

Research Article

THE STUDY OF INNER MONGOLIAN AND MONGOLIAN NEWSPAPERS' LINGUISTIC COMPOSITIONS: THE CASE OF DAILY NEWSPAPER

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ABSTRACT

The aim of our study appears to be to conduct a comparative analysis of linguistic compositions found in daily newspapers written in Mongolian language, specifically those from Mongolia and Inner Mongolia. We examined and evaluating similarities and differences between linguistic compositions found in newspapers from Mongolia and Inner Mongolia as linguistic Compositions refers to the written content of the newspapers. Also, we analyzed few articles, headlines, editorials, advertisements, and any other textual elements present in the newspapers. Our analysis might involve examining the language at different levels, from individual words and phrases to larger discourse structures. Overall, our study contributed to our understanding of how the Mongolian language is used in different contexts and regions, shedding light on linguistic variations and the impact of cultural and societal factors on language use. It has the potential to offer valuable insights into the dynamic nature of language and its relationship with identity, culture, and communication in the Mongolian-speaking world.

Keywords: language, linguistic, newspaper, Inner Mongolia, Mongolia.

INTRODUCTION

A subfield of theoretical linguistics and philosophy of language is theory of language. Like the similar term "general linguistics," "theoretical linguistics" has multiple definitions in the field of linguistics. Both can be interpreted as alluding to the theory of language, which is the area of linguistics that studies language structure and aims to provide basic definitions for languages as well as the universal principles that underlie all languages. The creation of a broad theoretical framework for the description of language may also be the aim of theoretical linguistics. Contemporary literary linguistics holds that literary language is merely an enhanced form of everyday language, a theory influenced by developments in higher education and the field of education. This point of view holds that the elements, rules, and limitations that govern literary language are borrowed from ordinary language and only marginally modified.

Stated differently, authors of literature are not creating a completely new linguistic framework; rather, they are working within the confines of an already established one. Despite having distinctive formal characteristics like heightened imagery, rhythm, or figurative language, literary language typically has semantic content that is comparable to that of ordinary language. Poetry, novels, stories told orally, songs, and other literary works are written in a language that may not be the same as everyday speech. The variations include different word, sound, and syntax rearrangements or modifications, frequently brought about by the imposition of outside restrictions like meter or rhyme. I refer to the language that demonstrates these distinctions in this article as "literary language." Literary language may be found in genres that are traditionally considered literary, like poetry, but it can also be found in genres that are considered borderline literary, like oratory, or in other types of "heightened" discourse, like advertising or specific conversational forms.

THEORITICAL CONCEPTUAL FRAMEWORK

A subfield of theoretical linguistics and philosophy of language is theory of language. Like the similar term "general linguistics," "theoretical linguistics" has multiple definitions in the field of linguistics. Both can be interpreted as alluding to the theory of language, which is the area of linguistics that studies language structure and aims to provide basic definitions for languages as well as the universal principles that underlie all languages. The creation of a broad theoretical framework for the description of language may also be the aim of theoretical linguistics. Language is a powerful tool when used purposefully and with intention. It can be used in a multitude of ways to sway and bring a message to a close.

If language is not consistent with rules, its basic function as a tool for communication could be compromised because even slight grammatical structural modifications can have a significant impact on meaning. As such, it is essential that language users try to enhance their language by following established conventions. A language cannot progress or get better unless its grammatical rules are applied with precision and skill. According to equivalency theory, teaching a language in its entirety and in its proper forms is the primary way to improve it. When utilized with intention and purpose, language can be a powerful tool. It can be employed in a variety of ways to influence and reach a climax in a message. The fundamental purpose of language as a tool for communication may be jeopardized if it is not compatible with rules because even small grammatical structural changes can alter meaning. Therefore, it is imperative that language users strive to improve their language by abiding by set norms. The skillful and meticulous application of a language's grammatical rules is crucial to its advancement or improvement. Equivalency theory states that the improvement of a language is primarily achieved through the comprehensive instruction of its appropriate forms.

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A newspaper offers its readers a variety of materials to read. It carries articles of an extremely diverse nature and has thus become an important tool for providing the information we need to understand the world. Through news and sports reports, advertisements and feature articles, the newspaper provides much diverse information that is aimed at addressing the different concerns of its perceived readership (Grossberg *et al.*, 1998).

The main important function which a newspaper serves is correlation, which involves the explanation and eventual interpretation of the news events and issues in the society and editorial is supposed to carry out this duty (Burton, 2002). An editorial page, typically authored by the editor or publisher, appears in the majority of print publications. The purpose of this kind of page is to introduce the paper's ideology. Accordingly, an editorial can be defined as a newspaper article that expresses the publication's viewpoint on a subject or story that the public finds important (Sinclair, 1995).

THE HISTORICAL COMPARISONS OF INNER MONGOLIA AND MONGOLIAN LANGUAGE

The history of the Inner Mongolian language is deeply intertwined with the broader history of Inner Mongolia itself, which is characterized by a rich tapestry of cultures, languages, and interactions with neighboring regions.

Inner Mongolia has been inhabited by various nomadic and sedentary peoples for thousands of years. The early linguistic landscape of the region would have been diverse, with various Turkic, Mongolic, and Tungusic languages spoken by different ethnic groups. Mongolic Language is the dominant language family in Inner Mongolia is Mongolic, with Mongolian being the most widely spoken language. Mongolian has several dialects, including Khalkha Mongolian, which is spoken in Mongolia proper, and various dialects spoken in Inner Mongolia such as Chakhar, Ordos, Buryat, and others.

Throughout history, Inner Mongolia has had significant interactions with China, leading to the influence of Chinese language and culture on the region. While Mongolian remains the primary language for many Inner Mongolians, the influence of Chinese is evident in loanwords, syntax, and cultural practices.

Traditionally, the Mongolian language was written using the Mongolian script, which evolved from the Uighur script in the 13th century. However, during periods of Chinese rule, especially during the Qing Dynasty, the use of the Mongolian script declined in favor of the Chinese script. In modern times, the Mongolian language is primarily written using the Cyrillic script in Mongolia proper, while in Inner Mongolia, both the traditional Mongolian script and the Cyrillic script are used, with the former being more prevalent in cultural and official contexts.

Language Policy, in the 20th century, language policies in both Mongolia and Inner Mongolia were influenced by political changes. In Mongolia proper, there were efforts to standardize the Mongolian language and promote literacy using the Cyrillic script, especially during the socialist period. In Inner Mongolia, language policies have been shaped by the relationship with the People's Republic of China, with efforts to promote Mandarin Chinese alongside the Mongolian language in education and official settings.

In recent years, Contemporary Challenges have been concerns about the preservation of the Mongolian language and culture in Inner Mongolia, particularly in the face of government policies promoting Mandarin Chinese and restrictions on Mongolian language education in schools. This has led to debates and activism aimed at preserving

and revitalizing the Mongolian language and cultural heritage in Inner Mongolia.

Overall, the history of the Inner Mongolian language reflects the complex interactions between different ethnic groups, languages, and political forces in the region. Despite challenges, efforts continue to ensure the vitality and resilience of the Mongolian language and cultural identity in Inner Mongolia. The history of the Mongolian language is rich and diverse, reflecting the cultural heritage and historical developments of the Mongolian people over millennia.

Proto-Mongolic Period (Before 8th century): The exact origins of the Mongolic languages, including Mongolian, are still debated among linguists. However, it's generally believed that Proto-Mongolic, the hypothetical ancestor of Mongolic languages, emerged in the region of present-day Mongolia and neighboring areas several thousand years ago. **Old Mongolian Period (13th-14th centuries):** The oldest known written records of the Mongolian language date back to the 13th century during the time of the Mongol Empire, particularly under the rule of Genghis Khan and his successors. The "Secret History of the Mongols" is one of the most important literary works from this period, written in a form of Old Mongolian.

Mongolian Empire and Its Legacy: The Mongolian Empire's vast conquests and influence spread the Mongolian language across much of Eurasia during the 13th and 14th centuries. As a result, Mongolian script and language became significant in diplomatic and administrative affairs in regions spanning from Eastern Europe to China. **Development of the Mongolian Script:** The traditional Mongolian script, also known as the Uighur script, was adapted and modified from the Uighur alphabet during the early Mongol Empire. This script is vertically written and was historically used for writing Mongolian, as well as other languages such as Oirat and Buryat.

The Introduction of Tibetan Buddhism: The spread of Tibetan Buddhism into Mongolia from the 16th century onward led to the use of the classical Tibetan script for religious texts and manuscripts. Tibetan script coexisted with the traditional Mongolian script and was mainly used for religious purposes.

Influence of Manchu and Chinese: During the Qing Dynasty (17th to early 20th centuries), the Mongolian-speaking regions came under Manchu rule, and later Chinese influence. This period saw the adoption of the Mongolian script for writing Manchu and the influence of Chinese language and culture on Mongolian.

Modernization and Standardization: In the early 20th century, there were efforts to modernize and standardize the Mongolian language. This included the adoption of a modified version of the Cyrillic alphabet for writing Mongolian in Mongolia in the 1940s, replacing the traditional Mongolian script for most purposes.

Contemporary Mongolian Language: Today, the Mongolian language is primarily written using the Cyrillic script in Mongolia (known as Khalkha Mongolian), while the traditional Mongolian script is still used for ceremonial and cultural purposes. In Inner Mongolia, China, both the traditional script and Cyrillic script are used, with Mongolian being one of the official languages alongside Mandarin Chinese.

The history of the Mongolian language reflects the complex interplay of cultural, political, and historical forces shaping the linguistic landscape of Mongolia and its surrounding regions over centuries.

RESULTS COMPARISONS OF OUR STUDY

The publication of "Khyazgaar Sunin" in Mongolian 148 years ago marks an important milestone in the history of Inner Mongolia's press. This newspaper was significant because it was specifically tailored for the Inner Mongolian region, addressing the needs and interests of its inhabitants.

When we examine the pattern of development of newspapers in Inner Mongolia, we can observe certain periodicities or trends that shed light on the region's historical trajectory. These trends might include:

Language and Cultural Identity: The use of Mongolian language in "Khyazgaar Sunin" highlights the importance of preserving cultural identity through print media. Over time, we might see shifts in language usage within newspapers, reflecting broader linguistic and cultural changes in Inner Mongolia.

Political Landscape: The content and tone of newspapers often reflect the political climate of their time. In Inner Mongolia, the development of newspapers may coincide with significant political events or movements, such as changes in governance structures, policies affecting ethnic minority regions, or movements for cultural autonomy.

Technological Advancements: The evolution of printing technology can also influence the development of newspapers. Advances in printing methods, distribution networks, and communication technologies may lead to changes in the format, accessibility, and reach of newspapers in Inner Mongolia over time.

Social and Economic Factors: Socio-economic factors, such as literacy rates, urbanization, and economic development, can shape the demand for newspapers and their content. Changes in these factors may influence the proliferation and circulation of newspapers in Inner Mongolia across different periods.

By examining these periodicities in the historical development of newspapers in Inner Mongolia, we can gain insights into the region's cultural, political, and socio-economic dynamics over time. This analysis helps us understand the role of print media in shaping public discourse, preserving cultural heritage, and navigating the challenges and opportunities faced by Inner Mongolia's inhabitants.

Table No 01. The development patterns of newspapers

Past period (between 1895-1949)	
The development stage of Mongolian newspapers	1895-1925
Search and selection stage	1921-1949
Modern time (between 1949- -2023)	
The revival period of Mongolian newspaper was	1949-1966
The dark period of Mongolian newspapers	1966-1990
The period of change and reform of Mongolian newspapers in	1990 - until now

Table No 02. Comparison of journalistic requirements

Education of a newspaper editor in Inner Mongolia	
-	A high degree of theoretical and public policy is needed.
-	It is necessary to have a variety of special professional skills
-	It is necessary to have a strong work ethic (careful, orderly, stable and fast)
-	The director should have a high level of ideological education.
Ethical principles of journalists in Mongolia	
-	subject to the public's interest in knowing
-	Work to avoid making serious professional mistakes such as slandering,

defaming others, distorting facts, taking bribes, and concealing facts.

- Take responsibility for what you write
- Keep the source of your information strictly confidential
- Refrain from stealing and copying other people's work
- Respect only fair competition
- Do everything possible to correct any inaccuracies
- Respect for professional dignity

Table No 03. A Comparison of Newspaper Record Genre Categories

The Genre classification of Mongolian journalistic records	
-	Informational
-	Analyzed
-	Articles - artistic
-	Supporting post
The Genre classification of journalism records of Inner Mongolia	
-	News
-	Review
-	Literature
-	Others

Table No 04. Comparison of basic compositional requirements

The basic editorial requirements of Inner Mongolian newspapers and magazines	
-	The news should be factual
-	The information must be correctly expressed
-	Be artistic and lyrical enough to write
-	A traditional pattern should be built
-	In terms of style, it probably expressed a variety of innovative approaches
The basic editorial requirements of Mongolian newspapers and magazines	
-	What is being said is clear
-	The wording is appropriate
-	Vocabulary is abundant
-	It has its own way
-	Give readers a clear understanding
-	It should be simple without any frills
-	Be clear
-	Be interesting
-	Have sharp hearing
-	Aesthetic standards must be taken into account

CONCLUSION

In summary, our study aimed to compare linguistic compositions in daily newspapers from Mongolia and Inner Mongolia, both written in Mongolian. We analyzed various textual components like articles, headlines, editorials, and advertisements to identify similarities and differences in linguistic usage across different levels of discourse.

Focusing on daily newspapers allowed us to explore a specific genre of written communication that reflects public discourse on topics ranging from public policy to social trends and current events. We acknowledged the historical connections between Mongolia and Inner Mongolia, as well as the political, social, and cultural contexts that may influence linguistic distinctions. Through our research, we enhanced our understanding of the diverse contexts and geographical areas where the Mongolian language is employed. Additionally, we illuminated linguistic variations and the effects of socioeconomic and cultural factors on language use within the Mongolian-speaking community.

Overall, our study provides valuable insights into the dynamic nature of language and its intricate connections to identity, culture, and communication. By examining linguistic compositions in newspapers, we gain deeper insights into how language evolves and shapes social interactions within Mongolian-speaking regions. This understanding is crucial for fostering effective communication and preserving cultural heritage in a constantly changing world.

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