

Realization of readers' impact function in print media (based on British, American and Russian newspaper articles)

Graduation Qualifying Thesis from:

Pyatigorsk State Linguistic University

Institute of International Service, Tourism and Foreign Languages

Faculty of the English and Romance Languages

Chair of the Experimental Linguistics and Cross-cultural Competence

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Main parts: Contents, Introduction, two Chapters, Conclusion, Bibliography

Keywords: newspaper language, impact function, stylistic features

Abstract: The research work is dedicated to the comparative study of modern Russian and English newspaper articles and headlines.

The subject of the research work is specific features and ways of realization of readers' impact function in modern Russians and English print media.

The aim of this work is to study the news writing style features, to analyse language means and speech methods of manipulation of public opinion through newspaper articles and headlines of modern English and Russian newspapers.

The main objectives of this research are:

- to describe one of the main functions of print media – public opinion impact;
- to consider the ways the impact is made within newspaper articles and headlines;
- to mark out features of journalistic style in Russian and English languages;
- to analyse specific features of Russian and English newspaper headlines using examples;
- to single out typologically common and opposing features in realization of readers' impact function in Russian and English print media.

In accordance with the theoretical and methodological bases of the research work, we used the following methods: descriptive method; the analysis of existing base of sources on a considered subject matter (a method of the scientific analysis); generalization and synthesis of the various points of view (method of scientific

synthesis and generalization); modeling on the basis of the obtained data of author's vision in the discussed subject matter (a modeling method).

The theoretical and practical significance of the work is based on the data approving specific features of realization of impact potential of language means in modern mass media, and possibility to use the results for the applied purposes – in teaching English and Russian languages, as a part of study course for linguists and journalists.