

PHILOLOGY

Zaineta R. Khachmafova, Elena N. Ovcharenko

(Adyghe state university, Maikop, Russian Federation; Armavir state university, Armavir, Russian Federation)

Pun as a linguo-creative method of evaluation implementation in media discourse

The pun in the media discourse is considered to be a linguo-creative way of actualizing of a positive or negative assessment and a means of effectively influencing a mass addressee. The analysis of phonetic, derivational, lexical and syntactic features of the implementation of the pun in the media discourse led to the conclusion that the linguo-creative potential of the evaluative game is an effective tool of «indirect» impact on the mass addressee and actualizes the evaluative picture of the world, evaluative stereotypes in the linguistic consciousness of the addressee.

Key words: media discourse, language game, language game transformations, assessment, evaluation, linguo-creative potential.

January 14, 2022
