this celebration was still held online and was not canceled.

Nowadays, Penang Miaohui is not only a celebratory feast during the Spring Festival, but also a platform to illuminate traditional Chinese culture.

In different ancestral halls, visitors can learn myriad cultural aspects and facets. For example, in Ng See Kah Miew, or the ancestral temple of Ng clan, which was built in 1897 by the Ng forefathers, they can learn the architectural structure of mortise and tenon.

In Lee Sih Chong Soo, or the clan association for the Chinese surnamed Lee, they can learn about the different categories of traditional Chinese medicine, understanding the influence of Li Shizhen, a Chinese scholar of the Ming dynasty (1368-1644), and his highly-influential Ben Cao Gang Mu (Compendium of Materia Medica) on modern society.

In the Nin Yong Temple, young people, in particular, can learn about the spirit of Guan Yu, the famous ancient Chinese general known as the Chinese god of war, through the related exhibition inside and are educated on benevolence, brevity, and intelligence' [5].

The event note is marked by lower expressiveness than any other media genre but still there are expressive language means that colour the information and add influencing force to the material which is presented to the reader, thus creating the necessary emotional atmosphere as well as implementing the goals and objectives of the communicative-pragmatic model of the event note.

The analysis of the grammatical side of the communicative-pragmatic model of the event note, we have come to the conclusion that this genre is characterized by the wide use of nouns and adjectives, which is explained by the purpose to actualize the thematic component of such texts – cultural values of China, and the description of participants, objects, etc. related to one of these values:

'Leong Keng Fei, Chairman of the Penang Chinese Clan Council, the organizer of the event, said that since the Penang Miaohui was held in 1999, it always focused on promoting traditional cultures. Visitors were encouraged in the ancestral halls and temples to experience and learn the cultural treasures left by ancestors, and to find the roots deep in their souls.

The organizer hopes that through this method, every Chinese descendant will have the opportunity to receive and pass on the essence, energy, and spirit inherited from their ancestors.

Penang is a state with a high population of Malaysian-Chinese. More than 200 years ago, many Chinese came here and made contributions to its economic and social development.

Nowadays, Malaysian-Chinese still cherish and pass down traditional Chinese culture to future generations through celebrating Chinese festivals like the Spring Festival, which falls on Feb. 22 this year.

Zhou Youbin, Chinese Consul General in Penang said that this year marks the 10th anniversary of the establishment of the China-Malaysia comprehensive strategic partnership, and next year is the 50th anniversary of the establishment of diplomatic relations between the two nations' [5].

As we see from the example above, the abundant use of nouns and adjectives can be also explained by the aim to attract the attention not to the actions but to the descriptive side of the information stressing the importance of facts presented in the event note. Quantifiers, in turn, add value the information about the number of museums, festivals, age of the cultural value, etc. thanks to which the author's intention is realized.

As for the syntax of the event note, we have found out the following characteristics: complex sentences with a number of subordinate clauses of the adverbial type, simple sentences accompanied by participial phrases, simple nominative sentences.

Speaking about the communicative-pragmatic aspects of the event notes on Chinese cultural values, we have managed to identify the communicative strategies that are used there: positioning strategies, i.e. strategies that form a certain perception of the presented object (image), the optimizing strategy, i.e. a strategy aimed at optimizing the impact of the message, at stimulating an emotional reaction from the addressee and forming a certain assessment. They are aimed at achieving the communicative goal to inform and stimulate certain emotional and evaluative reactions from the addressee.

The developed methodology of modeling the communicative-pragmatic space of the event note genre has been tested on the example of 100 publications from the Chinese English-language newspaper "Guangming online" with a total volume of 110 printed pages which were selected by random sampling and cover the topic of Chinese cultural values. The choice of the English-language version is explained by the wide spread of English and easy access to information in it in different countries all over the world.

Thus, the communicative-pragmatic model of the event note about the Chinese cultural values is a combination of constant structural components such as the headline, the lead, the body of the text and non-permanent (the interview) structural components. The language means in the communicative-pragmatic space of the event note are aimed at creating an attractive image of the cultural values of China.

The proposed methodology for building the communicative-pragmatic model of the event note can help build and study the functioning of the same models on the material of other types of texts, as well as in courses of general linguistics and typology, pragmatics, stylistics and linguistics of the text, also in teaching such disciplines as "Cultural Studies", "Intercultural Communication" in higher educational institutions as well as for college students.

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