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## Cognitive and pragmatic peculiarities of positive and negative food representation in Russian media discourse

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The article is devoted to the analysis of cognitive and pragmatic aspects of food representation in media discourse as well as peculiarities of the language means of such representation. The language means used for the realization of cognitive models referring to the spheres of entertainment, cooking and eating as well as the models referring to the negative aspects of food representation in Russian media discourse are investigated. The article also studies the connection between the realization of cognitive models and journalists' pragmatic goals aimed at a positive or negative representation of food in media discourse. The cognitive models' dominant components are analyzed. The promotion of such components as participants, food and drink, place, entertainment, characteristics of the object (food), action, consequences, etc., is driven by journalists' pragmatic goals aimed at drawing attention to particular dishes or preventing the negative consequences of consuming a certain food. Filling the components of the cognitive model with particular contents by means of language units results in achieving the journalist's goal. The article also investigates the connection between various spheres of human life established by the representation of food. The authors refer to the peculiarities of the realization of the cognitive model "Food as a source of danger". The results of the undertaken research can be used for analyzing the realization of cognitive models in other types of discourse as well as in theoretical courses on text linguistics, discourse analysis, and media linguistics.

**Keywords:** Russian media discourse, food representation, cognitive models, dominant components, food.

### Introduction

Food has become not only a means for satisfying one of the basic physiological needs, but also the object, which is necessary for completing activities in various spheres of human life. According to Slávka Tomaščíková, media plays a crucial role in signifying practices in postmodern societies and in contemporary society media represents the most important channels of cultural mediation [Tomaščíková 2015]. Food is an element of

everyday life, culture, entertainment, professional life, etc. It is also able to unite various spheres of life, e.g., entertainment, medicine, public events and festivals, etc.

Food and eating have been the object of numerous sociological, cultural, ethnographic, linguistic, philosophical and other studies [Ivantsova 2018; Olyanich 2015; Pozhidaeva, Karamalak 2018; Eddy 2019; Fischler 1988; Matrozi-Marin 2018; Tomaščíková 2012; 2019; Shevchenko 2018], which correspond to the tendency of investigating various aspects of human existence.

## Material and methods

The investigation was undertaken on the basis of Russian media discourse, which was studied by Sergey Vorkachev and Elena Vorkacheva [Vorkachev, Vorkacheva 2019]. The present article aims to investigate the components of various cognitive models foregrounded in media discourse and the language means used for this purpose. The authors try to investigate the connection between the cognitive models and the journalists' pragmatic goals aimed at a positive or negative representation of food in media discourse. While undertaking the research, the method of discourse analysis [Chernyavskaya 2017; Shevchenko, Shevchenko 2019], the method of cognitive modelling [Evseeva, Kreidlin 2017], the method of pragmalinguistic analysis, observation and description techniques were applied.

## Results and discussions

Russian media discourse contains an article in which a journalist makes a connection between cooking and the sphere of entertainment and the “Entertainment as a source of cooking” cognitive model is realized: *Уже в ноябре этого года на прилавках появится кулинарная книга с рецептами блюд из киноэпопеи «Звездные войны». Об этом 5 августа сообщило издание The Hollywood Reporter. Отмечается, что сборник написан от лица одного из персонажей — бывшего шеф-повара из замка королевы пиратов Маз Канаты Строни Таггса. Теперь фанаты фильма смогут изучить межгалактическую кухню и приготовить знаменитые блюда. Над проектом работали издательство Insight Editions, кинокомпания Disney, кулинарный обозреватель Челси Монро-Кассель и автор комиксов Марк Сумерак* [Mass media 2020]. In this case, an American epic space-opera media franchise becomes the source of inspiration for cooks.

The journalist uses media space to connect two fairly different activities in the media — cinema and cooking. These two spheres are connected in the media to emphasize the importance of food and cooking in today's society. Food and cooking in this case are given importance via cinema, which also plays an important role in modern society.

One of the dominant components made prominent by a journalist within the “Entertainment as a source of cooking” cognitive model is **participants**. This component is dominant because the journalist pays particular attention to the process of cooking where a major role is fulfilled by a person; the person in this case becomes the subject of all significant actions, which can influence the reader. It is emphasized by means of the lexical units denoting such participants as a movie character (*Отмечается, что сборник написан от лица одного из персонажей — бывшего шеф-повара из замка королевы*

*пиратов Маз Канаты Строно Таггса*), film fans (*Теперь фанаты фильма смогут изучить межгалактическую кухню и приготовить знаменитые блюда*), representatives of the publishing house (*издательство Insight Editions*), a film company (*кинокомпания Disney*), a food writer (*кулинарный обозреватель Челси Монро-Кассель*) and a comic book-writer (*автор комиксов Марк Сумерак*). The **participants** component includes the representatives of cinema, publishing and culinary spheres. Such a diverse representation of the **participants** component proves the significance of food and cooking for people engaged in various fields of activity. This significance also helps to popularize new ideas about food and cooking among young members of society: involvement of so many different participants into the making of the culinary book and their connection with the famous sequel serve as means to persuade the readers, especially the young film fans, into cooking.

The **food** component is not foregrounded within the media text, however, it is dominant, because the text is about publishing a cookbook with recipes of dishes from “Star Wars” (*Уже в ноябре этого года на прилавках появится кулинарная книга с рецептами блюд из киноэпопеи «Звездные войны»*).

Another dominant component within the cognitive model realized is **consequences**. This component contains information about the intended result of publishing the cookbook — fans cooking dishes from the epic film (*Теперь фанаты фильма смогут изучить межгалактическую кухню и приготовить знаменитые блюда*). According to Umberto Eco, some literary works can be ascribed a predictive function, when they describe something that comes into existence afterwards [Eco 2005: 409]. In this case, the cultural influence of the “Star Wars” film is used to introduce new dishes and consequently change the existing sphere of food and cooking. The situations connected with cooking in the real world are inspired by situations from the imaginary world of cinema; the interrelations between the imaginary and real world, which concern food and cooking, underline their importance in today’s society. Consequently, the journalist’s pragmatic goal in this case is to represent food and cooking as significant objects and activities that play an important role in social and cultural life and are able to unite various people and fields of activity.

In another article, a journalist also demonstrates how the food-related events described in an animated sitcom can occur in real life: *Туристки из Швейцарии покадрово повторили похождения героя мультсериала «Симпсоны» Гомера Симпсона. Девушки посетили все 23 знаменитые закусочные Нового Орлеана, где в 17 серии 29-го сезона побывал мультгерой* [Swiss tourists 2020].

The short article is accompanied by a video demonstrating the scenes from the sitcom episode and the tourists’ visits to New Orleans cafés and pubs featured in the episode. The tourists imitate Homer Simpson’s movements and consume dishes in the same manner.

This short article is used to realize the “Entertainment as a source of eating out” cognitive model because in this case the cafés and bars described in an animated sitcom inspire people to visit them in real life. The article is quite short, but it is used to realize a cognitive model in accordance with the journalist’s pragmatic goal.

The journalist foregrounds the following dominant components of the “Entertainment as a source of eating out” cognitive model:

- **Participants:** *Туристки из Швейцарии покадрово повторили похождения героя мультсериала «Симпсоны» Гомера Симпсона. Девушки посетили все*

23 знаменитые закусочные Нового Орлеана, где в 17 серии 29-го сезона побывал мультгерой. The **participants** component is emphasized by means of the lexical units denoting the Swiss tourists (*туристки из Швейцарии*) and the famous animated cartoon character (*Гомер Симпсон*). The real and imaginary participants are united by the same actions within one media space and these actions refer to eating out. We suppose that **participants** is the most dominant component within the cognitive model, because it refers to interrelations between the imaginary and real world: real people perform the same actions as the imaginary character and this information is used to persuade the readers to do the same;

- **Place:** *Девушки посетили все 23 знаменитые закусочные Нового Орлеана, где в 17 серии 29-го сезона побывал мультгерой.* This component is foregrounded by means of the lexical units denoting the eateries located in New Orleans (**23 знаменитые закусочные Нового Орлеана**). The journalist mentions the number of eateries (23) and uses the epithet (**знаменитые**) to underline this component. We suppose that the **place** component is also foregrounded to arouse readers' interest in New Orleans famous bars and cafés and persuade the readers to attend them or just eat out;
- **Actions:** *Туристки из Швейцарии покадрово повторили похождения героя мультсериала «Симпсоны» Гомера Симпсона. Девушки посетили все 23 знаменитые закусочные Нового Орлеана, где в 17 серии 29-го сезона побывал мультгерой.* The journalist also foregrounds this component in order to inspire people to attend the famous New Orleans eateries, which were mentioned in one of "The Simpsons" episodes.

The **food** component is not mentioned in the article, but we suppose that it is included into the **place** component, which contains information about the places where people can eat and relax. This component is also realized in the video, which accompanies the text of the article, and demonstrates various dishes consumed by both Homer Simpson and the tourists.

The journalist's pragmatic goal in this case is to represent food and cooking as significant objects that play an important role in social and cultural life. By using cultural influence of the famous American animated sitcom, the journalist also intends to inspire people to attend the famous New Orleans cafés and pubs and eat out.

Another article also makes a connection between such spheres as food and entertainment: *Фестиваль пельменей в течение месяца будет проходить в Южно-Сахалинске. В течение месяца жители города смогут попробовать блюда разных народов в рамках гастрономического марафона* [Meat dumplings festival 2020]. The journalist uses the media text to realize the "Food as a source of entertainment" cognitive model, in which the following components are dominant:

- **Food:** *Фестиваль пельменей в течение месяца будет проходить в Южно-Сахалинске; В течение месяца жители города смогут попробовать блюда разных народов в рамках гастрономического марафона; Жители города смогут попробовать классические пельмени, равиоли, димсамы, хинкали и вареники с различными начинками и необычными сочетаниями вкусов; Одновременно с фестивалем на сайте городской администрации начался опрос населения «Самые вкусные пельмени сахалинского производителя»; Подведение*

итогов фестиваля состоится на Дне **пельменя**, который отмечают 14 декабря. The **food** component is emphasized by means of the lexical units denoting the particular kind of food — meat dumplings (**пельмени**), which the article is devoted to. During the festival that will be held in the Russian city of Yuzhno-Sakhalinsk the city dwellers will be able to taste different types of meat dumplings belonging to various peoples (**классические пельмени, ravioli, димсамы, хинкали и вареники с различными начинками и необычными сочетаниями вкусов**). The use of lexical units referring to various types of meat dumplings help to emphasize the dominant component within the cognitive model and demonstrate that food can unite different nations: by trying the dishes of other peoples the festival participants learn about other countries' culinary traditions and cultures. In this case, food becomes a unique object that in addition to sustaining people, supplies them with information about other peoples' cuisines;

- **Characteristics of the object (food):** Жители города смогут пробовать классические пельмени, ravioli, димсамы, хинкали и вареники с **различными начинками и необычными сочетаниями вкусов**. Стоимость блюда, предлагаемого в рамках марафона, не будет превышать **350 рублей**, сообщает ИА SakhalinMedia. Одновременно с фестивалем на сайте городской администрации начался опрос населения «Самые **вкусные** пельмени сахалинского производителя». The journalist foregrounds this component by means of the lexical units denoting such characteristics as ingredients (**различные начинки**), taste (**самые вкусные**), combination of tastes (**необычные сочетания вкусов**) and price (**350 рублей**). This component is also underlined via the epithet (**необычные**), which is used to ascribe aesthetic value to the food;
- **Place:** Фестиваль пельменей в течение месяца будет проходить в **Южно-Сахалинске**. The journalist underlines this component, because the festival takes place in the remote Russian city of Yuzhno-Sakhalinsk. We suppose that this is done to demonstrate the importance of food, which can be used as a source of entertainment in any place;
- **Entertainment:** Фестиваль пельменей в течение месяца будет проходить в Южно-Сахалинске; К фестивалю присоединились 12 заведений общественного питания; Подведение итогов фестиваля состоится на Дне пельменя, который отмечают 14 декабря; Со 2 по 4 ноября в России пройдет восемь больших **фестивалей**, которые приурочены ко Дню народного единства; Каждый год тематика **праздников** распределяется между федеральными округами. The **entertainment** component is foregrounded by means of **фестиваль** and **праздник** as lexical units, which presuppose having fun and engaging in entertainment activities. The word combination **День пельменя** also refers to a festival;
- **Participants:** В течение месяца жители города смогут попробовать блюда разных народов в рамках гастрономического марафона; К фестивалю присоединились 12 заведений общественного питания; Жители города смогут пробовать классические пельмени, ravioli, димсамы, хинкали и вареники с различными начинками и необычными сочетаниями вкусов. This component is underlined by means of the lexical units denoting the involvement of possibly all



city dwellers (*жители города*) and some businesses (*12 заведений общественного питания*) in the festival.

Foregrounding the dominant components within the structure of the “Food as a source of entertainment” cognitive model is determined by the journalist’s pragmatic goal, which is to demonstrate that food is an essential object accompanying people in various situations, including leisure, entertainment and holiday activities. In this case, the journalist represents food as an object that becomes the source of entertainment for people: meat dumplings (*pelmeni*) are selected to be the main theme of a festival, thus providing people with the opportunity to rest and entertain themselves with a particular dish, which the festival is devoted to. Food becomes a unique object that in addition to consumption, unites different peoples and supplies the festival participants with information about other peoples’ cuisines.

The theme of various food festivals is often covered in the Russian media. One of the articles is devoted to a festival, during which the 19<sup>th</sup> century menu that was used on board a ship will be reconstructed: *В Севастополе проведут общефлотскую конференцию по питанию. Ее приурочат к международному Дню повара. Организаторы обещают реконструировать меню середины XIX века, времен первой обороны Севастополя* [Menu 2020].

As in the other articles, in which the “Food as a source of entertainment” cognitive model is realized, the following dominant components are foregrounded in the media text:

- **Food and drink:** *Для приготовления исторических блюд специалистам пришлось изучить документальные материалы; Именно по ним и было воссоздано корабельное меню; Особенностью тех лет было то, что на корабле не было условий хранения продуктов при низких температурах, поэтому ингредиенты сохраняли в просоленном или засушенном состоянии; Опреснительных установок тоже не было, вода на борту была дефицитом, на приготовление пищи ее использовали гораздо меньше, чем сейчас; Участникам конференции предоставят возможность поучаствовать в мастер-классах по приготовлению национальных блюд и выпечке хлеба, исходя из норм продовольственных пайков.* The author of the text does not specify the types of food or dishes, which were included in the ship’s menu. We suppose that this is done to arouse the reader’s interest in this event. However, food remains the dominant component and it is foregrounded by means of interest in history: the journalist appeals to such aspects of history as food, which was consumed on board the ship in the 19<sup>th</sup> century;
- **Characteristics of the object (food):** *Особенностью тех лет было то, что на корабле не было условий хранения продуктов при низких температурах, поэтому ингредиенты сохраняли в просоленном или засушенном состоянии; Опреснительных установок тоже не было, вода на борту была дефицитом, на приготовление пищи ее использовали гораздо меньше, чем сейчас.* The journalist mentions the following characteristics referring to food and drink: condition of the food, which was stored (*просоленное, засушенное состояние*) and quantity (*гораздо меньше*), consumed on board the ship in the 19<sup>th</sup> century. Such

historical information is used in order to stir the reader's interest in various aspects of food consumption in specific marine conditions;

- **Utensils:** *Как сообщает онлайн-издание «Новый Севастополь» со ссылкой на пресс-службу Черноморского флота, столы во время дегустации в рамках общевоеводской конференции будут сервированы также с использованием **посуды и приборов того времени**, чтобы можно было сравнить с сервировкой наших дней.* This component is underlined in order to immerse the reader in the culinary atmosphere of the past. As a result, the journalist also creates the contrast between the epochs: the word combinations **посуда и приборы того времени** and **сервировка наших дней** actualize relevant knowledge referring to utensils of the 19<sup>th</sup> century and the present. The contrast between utensils belonging to different epochs foregrounds the dominant component and arouses the reader's interest in the event;
- **Entertainment:** *Ее приурочат к международному Дню повара; Участникам конференции предоставят возможность **поучаствовать в мастер-классах по приготовлению национальных блюд и выпечке хлеба**, исходя из норм продовольственных пайков.* We suppose that the **entertainment** component of the cognitive model is foregrounded by means of the lexical units denoting the international holiday (**международный День повара**) and master classes, during which national dishes and bread can be prepared in accordance with 19<sup>th</sup> century dietary norms (**мастер-классы по приготовлению национальных блюд и выпечке хлеба**). People entertain themselves by participating in master classes, trying the menu from the past and enjoying oneself as a result of being immersed into the atmosphere of the past. This component is dominant because the media text is used to connect the spheres of entertainment and food. In this case, the journalist demonstrates that food is an essential element of various activities and performs different functions (entertaining, uniting, informing etc.) besides sustenance.

As in the previous example, the dominant components are foregrounded in accordance with the same pragmatic goal of the journalist — to demonstrate that food is an essential object. It accompanies people in various situations, including entertainment activities and food itself can become the source of *entertainment*. Here, the pragmatic goal is also to persuade the reader that people are able to satisfy one of their basic needs and get pleasure not only from consuming food, but also by immersing into the culinary atmosphere of the past, by cooking and consuming dishes with the use of recipes, norms and utensils from the past. This all results in people coming into almost direct contact with the past and enriching their knowledge and practical skills, which concern food and cooking. In such an instance, food becomes the practical means of investigating the past and, consequently, entertaining people.

The article “Гастрофестиваль состоится в День Тулы и Тульской области” concerns the food festival that will be held in the Russian city of Tula during the City Day: *В Туле 7 сентября пройдет гастрофестиваль. В этот день отмечается День города и региона. В шатрах на Крестовоздвиженской площади устроят дегустации чебуреков с картофелем и разных блюд с печеным картофелем, там же можно будет выпить кофе по-тульски* [Gastronomical festival 2020].

The journalist foregrounds the same components as in the other articles, in which the “Food as a source of entertainment” cognitive model is realized:

- **Food and drink:** *В шатрах на Крестовоздвиженской площади устроят дегустации чебуреков с картофелем и разных блюд с печеным картофелем, там же можно будет выпить кофе по-тульски; На улице Менделеевской пройдут презентации-дегустации мясных изделий, чая, пряников и пастилы, кофе со сгущенкой, пишет ИА «Тульские известия»; В рамках городского чаепития на улице Металлистов гостям предложат отведать картофель, печенный со сливками, и угоститься открытыми пирогами, пирожками с разными начинками, выпить чая из самовара с конфетами.* The food component is foregrounded by means of the lexical units denoting various types of foods, including street food (*чебуреки с картофелем, разные блюда с печеным картофелем, мясные изделия, картофель, печенный со сливками, открытые пироги, пирожки с разными начинками*), confectionery (*пряники и пастила, конфеты*) and drink (*кофе по-тульски, чай, кофе со сгущенкой*). The journalist mentions foods and dishes that have become the trademark of the Tula region. In this case, some foods and dishes become associated with a specific region; food becomes the source of information about a particular region and the region becomes associated with particular foods;
- **Place:** *В Туле 7 сентября пройдет гастрофестиваль; В шатрах на Крестовоздвиженской площади устроят дегустации чебуреков с картофелем и разных блюд с печеным картофелем, там же можно будет выпить кофе по-тульски; На улице Менделеевской пройдут презентации-дегустации мясных изделий, чая, пряников и пастилы, кофе со сгущенкой, пишет ИА «Тульские известия»; В рамках городского чаепития на улице Металлистов гостям предложат отведать картофель, печенный со сливками, и угоститься открытыми пирогами, пирожками с разными начинками, выпить чая из самовара с конфетами.* This component is underlined by means of the lexical units denoting various places in the city: streets and the square. The journalist foregrounds the place component in order to demonstrate the scale of the food festival and its impact on the city's inhabitants;
- **Entertainment:** *В Туле 7 сентября пройдет гастрофестиваль. В этот день отмечается День города и региона.* The journalist mentions the food festival, which will be celebrated during the City Day. The festive activities include tasting some foods, which proves that food has become an integral part and means of entertaining people as well as satisfying their emotional needs. The media text analyzed is aimed at realizing the “Food as a source of entertainment” cognitive model, but to be more specific, in this example food is represented as a means of entertainment, because it accompanies the actions of the City Day and is only one of the themes of the City Day festival. In the article, food is associated with the City Day festival, thus particular food and drink (e.g., potato and meat dishes, local gingerbread, pies, fruit candy, coffee etc.) are connected with a particular city in the reader's consciousness.

Foregrounding the dominant components within the “Food as a source of entertainment” cognitive model is determined by the journalist's pragmatic goal to demonstrate



that food does not only accompany people in various situations, including entertainment activities, but it also can become a trademark of a particular region or city, a symbol that can make this region or city famous. As in the previous example, food also becomes the means of investigating the present: by tasting the foods that have become the region's trademark, people gain an opportunity to learn about the region's culture, economy and agriculture reflected in its culinary traditions.

## Negative representation of food in the media discourse

Russian media discourse also portrays negative aspects of consuming food in order to provide a detailed and substantial picture of the role that food plays in Russian society. An article published on the website of "Izvestiya" newspaper informs readers of such negative consequence of eating fast food as food poisoning: *В Москве судебные приставы опечатали на 90 дней вендинговые автоматы Healthy Food по продаже еды в бизнес-центре Lotte и офисном центре ООО «СИБУР» в связи с серией отравлений. Об этом в среду, 14 августа, рассказали ТАСС в пресс-службе управления ФССП по Москве* [Bailiffs 2020].

The present article is used by the journalist to realize the "Food as a source of danger" cognitive model, which refers to the situation of ceasing the operation of vending machines in light of food poisoning. This model also has dominant components, which are foregrounded by the journalist by means of using specific language means in accordance with his/her pragmatic goal. The names of dishes that caused food poisoning are not mentioned in the media text; the journalist uses some lexical units with the general meaning of food (*еда, продукты питания*), but the **food** component is foregrounded by means of mentioning the name of the vending machines selling food that caused poisoning (*Healthy Food*). The contradiction between the name of the vending machines and the food poisoning described in the media text foregrounds the main components of the cognitive model **food** and **danger**, filling the **danger** component with the meaning of "food poisoning". Along with **food**, another significant component is **machines**, which is represented by the lexical units denoting vending machines for selling food (*вендинговые автоматы Healthy Food по продаже еды*).

The **participants** component is represented by the language means denoting people who suffered from food poisoning (*3 августа сообщалось, что число людей, отравившихся в Москве продуктами питания из вендинговых автоматов Healthy Food, достигло 99*), their occupation (*С 16 июля едой из вендинговых автоматов Healthy Food отравились несколько десятков офисных работников*), the company that owned the vending machines (*«ООО «До луны и обратно» после массовых отравлений едой из вендинговых автоматов Healthy Food*), its director (*Глава компании Дмитрий Пронин*), the officials who undertook legal actions against the company and attesting witnesses (*В Москве судебные приставы опечатали на 90 дней вендинговые автоматы Healthy Food по продаже еды в бизнес-центре Lotte и офисном центре ООО «СИБУР» в связи с серией отравлений; «ООО «До луны и обратно» после массовых отравлений едой из вендинговых автоматов Healthy Food было признано Гагаринским районным судом Москвы виновным в совершении административного правонарушения; Уточняется, что аппараты опечатали в присутствии понятых*), other clients of the company (*После случившегося от услуг компании отказались 9 % клиентов*). The

examples taken from the media text demonstrate that such a diverse representation of the **participants** component makes it dominant within the framework of the “Food as a source of danger” cognitive model. The journalist foregrounds the **participants** component to inform the reader of all people, who were engaged in selling and consuming food from vending machines as well as the representatives of the legal sphere, who undertook legal proceedings against the company that sold the food. This component is dominant in virtually all the cognitive models analyzed, which can be explained by the fact that journalists try to focus the readers’ attention, first of all, to people engaged in various social, cultural and political and other processes connected with food.

Such a component of the cognitive model as **event** refers to food poisoning — the main event described in the media, which included dozens of people — mainly office workers (*серия отравлений, массовые отравления, 3 августа сообщалось, что число людей, отравившихся в Москве продуктами питания из вендинговых автоматов Healthy Food, достигло 99*).

The **action** component is also significant for the journalist, because he wants to emphasize the actions taken by the officials after the event. Therefore, this component can also be referred to as consequences of the event. This component is foregrounded by means of the lexical units denoting mainly legal actions (*В Москве судебные приставы опечатали на 90 дней вендинговые автоматы Healthy Food по продаже еды в бизнес-центре Lotte и офисном центре ООО «СИБУР» в связи с серией отравлений; «ООО «До луны и обратно» после массовых отравлений едой из вендинговых автоматов Healthy Food было признано Гагаринским районным судом Москвы виновным в совершении административного правонарушения, предусмотренного ст. 6.6 КоАП РФ («Нарушение санитарно-эпидемиологических требований к организации питания населения»); 1 августа Гагаринский суд Москвы на три месяца запретил компании Healthy Food торговать едой*) and the company’s actions aimed at suspending the production of food (*Глава компании Дмитрий Пронин в своем Facebook сообщил о приостановке производства еды под маркой Healthy Food*).

The results of the undertaken research demonstrate that the cognitive model “Food as a source of danger” realized in Russian media discourse tends to contain **participants**, **event** and **consequences/action** components, because the journalist always informs the reader of some dangerous event(s) connected with food that affected a large number of people. In the media texts containing this cognitive model, specific attention is paid to the consequences of the event, which include both consequences for people’s health and the actions aimed at eliminating the phenomena caused by dangerous food.

Foregrounding some components of the cognitive model is determined by the journalist’s pragmatic goal to exercise social control aimed at preventing food poisoning in the sphere of fast food consumption and focus the reader’s attention to negative aspects of consuming fast food.

The results of the undertaken research demonstrate that journalists write about the specific problems corresponding to the “Food as a source of danger” cognitive model. One of the articles is dedicated to a dairy product, in which E.coli was found: *Эксперты «Росконтроля» проверили ряженку с массовой долей жира 4 % и обнаружили в одном из образцов бактерии группы кишечной палочки, а также повышенное содержание дрожжей и плесеней. Результаты исследования были опубликованы во вторник, 6 августа, на сайте организации [Roskontrol 2020].*

The cognitive model realized in the media text has dominant components, which are foregrounded in accordance with the journalist's pragmatic goal. The dominant **food** component is represented by means of the lexical units denoting fermented baked milk sold under various trademarks in Russia: *Всего экспертизу прошла продукция семи брендов: «Вкуснотеево», «Коровка из Кореновки», «Белый город», «Вологжанка», «Большая кружка», «Козельская» и «Ряженка из молока нашей дойки».*

The dominant characteristics of the object (food) component refers to such features of fermented baked milk as:

- the abundance of some substances (*Лучшей была признана ряженка «Вкуснотеево», единственной претензией к которой стало нехарактерное для натуральных молочных продуктов содержание кальция и фосфора (последнего существенно больше). По словам специалистов, это может говорить о наличии в составе продукции или используемого сырья добавленных фосфатов*);
- the amount of fats (*Замыкает тройку лидеров продукция «Вологжанка» — массовая доля жира в ряженке оказалась на 0,1% ниже указанной в маркировке, что, по словам специалистов, допустимо с учетом погрешности*);
- taste (*Продукция «Большая кружка», «Коровка из Кореновки» и «Козельская» также вызвала у специалистов нарекания по вкусовым показателям*);
- the presence of dangerous bacteria (*В ней были выявлены бактерии группы кишечной палочки, а содержание плесеней и дрожжей превысило допустимые техническим регламентом значения*).

Another dominant component within the cognitive model is **participants**, which is foregrounded by means of the lexical units denoting the experts who analyzed the dairy products and the organization, which they represent: *Эксперты «Росконтроля» проверили ряженку с массовой долей жира 4% и обнаружили в одном из образцов бактерии группы кишечной палочки, а также повышенное содержание дрожжей и плесеней; «Росконтроль» — частная организация, не имеющая отношения к государственной системе контроля качества.* As in the other examples, this component plays one of the major roles in the process of persuading the reader to choose some foods more carefully in order to prevent food poisoning. The journalist indicates the status of participants (experts) to demonstrate that the analysis was conducted by specialists, who proved that food with such characteristics as the presence of dangerous bacteria can pose a danger to people's health.

The journalist's pragmatic goal in this case coincides with the goal analyzed in the previous example, which is to exercise social control aimed at preventing food poisoning. However, the social control is exercised not in the sphere of fast food and street food consumption, but in the sphere of people's every-day life and routine actions: the reader is supposed to pay attention to characteristics of food in the process of choosing and purchasing it.

Another article, in which an author writes about the harm that dry breakfast cereals cause is also used to realize the "Food as a source of danger" cognitive model: *Эксперты Роскачества провели исследование готовых сухих завтраков и обнаружили, что они не несут пользы для здоровья. Об этом говорится в пресс-релизе системы мониторинга, поступившем в редакцию «Известий» в среду, 7 августа [Roskachestvo 2020].*

The **food** component of the cognitive model refers to dry breakfast cereals, including chocolate balls (*Программа испытаний включила в себя 14 наиболее популярных на рынке производителей шоколадных шариков, которые проверили на содержание посторонних примесей, пестицидов, группы бактерий кишечной палочки, калия, кальция и витаминов, массовую долю клетчатки, цвет, вкус и запах*).

The journalist pays particular attention to such component as **characteristics of the object (food)**, which contains information about an abundance of substances harmful for children's health (*Кроме того, выяснилось, что в более чем половине проверенной продукции массовая доля сахарозы превышала суточную норму сахара в два раза*), presence of carbohydrates, which leads to a fast digestion and appearance of the sense of hunger (*В ходе технологической переработки углеводы, содержащиеся в сухих завтраках, переходят в категорию «быстрых», поэтому после такого приема пищи ребенок проголодается уже через час*). This component is foregrounded to make the reader pay attention to the presence of harmful substances in popular dry breakfast cereals.

The **participants** component is also significant within the cognitive model because in addition to consumers (*данный параметр позволяет сделать вывод о пользе готового завтрака в том числе для детей*) it also includes information about the experts who analyzed dry breakfast cereals (*Эксперты Роскачества провели исследование готовых сухих завтраков и обнаружили, что они не несут пользы для здоровья; заместитель руководителя Роскачества Елена Саратцева*); it helps the journalist persuade the reader to refrain from buying popular dry breakfast cereals.

The **consequences** component also plays an important role in the process of influencing the reader and it is foregrounded by means of the language units signifying a sense of hunger that appears shortly after eating dry breakfast cereals (*В ходе технологической переработки углеводы, содержащиеся в сухих завтраках, переходят в категорию «быстрых», поэтому после такого приема пищи ребенок проголодается уже через час*) and illnesses that appear as a result of eating this type of food (*Более того, систематическое употребление готовых сухих завтраков может привести к нарушению обмена веществ и ожирению*).

The **food, characteristics of the object (food), participants** and **consequences** components dominate within the cognitive model in accordance with the journalist's pragmatic goal to persuade the reader to lead a healthy lifestyle, avoid food containing harmful substances and, as a result, change his/her practice of buying popular dry breakfast cereals. We consider that the most efficient components that help the journalist achieve his pragmatic goal are **characteristics of the object (food)** and **consequences**, because they contain information about harmful substances contained in such a type of food and their effect on children's health.

## Conclusion

The results of the undertaken research demonstrate that journalists use media space to connect two quite different activities in the media — entertainment and cooking. These two spheres are connected in the media to emphasize the importance of food and cooking in today's society. Food and cooking are represented as significant objects, which play an important role in social and cultural life. The journalists also show that food is an essential

object, which accompanies people in various situations including entertainment activities, and that food can become the source of entertainment, e.g., people are able to get pleasure not only from consuming food, but also by immersing into the culinary atmosphere of the past, by cooking and consuming dishes with the use of recipes, norms and utensils from the past. Thus, food becomes the practical means of investigating the past and, consequently, entertaining people.

Our research has also shown that food can also serve as a trademark of a particular region or city, a symbol that can make this region or city famous; in this case food also becomes the means of investigating the present: by tasting the foods that have become the region's trademark, people get an opportunity to learn about the region's culture, economy and agriculture reflected in its culinary traditions.

The results of the undertaken research also demonstrate that the cognitive model "Food as a source of danger" realized in Russian media discourses tends to contain the components of **participants**, **event** and **consequences/action** because the journalists' goal is to inform the readers of some dangerous event(s) connected with food that usually affects a large number of people. Foregrounding some components of the cognitive model is determined by the journalist's pragmatic goal to exercise social control aimed at preventing food poisoning in the sphere of fast food consumption and focus the reader's attention on the negative aspects of consuming fast food and food bought in supermarkets, including food for children. As a result, the reader is supposed to pay attention to characteristics of food in the process of choosing and purchasing it.

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### **Когнитивно-прагматические особенности позитивной и негативной репрезентации пищи в российском медиадискурсе**

**Для цитирования:** Shevchenko V.D., Shevchenko E.S. Cognitive and pragmatic peculiarities of positive and negative food representation in Russian media discourse. *Вестник Санкт-Петербургского университета. Язык и литература*. 2021, 18 (2): 417–431.  
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Статья посвящена анализу когнитивных и прагматических факторов репрезентации пищи в медиадискурсе, а также особенностей языковых средств данной репрезентации. В статье исследуются языковые средства реализации когнитивных моделей, относящихся к сферам развлечений, приема и приготовления пищи, а также моделей, связанных с негативными аспектами репрезентации пищи в российском медиадискурсе. В статье также рассмотрена связь между реализацией когнитивных моделей и прагматическими целями журналистов, которые направлены на позитивную или негативную репрезентацию пищи в медиадискурсе. В рамках предпринятого исследования были также проанализированы доминантные компоненты когнитивных моделей. Выдвижение таких компонентов, как участники, пища и напитки, место, развлечения, характеристики объекта (пищи), действия, последствия и др., обусловлено прагматическими целями журналистов, которые заключаются в попытке привлечь внимание к определенным блюдам или предотвратить негативные последствия употребления пищи. Наполнение компонентов когнитивной модели определенным содержанием посредством языковых единиц приводит к реализации прагматической цели журналиста. В статье также рассматривается связь между различными сферами жизнедеятельности человека, которая устанавливается посредством репрезентации пищи. Авторы также обращаются к особенностям реализации когнитивной модели *еда как источник опасности*. Статья вносит вклад в углубление таких разделов лингвистики, как когнитивная семантика, прагмалингвистика, медиалингвистика, теория текста и дискурса. Результаты проведенного исследования могут быть использованы для анализа реализации когнитивных моделей в других типах дискурса, а также в теоретических курсах по лингвистике текста, дискурс-анализу, медиалингвистике.

**Ключевые слова:** российский медиадискурс, репрезентация пищи, когнитивные модели, доминантные компоненты, пища.

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