

## PHILOLOGY

*Viktoria A. Razhina*

*(Rostov state university of transport. Rostov-on-Don, Russian Federation)*

### **The paradigm of intentional categories in publicistic (journalistic) discourse**

The article considers publicistic (journalistic) discourse in the field of mass media paying attention to its parameters and functions. The analysis of professional discourse as a special type of communication is put in practice with reference to particular institutional, field-oriented and subject parameters.

Key words: discourse, publicistic (journalistic) discourse, ideologeme, interpretation.

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