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THE LANGUAGE GAME IN ENGLISH-LANGUAGE PRINTED MASS MEDIA (ONLINE VERSION)

At present, in the conditions of world globalization people are constantly under the influence of modern mass media. Therefore, it is not accidental that such an important role is assigned to the mass media in the society.

The language of the mass media, especially the newspaper press and its online version, is a topic that gives the opportunity for debates and many people are interested in it in our time. Particular attention should be paid to the title of the newspaper article, as it corresponds to the lexical-evaluation theme of the text. In modern mass media, there is a tendency to increase informativeness, communicative significance and accessibility. To implement this topic, it is necessary that the media texts are affordable to a mass audience, i.e. they should be close to its speech [2, p.187].

That should be facilitated by the presence of language constructs of cultural information in the newspaper headline that would encourage reflection and activation of the recipient's knowledge, because the aim of modern newspaper communication is not only to inform the reader, but it is also to define certain ideas, to influence the addressee and his emotional state.

To do this, the language has a rich, diverse arsenal of stylistic turns, the content of which includes expressiveness, emotionality and imagery. The language game or a pun has all these qualities. The language game is a lexico-semantic device based on the comic use of polysemy or the outward similarity of one word or phrase with

another and it contributes to the formation of an evaluation plan for the whole text [3, p.260].

Exploring a number of texts of online versions of popular printed editions from Australia, the USA and Great Britain [4, 5, 6], we were able to identify some patterns of the use of language games in their headings. So, we can meet in punning formations:

1. Polysemy: *Understanding comes with time* (comical effect is that the word "time" here means both the time and the name of the magazine);

2. Homonymy: *The police officer has a fine time with traffic violator* (the language game manifests itself in the polysemy of the word "fine": «прекрасный/замечательный» и «штраф»). As the title refers to a police officer and a traffic offender, the ambiguous comic situation is immediately visible);

3. Paronomasia: *Iron Man Steals the screen – surehitiswelddone* (in the title the similarity in the sound of the words "steal" and "steel", and also "well" and "weld" is played);

4. Phraseological units: *Much ado about muffin at BA* (humorous effect arises in connection with the destruction of the familiar phraseological unit "Much ado about nothing");

5. Morphological transpositions: *MEXXima effect* (in this title, the name of the popular brand of youth clothing is played out).

Thus, the pun is a very complex mechanism, the necessary elements of which are various linguistic phenomena (homonyms, paronomasia, polysemy, phraseological turns, etc.), that can be often found in the modern press.

The peculiarity of the use of the word game in the publicistic heading is determined by the genre necessity and the ability to reflect whole layers of the sociocultural experience in a compressed verbal form [1, p.34].

It should also be noted that the process of instant recognition, given by the game form of the newspaper headline, requires a certain level of knowledge of social, cultural, economic and political life of the publishing country of a certain information source.

References

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