
PRAGMATIC INTENSIFIERS OF NEWSPAPER ANALYTICAL TEXT

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Newspaper pragmatics refers to the field of research that occupies an essential place in the linguistic science devoted to modern newspaper speech. The pragmatic aspect of studying a newspaper text is very relevant because attention to this problem allows you to deeply understand the linguistic mechanism of influencing a mass audience with the help of mass media designed not only to cover current events, but also to convince, predict and influence.

The use of language as a means of influence, on the one hand, is based on the general attitudes of the journalistic style, and on the other - the individual intentions of the author, implemented considering the genre form of the text.

A pragmatic orientation is characteristic of journalistic texts of different genres, however, we decided to focus on analytical journalism, choosing the most common genres related to this type of journalistic activity: commentary, correspondence, article.

Firstly, it is in analytical texts that the communicative attitude to active influence is fully manifested, since research journalism plays a leading role in the social orientation of the readership. And it is no coincidence that the analytical direction of journalism is widely represented in the high-quality press, where the first place is not "sensational" messages, but socially significant problems.

Secondly, analytical journalism provides great opportunities for studying newspaper pragmatics for the reason that here the way of depicting reality involves understanding events or phenomena, their interpretation, and evaluation. That is why analytical genres are called evaluative in a different way, and operational news texts, where evaluation is not a mandatory parameter, are considered informational. Evaluativeness is the foundation on which the pragmatic potential of journalistic texts is created. According to E.A. Pokrovsky, "the specificity of newspaper pragmatics lies in the fact that pragmatically oriented linguistic means, special stylistic techniques turn out to be, as a rule, means of evaluation, and the pragmatics of the newspaper's language itself is mainly evaluative in nature" [1, p. 14].



In analytical materials, pragmatic intensifiers can be found in different parts of the text, but they become most noticeable when they get into strong positions, and first of all in a newspaper headline. Our observations indicate that the titles of analytical materials are characterized by increased expressiveness, they really arouse interest, anticipating the reading and analysis of the material, and thereby have an increased impact on the addressee. High evaluation, along with advertising, makes it possible to attribute the titles of modern analytical materials to pragmatically oriented elements of the text.

The contrast in the title is a typical phenomenon in analytical journalism, largely due to the extralinguistic situation. Revolutionary changes in the life of our society led to deep contradictions and crisis, and this could not but affect the manner of speech behavior of journalists demonstrating freedom of choice of means of expression. Today, sharp puns, original occasionalisms, and interesting oxymorons are found on the pages of newspapers. In short, techniques have gained popularity, which express the authors' desire to connect the incongruous, the collision of polar principles, the modification of stable linguistic units, as well as the violation of literary and linguistic norms.

A particularly common technique is the transformation of reproducible units of language and speech: these can be logo-epistems (quotations, textual reminiscences, titles, cliches), phraseological units, walking expressions, etc. If in genres of an informational nature these units are mainly performed in contact-establishing a function by attracting the reader, then in analytical genres their main function is evaluative. Resorting to the transformation of logoepistems or other stable units, the author-analyst implements the initial attitude of influence - to prepare the reader for a certain perception of newspaper material. A high pragmatic effect is achieved due to the fact that the impact in this case turns out to be veiled, and an implicit assessment, as a rule, does not cause sharp rejection. Moreover, the reader involuntarily becomes a co-author of the material, because the information is given to him in an encrypted, encoded form, and in order to decode the expressively expressed meaning, the addressee must understand what the difference (contrast) between the original expression and the transformed one is.

Based on the fact that the position of the publicist-analyst in many cases is expressed implicitly, it should be stated that the journalist, without imposing his opinion, makes the reader like-minded, using stylistic tools of influence for this purpose. In



particular, one of the effective ways to influence the audience can be considered the use of barbarisms, due to the increased foreign-language influence on the Russian media. The use of foreign language inclusions significantly enhances the impact function, because the sharp contrast of graphic signs attracts the reader, and first of all the educated reader. The popularity of foreign language words on the pages of newspapers "once again confirms that a high-quality press does not in any way strive for general accessibility, but, on the contrary, by various means identifies "its own", "special" reader in the mass audience".

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