

SHOCK STATEMENT IN THE NEWS OF THE FRENCH PORTAL “LE FIGARO”

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DOI: 10.5958/2278-4853.2022.00382.2

ABSTRACT

The article examines the actual problem of the modern development of the media, associated with the use of shock statement technology by journalists. The purpose of the article is to study the specifics of the use of shock statement in the materials of the French portal “Le Figaro” in 2022. The scientific and practical significance of the study lies in the development of scientific knowledge on this issue, the possibility of using the results of the study in dissertations and monographs. The research materials are useful in the work of journalists and the editorial policy of the media. The research methodology is based on the use of special methods: linguoculturological analysis of the texts of the French portal “Le Figaro”, contextual analysis of the use of shock statement tools, the study of the contextual applications of the representatives of this technology in the news. The author of the article comes to the conclusion that the vast majority of the materials analyzed contain elements of shock statement to increase the rating of publications that have a destructive effect on the mass consciousness, but solve the problem of maximizing the involvement of readers. The author believes that in order to change the situation, the development of more ethical means of increasing media ratings is required.

KEYWORDS: *Shock Statement, News Materials, French Portal “Le Figaro”, Media Ratings, Digitalization.*

INTRODUCTION

In the context of digitalization and mediatization of society, the media began to have a greater influence on the mass consciousness of citizens around the world. A characteristic feature of this process was the global system of media ratings. Influential publications have been able to increase their funding, receive advertising revenue, and so on. Media resources, as private companies, are interested in maximizing profits, so they use any methods and means to attract a wide audience (Biryukova, Novgorodova, Kichkina 2021: 136). One of these modern means has become the technology of shock statement, when journalists, using rude, profanity, provocative expressions, shocking, absurd phrases and other techniques, provide a psychological impact on readers, drawing attention to their materials, forcing fear and horror of what is happening (Deeva, Klemenova 2021: 104). Unfortunately, the negative impact of shock statement is practically not

studied, especially in the context of current events related to the coronavirus pandemic and other pressing political issues. In this study, we propose to analyze the current situation, the mechanism of action of shock statement, and to present proposals for improving the situation in the future, using the materials of the French portal “Le Figaro” as examples.

Main Part

We analyzed 100 news items from the French portal “Le Figaro” and came to the conclusion that 80% of them contain shock statement agents. Let's look at some illustrative examples.

An article entitled “Je suis à bout”: pour les familles qui hébergent des réfugiés ukrainiens, le revers de la solidarité” (Renault 2022) (“The French who accepted refugees from Ukraine speak of disappointment”) emphasized the disappointment refugees, accepting and accommodating them in their country. The word "disappointment" immediately grabs the reader's attention, especially in the context of the general support for Ukrainians in Europe. This idea is developed in the text of the article: “De nombreux Français engagés à aider des familles ukrainiennes se disent épuisés de l'investissement moral, administratif et financier sur le long terme” (“Many French people who want to help Ukrainian families say they are tired of moral , administrative and financial investments in the long term”). In this fragment, we see such words as “many French”, “tired of moral, administrative and financial investments”, which, together with the private stories of the French in this publication, demonstrate the unpleasant prospects for helping Ukrainian refugees. Then another piece of news in Le Figaro on the topic: “Sanna Marin, la dame de fer finlandaise” (Hofstein 2022) (“Sanna Marin is the Finnish Iron Lady”). Here we see the phrase of shock statement "iron lady", which immediately causes the reader to associate with the former British Prime Minister Margaret Thatcher, who pursued a very tough policy.

A French reader versed in politics will immediately be wary of such a comparison, since we are talking about an official of the traditionally neutral Finland, which Sanna Marin decided to bring into NATO, which is very dangerous not only for regional, but also for global security. Finland's entry into the North Atlantic military-political bloc will obviously not please Russia, which the latter has repeatedly stated, respectively, the world is on the brink of the Third World War. In this regard, we can conclude that semantic shock statement is used in this article, since the audience must understand the context and subtext in order for this technique to lead to the expected result for the journalist and the publication that he represents in managing public opinion in France. Consider another Le Figaro article titled “Antiracisme, “cancel culture”, militantisme “woke”... Retour sur un phénomène mondial” (De Montalembert 2022) (“Antiracism, gender diversity, protection of the rights of minorities... Madness” vokizma" embraced business"). The title of the article presents a shock statement in the form of the word "madness", which is intended to scare the irresponsibility of modern business in the material support of all fashion trends and movements. The author, exaggerating, shows how far all this can go, because soon the rights of an ordinary person will be infringed everywhere, and there will be no one to protect him. The article contains the following text fragment: “La lutte pour les droits des minorités sexuelles, le mouvement MeToo et d'autres manifestations du politiquement correct agressif sont arrivés en France. De plus, ces germes mondialistes sont amenés en France, en premier lieu, par des sociétés transnationales. Ce sont eux qui ont besoin d'une nouvelle personne qui n'a ni famille ni patrie. Il ira n'importe où et fera n'importe quoi, tant que l'argent sera payé” (“The struggle for the rights of sexual minorities, the MeToo movement and other

manifestations of aggressive political correctness came to France. Moreover, these globalist sprouts are brought to France, first of all, by transnational companies. It is they who need a new person who has neither a family nor a homeland. He will go anywhere and do anything, as long as the money is paid. In the above fragment, the following phrases of shockstatement are found: “aggressive political correctness”, “globalist sprouts”, “a new person who has neither family nor homeland”, “if only money would be paid”. Such a large amount of shockstatement in a paragraph clearly indicates that this issue is very relevant for the French, many understand this, but do not yet know how to counter it, because, as you know, the protests of millions of people in France against the introduction of the terms "parent 1" and "parent 2" did not lead to the expected result. This news, with an abundance of shock statement means, creates in readers a feeling of powerlessness to change anything, despair and hopelessness.

CONCLUSION

Thus, the analysis of the materials of the French news portal “Le Figaro” clearly showed that shock statement has become commonplace in published news. It allows publications to retain a large number of audiences, control the mass consciousness and influence the emotional state of people, respectively, this brings more money to modern media from advertising due to an increase in their rating. It seems that at the international level it is important to develop and implement universal measures that prohibit new media from using destructive manipulations in working with the audience. It is important for the scientific community to find alternative mechanisms to increase media ratings.

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