Subject matter: Architectonics of News Reports (Based on Internet Mass Media).

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ABSTRACT

People’s desire to get updated with the events happening around the world is the main reason of the growing popularity of web mass media. Nowadays people have the possibility to access online news portals any time they want. The publicist functional style has its own specific features which distinguish it from other functional styles. The publicist style which one can see in web media has also its peculiarities and a specific structure – architectonics. Due to the rapid spread of information and the popularity of «Online» mass media, which have made latest news only single click away, many linguists are interested in analyzing the phenomenon of internet text news, its architectonics and special features. In our research entitled «The architectonics of publicist texts (on the online media materials)», we have considered the main features of the publicist newspaper functional style and have analyzed the structure of online news texts.

The first chapter of our research entitled «The peculiarities of the publicist style and its main features» is devoted to the analysis of the term «publicist style» and to main features of newspaper and publicist style. The peculiarities of English publicist style have also been considered, as well as the term of «architectonics».

The second chapter of the research entitled «Linguostylistic peculiarities of web news texts» presents the analysis of linguistic features of internet news texts. The architectonics of such kind of texts has also been considered.

A considerable attention has been paid to the headlines and their translation into Russian in the third chapter of the research entitled «The peculiarities of the headlines used in internet mass media. Ways of their translation». The most important stylistic devices that one can see in internet news texts have also been analyzed with the help of examples.

The conclusion contains the basic results of the research performed.