

Summary

Subject of the research: The stylistics means antithesis in different genres of the modern publicism.

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Information about the organization/costumer: the department of German philology and cross-cultural communication.

Topicality of research is caused by interest, which is characteristic for modern linguistics, in the comprehensive study of stylistical means in respect to their forms, matter and functions.

Mission: the research of the rhetorical necessity of the stylistical means antithesis in the genre variety of the modern publicism.

The tasks of the research:

1. to analyse different classifications of journalistic genres;
2. to realise the selections of publicistic texts and discover in them conformity or deviation from one or another genre;
3. to examine the conception of the antithesis, its relevancy in one or another genre;
4. to explain the use of stylistical means, in particular antithesis, in selected texts;

The theoretical significance of the research results consists in the subsequent working out and the development of questions, which touch the use of the stylistical means antithesis in the German publicism.

The practical significance of the research results permits to use it in theoretical courses in rhetoric, stylistics and text interpretation.

The results of the research:

1. For a long time the language of newspapers had the negative meaning. Its role at present time is great. The journalists state in the newspapers the use of language, which is typical for one or another time. Consequently, it is possible to detect the development trend of the common use of the language. It also

serves as one of the sources of introduction and fastening of new words in the common language.

2. The classification of journalistic genres is quite various. There are some discrepancies not only in classification of German and Russian authors, but also in classification of authors, who represent the same country. The analysis of classification of different authors permits to chart the following classification:

- Informative genres (news item, news, report, reportage, interview);
- Analytical genres (correspondence, article, review);
- Artistically publicistic genres (feature article, feuilleton, essay).

3. The use of stylistical means (antithesis also) is increasing from informational to artistically publicistic genres in the publicistic literature. Consequently, the use of stylistical means is caused by genres and often rises together with the amount of the author's opinion in one or another text. In those genres, which allow the influence on readers exactly through the author's opinion, the use of the antithesis is great. It depends not only on the role of the authors in the article, but also on the amount of the journalist's personality or the personality of the interviewee. The rhetorical amount of the stylistical means antithesis in artistically publicistic genres consists in the necessity of the virtual dialogue (communication between author and reader). The syntactical kind of the antithesis foregrounds the opposition not type and conception, but statement in form of opinions. The rhetoric of artistically publicistic texts of newspaper consists in the power of the opinion.

Recommendations: theoretical and practical results of the research are recommended to be used in lecture's materials in rhetoric, stylistics and text interpretation