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JOURNALISTIC STYLE

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Formulation of the problem. The relevance of this article is to emphasize the constructiveness of the scientific style of speech, the basic unit of which is a term that denotes a scientific concept with high accuracy and a high degree of generalization. Also a "double" thematic chain, typical of many scientific papers. In the article, we analyzed the combination of thematic and key vocabulary, words with the highest usage rates. In today's world of high scientific technology, scientific communication has gained global significance.

Research Objective. Summarizing all that has been said about the thematic chains of the scientific text, let us note their structural and content certainty: as the main nomination, they consistently use the basic one, in the composition of non-main nominations the most significant are folded transforms, after which, significantly inferior to them in frequency, there are substitutes. Semantically and stylistically, the thematic chains of a scientific text are uniform, they have a bookish character, since these chains are defined by a term and implemented on its basis. Comparison of the use of the terms cyclization and cycle in this text shows that the second of them, being no less frequent in the text, is used mainly as a means of segmentation in the middle of the article and especially when it comes to research material.

Research results. The differences in the composition of the nomination chains of the main theme are insignificant. To the named structural types of nominations, one can single out the main nominations of the text chain, add only grammatical transformations. Thus, in this article we can note the status of the base unit as the main in the text. The nature of the information entered and the compositional role properties of bundles that are equally relevant for a scientific text. A certain uniformity is also observed in the field of combinatorics of the linguistic components of the scientific thematic chain.

The publicistic style of speech in informational terms is more diverse than scientific and official-business and focuses on information selected from the point of view of relevance and novelty [1; 7], in addition, the role of additional information programs, both evaluative and pragmatic, is sharply increased in it.

The appraisal program is, in fact, the leading program of the newspaper and journalistic text. This or that fact interests the journalist not in itself, but in the aspect of social assessments. In many genres, these assessments are given as personal author's assessments, including emotional coloring [3]. The author's orientation in creating a journalistic text is determined not by the desire to identify the epistemological and ontological features of the subject of speech, as in the scientific style, but by the desire to identify the features that are significant in the social, ideological, and political terms. For these reasons, the evaluative program of a newspaper text, no matter what it is expressed in evaluative logical theses or "interspersed" into the text, cannot be eliminated by folding this text, and its main idea always has an evaluative coloring or allows for the possibility of evaluative interpretation.

The pragmatic program also occupies an important place in the newspaper and journalistic text [5]. This program is Standardized due to the nature of its creation and functioning, the newspaper speech balances the standard with expression. Expressiveness is a constructive feature of publicistic speech. The forms and methods of expressiveness in the newspaper text are extremely diverse, and the search for new things in this area is constantly ongoing. The expressive program of the newspaper text only complements its objectively

logical content and theoretically can be eliminated by compressing the text. In practice, we are easily convinced that a newspaper text, purified from expression and reduced to a strictly logical content, loses its face, turning either into a well-known truth, or into a factual description of an event. In other words, the information losses arising from the elimination of the expressive program of the newspaper text are irreplaceable [6]. An expressive program touches upon the essence of the newspaper text, its role here is that of a marching, not an additional one.

The main idea of newspaper text is thus determined on the basis of all three of its programs: objective-logical, evaluative and pragmatic. Here, the distinction between the objective-logical main thesis of the text and the thesis-idea is relevant, in the formulation of which evaluative and expressive means are applicable.

The thematic chain of a journalistic text obeys the constructive principle of combining standard and expression [8]. The composition of the chain of a publicistic text is diverse, with a pronounced alternation of neutral-nominative and evaluative-emotional-expressive nominations. The basic nomination is a proper name if the subject of speech is characterized by its presence. At the same time, the law of alternation of standard and expressive units applies to their own variant names.

So, in the portrait sketch "Children of Akayuema" (Cher.) are used the following proper names are nominations for the heroine of the essay: Lyud mila Stepanovna Yaroslavtseva (a) − Yaroslavtseva (b) − Lyudmila Stepanovna (c) − Akayuema (ind. − author; d).

The main one is the name Lyudmila Stepanovna (11 repetitions in the text). In addition to the above, the chain includes the phrases of a Muscovite Luda Mila Stepanovna Yaroslavtseva (e), this woman (e), my interlocutor (f); common nouns mother (s), mother (s), daughter (k); zero nominations (l), substitute pronouns she (m), herself (n). As you can see, the set of the nomination chain is large and varied. Dividing all the units of this chain into neutral and stylistically marked, we get the following pattern of alternations: 1appeals − 8neutral − 5coloquial − 13neutral − 1 coloquial − 3neutral −2 coloquial − 5neutral − 1 exponential − 1emotional − 7neutral − 1 coloquial − 3neutral.

Attention is drawn to the almost complete absence of repetition of the same units of the chain one after another, the only exceptions are a series of zero nominations [15]:

VmamlllllmmbWbmbV

Series of zero nominations to be restored through the "big" context of incomplete sentences and parceled constructions are one of the means of creating a colloquial intonation characteristic of a modern newspaper essay: Of course, we must say that she has lost a lot in life.

Dreamed of becoming a philosopher, writer Came from Chita., to enter Moscow University, Did not pass the competition. But passed the exams at the Literary Institute, filmed a corner. Worked in the hospital − in Chita I managed to finish nursing courses.

The principle of diversity is the leading one for the thematic chains of the journalistic text. This is manifested in the voluminous genres of journalism and in small notes, in the lexical composition, placement and composition of nominal chains.

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