

PHILOLOGY

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Header's complex of economic media text: pragmatics and functions

It is considered the pragmatics and function of the headline complex of economic media text. The author comes to the conclusion that the realization of the headline complex in the economic media discourse is determined by its strong position, linguocognitive and communicative-pragmatic potential. In the media space, the header complex implements a number of functions, the main of which is the presentation of the text in a conditionally compressed format. The header complex is diverse in terms of the use of multilevel linguistic units, which gives it a certain flexibility of structure. Headline complexes are structured on the basis of the representation of a part of the text and/or its compressed content in them, objectifying thematic relations, as well as relying on the phenomena of precedent and intertextuality. The use of language game techniques allows the addressee not only to diversify the structural and semantic characteristics of the header complex, but also to achieve a communicative and pragmatic effect when the addressee perceives the economic media text.

Key words: economic media discourse, economic media text, communicative and pragmatic potential, precedent phenomena, headline complex, transformation, phraseological unit.

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