

THE EMOTIONAL APPEAL OF PUBLICISTIC STYLE

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The publicistic style is used in political literature and is represented by mass media – newspapers, magazines, radio, television and documentary films [1]. It deals with a wide range of topics of politics, economy, ideology, philosophy, culture, sport, everyday life, current events, which are covered in the light of certain ideological aims. The general aim of publicistic style is to make a deep influence on public opinion, to convince the reader or the listener that the interpretation given by the writer or the speaker is the only correct one and to cause him to accept the point of view expressed in the speech, essays or article not merely by logical argumentation but by emotional appeal as well [2].

Emotive words cause people to feel strong emotions - a complex state of feeling that results in physical and psychological changes that influence our behavior. Emotive associations connected to a word are known as its additional, connotative (suggestive) meaning' which accompanies its main, literal (denotative) meaning. Connotative meaning may be of four types: emotive, expressive, evaluative and functional-stylistic, which, as V.A. Maltzev points out, are closely interrelated and it's difficult and even impossible to discriminate between these four components of connotation [4]. For example, expressive elements are emotive, and vice versa [6].

Emotive meanings deal with the feelings and emotions of the speaker:

"I hate the damn savages..." [7].

The informal swear word "damn" shows that the speaker is annoyed, disappointed, etc. It is used in a negative context.

Publicistic texts can contain interjections, which express emotions without naming them: *Oh dear, is this another costly IT failure?* [8]

The exclamation "dear" is used in expressions to show that the speaker is surprised, upset, annoyed or worried .

Expressive meaning refers to creating the image of the indicated object. On the linguistic level the creation of images is the result of the interaction of two

meanings: direct (denotation) and indirect (figurative). Lexical meanings in which a word or word combination is used figuratively are called tropes. They are such figures of speech as allegory, irony, metaphor, metonymy, synecdoche.

One of the most widely used tropes in publicistic style is a "metaphor". It is a figure of speech that identifies something as being the same as some unrelated thing, for rhetorical effect, thus highlighting the similarities between the two [5]. For example, the author of the article about Churchill's funeral day uses the following metaphors: "the crowds... had melted away", "dusk approached", "all parties ...paid heartfelt tribute to Churchill", "people could pay their respects", "that ... river of people", "the cordon of police", "the outpouring of emotion" [8].

These expressions have positive slanting as they give their readers a positive impression of the topic. They are traditional metaphors, which is characteristic of publicistic style as original images are more difficult to grasp and would divert the attention of the audience from the main point.

Expressions that make a strong impact on people's senses contain emotive meaning, they have either positive or negative slanting.

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