## ФИЛОЛОГИЯ. ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА PHILOLOGY. THEORETICAL, APPLIED AND COMPARATIVE LINGUISTICS

Научная статья УДК 81-114.4 Филологические науки https://doi.org/10.26907/2658-3321.2023.6.4.481-489

### ПОДХОДЫ К ИЗУЧЕНИЮ ВЫРАЖЕНИЯ ПОЛОЖИТЕЛЬНЫХ И ОТРИЦАТЕЛЬНЫХ ЭМОЦИЙ В ТЕКСТЕ

**И.Б.** Булегенова<sup>1</sup>, М.А. Яхин<sup>2</sup>, Г.К. Кенжетаева<sup>3</sup>

<sup>1,3</sup>Евразийский Национальный университет им. Л.Н. Гумилева, Астана, Казахстан 
<sup>2</sup>Казанский приволжский федеральный университет, Казань, 
Республика Татарстан, Россия

<sup>1</sup>ibulegen@gmail.com, https://orcid.org/0000-0001-6430-5557

<sup>2</sup>Yakhinmarat94@gmail.com, https://orcid.org/0000-0003-4383-5086

<sup>3</sup>gulken\_kz@mail.ru, https://orcid.org/0000-0002-9046-353X

Аннотация. В данной статье рассматривается проблема выражения положительных и отрицательных эмоций в современном тексте при помощи функционально-семантического подхода. Эмоции встречаются на всех уровнях языка. Изучение передачи эмоций в речи одна из самых сложных проблем современной лингвистики. В настоящее время тексты являются предметом активных исследований, поскольку они в полной мере отражают природу человека. Следует также отметить, что теории построения текстов недостаточно разработаны и малоизучены в лингвистике. Несмотря на то, что текстовой проблематике посвящено большое количество научных статей, построение целостной теории текста является областью современных лингвистических исследований. Цель данного исследования – изучить и представить методологические основы изучения положительных и отрицательных эмоций в текстах с помощью функционально-семантического подхода. Вопрос о выражении эмоций в текстах является одной из основных проблем теоретической лингвистики. Изучены научные труды, рассматривающие выражения положительных и отрицательных эмоций в текстах с точки зрения функционально-семантического подхода. При изучении этого подхода мы решили использовать следующие научные методы: метод анализа и метод синтеза, индукция и дедукция, сравнительный и логический анализ, а также объективные научные, систематизирующие позиции.

**Ключевые слова**: язык; эмоция; лингвистика; функционально-семантический; языковая система; экспрессивная лексика

Для цитирования: Булегенова И.Б., Яхин М.А., Кенжетаева Г.К. Подходы к изучению положительных и отрицательных эмоции в тексте. *Казанский лингвистический журнал*. 2023;6(4): 481–489. (In Eng.). https://doi.org/10.26907/2658-3321.2023.6.4.481-489

# ФИЛОЛОГИЯ. ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА

**Булегенова И.Б., Яхин М.А., Кенжетаева Г.К.** Подходы к изучению положительных и отрицательных и ... *Казанский лингвистический журнал.* 2023; 6(4): 481–489

Original article Philology studies

https://doi.org/10.26907/2658-3321.2023.6.4.481-489

# APPROACHES TO THE STUDY OF THE EXPRESSION OF POSITIVE AND NEGATIVE EMOTIONS IN THE TEXT

I.B. Bulegenova<sup>1</sup>, M.A. Yahin<sup>2</sup>, G.K. Kenzhetayeva<sup>3</sup>

<sup>1,3</sup>L.N. Gumilyov Eurasian National University, Astana, Kazakhstan 
<sup>2</sup>Kazan Federal university, Kazan, Republic of Tatarstan, Russia 
<sup>1</sup>ibulegen@gmail.com, https://orcid.org/0000-0001-6430-5557 

<sup>2</sup>Yakhinmarat94@gmail.com, https://orcid.org/0000-0003-4383-5086 

<sup>3</sup>gulken kz@mail.ru, https://orcid.org/0000-0002-9046-353X

Abstract. This article discusses the problem of expressing positive and negative emotions in a modern text using a functional-semantic approach. Currently, texts are the subject of active research, since they fully reflect human nature. It should also be noted that the theories of text construction are insufficiently developed and little studied in linguistics. Despite the fact that a large number of scientific articles are devoted to textual problems, the construction of a holistic theory of text is an area of modern linguistic research. Currently, the ways of expressing emotions in the text are one of the urgent problems of communicative linguistics. The main purpose of this work is to study the methodological foundations of the study of positive and negative emotions in texts. The scientific works considering expressions of positive and negative emotions in texts from the point of view of the functional-semantic approach are studied. When studying this approach, we decided to use the following scientific methods: the method of analysis and the method of synthesis, induction and deduction, comparative and logical analysis, as well as objective scientific, systematizing positions.

**Keywords:** language; emotion; linguistics; functional-semantic; language system; expressive lexicon

**For citation**: Bulegenova I.B., Yahin M.A., Kenzhetayeva G.K. Approaches to the Study of the Expression of Positive and Negative Emotions in the Text. *Kazan Linguistic Journal*. 2023;6(4): 481–489. https://doi.org/10.26907/2658-3321.2023.6.4.481-489

A person constantly interacts with the world around him. During his life, he develops a certain worldview on everything that happens around him, which in philosophical and linguistic literature is called a picture of the world [1].

There is no doubt that language is an important tool used in the study of culture. Language not only expresses thoughts, but also expresses emotions. Emotions manifested in language are expressed through the process of consciousness and thinking and the interaction of emotional spheres. This is manifested in the emotional attitude of the individual to the object of speech [2]. In modern linguistic directions, knowledge from other communicative sciences is widely used in the study of emotions.

Emotion is a psychological category. At the linguistic level, emotions are transmitted by verbal methods. Emotions are closely related to cognitive processes and attitudes [3]. A person with the help of emotions reflects his perception of the

**Bulegenova I.B., Yahin M.A., Kenzhetayeva G.K.** Approaches to the Study of the Expression of Positive and ... *Kazan Linguistic Journal*. 2023; 6(4): 481–489

environment and its assessment. Without emotions, rational human linguistic existence would be impossible, and they permeate every aspect of human life. In the study of emotions, it is customary to divide emotions into objectified linguistic units. The expression of emotion in emotiology is understood as the direct expression of all speech produced by a particular unit of emotion, the semantics of which is "emotional modes of behavior." [4].

The subject of Emotiology is the role of emotions in human activity, including the linguistic classification of emotions and the multi-state representation of the cognitive and interactive category of emotionality. Emotion is a property of semantics that expresses emotions in words as fact, spirit, and system, meaning that the semantics of linguistic units reflect emotional, social, and personal feelings, thus demonstrating a continuum of values, language, and class emotions that permeates the understanding of personality issues in all areas of human life, especially in speech. Thus, vocabulary and speech phrases are barely visible components of the whole utterance, and they have different meanings depending on the communicative context and their interpretation by the phonetic partners [5]. The status of emotion in text is not well defined in contemporary textual languages. Often simply equated with expression or considered part of the textual level of expression-emotional, emotional-psychological, or realistic, this unduly expands or limits the scope of the concept of "emotion in text" [6].

This paper analyzes the basic works of contemporary writers as a methodological basis for studying the issue of the expression of positive and negative emotions inwriting with the help of a functional semantic approach. In addition, the method of comparative analysis and analytical research method were applied. Scientific methods of studying the problems of the provided topic give the probability to create a legible reflection on the issues of positive and negative emotions in the text, achievement of certain goals. In accordance with scientific and methodological sources, the main concepts relevant to the research topic are described. The list of concepts reviewed includes "emotion", "functional semantic approach", "emotional

#### ФИЛОЛОГИЯ. ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА

**Булегенова И.Б., Яхин М.А., Кенжетаева Г.К.** Подходы к изучению положительных и отрицательных и ... *Казанский лингвистический журнал.* 2023; 6(4): 481–489

tone", "emotionality", "emotionality", and "emotional system", revealing the substance and distinctiveness of the above concepts. The main difficulties of expressing emotions in the modern text are revealed.

In order to effectively study the functional-semantic approach, the research was conducted in three phases: theoretical method (analysis of the narrative, scientific, psychological, and educational literature on the problem under study); analytical and integrative methods; inductive and deductive methods; comparative and logical analysis; and systematic scientific purpose position. In the first phase of the research, narrative, scientific, psychological, and educational literature on the issue under study was analyzed. Relevant material on the topic of the dissertation was collected, tracing the possibilities of solving the research problem, establishing the relevance and the goal of the study, and outlining the prospects for further research on the expression of emotions in writing. The scientific literature surveyed was analyzed and based on it the status of the problem under consideration was determined, the main problems of emotion perception in writing were analyzed and summarized. When studying this method of research, the holistic meaning of the functional-semantic approach in the study of texts was noted, diverse approaches to the study of textual emotionality were analyzed, all different types of emotional content of modern text construction were described.

In the second stage of research, induction and deduction are applied to reach a logical conclusion, the truth of which is guaranteed by the truth of the premises. The logical and methodological process by which the transition from the general to the specific in the process of reasoning is achieved can also be determined. All these methods give the possibility to understand individual aspects of a phenomenon or object and to make many scientific abstractions. Combined further, they allow the study of the deeper essence of the whole [7]. In the third stage, all theoretical provisions of the research on the topic of the dissertation were clarified and summarized. The results of the conducted research were processed, theoretically generalized, and systematized, formalizing the research material into a unified whole. The argumentation

**Bulegenova I.B., Yahin M.A., Kenzhetayeva G.K.** Approaches to the Study of the Expression of Positive and ... *Kazan Linguistic Journal*. 2023; 6(4): 481–489

and persuasiveness of the research results on the topic are ensured by the methodological and theoretical rationality of the starting point, the unity of the general scientific and specific research methods appropriate to the relevance of the research and its objectives, goals and logic, and the combination of quantitative and qualitative analysis.

Emotions play a huge role in human relationships. The expression of emotions is manifested in a person's attitude to the phenomena occurring in the environment. A person expresses emotions with the help of linguistic means, that is, through verbal and nonverbal means. We can note the following stages of emotional development in the course of human speech:

The stages of emotional development in speech are distinguished as follows:

- Emotions are directly related to a person's mental state of mind. A person's assessment of his actions plays an important role in the formation of positive or negative emotions. While positive emotions arise from a relationship of friendship, kindness, gratitude, negative emotions, on the contrary, arise from a relationship of hostility, evil, cursing.
- The next stage depends on the mood. A good or bad mood stems from a person's perception of the phenomena occurring in the environment and his understanding.
- This period is characterized by two main forms of external manifestation of emotions. One is the physiologically uncontrolled reaction of the human body to the phenomena occurring, that is, automatic, and the other is the verbal reactions of the human mind, set under control [5].

Emotions are transmitted in the language at the language levels through lexical, grammatical, phonetic, etc. approaches [8]. One of the tools for expressing emotions is phonetic. Scientists associate this with the concept of prosody. The transfer of emotions at the phonetic level includes the features of each language and the tools unique to that language [9]. Prosodic and differential signals in the phonological system play an important role in the expression of emotions in the text. For example, vowel length

#### ФИЛОЛОГИЯ. ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА

**Булегенова И.Б., Яхин М.А., Кенжетаева Г.К.** Подходы к изучению положительных и отрицательных и ... *Казанский лингвистический журнал.* 2023; 6(4): 481–489

plays a special role in English. Such phonetic approaches are widely used when influencing the emotional sphere of the listener [10].

In the expression of emotions at the syntactic level, such things occur as a decrease in the syntactic complexity of sentences and an increase in the number of unfinished sentences, a violation of the order of words [11]. Modern writing uses vocabulary that have qualities such as emotionality and expressiveness. Emotionality is a linguistic expression of feelings and when studying oral communication, it is important to take into account a person's speech consciousness [12]. We can influence a person emotionally through speech. Emotional vocabulary is perceived differently with each person. Many authors do not distinguish between the terms "emotional" and "expressiveness". Emotionality is realized through feelings for the phenomena taking place, and expressiveness -in the process of transmitting emotions to the listener, through activities to strengthen the impact on him.

Emotional expressions are always expressive, but not all expressive expressions have an emotional tone. Emotional vocabulary includes a group of words that express emotions, for example, words caused by the evaluation of positive and negative phenomena, or words in which emotions arise grammatically, and not lexically, by adding special suffixes and prefixes. These words also include vulgar words and profanity. In every language there are such groups of words that have a stable emotional coloring, and the shades of this coloring are very diverse and depends on the picture of the world of a person of a certain language.

Scientists distinguish several groups of expressive and emotional vocabulary: words used in everyday oral speech; stylistically neutral words that are metaphorically colored with evaluative and expressive-stylistic coloring; words that have emotional, expressive and stylistic connotations that are usually achieved with the help of suffixes [4].

According to Roos & Oliver, there are two approaches to describing emotions: semantics and metaphorical approaches. Emotional concepts expressed in typical situations or experiences can be described with the help of such expressions: "I felt the

**Bulegenova I.B., Yahin M.A., Kenzhetayeva G.K.** Approaches to the Study of the Expression of Positive and ... *Kazan Linguistic Journal*. 2023; 6(4): 481–489

same as they did when, ...etc." [13]. According to all scientists who study the semantic approach, without these interpretations it would be impossible to explain the connection between concepts such as envy, jealousy, hatred, contempt, sympathy and admiration. It would be impossible to compare and contrast the meaning of emotions in different languages.

Emotions as a psychophysiological phenomenon of a person is very complex. It is not always possible to distinguish a certain emotion at the level of consciousness. The study of emotion was conducted at different levels of linguistics and as an interdisciplinary branch is included in the field of general linguistics and psycholinguistics. The functional-semantic approach is mainly related to the direction of language study from meaning to form and function. This comprehensive view of language system forms a different model of language system. It is based on the traditional structure of the language level, but moves from meaning to its mode of expression and then to their function in language. This is how a grammar of functional and semantic categories is formed, having a certain structure: a field created by interaction and intersection in certain areas. Functional grammar describes functional semantic categories as universal concepts that are integrated by linguistic means of different levels and correspond to basic logical and conceptual categories. These include appearance, cross-country ability, personality, assertiveness, temporal localization, and quantification [13]. Modality is a universal category that largely explains the participation of meanings in the organization of linguistic units at almost all levels of the language system.

The research presents a variety of theoretical approaches to the study of text emotionality problems. The article discussed the importance of the emotional function of language in the text, the creation of the presence of certain emotions, true or false, and analyzed the different views of scientists on the concept of functional-semantic approach. In addition, the concept of an "affective system," defined as a set of vocabulary, terms, and lives linked by stable lexical and semantic relations, and the formation of relatively closed structural categories of emotion were extensively addressed. Another phase of this study was a consideration of the realization of a

# ФИЛОЛОГИЯ. ТЕОРЕТИЧЕСКАЯ, ПРИКЛАДНАЯ И СРАВНИТЕЛЬНО-СОПОСТАВИТЕЛЬНАЯ ЛИНГВИСТИКА

**Булегенова И.Б., Яхин М.А., Кенжетаева Г.К.** Подходы к изучению положительных и отрицательных и ... *Казанский лингвистический журнал.* 2023; 6(4): 481–489

functional semantic approach to emotionality intexts. This is accomplished by the author's utterance, where the presentation of the text on behalf of the author is clearly presented in the form of comments.

Pragmatic emotional relations and means of their realization are also used in modern text construction. In the text the category of address works in a special way. The composition plays an important role in creating an atmosphere and aims to express positive or negative feelings about everything that is happening around them. Also, the ways of expressing the category of emotionality in modern texts are described: graphic, auditory means of conveying emotions, as well as morphological, lexical, syntactic means, the emotions of the text are expressed and expand the concepts of evaluation, expressiveness and intensity, which occur at all levels of speech. The research topic is of special importance in modern linguistics. Since the use of means and methods of emotions in the text creates a direct contact between the reader and the author, and allow to get into the essence of feelings and emotions that the author conveys, to understand his opinion about the formulated problem, as well as the ability to best build their own life situations taking into account the result of situations in the text.

#### References

- 1. Sakaeva L.R., Ermolenko A.Yu. Problems of translating film names based on the material of English and Russian languages. *Kazan linguistic journal*. 2020;1(3):41–51. DOI: 10.26907/2658-3321.2020.3.1.41-51
- 2. Ogudo K.A., Nestor D.M.J. *Sentiment analysis application and natural language processing for mobile network operators' support on social media*. 2019. Available from: <a href="https://ieeexplore.ieee.org/document/8851052">https://ieeexplore.ieee.org/document/8851052</a>. [accessed: 02.11.2023]
- 3. Inoue K., Hara S., Abe M., Hojo N., Ijima Y. Model architectures to extrapolate emotional expressions in DNN-based text-to-speech. *Speech Communication*. 2021;(126):35–43.
- 4. Brown J.A., Knollman-Porter K., Hux K., Wallace S.E., Deville C. Effect of digital highlighting on reading comprehension given text-to-speech technology for people with aphasia. *Aphasiology*. 2021;35(2):200–221.
- 5. Chen J., Ye L., Ming Z. MASS: Multi-task anthropomorphic speech synthesis framework. *Computer Speech and Language*; 2021. 70. Article number: 101243.
- 6. Glazer T. On the virtual expression of emotion in writing. *British Journal of Aesthetics*. 2017;57(2):177–194.
- 7. Robus C.M., Hand C.J., Filik R., Pitchford M. Investigating effects of emoji on neutral narrative text: Evidence from eye movements and perceived emotional valence. *Computers in Human Behavior*; 2020. 109, Article number: 106361.

**Bulegenova I.B., Yahin M.A., Kenzhetayeva G.K.** Approaches to the Study of the Expression of Positive and ... *Kazan Linguistic Journal*. 2023; 6(4): 481–489

- 8. Otamendi F.J., Sutil Martin D.L. The emotional effectiveness of advertisement. *Frontiers in Psychology*. 2020. 11. Article number: 2088.
- 9. Chakraborty B., Geetha M. Emotion recognition in a conversational context. *Communications in Computer and Information Science*. 2018;(950):208–214.
- 10. Mircoli A. *Automatic emotional text annotation using facial expression analysis*. 2017. Available from: <a href="http://ceur-ws.org/Vol-1848/CAiSE2017\_DC\_Paper4.pdf">http://ceur-ws.org/Vol-1848/CAiSE2017\_DC\_Paper4.pdf</a>. [accessed: 29.10.2023]
- 11. Mullagayanova G.S. Color designation of emotions in the English language. *Middle East Journal of Scientific Research*. 2013;15(6):902–906.
- 12. Lazemi S., Ebrahimpour-Komleh H. *Multi-emotion extraction from text based on linguistic analysis.* 2018. Available from: <a href="https://ieeexplore.ieee.org/document/8387233">https://ieeexplore.ieee.org/document/8387233</a>. [accessed: 15.10.2023]
- 13. Roos J., Oliver D. Beyond text: Constructing organizational identity multimodally. British Journal of Management. 2018;18(4):342–358.

#### Автор публикации

## **Булегенова Индира Бектурсыновна** — старший

преподаватель

Евразийский национальный универстет им. Л. Н. Гумилева

Астана, Казахстан

Email: ibulegen@gmail.com,

https://orcid.org/0000-0001-6430-5557

#### Яхин Марат Айдарович –

кандидат филологических наук.

старший преподаватель

Казанский федеральный университет

Казань, Республика Татарстан, Россия

Email: Yakhinmarat94@gmail.com

https://orcid.org/0000-0002-3867-1489

#### Кенжетаева Гульзира Кабаевна –

кандидат филологических наук

Евразийский национальный универстет

им. Л.Н. Гумилева

Астана, Казахстан

Email: gulken\_kz@mail.ru

https://orcid.org/0000-0002-9046-353X

#### Раскрытие информации о конфликте интересов

Автор заявляет об отсутствии конфликта интересов.

#### Информация о статье

Поступила в редакцию: 31.10.2023

Одобрена после рецензирования: 25.11.2023

Принята к публикации: 27.11.2023

Автор прочитал и одобрил окончательный вариант рукописи.

#### Информация о рецензировании

«Казанский лингвистический журнал» благодарит анонимного рецензента (рецензентов) за их вклад в рецензирование этой работы.

#### Author of the publication

#### Indira Bektursynovna Bulegenova –

senior lecturer

L. N. Gumilyov Eurasian National University Astana, Kazakhstan

Email: ibulegen@gmail.com,

https://orcid.org/0000-0001-6430-5557

#### Yahin Marat Ajdarovich –

Candidate of philological sciences,

senior lecturer

Kazan Federal University

Kazan, Republic of Tatarstan, Russia

Email: Yakhinmarat94@gmail.com

https://orcid.org/0000-0003-4383-5086

#### Kenzhetaeva Gulzira Kabaevna –

Candidate of philological sciences

L.N. Gumilyov Eurasian National University

Astana, Kazakhstan.

Email: gulken kz@mail.ru

https://orcid.org/0000-0002-9046-353X

#### Conflicts of Interest Disclosure

The author declares that there is no conflict of interest.

#### Article info

Submitted: 31.10.2023

Approved after peer reviewing: 25.11.2023

Accepted for publication: 27.11.2023

The author has read and approved the final manuscript.

#### Peer review info

Kazan Linguistic Journal thanks the anonymous reviewer(s) for their contribution to the peer review of this work.