Stylistic means of headline creating in the information-analytical media text: pragmasemantic aspect of metaphor

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Abstract
The article discusses stylistic means of headline creating in the information and analytical media text. Pragmasemantic aspect of metaphor in headlines of information and analytical media texts is marked. The research methods are the inductive and deductive method, descriptive method, discourse analysis, linguocognitive analysis, pragmasemantic analysis, stylistic analysis, interpretative analysis. Material for research comprises media texts of the Russian business analytical magazine "Expert" (2010). The pragmasemantic analysis of the Russian business information and analytical media discourse shows that the intention of the "objectivity" dominates. The pragmatical component of meanings is updated by means of implicit assessment (grammatical, lexical, and semantic, composite) influencing axiological modeling of the world picture of the discourse consumer. It is established that the most often metaphorical headline complex compensates the "objectivity" of the main text applying for modeling of a reliable situation.
Key words: media discourse, media text, information and analytical media text, headline, stylistic means, metaphor, pragmasemantic aspect

Introduction
The Actuality of the Problem
In modern linguistics essential attention is paid to problems of sense generation among which updating of language meaning in the speech, i.e., in a pragmalinguistic context is of particular interest (Tarde, 1969; Thompson, 1995; Blom, Hansen, 2015; Zheltukhina et al., 2016; Vivakaran, Maraimalai, 2018; Ozer, Kılıç, 2018). The process of sense generation is associated with the language creativity of human activity. One of the brightest manifestations of creativity of the person in language, besides creation of special sense, is the act of metaphorization. Such act becomes creative if we consider a metaphor as process of conceptual integration of mental spaces. Within cognitive linguistics the central part in the conceptualization of reality is assigned to a metaphor (Teliya, 1988). In the center of attention is distinction of communicative and discursive strategy of the main text and the headline and identification of specifics of sense generation in information and analytical media texts of various genres (analytical article, analytical interview).
The aim of this article is the analysis of a metaphor as one of the key linguostylistic methods of creation of headlines in a media discourse, namely consideration of pragmasemantic aspect of a metaphor in headlines of information and analytical media texts.

Literature Review
The relevance of a research subject is proved by the need of expansion of a research field of media linguistics, demand of the detailing applied studies of the media discourse, material selection which clearly demonstrates the latest changes in language of media (the business press of 2000-2019) and is so far poorly studied by linguists.
In the process of implementation of the communicative and discursive paradigm in linguistics, pragmatics began to be viewed as a part of semantics. We consider generation and consumption of meanings in the media discourse as implementation of

axiological marked communicative intention, respectively, the meanings of language units are interpreted by us as a pragmasemantics (Gyamfi, Sukseemuang, 2017). For intention implementation, actors of a discourse (authors-journalists) update the estimated potential of language units, thereby complicating a reference with a connotation.

Many researchers note the fact that depending on individual character of communicants and a situation of communication the same sign can cause the association preferable before other in representation of the person (Balli, 1955; Borev, 2005; Karpovskaya, 2015; Kolodeznikov, Kolodeznikova, 2016; Nikiforova, Ignatiev, 2016; Kamalova, Zakirova, 2017; Uzun, 2018; Sum, Kwon, 2018; Solmaz, 2018; Metruk, 2018; Simsek, Elciyar, Kizilhan, 2019, etc.). These associations are defined by individual, national, social, and other peculiarities of representatives of ethnoses and cultures (Karpovskaya, Tolstova, 2018, p. 105). In all linguocultures numerous lexemes that are connected with the historical experience of the people, specifics of its thinking, and outlook are fixed. Intensificats which are understood "as the lexemes not only calling any sign but also implicitly containing in the meaning the seme of intensity, pointing to sign/quality manifestation degree are of special interest" (Karpovskaya, 2015, p. 498-499; Karpovskaya, Tolstova, 2018, p. 105). Similar language units are characterized by the high cognitive and pragmatical potential which is treated as "a possibility of updating in the speech along with the categorial meanings inherent in language units as elements of a language system / a language picture of the world, those implicatures which can be shown in interaction of language with the speech environment and promote not only formation of this or that perception, judgment, knowledge of reality, but also achievement of a certain pragmatical effect" (Karpovskaya, 2015, p. 499).

The media discourse represents a set of texts functioning in the system of mass media as which are understood journalism, advertising, public relations, and TV and Internet communications today. It is characteristic that the majority of public discourses – political, economic, legal, etc. – in modern reality by mass media is mediated, i.e. is incorporated in structure of communications, and, therefore, is exposed to stylistic and pragmatical influence of mass media (Blom, Hansen, 2015). Texts which we will consider represent mass media adaptation of the economic, political, art and critical discourses realized in journalistic genres of an analytical article and an analytical interview (McLuhan, 1994; Dor, 2003; Shiryaeva, 2012; Kuiken et al., 2017; Pöhler et al., 2017).

Research Methodology

Such methods as the inductive and deductive method, descriptive method, discourse analysis, linguocognitive analysis, pragmasemantic analysis, stylistic analysis, interpretative analysis is applied to the achievement of the goal. The relevance of the discourse analysis of the mass media discourse and information and analytical media discourse in particular consists that at this stage of development of mass communications highly specialized approach to language of media as to subject of the theory of journalism was exhausted. The texts generated by various media channels (the press, radio, television, online editions, and resources) are involved in large-scale sociocultural, political, language creative processes that demand cross-disciplinary consideration.

At the heart of our attention to the pragmasemantic aspect of the media discourse, in particular, to the semantic category of assessment, revision of traditionally adopted communicative convention on "without-estimation" of the news media discourse and explicit estimation of analytical, art and publicists discourses lies (Hornby, 1965; Randall, 1998). This differentiation is characteristic of "standard model" of journalism which began to change in the XX century (Nerone, 2013). Even long before emergence cognitive and discursive paradigm in science researchers of language of

media stated the specified distinction of event (news) and interpretative journalism which included various genres, from the analytical article to the short comment, the essay, the editorial article and other: rather a rigid delimitation of genres and types of a style modality existed up to the XX century (see, for example, review of formation and change of a classical system of journalistic genres (Tyrygina, 2010).

During a modernist and postmodern era this division undergoes changes that is connected with "differentiation of the facts and opinions" (Lukanina, 2006: 208), with distinction of "news" and "comment" (news" vs "views" (Mott, 1949, p. 520)), including interpretation and analytics. Such domestic media theorists as N.B. Kirillova (2006), A.P. Chudinov and E.V. Budaev (2006), G.G. Pocheptsov (2001), etc., and within the semantic researches of language N.D. Arutyunova (1990), E.V. Paducheva (1996), N.F. Alefirenko (1998) point to it.

The pragmatical problem of the information and analytical media discourse consists of the creation of a certain model of the analyzed and interpreted social, economic, political or cultural event. This modeling is carried out at the level of language and consciousness in their indissoluble relation and is practically expressed in special creation of the information and analytical media text. In general, the information and analytical media discourse keeps intension of objectivity, therefore, the category of assessment is represented more implicitly: by means of the appeal to precedential texts, language game (double semantic coding, reconsideration of phrasemes, metaphorization), lexical repetition, a contextual axiologization of separate lexemes, use of an ironical mode, etc.

The composite frame of the media text is presented by a headline complex (the name and the lead) (Nir, 1993; Shie, 2010; Kuiken et al., 2017). To reveal a pragmatical component of a metaphor in the media texts which composite frame is presented by a headline complex, the analysis technique taking into account essential aspects of a problem is offered: 1) specification of peculiarities of the media discourse; 2) definition of pragmatical tasks of analytical media texts; 3) identification of composite features of this type of texts, namely establishment of difference in pragmatical methods of influence in a frame of the text and its main part; 4) definition of the place of a metaphor as a technique in the formation of singular pragmatical problems of the information and analytical media text.

As the material of this research media texts of the Russian business analytical magazine "Expert" (2010) (genres of the analytical article and the analytical interview) served.

Results and Discussion
Composite features: headline (frame) / main part
As in an information and analytical media discourse communication is based on the principles of abstraction of the sender from emotional participation to contents of the message, generation of semantics of the generalized concreteness, specialization of knowledge, the main part of the text is focused on creation of analytical model of the phenomenon, on the type close to scientific one. The composition of the main text usually is based on the principle of "the turned pyramid," i.e. at the beginning the "hottest," relevant information (information occasion) is placed, and the course of the narration and the argument is developed then.

So, in the analytical article of Alexander Koksharov "Podnozhka offshornoj dobyche" ? /
"Trip to Offshore Extraction" the information occasion as introduction serves:
V nachale iyunya ministerstvo yusticii SSHA nachalo ugolovnoe i administrativnoe rassledovanie deyatel'nosti kompanij i konkretnyh lic, kotoryh podozrevayut v vinovnosti v avarii na mestorozhdenii Makondo v Meksikanskom zalive. «My

nakazhem vsekh, kto narushil zakon. Ved' avariya obernulas' tragediej», – *skazal general'nyj prokuror Soedinennyh shtatov Erik Holder* (Koksharov, 2010). /

At the beginning of June, the U.S. Department of Justice began criminal and administrative investigation of activity of the companies and particular persons who are suspected of guilt in accident on the Makondo field in the Gulf of Mexico. "We will punish all who broke the law. Accident turned into tragedy", the Attorney-General of the United States Eric Holder told.

And only then the narration about the accident course, its investigation, and forecasting of variants of a way out is developed.

However, unlike orientation of the main part to analytical analysis and scientific-sounding statement, a frame element is constructed on the basis of a metaphor, and the economic term (*offshor /offshore*) is safely combined with a concrete and material image (*podnozhka / trip*), and semantics of action is directed, contrary to language norm, not to an animate object (*podnozhka komu / trip to whom*), and to action per se expressed to verbal noun (*podnozhka chemu / trip to what* – *dobyche / extraction* – *from *dobyvat' / * to extract*).

On the principle of composite contrast between metaphorical technique in headline and strict and analytical discourse in the main part such article as "Severnyj Kavkaz oputayut setyami" / "The North Caucasus will be Entangled with Networks" by Alexander Chertkov is constructed where consciousness of the reader at first reacts to a direct sense of a word of *"seti" /"web, network"* which internal form is strengthened by the verb *"oputyvat'" / "entangle"*, and only after reading of an introductory part of the article a figurative meaning as a scientific metaphor *"elektricheskie seti" / "electrical networks"* is updated (Chertkov, 2010).

Similar composite scheme as *the headline with a metaphor / the analytical main part* is realized also in Sergey Kisin's article "CHetyre kita ekonomiki" / "Four Whales of Economy". Here the author's metaphor playing out the known combination of words (in Russian translation) from K. Marx's "Capital" which became some kind of phraseological unit of the socialist discourse – *"tri kita ekonomiki" / "three whales (pillars) of economy"* is used: these are natural resources, the capital and the labor. The author concretizes and expands the volume of an initial metaphor by means of replacement of words of the original with new concepts:

APK (agropromyshlennyj kompleks), energetika, turizm i naukoemkie predpriyatiya (Kisin, 2010). /

Agrarian and industrial complex (agro-industrial complex), power, tourism and knowledge-intensive enterprises.

Thus, in the headline, the metaphor, which is already existing in speech use, is played out.

Let's consider how the metaphor is used in formation of singular pragmatical problems of the information and analytical media text.

The logic and rhetorical mechanism of comparison is the cornerstone of formation of a metaphor. However, if in classical rhetoric it is supposed that "tertium comparationis" (a comparison basis) is a link, the general semantic sign, then the modern linguistics broadens area of the metaphor, finding its traces where between compared and object of comparison there is no necessary similarity, but there is a difficult way of associative search.

"Features of touch mechanisms and their interaction with the mentality, writes N.D. Arutyunova, allow the person to compare incomparable and to commensurate incommensurable. This device operates constantly, generating a metaphor in any kinds of the discourse <…> In the metaphor implicit opposition of ordinary vision of the world corresponding to the classifying predicates (taxonomic), unusual opening individual essence of a subject is concluded. <…> The metaphor works as categorial shift" (Arutyunova, 1990, p. 9). N.D. Arutyunova offers the following classification of signs of a metaphor:

- contrast with trivial taxonomy of objects;
- categorial shift;
- updating of "accidental communications";
- not reducibility to literal periphrasis;
- synthetical character, diffusion of meaning;
- assumption of different interpretations;
- absence or non-obligation of motivation;
- appeal to the imagination, but not knowledge (Arutyunova, 1990, p. 20).

The metaphor is used by authors of information and analytical texts with the purpose to break communicative and style expectations: the serious, gravitating to objectivity text of the analytical article or the analytical interview is framed with the unexpected, quite often provocative metaphor contrasting with that strict "taxonomy of objects" which is established in the course of expansion of the main part of the text. The metaphorical headline is designed to draw the attention of the reader, to intrigue him, to involve an emotional suggestion as the main text does not give such pragmatical opportunities. If the main text appeals to "knowledge," the headline, using N.D. Arutyunova's definition, addresses "imagination" or "opinion" (Arutyunova, 1990).

Let's give examples of the use of the metaphor in headlines of the analytical articles and the interview.

So, the editorial article opening one of the issues of the magazine "Expert," is called "Lebed', Rak i SHCHuka protiv Drakona" / "The Swan, the Cancer and the Pike against the Dragon" (Without author, 2010). Reading such headline, the sender comes up against a situation of semantic uncertainty: he does not know about what the speech in article will go, and does not guess that will be offered as a comparison basis. Its semantics can be disclosed only after reading of the main text. The author of article fighting for attention of the reader in a competitive activity of numerous offline and online mass media also tries to obtain it.

The contents of article show that at the heart of metaphorical assimilation to Krylov's Swan, Cancer and Pike quite concrete geopolitical realities as Russia, Belarus, and Kazakhstan lie and China acts as an exotic innovation in a plot of the fable (Dragon). Semantics of the fight expressed in the preposition *contra* is connected with the competition of "three" of the states to China in the field of a foreign trade turnover. Besides, technique of a metaphor is complicated in this case by a synecdoche: The dragon symbolizes one of the cult mythological animals in China, but in the headline it appears as "a part instead of whole," replacing all China. Thus, the hidden implication of the metaphor which is taken out in the headline has certain semantics; however, uncertainty of the headline is removed only after reading of all text of the article.

The metaphorical technique is used in other analytical article on economy "Melkimi shazhkami k benzinovomu rayu" / "With Small Steps to Petrol Paradise" (Rubanov, 2010). In this metaphor, semantics of slow advance to desired success, which is concretized in an image of "petrol paradise" is realized. If the metaphor of "paradise" as cherished and pipe dream is quite habitual, even a template as a figure of the daily speech, then in the phrase *"petrol paradise"* the lexeme *raj / paradise* gains the unexpected, unpredictable, intriguing the reader semantic implication. As it becomes clear from the main text of the article, *"Melkimi shazhkami k benzinovomu rayu" / "with small steps to petrol paradise"* is a complex metaphor for modeling of the forecast about development of an economic situation in pricing on gasoline.

In the analytical interview (i.e., in the interview focused on creation historically objective, actually exact and systemically simulated image of the interviewee) with the writer Frederik Beigbeder the headline has the metaphorical nature: "Uznik detstva" / "Prisoner of the Childhood" (Hantsevich, 2010). The contents of the

interview bring the reader to a thought that the new novel by the French writer is written under the influence of childhood memories which cause the metaphor birth *"uznik" / "prisoner"* that is suitable for designation of the antinomy of the childhood power and the subject, the prisoner. Use of a lexeme "prisoner" is explained besides by opposite connotations (freedom – unfreedom) which are present at its semantics: the mass consciousness cultivated in the century of pop culture on images from thrillers, political detective stories and hot criminal chronicles responds to the word "prisoner" unconditional interest. It provides required interest in the main text.

Thus, the pragmatical problem of the technique of the metaphor used in a frame of the information and analytical text consists in stimulation of reader's interest in the maintenance of the main part, in generation of the unexpected, sharp semantic shades updating a subject of the message, and the contrast in style giving of "hot" headline and the "cold" text has effect of communicative dramatic nature. These features allow authors of analytical media to create a so necessary for the modern reader who was more and more expecting of entertainment from the mass media situation of the game involvement into a discourse meaning creation.

It is important to allocate communicatively "strong" places of analytical media communication (frame): while the main part of the text represents the referential significant contents, the frame performs the illocutionary function of influence, serving as main pragmasemantic "container" of the subjective and ideologically assessment. The unevenness of distribution of reference and communicative components is expressed also in selection of stylistic means: the frame most often contains bright, even provocative tropes or figures of speech (metaphor, metonymy, irony, language game, etc.), and the main part of the analytical article is sustained in a mode of neutral ascertaining and equal narration, sometimes – of scientific-sounding discourse (in particular it is typical for magazines "Expert", "D'").

Conclusion

The pragmasemantic analysis of the Russian business information and analytical media discourse allows to conclude that in this discourse, the intention of the "objectivity" which borrows its strategies and tactics from scientific, factual discourses dominates. At the same time actually pragmatical component of meanings is updated by means of implicit assessment (grammatical, lexical, and semantic, composite) influencing as a result axiological modeling of a picture of the world of the discourse consumer.

It is possible to conclude that in the main text representing the information and analytical business media discourse, the rational and implicit assessment, and in-frame components – explicit and emotional one is implemented. The most often metaphorical, in expressive way painted headline complex compensates the "objectivity" of the main text applying for modeling of a reliable situation. It is established that the main part of the text represents the referential significant contents. The frame realizes the illocutionary function of influence, serving as main pragmasemantic "container" of emotive assessment.

As a result of the carried-out analysis language and discursive means of assessment category in the information and analytical media discourse, the idea of the hidden manipulativeness of a genre of the analytical article is allocated. Putting forward analytical approach as the objective attitude towards reality, this genre has the developed tools of implicit means of assessment while frame components are more equipped with function of explicit expression of assessment.

Let's note also that articles on the central macro subjects and micro subjects more display this regularity, and the subject, peripheral for business publications (society, culture) is represented in less rigid composite parameters: the main part of the article is not so scientific-sounding; the communicative contrast between it and a frame is weaker.

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