

**Preposition and Case Form of the Name as a Marker of Dynamic  
the Meaning of Modern Media Text**

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**Abstract:**

The study hypothesizes the ability of a relative unit to participate in the consciousness of a native speaker of a certain meaning. The new cultural paradigm of universal visualization and virtualization predicts the dynamic meaning of modern media text, a meaning that reflects new technological realities. Not only new words, but also new grammatical units become this dynamic meaning markers. The argumentation of the hypothesis is based on the example of the expanding context of prepositional-case forms of nouns telephone, TV and computer.

**Keywords:** media text, relational unit, prepositional case form, reference, case, preposition.

## حروف الجر وصيغة الحالة للأسم كعلامة ديناميكية المعنى

في نصوص وسائل الإعلام الحديثة

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### الملخص:

تفترض الدراسة قدرة الصيغة و الوحدات النسبية على المشاركة في وعي اللغة الأم من خلال معنى معين. يتنبأ النموذج الثقافي الجديد للتصور العالمي والظاهرية بالمعنى الديناميكي للنص الإعلامي الحديث، وهو معنى يعكس الحقائق التكنولوجية الجديدة. ليس فقط فيما يخص الكلمات الجديدة، ولكن أيضا هذه الوحدات النحوية الجديدة تصبح علامات للمعنى الديناميكي. تستند حجة الفرضية على مثال السياق المتوسع لأشكال حالة حروف الجر لاسماء الهواتف والتلفزيون والكمبيوتر.

الكلمات المفتاحية : نصوص وسائل الإعلام ، الوحدات النسبية، صيغة حالة حروف الجر، الإشارة ، الحالة، حروف الجر

### Introduction

Today mass media is the most important tool for influencing public and individual consciousness, political life and culture. Being an important tool for organizing a person's free time, mass media influences their social behavior, forms individual psychological characteristics, and their speech culture. In this regard, the issue of speech norm, which is always relevant and in connection with the change in the cultural paradigm of the era, is especially relevant today. A stable negative assessment of the influence of the media on linguistic culture has developed in the professional community and in everyday consciousness. One of the many evidences of it is the discussion launched on the Internet at [http:// www.gramota.ru](http://www.gramota.ru)

## **Materials and Methods**

The material is scientific sources that reveal the idea of a relational unit of language as a unit that generates a certain meaning in the consciousness of a native speaker, as a unit that marks a dynamic character, marked by the consciousness of native speakers of the essential characteristics of the substance designated by the name. Leading in the research is the hypothetical-deductive method, the use of which predicts a scientifically grounded construction of the research course: the formulation of hypotheses, their verification, analysis of the results obtained and their subsequent generalization that meet the research objectives.

## **Discussion**

With the recession of classical culture, the most important feature of which is the principle of completeness, the classical media text, the main feature of which is a certain completed meaning, is replaced by a text with a dynamic meaning, a meaning dissolved in often incomplete structures, in real and virtual reality, in the general laws of psychology ... In this regard, the problem of encoding / decoding by linguistic means of this deep, dynamic meaning seems urgent for a linguist. Sense, largely predicted by the new reference of the name, marked by the prepositional-case form.

This case form (at whatever level of syntax it works) is able to unambiguously participate in the generation of a certain meaning by our consciousness because behind it, there is a spatial representation intuitively captured by native speakers. This is confirmed in the structure of the human psyche, to which spatial representations belong to the most ancient oppositions [Levi-Strauss 1985].

The most typical uses of prepositions are usually spatial uses. It was

with them that the study of the semantics of prepositions began (see, for example, [Gougenheim 1959], [Leech 1969], [Clark 1973]). The n-dimensionality feature is found in works carried out within the framework of prototype theory, as well as in cognitive research (see, for example, [Hottenroth 1991]).

Obviously, the prototype of the spatial uses of the preposition is determined by its syntactic function of the marker of the case category, the essential basis of which is spatial relations. The formation of the subject-object structure of the Russian sentence (internal syntax) led to the fact that specific cases, being on the periphery (external syntax), began to be marked with prepositions [Yakubinsky 1953]

The spatial model of the relationship between an object and a predicative feature includes the concept of case as a locus, relative to which an active feature is identified. The basic local meanings OUT ~ INSIDE act as an “embryo”, from which, gradually acquiring new, more differentiated shades of meaning, various configurations of the “name-verb” system develop [Ilchenko 2017: 136].

Marking in a separate segment of the utterance, the basic local meaning of the spatial model of the relationship between an object and a predicative is attributed. Prepositions which actualize the semantic essence of a name, prone to transformation as a result of the influence of an external determinant, are understood in a narrow sense as a factor predicting a new state of a substance, its new content that needs to be displayed by linguistic means.

So, the use of the prepositional-case form in the telephone, which is unusual today, in the context of the verb to speak even in Chekhov's time was the only correct one. To his friend Olga Vasilyeva A.P. Chekhov gave

instructions from Yalta on March 20, 1901. "When you arrive in Gurzuf, **tell me about it into the phone.** Yalta is connected to Gurzuf, demands to connect to Yalta, then demands Chekhov, then call ... I have my own phone in my house." And jokingly adds: "I'm an important person" (Rybakov Yuri. Chekhov and telephone // Trud-7, 2001.02.27).

At first, the telephone vocabulary had a special "image." It was the phone, not the man, ringing or phoning. The man directed the sounds inside the device, namely spoke to the phone. It took time for the visuals to begin to be lost. Replacing a preposition "in" a preposition "by" means that a particular spatial image (direction of speech to the apparatus) is apparently replaced by an abstract interpretation. The closest is the analogy with the idea of communication and the means (or channel) of such communication: cf. communicate by correspondence and contact by mail and more modern - to talk via Skype or communicate over the Internet (to contact by e-mail) [Krongauz 2017: 200].

At the same time, the prepositional-case **into the telephone**, having lost its relevance in the context of the verb to speak, becomes quite organic in the context of the verbs of the emotional state. In this case, the case local semantics of the prepositional-case form acts as a linguistic means of actualizing another meaning of the statement - the psychological state of the subject of action. For example:

1) A blonde of about thirty with sad tenderness looks at the ring on her finger and **sighs into the phone** to someone: "Yes, I came! Yes, he gave me a ring. Yes, he flew away (Komsomolskaya Pravda, 2013.03.07);

2) Although everything was already clear ... On the night of December 18, **I was already yelling into the phone:** "We will drown the drilling rig and kill everyone!" The wave ripped off both bots. They gave a command

to everyone to put on wetsuits (Komsomolskaya Pravda, 2011.12.27);

3) He returned a day later. But only after **I shouted at him into the phone**: "Come back quickly!" Saakashvili told German journalists (New Region 2, 2008.08.27) and others.

The translation of content in all its forms - text, graphic, sound - into digital has led to one of the most significant technological processes in modern society - convergence (from the Latin converge - approaching, converging), at the technological level is considered as a process that unites all types digital information and media content in integrating telecommunications, computer networks and media. The digital format of the content allows its distribution in various forms, regardless of the specific media industry and technological platforms [Vartanova 2011: 12].

The phone gets a screen, it, along with the TV and the computer, becomes a multifunctional converged medium. A modern mobile phone is a gadget that combines the functions of an ordinary cell phone and a pocket computer. You can use it to make calls, write SMS, as well as go online and install various applications that meet the user's needs.

The vocabulary again becomes pictorial, conveys a new spatial image of the substance, fixed by the prepositional-case form of the name.

By analogy with the prepositional-case frame on a computer, in the context of the verbs look, listen, turn on, play, store, etc., a prepositional-case frame appears **on the phone**. The preposition, in a separate segment of thought, actualizing the basic locative meaning of the prepositional case "outside", projects it with the semantic idea of the direction of action on the surface. Wed examples:

1) Before the championship games, **I look** at the recording of these balls **on my phone** to recharge (Soviet sport, 2012.02.06);

2) - **They can turn on** their music in the route **on the phone** (Komsomolskaya Pravda, 2013.05.13), etc.

1) Believe it or not, the first thing that **my husband did was look** at the contents of the flash drive **on the computer** (Komsomolskaya Pravda, 2014.07.08);

2) Perhaps with a long exposure, but how then should the actors play? **I had to draw on the computer**. In addition, there are some purely documentary pieces in the picture - reindeer herders' camps, a wedding ritual (Izvestia, 2014.06.26);

3) Moreover, **the game works on different platforms** - both **on a computer** and **on a mobile phone** (Komsomolskaya Pravda, 2014.08.01), etc.

By analogy with prepositional-case forms on a computer, *on the phone*, in the context of a verb with semantics of visual perception, a previously organic exclusively context of verbs with the semantics of ‘movement on, stay on the surface’ appears on the TV.

A modern TV is not only an apparatus for receiving television broadcasts, a television receiver, but also a platform for playing content on a large screen. Wed examples:

1) What is the best way **to watch** a movie - on a big screen through a projector or **on a TV** with an impressive diagonal and HD resolution? (RBC Daily, 2011.03.05);

2) The easiest way **to watch** video from a smartphone or tablet **on TV** (Izvestia, 2013.09.05);

3) Android 4.2 allows you **to watch** YouTube videos **on your TV**, but only if it supports Miracast technology (Komsomolskaya Pravda, 2012.10.30);

4) Now I download new movies from the network and **watch** them **on a**

TV connected to a computer (Trud-7, 2009.04.08), etc.

In the context of the verbs of visual perception, the prepositional-case form *in the telephone* becomes organic. The basic local meaning of the accusative case “inside”, marked in a separate segment of thought with a preposition, actualizes the idea of the volume of the substance indicated by the name. See examples:

1) And very often phones, iPads, iPhones are in the public domain: children pretend to temporarily use the parent's device, and parents, in turn, do not deny themselves the pleasure **of looking into the child's phone** or other gadget ... (Izvestia, 2012.05.31);

2) And the vice-president of the Russian Tennis Federation Safin, managing **to watch into the phone** with one eye (Marat did not stop texting with one of his friends for a minute), and to the other - to the court, cheerfully commented on what was happening (Soviet sport, 2011.03. 04) and others.

Variable local case semantics container - the system is marked with a prepositional-case form *in the phone* in the context of the verbs insert, embed, upload, download, store, etc. Compare:

1) You won't surprise anyone with a camera **built into your phone**, today it is even available in non-expensive models (RBC Daily, 2006.11.09), etc.

2) Applications, the icons of which are visible on the SmartWatch screen, are pre-**downloaded into the phone** through the LiveWare manager (RBK Daily, 2012.07.31);

3) If a satellite tracking system **is built into the phone**, then you don't even need to tell the operator your place of stay ... (Komsomolskaya Pravda, 2004.02.12], etc.

The same variable local case semantics, the container - the system -



the Internet space is also marked with the prepositional-case form *in the phone* in the context of verbs with the general semantic idea of staying, finding. Wed:

1) I **had** an American SIM card **in my phone** RBC Daily, 2014.02.21);  
2) **In the phone has** another SIM card slot - nano-SIM, which have already been delivered to Russia by MTS and MegaFon (RBK Daily, 2012.09.13), etc.

1) I **still** have photos **in my phone** that she sent me from the salon (Komsomolskaya Pravda, 2013.10.09);

2) **In the phone also has** several applications installed that will undoubtedly be useful to the traveler: "compass", "stopwatch", "world time", "unit converter" ... (Izvestia, 2013.08.19), etc.

1) I **start scrolling** websites **in my phone** and understand that just two hours before the explosion, I went into this shop to buy mineral water (Komsomolskaya Pravda, 2013.11.06);

2) ... the most important feature of this particular camera modification is the presence of a WiFi module and the ability to upload freshly recorded video directly to the Internet **using an access point in the phone**, for example (Izvestia, 2012.05.25], etc.

### **Conclusion**

The question of the speech norm should be considered from the ability of the relational group to participate in the generation of a certain meaning by the consciousness of the native speaker. A prepositional-case form that establishes a semantic transformation as a result of external and internal transformations of the substance it denotes, a marker of a new reference of the name, a relational unit for encoding / decoding the dynamic meaning of modern media discourse.

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