

EXAMPLES OF LINGUISTIC MEANS OF DISCOURSE IN THE ENGLISH-LANGUAGE PRESS**Bugrov Evgeny**

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It is difficult to imagine modern life without mass media (media) or mass media. Mass media differ in frequency, mass and sources of information. The mass media include various printed publications (newspapers, magazines, collections).

In Great Britain, as you know, there are two main types of national newspapers - quality (= Quality, Broadsheets, Heavies) and popular (= Popular, Tabloids, Gutter Press). The "quality" newspaper group may include the following sources: The Independent, The Times, The Daily Telegraph, The Financial Times, The Guardian. Mass newspapers include The Sun, Daily Express, Daily Mail, Daily Mirror, "Today", "Daily Star", "The Star".

The journalistic style has a special place in the system of styles of the literary language. It is this style that has to interact with texts written in the framework of other styles. The role of journalism is to satisfy both the intellectual and emotional needs of the reader of today's audience. A characteristic feature of the journalistic style is a large volume of the vocabulary of the literary language: from technical and scientific terms to the words of everyday colloquial speech.

Today, so-called informal writing has become the dominant feature of many English-language newspapers and magazines. A modern publicist can afford to go beyond the literary language by adding jargon to his speech, i.e. words of reduced vocabulary. Simultaneously with the changes in the lexical component of the newspaper text, there is also a transformation of the syntactic structure, which tends to simplify. Complex, common sentences with several subordinate clauses are replaced in modern journalism by simpler syntactic constructions, which may be due to the influence of colloquial speech, for which complex syntax is not typical. In general, according to the observations of researchers, the newspaper text undergoes changes at all language levels.

general features of the newspaper language:

- nouns in the function of definition: "a picture-perfect family life" (ideal family life).
- the use of neologisms: "shrinkflation" (Shrinkflation), "Brexit" (Brexit).

omission of qualifiers, auxiliary verbs, articles: "Christopher Snowden, head of lifestyle economics at the Institute of Economic Affairs, said ..." (Christopher Snowden, - said the head of lifestyle economics at the Institute of Economic Affairs).

One of the favorite techniques of the British press can be considered abbreviations: "OPCC", "EU", "MPs", "UK-EU", "CJEU", "SNP". The analysis of nine articles demonstrated the presence of such grammatical phenomena as:

- difficult subject: "Meghan Markle's sister-in-law is said to have been doubting her boyfriend when she learned he was going clubbing with his friends instead of seeing her." that he's going to hang out with his friends instead of seeing her).
- hard addition: "Health bosses battling the obesity crisis, want kids to consume 20 per cent less sugar by

2020 "(Health leaders fighting the obesity crisis want children to consume 20 percent less sugar by 2020) [9];

- the infinitive in the predicate function: "Very little is actually about execution, because the execution's primary purpose is to represent the idea" (Actually, there is very little about execution, because the main purpose of execution is to represent the idea).

Our research suggests that English-language newspaper articles contain a large number of sentences written in direct speech: "According to the book's author Jessica Jayne: " Kate was further humiliated when a photo of William with two girls was published in tabloids " William with two girls ").

In addition, the words of political vocabulary are often used: "officials" (officials), "summit" (summit), "negotiations" (negotiations), "spokesman" (representative). It is impossible to imagine a British newspaper text without the use of passive verbs: "It's a series of copies and each copy is done by people other than myself, from the sculpture that precedes it in the chain." except myself, from the sculpture that precedes it in the chain)

The use of implicit linguistic means by the author pays great attention to the reader's perception of the text and the formation of ethnic stereotypes in this regard. The complex of language tools used in the main part of a newspaper article performs the following functions: pragmatic, informative and expressive. A special position among them is occupied by the pragmatic function, which is the most important in the modern newspaper and magazine complex. The pragmatic function affects the mind and emotions of the addressee-recipient of information.

In modern linguistic the literature presents different opinions on the definition of the concept of stereotype. First of all, the focus of researchers is on such a type of stereotype as ethnic.

In conclusion, we can say that the most common linguistic means influencing the formation of ethnic stereotypes and attitudes towards a particular country or nation are citation and use of vocabulary that carries a negative load. Quoting allows the author to give an indirect assessment of any events, while referring to the opinion of others. Together with the use of negatively colored vocabulary, irony and idiomatic expressions, citation firmly fixes one or another ethnic stereotype in the subconscious of the addressee.