

## Peculiarities Of Verbalization Of The Concept “Tolerance” In The English Press

By

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### Abstract

The article discusses ways of implementation of the concept “tolerance” in the English-language press. The importance of this phenomenon in the development of the world community is emphasized, and the significant role of the mass media in the formation of attitudes of tolerant consciousness among the audience, getting rid of negative stereotypes is also confirmed. In media texts, tolerance is expressed through various linguistic means and methods of constructing the text, many of which are already considered as stable markers of tolerant meanings. To achieve tolerance in the media, various strategies and tactics, lexical, morphological and syntactic means are used: euphemisms, exclamation, negative, incentive sentences, comparative or superlative adjectives, complex sentences, etc. The authors have identified ways to verbalize the category of “tolerance” in the English-language press when constructing the image of “friend” and “stranger”, as well as within the framework of the problems of attitude to people with special needs.

**Keywords:** tolerance, English, press, consciousness, stereotype.

### Introduction

Tolerance is an important condition for the development of modern civilization in the field of interethnic relations. Thus, interethnic tolerance is determined by a systemic set of psychological feelings, attitudes, a certain set of knowledge and social and legal norms, ideological and behavioral orientations that imply a tolerant or acceptable attitude of representatives of any one nationality to other foreign phenomena [9, p. 15]. However, it is worth noting that the concept of tolerance is not one of the central concepts of Russian consciousness. The interest in it can be explained by the importance of describing the semantic structure of the sociopolitical concept and the universality of its communicative and psychological content.

The mass media significantly influence the formation of negative stereotypes, ethnic and religious prejudices among the population. The problem of the formation of tolerant relations in society is most clearly revealed in the media, as well as the intolerance opposed to it, i.e. the prevention of extremism or opposition to the language of hostility in the media [12, p. 67].

Let’s consider this term within the framework of the English-speaking picture of the world. Let’s turn to the definition of the word “tolerance” in the Cambridge Dictionary: 1) formal toleration willingness to accept behavior and beliefs that are different from your own,

although you might not agree with or approve of them; 2) the ability to deal with something unpleasant or annoying, or to continue existing despite bad or difficult conditions... [3]. According to Macmillan dictionary “tolerance” is “the attitude of someone who is willing to accept someone else’s beliefs, way of life etc without criticizing them even if they disagree with them” [5].

By generalizing dictionary definitions, the following definition of “tolerance” in English culture can be derived as “Tolerance – is the quality, attitude, willingness or ability to accept someone else’s different beliefs, way of life, practices of others, behaviour or opinions etc. without criticizing them even if you disapprove, dislike or disagree with them; the ability to bear something unpleasant or painful”. The words “quality”, “willingness”, “attitude”, “ability” in any definition of this term indicates the understanding of tolerance as an intention, quality or attitude in modern English society. The object of tolerance in this case is defined by the following words “behaviour”, “opinions”, “beliefs”, “way of life”, “practices”. Adjectives “painful”, “unpleasant”, “different” suggest the acceptance of unpleasant, painful, other thoughts, behavior, etc. The verb “to bear”, “to dislike”, “to disapprove”, “to disapprove”, “to accept”, which describe the actions of the subject, describe the fact that despite dislike and disagreement, the subject allows you to speak and respectfully perceives the person’s thought.

## Methods

The theoretical and methodological basis of the research is represented by the works of the following authors Bakulina S.D. [2], Medushevsky N. [7], Mikhailova O.A. [8], Mubanova Z.F. [9], Adrakhmanova A.A., Mubarakshina A.M [1]. The article also uses the works of such scientists as Sabirova D.R., Bodnar S., Yatsenko G. [11], Gainutdinova A.Z., Mukhametzyanova R.I., Mukhametshina E.E. [4] and Makhmutova A.N., Abdrakhmanova A.A., Lutfullina G.F. [6] whose works reflect the general issues of the concept tolerance, social media communication and lexical semantics.

The empirical material for this work is the media texts of the British daily newspaper “The Sun” and the news site BBC News for 2022.

Methods of our research are the method of continuous sampling, the method of structural and semantic analysis, descriptive method [13-14].

## Results And Discussion

As a result of the analysis, the following ways of verbalization of “tolerance” were identified the use of words with a positive connotative words, euphemisms, collective pronouns and nouns, indirect speech.

In this paper, we will discuss several examples that most successfully illustrate the implementation of the concept of “tolerance” in the construction of the media image of “friend” stranger”.

Let’s turn to the article “Channel migrants: Crossing numbers in 2021 triple 2020’s figure” (BBC News) which tells us the story of people who crossed the English Channel on small boats in 2021 and 2022. In this article, the problem of refugees is highlighted along with the problem of the spread of smuggling, which can lead to negative associations. However, the

author's tolerant attitude towards migrants smooths the corners of the article. So, in the following passage, migrants are described as a discriminated minority in need of support, which is achieved by using the phrases highlighted below with some strong adjectives.

“Clare Moseley, founder of charity Care4Calais, which supports refugees living in northern France, said rising numbers of small boat arrivals reflect a shift away from attempts to cross by lorry.

She said: “They are some of the most vulnerable people in the world, having lost family members in bloody conflicts, suffered horrific torture and inhumane persecution.<...> The Government tells us that people should travel by legal means, but if this were truly possible why would so many be risking their lives in flimsy boats?”

The adjectives vulnerable, bloody, horrific, inhumane, flimsy allow the readership to conclude that in the current situation migrants are “strangers” and they are themselves victims who lost their families in violent conflicts with bloodshed, suffered from torture and persecution. This technique reduces the level of tension and fears among “friends” and illustrates the fact that the reason for everything is rather inefficient administrative and legal mechanisms, rather than socio-cultural or moral differences from their own.

In the article “THE SUN SAYS Imagine the rage if MPs pocket a £2k rise in April as voters are hit by tax hikes” (The Sun) along with the topic of increasing salaries of members of Parliament, the problem of migration and refugees is highlighted.

“New figures today reveal the vast cost of housing those landing on our shores. We pay £22 to £125 a night for rooms, some in three and even four-star hotels, for 18,000 now claiming asylum. Even at the lowest rate, and assuming some share rooms, that is likely to cost taxpayers a seven-figure sum every week. It is blindingly obvious why our illegal arrivals tripled last year to a record 28,431”.

In this article, the concept of “tolerance” is expressed through the use of such euphemisms as “those landing on our shores”, “claiming asylum”, “illegal arrivals” instead of “migrant/refugees”.

The replacement of direct subsidies containing a negative assessment with more general, abstract concepts is used to exclude the negative evaluation component from the semantic structure.

The demonstration of tolerance in news about different countries and nations is a key element in avoiding incitement of hatred among the readership towards certain nations and the formation of negative stereotypes about them.

Let's consider the following example. The article “Kazakhstan unrest: Blinken questions Russian troop deployment” (BBC News) tells us about Kazakhstan's decision to seek military assistance from Russia to combat the ongoing wave of violent unrest. USA State Secretary Anthony Blinken expressed his point of view, according to which he does not understand the need for such a decision:

“But addressing reporters at a State Department briefing, Mr Blinken warned that “one lesson of recent history is that once Russians are in your house, it’s sometimes very difficult to get them to leave. <...> Mr Blinken said.”

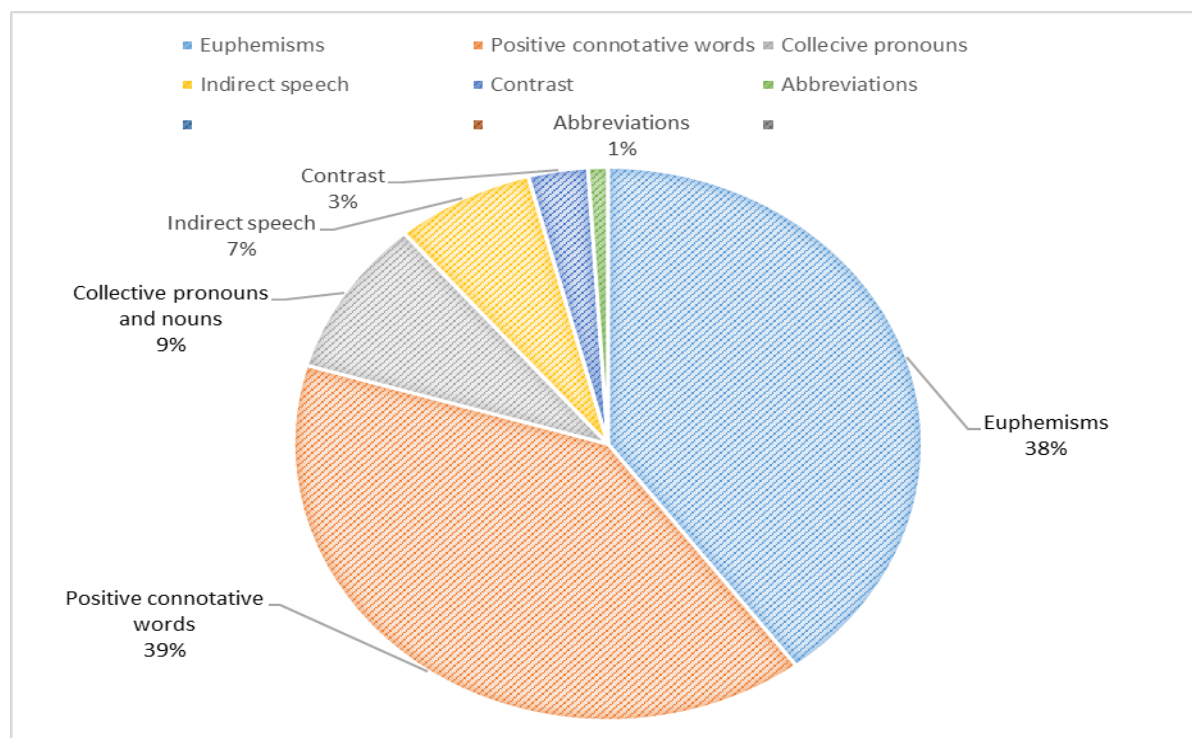
In his statement, A. Blinken speaks about Russia with a certain bias, which can create a negative impression of the country in the reader, or put it in a bad light, despite the fact that Russia sent its military personnel to help resolve the current situation. The intolerant attitude is expressed through the following phrases “Russians are in your house”, “very difficult to get them to leave”.

In the first phrase, by means of the possessive pronoun “your”, the emphasis is placed on the fact that Russia is a “stranger” who is on “his” territory. In the second phrase, the particle “very” reinforces the negative meaning of the word “difficult” in this context, which emphasizes that it is “very difficult” to make a “stranger” leave. However, it is worth noting that the determination of the entire statement is mitigated by the use of the adverb of time, expressing the frequency “sometimes”. In addition, the author disclaims responsibility for the intolerant statement, using indirect speech: “Mr. Blinken warned ...”. The author of the article focuses on the fact that in this case Russia is not a “stranger” and not an “enemy”, but an “ally” who is trying to help in the current situation. To do this, the following tokens are used: “made the request” – a request from the authorities of Kazakhstan, “assistance”.

“... Some Russian paratrooper units have already arrived in the country, and on Friday assisted Kazakh forces in retaking the airport from protesters”.

In this passage, the category “tolerance” also verbalized in the combinations of “assisted”, “in retaking <...>from protesters” which have a positive connotation in this context.

The analysis of the selected 200 lexemes and phrases from media texts showed that the following ways of tolerance verbalization exist:



## Summary

The press due to the development and improvement of modern technologies, is one of the most ancient types of media today, but it does not lose its relevance and significance in the life of modern society. Due to the rapid change in social values, various social groups are included in the process of change at different speeds. The process of communication between these social groups is provided through the media. That is why it is necessary to make efforts to maintain a dialogue between different social forces in the mass media: exclusion of ethnocentrism, discrimination, intolerant attitude towards other ethnic groups that differ in values, moral or religious attitudes, etc. Promoting the dialogue of cultures through the media is achieved through the use of tolerant attitude markers.

At the present stage of development of society, the concept of “tolerance” has gained particular popularity and it can be explained by the growth of interethnic and religious conflicts, the democratization of public consciousness and the desire for harmonization in communication and cultural dialogue. A tolerant or intolerant attitude in media texts is expressed through different language means and ways of constructing and designing a text. Moreover, many of them are considered as stable markers of tolerant or intolerant meanings. To achieve tolerance or intolerance in the media, various strategies and tactics are used, lexical, morphological and syntactic means: euphemisms, exclamatory, negative, imperative sentences, comparative or superlative adjectives, complex sentences, etc.

## Conclusion

So, in conclusion, we can say that since the media is one of the most important tool for influencing a mass audience and contribute to the formation of certain public opinion and ethnic, religious stereotypes and prejudices, it is extremely important to adhere to a tolerant attitude when writing articles for a wide audience in order to develop tolerance in society and achieve a reasonable solution to world problems. Despite the widespread saying that modern media are the fourth power, it is important to consider that they are only a means of transmitting information that does not impose a certain opinion on society. Each person perceives information received through the media in his own way and has the right not to trust it equally as to take it as the basis of his conclusions about certain social realities. It should be noted that in any case, the media helps a person to navigate the current social reality.

So, based on the above, we conclude that

- 1) tolerance is a complex term that implies both the moral quality of a person and the requirement of society to establish various forms of expression and manifestation of human individuality, the diversity of cultural differences in their unity.
- 2) this concept has undergone many semantic and pragmatic transformations.
- 3) various strategies and tactics are used to achieve tolerance in the media.
- 4) lexical, morphological and syntactic means are often used to soften the categoricalness of the statement and the negative tone of the text.

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