

UTTERANCES OF DEBITIVE MODALITY IN ASSOCIATIVE-PSYCHOLOGICAL DIMENSION

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Abstract: The article characterizes some debitive utterances on the basis of modern media texts, defines their communicative potential and role in modeling speech situations in order to influence the consciousness of the recipient. The utterances of debit modality are predicative syntactic units with a clear communicative-pragmatic potential, which are characterized by: 1) subjective-objective and potential display of modal content, realized in terms of inevitability, necessity, coercion, demand, expediency, relevance, recommendation; 2) the presence of an accompanying positive or negative evaluation; 3) a set of primary (specialized) and secondary (non-specialized) formal markers – lexical and grammatical means of expression. The use of the method of free associative experiment made it possible to detect the conscious-subconscious reaction of Ukrainians of different ages to the utterances of debitive modality and differentiation of structures into several groups according to different degrees of obligation and their function to evoke negative or positive associations. 40 participants of Lesya Ukrainka University and Pereiaslav-Khmelnytskyi Hryhorii Skovoroda State Pedagogical University were selected for the experiment, including 25 students aged 20-24 and 15 teachers aged 45 to 55. The utterances of different debitivity selected from media texts became the material of the research (50 structures-stimuli). Due to the degree of obligation, as well as positive or negative reactions, respondents rated the sentence on a scale from 0 to 4.

Keywords: debitive modality, lexico-grammatical modality, psycholinguistic aspect, verb, predicate, Ukrainian language, Mass media.

1 Introduction

The newest mass media space plays perhaps the most important role in the formation of consciousness, life principles, beliefs of people, serves as one of the most important, though usually hidden, means of manipulating the thinking and behavior of recipients. Undoubtedly, the authors of newspaper and magazine publications use the word not only to inform about something, but also partly consciously exert informational and psychological influence on the reader, listener, etc. The analysis of various articles presented in the print media of the first twenty years of the 21st century, especially socio-political, economic and military, suggests that modern media journalism has developed the latest paradigm of information, modified the tactics of reflection of evolutionary transformational changes in the country, etc. The special psycho-emotional load and a kind of communicative-pragmatic potential are characteristic of texts that raise the issues of expediency, inevitability, necessity, obligation, compulsion, etc. The problem of studying linguistic units that implement this modal content and function in media texts is relevant primarily because Ukrainian journalistic communication in this aspect is insufficiently studied, as well as due to the need for a holistic analysis of multilevel markers of these meanings, their central and transitional implementation and description in the context of manipulative strategies. The use of the declared description scheme will allow accumulating attention, on the one hand, on specific means of psychological influence on the mass consciousness of members of society, and on the other – on expanding the idea of the interlevel category of modality in general.

In the linguistic literature, the semantic plan of inevitability, obligation, etc. is usually associated with debitivity. In O. Tron's study, debitivity is a category of semantic syntax; "specific manifestation of the objective-subjective modality of the sentence <...>, which conveys the expediency, necessity, conditionality, obligation, inevitability of action and consists of autonomous concepts, each of which is characterized by its own semantic features and sets of means of expression" [16, p. 4–5].

It is important to add that the debitive modal plan is implemented not only by lexical item specialized in this function, but also by secondary representatives. Such modal transformations occur if the text actualizes the same "must (must not)", "should (should not)", etc. [14, p. 214-215]. Thus, the utterances of debit modality are predicative syntactic units with a clear communicative-pragmatic potential, which are characterized by: 1) subjective-objective and potential display of modal content, realized in terms of inevitability, necessity, coercion, demand, expediency, relevance, recommendation; 2) the presence of an accompanying positive or negative evaluation; 3) a set of primary (specialized) and secondary (non-specialized) formal markers – lexical and grammatical means of expression.

Despite the fact that in modern linguistics this issue is not new, much more often the object of study is not debitive modality in general, but the modal meaning of necessity, qualifying it as a manifestation of real-potential modality [4, p. 9–13] as a grammeme of interlevel category of lexico-grammatical modality [8, p. 136–137], etc. In both cases, when analyzing the debitive modality and the modal value of necessity, the body of factual material is usually fiction texts. Instead, the latest journalism is on the margins of such studies. Media sources served as a basis for the study of psycholinguistic analysis of narratives [10, 6], pejoratives [11], prefixal innovations [9], lexical items which denote military actions, processes, states [12] etc. There are also works devoted to the general descriptive language of journalistic communication in its various forms [1, 3, 5]. However, the means of explication of debitive modality in newspaper publications from the standpoint of psycholinguistics are insufficiently analyzed. Accordingly, we aim to characterize debitive utterances, emphasize their communicative and pragmatic specialization and determine the role of these units in modeling different situations in order to influence consciousness of the recipient on the material of modern media texts holistically, with the involvement of lexico-grammatical interpretation and in the associative-semantic aspect. The purpose of the study involves solving the following tasks: 1) to determine the status of debitive modality, characterizing it against the background of objectivity / subjectivity, reality / unreality / potentiality, morphological / syntactic / lexical-grammatical varieties; 2) using the method of free associative experiment, to determine the lexical-semantic groups of language units involved in the structuring of debitive utterances, to build a hierarchy of constructions from the highest to the lowest degrees of utterance of obligation; 3) to outline their semantic nuances in the strategic-communicative aspect; considering the modal plan of the selected contexts, to determine the system of morphological markers of debitivity as a means of psychological influence on the addressee and to provide certain verbal models of evoked associations.

2 Materials and Methods

The implementation of the purpose and the solution of tasks was facilitated by the use of the following methods: *descriptive* – for inventory and ranking of debitivity markers as a means of formation of the speaker's intentions; *component analysis* – for the purpose of internal semantic differentiation of debitivity; *complex analysis* – to identify lexical-semantic and morphological-syntactic features of linguistic units that play a major role in modeling of different shades of the specified modal meaning and serve as a means of influencing the formation of inferences of the recipient; *contextual-semantic analysis* – to study the utterances of debitive modality in the psycholinguistic space, primarily in order to determine the author's intention and the implicit content of the analyzed structures; as well as methods of free associative experiment, which allowed identifying the conscious-subconscious reaction of Ukrainians of different ages to the utterances of debitive modality, to differentiate these structures into several groups considering the different degree of obligation and according to their function to cause different (negative or positive) associations.

40 participants from Lesia Ukrainka University and Pereiaslav-Khmelnytskyi Hryhorii Skovoroda State Pedagogical University were selected for the experiment, including 25 students aged 20-24 and 15 teachers aged 45 to 55, which, in our opinion, contributed to effectiveness of conclusions considering their different age. The utterances of different debitivity selected from media texts became the material of the research (50 structures). Due to the relatively large number and volume of these sentences-stimuli, we deliberately do not present them in this part of the article, but they are all listed below and analyzed within each of the groups, combining units with different semantic nuances and emotionally expressive load. The participants of the experiment received two questionnaires, each of which contains an explanatory note. According to the expression of the degree of obligation, the proposed sentences had to be rated on a scale from 0 to 4: 0 points – the information provided in the sentence does not show motivation to perform actions, participate in processes, etc.; 1 point – the utterance sounds like a subtle, non-categorical recommendation, for example, has a slight debitivity; 2 points – the recipient is characterized by an average degree of obligation, it sounds like coercion, requirement; 3 points – the sentence explains the need to perform an action, process, or state as a duty or to approach the standard, the ideal; 4 points – the utterance conveys the inevitability of action.

The second experiment aimed to find out the reaction of the same respondents to the utterances grouped into four groups. The participants of the experiment were asked to determine which emotions (positive or negative) each structure caused, to rate them on a scale from 1 to 3 (1 – insignificant expression of the corresponding emotion, 2 – average degree of evoked emotionality, 3 – high level of emotional reaction) and briefly (with a word or phrase) write down the association. If the information did not affect the emotional state, left the respondents indifferent, they were asked to put 0. As in the previous case, these sentences are not shown in this part of the work.

3 Results and Discussion

The study of the modal plan of utterances is necessarily based on a detailed analysis of speech acts in cognitive-communicative and pragmatic aspects and with an emphasis on close interaction of at least two participants in the communication process – the addressant and the addressee [17]. The study of language units plays an important role through the lens of emotional and expressive load and evaluation [2, 15, 13]. Without the involvement of these dimensions, the theory of modality cannot be comprehensive and substantiated. There is no doubt that the interpretation of various extralingual situations by means of language is carried out through the prism of the author's consciousness, which is guided by a certain communicative purpose, takes into account the guidelines and conditions of communication, as well as other important factors. These qualification parameters and a number of relevant criteria, in our opinion, contradict the distinction of the so-called objective type of modality and express its subjective direction. At the same time, we do not deny the existence of an objective modal plan, because by producing utterances and using certain formal means, the speaker tries to reflect information about some fragment of reality, process, state, etc. However, the objective aspect cannot be independent, but it is necessarily accompanied by a subjective, personality-oriented factor. Such a subject-object dichotomy is characteristic of constructions of different modal plan, although the level of subjectivity is different. The utterances of debitive modality, which explain the expediency, duty, necessity, compulsion, inevitability, etc., are characterized by the dominance of subjective content.

In the linguistic paradigm, modality is usually analyzed based on reality, when it comes to what exists, and irreality in the case of modeling the desired, possible, predicted situations. Sometimes this opposition also includes potentiality. Therefore, modality is a tripolar categorical quantity, built on the opposition of *reality* –

potentiality – *irreality*. Considering this qualification principle, debitivity reveals potential content.

The multilevel formal means related to the field of syntax, morphology, and lexicology are specialized in the marking of all modal shades. Accordingly, it is appropriate to distinguish morphological modality, the grammatical means of expression of which is the verbal category of the method, syntactic modality, implemented by different types of simple and complex constructions, and lexical-grammatical modality, which has an arsenal of indicators, which indicate lexical and grammatical base, largely related to lexical layer of language. Since the explication of the generalized semantics of debitivity is mainly related to the content of linguistic units, it is appropriate to consider it as a component (grammatical meaning, grammeme) of the category of lexical and grammatical modality.

The multi-vector nature and refinement of the qualification-classification scheme of the description of debitive modality is facilitated by the delineation of its hierarchically structured range, the formation of which is directly influenced by certain extralingual factors. In addition, the selection of the following groups is based on the results of the first associative experiment. People of different age groups rated sentences approximately equally, which is explained by the respondents' belonging to one ethnic group, as well as the specifics of syntactic units, which largely reflect not purely individual, but national, humanitarian, social, and other problems. The analysis of the obtained results served as a basis for the selection of the following four groups of utterances.

Table 1: Differentiation of debit utterances by the degree of expression of the generalized meaning of the obligation

Content of utterances	Inevitability, necessity	Need to do something as a duty	Coercion, demand	Expediency, relevance, recommendation
Volume (%)	38 %	42 %	10 %	10 %

The highest average score (3.6-3.84) was given to constructions with the meaning of inevitability, for example, they represent the highest degree of obligation and structure the first group and make up 38%. A score of 2.41-2.57 was given to 42% of utterances that convey the need to perform something as a duty. The debitivity in them is slightly lower than in the previous group. The third place is 10% of syntactic units with the meaning of coercion and demand and an average score of 1.22-1.46. According to the respondents, the obligation is less represented here. We comment on this assessment below, analyzing the communicative-pragmatic and psycho-emotional potential of the studied structures. The lowest average score (0.64-0.87) is given to 10% of sentences, which are about the relevance, expediency of something, recommendation.

Considering the different "force" of debitivity, we distinguish the following semantic nuances of the specified modal meaning, structuring the semantic series in the direction from the highest level of expression to its weakening and occasionally commenting on the emotional and expressive load of utterances:

1) *Inevitability*, when the sentence has a certain fact of existence, which must occur regardless of the desire, reluctance, will of anyone, that is, there is no alternative, the recipient is doomed and deprived of choice. The volume of such structures is 38% and the average score is 3.6–3.84. It so happened that an action, process, or state will necessarily be implemented through the objective laws of existence and it is not controlled by anyone. Example: *90% of Ukrainians <...> said: Ukraine will live!* (day.kyiv.ua/uk, 01.12.2019); *Doctors say that this will not go unnoticed...* (www.golos.com.ua, 11.09.2009); *Just as we are doomed to a bitter memory of him (Afghanistan), so we can't escape the inevitable debate that has been going on ever since: WHAT was this war?* (www.golos.com.ua, 13.02.2014). It should be noted that the utterances of the analyzed type should be distinguished from constructions with additional semantics of conditionality. Despite modeling them with similar predicates, conditional constructions contain information about certain

preconditions, only as a result of which something is bound to happen, compare: – *What about your future? – You cannot escape it, so what do I have to do? I'll just keep writing* (wz.lviv.ua, 29.04.2017) and *If Kyiv decides to implement the murderous Minsk agreements, you can't escape the civil explosion in Ukraine* (wz.lviv.ua, 16.02.2017), *You can't escape a tragedy if the flood rages at a temperature of plus 5* (umoloda.kyiv.ua, 27.02.2010); *The people, for whom anecdotes are more necessary and important than history, are doomed to live in anecdotes instead of history* (www.golos.com.ua, 27.11.2004) and *Without morality, conscience and humanity, society is doomed* (www.golos.com.ua, 22.08.2002). The structures with a semantic shade of inevitability contain accompanying evaluative connotations, revealing both positive and negative emotional-evaluative influence on the addressee. In the studied texts the vector of utterances of the first kind is directed to reflection of evolutionary development of events, their scale, importance. For example, the sentence ...*"Ukraine will live" – this is the essence of the challenge. We will live...* (day.kyiv.ua/uk, 08.10.2014) implements the speaker's desire to focus the addressee's attention on the significance of the future situation, there is a casual suggestion of its triumph, uniqueness, which is facilitated by the infinitive predicate *бути*. Imagining positive changes in society, the reader perceives what is said not only as expected, really possible, but what will happen in the near future. Such information awakens a sense of euphoria, elation, pride in the country, which awaits positive change. The body of the research material shows that utterances with a modal meaning of inevitability much more often implement the opposite psycho-emotional reaction of the audience. For comparison, we analyze two constructions with predicates, although different in partial linguistic affiliation, but related in semantic potential: *The same with the reforms: what worked in a small homogeneous Georgia is doomed to failure in a large and diverse Ukraine* (day.kyiv.ua/uk, 12.12.2017); *Is it true that our people are doomed to live forever in grayness and poverty...* (day.kyiv.ua/uk, 09.07.2019).

The information in the first sentence is somewhat hidden. The addressee must independently model a certain sequence of arguments, such as: lack of law in Ukraine, corruption schemes, bureaucratic problems, inaction, etc., which increases negativity, tension, anxiety, internal resistance, etc., reduces the level of emotional-psychological comfort. Instead, the second utterance has a slightly different psychological effect, encouraging changes in public consciousness, forming public opinion. Despite the presence of a negative connotation, it does not contain such fatality, which contributes to the layering on the modal plane of the inevitability of the semantics of doubt, explicitly explained by the particle *невже*. In this case, it is appropriate to talk about the contamination of modal shades. Producing utterances with predicates *to be/to live, doomed, to be doomed, can't escape, destined, to be destined, etc.*, that specialized in the expressing inevitability, and at the same time involving in the arsenal of modal modifiers of questioning and hesitation, fear, the author aims to focus on problems in which every conscious Ukrainian is allegedly involved, for example: *Is Ukraine doomed again to this tragedy of national betrayal?* (day.kyiv.ua/uk, 21.03.2016); *Is the country doomed to live in the fumes of this poisonous political trifle?..* (day.kyiv.ua/uk, 14.03.2016); *Is the choice doomed again?* (day.kyiv.ua/uk, 20.03.2018) is about parliamentary elections and elections of the President of Ukraine.

The readers are often led to believe that they and other people are responsible for successful resolution of issues. Causing feelings of anxiety, concern for the fate of the state, its citizens, and ultimately guilt, injecting tension, the author directs the efforts to encourage people to make informed decisions and make them want to act. The so-called structure of conditionality contains partial neutralization of fatality. They reflect the situation that will occur under a certain condition, implicitly indicate a certain alternative, which is not typical for the previously analyzed structures. The recipient hopes for a positive solution to the problem. Example: *If this water shaft feels a slack somewhere in the coastal dams or barrage – you can't escape a*

tragedy (umoloda.kyiv.ua, 09.12.2009); *Without effective cooperation between the Ministry of Health and MPs, the reform is doomed to failure* (www.golos.com.ua, 06.02.2015); *Without urgent repairs and special treatment, the palace is doomed* (www.golos.com.ua, 19.12.2018); *...however, due to lack of funds, these people are doomed to death* (www.golos.com.ua, 13.07.2017); *Therefore, there is no more urgent problem for Ukraine than the growth of proven reserves of natural hydrocarbons and the revival of the fuel and energy complex. Otherwise, the country is doomed to complete energy dependence* (www.golos.com.ua, 14.01.2011). As the syntactic units show, the information about the factors that determine the inevitability of actions, is presented with the help of subordinated parts of the condition or their semantic equivalents – the determinant parts of the sentence;

2) *Need*. The utterances of this type make 42% and are given 2.41–2.57 points by respondents. Analyzing the concept of necessity / need, O. Tron states that it “means the essential need to perform any useful or desirable action and is directly (explicitly) related to the category of purpose” [16, p. 10]. Fully agreeing with the researcher's observations, we will add that the constructions of the specified modal type from mass media texts more often contain the hidden information about the purpose. The predicates structured by semi-form verbal, adjective, and adverbial components play an important role in modeling of such sentences, performing auxiliary roles, such as *мусити, зобов'язаний, змушений, повинен, потрібно, необхідно, слід, варто, треба*, and infinitives. The nouns *obligation, need*, etc. can also fall into the verbal space. The structures of this type are more diverse in their content than the constructions of the first group. Their range of meaning depends on many factors: the contextual environment, functional load of the debitive subject, in oral speech from intonation, etc. The need to perform an action, process, or state can be presented as a duty related to political, social, economic, military, or other spheres of life, usually in combination with moral-ethical values. Example: *We must win this war* (day.kyiv.ua/uk, 03.01.2015); *Everyone must be responsible for their work* (day.kyiv.ua/uk, 30.03.2018); *Each of us must fight against all forms of discrimination: racial, ethnic, religious and any other* (www.golos.com.ua, 29.01.2020); *Every year the state must spend 30 billion hryvnias to pay pensions to residents of the occupied Donbass* (day.kyiv.ua/uk, 15.01.2017); *...our duty is to help the army* (day.kyiv.ua/uk, 16.12.2014).

Depending on who plays the role of a potential performer of the action, implementer of the process or state (the subject of speech itself, together with someone or a third party), the structures show different psycho-emotional load. Compare: *The government must work efficiently and effectively* (www.golos.com.ua, 23.03.2019) and *We must learn to feel like Ukrainians...* (day.kyiv.ua/en, 26.05.2016), *If we declare a European choice – we must protect its architectural heritage* (day.kyiv.ua/uk, 30.01.2015) The first utterance reflects the situation in the implementation of which the respondents are not directly involved. In this case, they subconsciously shift responsibility to third parties. The addressee of the speech, in solidarity with the author of the utterance, expects from a certain group of people to perform their duties well. The illusion of responsibility arises more when the readers imagine themselves as the subject of a debitive action, that is, there is a fusion of collective and personal interests. Such functional load is revealed by syntactic units of the second type.

In addition, it is appropriate to focus on the specific features of predicate verbs that structure utterances with a modal meaning of obligation. The requirements, in the formulation of which the main role is played by verbs of the perfective aspect, are more reasoned. Such utterances sound more convincing and direct to certain actions, mobilize people at least in the information field. Compare: *We must learn to understand each other and create conditions in which there will be no more places without humanity and respect for human life* (www.golos.com.ua, 29.01.2020) and *We must help all who want to live in free Ukraine, to support these people, not to lose contact with them*

(zn.ua, 25.01.2020). The meaning of duty is able to implement utterances in which, in addition to the debitive, there is a negative modality, as evidenced by a specialized negator *ne*. The following structures are semantically correlated with the actual-debitive ones, which express certain transformations: *Therefore, today we have no right to forget the history of these crimes against humanity* (www.golos.com.ua, 29.01.2020) ← *Therefore, today we must remember the history of these crimes against humanity*. In the analyzed mass media texts we come across constructions in which we trace the debitivity as a duty to the family, members of the team. They are usually formed by predicates like *have to, have, must*, for example: *At the risk of their lives, people have to earn a living* (www.golos.com.ua, 14.07.2009); *Parents of sick children had to spend a lot of money on creon* (day.kyiv.ua/uk, 29.08.2013). The source of production of certain requirements and the implementer of the debitive action is usually the same subject. The lower degree of necessity is characteristic of utterances with components *should, must, need* and etc.: *Therefore, the government should announce the decision that, what happened with the Boeing 737, will never happen again* (gazeta.ua, 18.01.2020); *We need to strengthen the information presence of Ukraine* (day.kyiv.ua/uk, 16.05.2015).

In the studied texts, the structures of this type interpret the situation mainly in the socio-political space. The potential action sometimes is a certain standard, ideal, for example: *The theatre must awaken the soul* (day.kyiv.ua/uk, 27.03.2019); *The theatre must give people freedom by expanding the space...* (day.kyiv.ua/uk, 21.02.2014); *Everyone should know their ancestry up to the seventh generation* (www.golos.com.ua, 12.07.2012); *But it is not enough to be good – you must do good* (day.kyiv.ua/uk, 01.12.2013). Occasionally, the debitive action is presented not as a single option, but as a certain alternative, the speaker offers several options for its implementation, for example: *You need to either go there or communicate via Skype* (day.kyiv.ua/uk, 14.01.2016); *Therefore, Ukrainian industry needs to either produce three times more products at such volumes of energy consumption, or reduce their use* (day.kyiv.ua/uk, 29.05.2014);

3) *Coercion, demand*. The respondents singled out 10% of utterances of this type and gave them the average score – 1.22–1.46. The verbs *to order, demand, compel, impose, make, force*, take part in the formation of such structures, for example: *Law enforcement officers ordered the couple to get in the car and go* (www.golos.com.ua, 02.04.2014); *In Poltava, activists demand the convening of an unscheduled session of the City Council* (day.kyiv.ua/uk, 10.04.2017); *75 years ago, the prisoners of one of the largest concentration camps were given a freedom they no longer expected. The memories of these people still make the whole world tremble with horror and sadness* (www.golos.com.ua, 29.01.2020). In some cases, the constructions with the meaning of coercion contain an explicitly presented purpose, for the implementation of which they motivate someone to act: *In order to raise more money, cripples, mothers with children and children themselves are forced to ask for alms* (gazeta.ua, 23.01.2015). Undoubtedly, the utterances of the analyzed group have an accompanying negative connotation, because the burden of obligations, partly awareness of total control, understanding that someone has an effect on your own life, give a person feelings of insecurity, injustice, anxiety, anger, protest, especially when someone forces ideas on the principles of work organization. Although there are some constructions of a slightly different emotionally expressive plan, for example: *In this tour we will play songs that make people think, analyze* (gazeta.ua, 22.08.2015). Such constructions represent attempts to interest, unite people, unobtrusively motivating them to think;

4) *Expediency, relevance, recommendation* (respondents chose 10% of sentences and gave 0.64–0.87 points): *“Cyborgs” must watch everyone to feel the pain of Ukrainians* (www.golos.com.ua, 17.01.2019); *Ukraine, as well as Moldova, should take into account threats from Transnistria* (day.kyiv.ua/uk, 24.04.2018); *Future generations need to learn the lessons of the past* (www.golos.com.ua, 17.03.2017). In such

sentences, the addressed action is presented unobtrusively, uncategorically. The subject of the speech does not necessarily force someone to do what is said, but recommends it. Modeling of the specified semantics is carried out by components *must, should, need*.

At the same time, the utterances with the meaning of expediency, relevance may not have specialized markers for this function. In this case, there is a combination of several modal plans, including interrogative and negative. The confirmation of this theoretical position we consider possible transformational changes: *Why not “reform” at the same time and the entire uranium industry?* (www.golos.com.ua, 01.12.2015) ← *It is appropriate (expedient) to “reform” the entire uranium mining industry at the same time; Why not support an important initiative?* (www.golos.com.ua, 06.07.2016) ← *It is appropriate to support an important initiative*.

The study of mass media material with an emphasis on formal means of explication of debitive modality suggests that in newspaper discourse, the role of its markers often falls on predicates expressed by infinitives and passive forms of verbal adjectives. With the help of these linguistic units the author tries to realize communicative-motivational and intentional tasks, seeks to influence the recipients, hoping for their predicted reaction.

Next, we present the results of the second experiment, especially quantitative data and verbal reactions to sentences, which were the basis for the selection of the following groups:

1) With a positive emotional-expressive load and an average score of 2.9–2.7 (34% of sentences); their associates are usually represented in one word, *pride, patriotism, courage, gratitude, memory, humanity (humanism)*. To such utterances, the respondents included a part of the constructions of the first (with the meaning of inevitability) and second (with generalized semantics of necessity) groups, presented relatively evenly. In particular: *We must win this war* (day.kyiv.ua/uk, 03.01.2015); *We must learn to hear ourselves as Ukrainians...* (day.kyiv.ua/uk, 26.05.2016); *... our duty is to help the army* (day.kyiv.ua/uk, 16.12.2014); *Each of us must fight against all forms of discrimination: racial, ethnic, religious and any other* (www.golos.com.ua, 29.01.2020); *We must help everyone who wants to live in a free Ukraine, support these people, do not lose touch with them* (zn.ua, 25.01.2020). All respondents rated the highest two constructions: 90% of Ukrainians <...> said: *Ukraine will live!* (day.kyiv.ua/uk, 01.12.2019); *... “Ukraine will live” – this is the essence of the challenge. We will live...* (day.kyiv.ua/uk, 08.10.2014), to individual reactions belong *Ukraine is above all!* and *Everything will be ok!*

2) Positive assessment and average score of 1.2–1.3 (6%). Among the constructions of this type, there are sentences of the second semantic group and reactions *positive, relax*, for example: *The theater must awaken the soul* (day.kyiv.ua/uk, 27.03.2019); *The theater must give people freedom by expanding the space...* (day.kyiv.ua/uk, 21.02.2014) and etc.;

3) Negative assessment, average score of 2.4–2.7 (41%) and associates *disorder, incompetence (imperfection) of the leadership (authority, government): Without effective cooperation between the Ministry of Health and MPs, the reform is doomed to failure* (www.golos.com.ua, 06.02.2015); *Is the country doomed to live in the fumes of this poisonous political trifle?..* (day.kyiv.ua/uk, 14.03.2016); *Is it true that our people are doomed to live forever in grayness and poverty...* (day.kyiv.ua/uk, 09.07.2019); *And so with the reforms: what worked in a small homogeneous Georgia is doomed to failure in a large and diverse Ukraine* (day.kyiv.ua/uk, 12.12.2017). These include some structures that address the lack of funds in ordinary citizens for treatment, forcing them for humiliating work: *In order to raise more money, cripples, mothers with children and children themselves are forced to ask for alms* (gazeta.ua, 23.01.2015); *...however, due to lack of funds, these people are doomed to death* (www.golos.com.ua, 13.07.2017). The high score of the negative reaction to the construction of the sample is

associated with the feeling caused by the respondents' lack of opportunities for comfortable living conditions, social protection, etc.;

4) Negative assessment, average score of 0,7–1,2 (16%): *The people, for whom anecdotes are more necessary and important than history, are doomed to live in anecdotes instead of history* (www.golos.com.ua, 27.11.2004); *75 years ago, the prisoners of one of the largest concentration camps were given a freedom they no longer expected. The memories of these people still make the whole world tremble with horror and sadness* (www.golos.com.ua, 29.01.2020) and etc. Among the most common, there are the following several- and one-word reactions: *indifference of others outrages, irresponsibility*;

5) Only one sentence was given 0 points (2%): *You need to either go there or communicate via Skype* (day.kyiv.ua/uk, 14.01.2016), which did not receive a verbal equivalent of its association.

Table 2: Classification of debit utterances by the display of positive / negative evaluation and verbal reactions to sentence-stimuli

Display of emotional evaluation / words- reactions	Positive / pride, patriotism, courage, gratitude, memory, humanity (humanism)	Positive / positive, relaxation	Negative / disorder, incompetence (imperfection) of management (authorities, government)	Negative / indifference of others is outrageous, irresponsibility	-
Average score / volume of utterances (%)	2,9–2,7 / 34 %	1,2–1,3 / 6 %	2,4–2,7 / 41 %	0,7–1,2 / 16 %	0 / 2%

Thus, the results of the second experiment indicate an active life position of Ukrainians, a high sense of patriotism and at the same time a negative attitude to slow changes in the country, and sometimes even a sense of despair in the actions of the authorities. All this shows that journalists successfully modeled utterances of debitive modality, which did not leave readers indifferent, because only a very small percentage of structures did not affect respondents (2%).

According to the results of the first questionnaire, debitive utterances are combined into 4 groups, which include sentences that denote: 1) inevitability (38%, average score of 3.6–3.84), 2) necessity (42%, average score of 2.41–2.57), 3) coercion, requirements (10%, average score of 1.22–1.46), 4) expediency, relevance, recommendations (10%, average score of 0.64–0.87). The purpose of the second experiment was to identify the nature and level of emotional and expressive influence caused by the utterances selected in the first experiment.

According to the obtained results, 4 groups are formed: two of them implement a positive evaluation (1) with an average score of 2.9–2.7 (34%) and verbal reactions: pride, patriotism, courage, gratitude, memory, humanity (humanism); 2) with an average score of 1.2–1.3 (6%) and dominant associations positive, relax); and combined into the next two groups cause negative emotions (3) with an average score of 2.4–2.7 (41%) and verbal reactions 7 (41%) and verbal reactions disorder, incompetence (imperfection) of the leadership (authority, government); 4) with an average score of 0.7–1.2 (16%) and dominant associations indifference of others outrages, irresponsibility). The results showed that journalists successfully modeled debitive utterances, which did not leave readers indifferent, as a very small percentage of structures did not affect respondents (2%).

4 Conclusion

Thus, the debitive utterances have a number of common features, including a subjective-objective modal plan, a clear direction to the future, potential meaning, and a relationship to the category of lexical-grammatical modality. The functional purpose of these structures is connected with the expression of action as

inevitability (38%, average score 3.6–3.84), necessity (42%, average score 2.41–2.57), coercion, requirement (10%, average score 1.22–1.46), expediency, relevance, recommendations (10%, average score 0.64–0.87), on the marking of which certain linguistic units are specialized, first of all the verbs and their positional equivalents. The mass media utterances with a semantic shade of inevitability make the readers think of themselves as the object of external influence and have different (positive, much more often negative) psycho-emotional load. In this case, something will happen against the will or reluctance of someone. The partial leveling of obligation is inherent in the structures of conditionality, which are informed about the factor that may be a prerequisite for a particular action. If the utterances with a modal shade of inevitability mark a situation that the subject is unable to influence, then structures with an indication of expediency, appropriateness implement actions related to conscious choice. This modal plan, however with a combination of semantics of the order, is characteristic of constructions with meaning of necessity. The multivector need - urgent and non-categorical - is reflected in sentences with a modal shade of necessity. The violation of internal freedom is realized by the addressee, who is forced to take some action. Such functional potential is shown in utterances with meaning of coercion, requirement.

The debitive utterances selected for analysis are as a means of emotional-expressive influence on the reader and, taking into account the results of the experiment, form four groups, two of which implement a positive assessment (1) with an average score of 2.9–2.7 (34% of sentences) and verbal reactions *pride, patriotism, courage, gratitude, memory, humanity (humanism)*; 2) with an average score of 1.2–1.3 (6% of utterances and dominant associations *positive, relax*); and combined into the next two groups cause negative emotions (3) with an average score of 2.4–2.7 (41% of sentences) and verbal reactions *disorder, incompetence (imperfection) of the leadership (authority, government)*; 4) with an average score of 0.7–1.2 (16%) and dominant associations *indifference of others outrages, irresponsibility*).

The perspective of the research is psycholinguistic analysis of utterances of other modal types.

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