

Title: On Linguistic Particulars of Some Radio Genre
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Recently, there have been several attempts to draw parallels and analyze the relationship between political and economical changes in modern Russia and linguistic modifications in speech of contemporary mass-media (Volodina 2003, Kostomarov 1999). Internet and other technological novelties that have become part of everyday activity indisputably have impact on the linguistic style of modern radio and television programs (Alexandrova 2003). They have lead to the appearance of new genres and changes in linguistic manners of broadcasting.

This paper analyzes text-messaging as one of the new genres that have emerged in radio shows (the broadcasting of the station “Russkoe radio” is taken as a main source of the database). It thoroughly examines various linguistic styles and constructions used by show hosts while presenting text-messages. This paper argues that one can talk about a particular shift in significance of communicative functions of such mass-media speech where it is not a cognitive function that prevails (and not even a function that establishes and supports contact between speakers), but rather the expressive one that is concentrated around the image of an author (or a pseudo-author). Such modifications, in turn, lead to a distinct “democratization” of speech and an abundance of colloquialisms which are one of the important characteristics of present-day mass-media.

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