

Актуальные проблемы журналистики

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preachers or this is a person who is hated by other people. In this way, the headline writer makes an intrigue. The reader should read the whole story to understand the headline in the proper way. Actually, this story is about Anjem Choudary, the islamist preacher who inspired about 100 British people for terrorism.

In conclusion, it is important to mention that polysemantic words have many different functions: to inform, to provoke the reader's interest and emotions, to entertain and intrigue. A headline, that contains polysemantic, words has two meanings. Polysemantic words make the headline obscure and unclear for a reader. Headline writers focus on polysemantic words' choice to impact on the reader in more striking manner and produce different affects.

List of literature:

1. Collins English dictionary <https://www.collinsdictionary.com/>
2. Sunday Mirror 03/03/2001
3. The Guardian 15/03/2013
4. The Sun 05/04/2016
5. Michael Bromley 'Journalism' 224 p. Stoughton, 2004

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'CELEBRITIES' IN THE TEXTS OF BRITISH NEWSPAPERS

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The intensive process of communication in the modern media world demands new strategies in presenting information about famous people. 'Celebrity' is a 'title' so much used today. It is used in the shortened form 'celebs'. The word 'celebrity' is a 'loose, capacious bag which finds room for not only Royalty and film stars,...but also for TV people, for cooks, for top-class footballers, and many others'. [Mass Media in a Mass Society / Richard Hoggart. – Continuum London. – New York, 2004, p.60]

The aim of the research is to understand, analyze and interpret the possibilities and resources of creating effective and interesting news stories about celebrities in British newspapers for the period from 1999 to 2018.

The subject matter of stories about celebrities can be music, TV shows, fashion, sport, Royalty and others. The royal content always excites the

readers` curiosity and interest. After many family scandal events, British newspapers are trying to better the image of the royal family members giving positive information in their news to promote particular attitudes relating to the Royalty.

‘The Sunday Telegraph’ (December 18, 2016) published a news story under the headline ‘The ‘ginger white prince’ finds his place in the world’ to improve the image of the prince Harry, who has often been regarded as ‘a man without much of a purpose’ and who has found his place in the world. He returned to the southern African country Lesotho, where a decade ago many charity projects were set up, and now he wanted to see the progress of the projects supported by his name and his status for the benefit of others. Helping the children, the Prince follows his mother Diana who started the charity in Lesotho and where the Prince found a meaningful role for himself.

One of the strategies to create effective and attractive texts about celebs is the naming strategy, a very useful device in promoting a response from readers because the strategy combines three functions (especially in headlines) - to attract, to inform, to entertain. The news story «Sir Paul backs new bid to ban foxhunting», includes the former Beatles` title «sir» in the headline and is used to power the balance in favour of the person`s importance to lead the campaign and attract other people in the attempt to ban the bloody sport in Great Britain.

Names in news stories provoke their effective role especially in using women`s names in an informal or casual way – ‘Diana’, ‘Lisa’, ‘Camilla’. Tabloid newspapers often shorten celebs` names: Mario Balotelly (soccer star) is called ‘Balo’, Pober Pattinson – Patz. The writers of texts often use names of the parts the actors play in films: ‘Cindy’, ‘Street Maxine’. The actor Brian Croucher is called ‘EastEnder’ by the role of Ted in the serial. Heather Locklear is named ‘Dynasty star’, she played Sammy Carrington in the ‘Dynasty series’ (‘Dynasty star in hospital over drugs’, The Daily Mail, January, 2012).

‘I`m a Celeb Whippy’ (The Sun, March 9, 2013). Helen Flanagan is in cracking form – and ready to whip footballer fella Scott Sinclair into shape to be a dad. The play of the words ‘to whip’ and ‘whippy’ relates to the star`s plans for motherhood. ‘To whip’ means ‘to beat’, ‘to slash’, ‘to flog’.

The analysis of communication strategies helps to understand that changes in creating texts about celebs not only depend on technological discoveries but on the changes of the individual reader`s interests, his expectations, that makes more emotionally loaded words. ‘Adam West: late Batman star snubbed at Oscars 2018 ceremony’ (The Guardian, March 5, 2018). The word ‘to snub’: means ‘to omit’, ‘to ignore’. Adam West, the actor best known for his appearances as Batman in the 1960s TV series, has not been remembered at the 2018 Academy Awards.

The importance of naming celebrities can be seen in the way in which famous people are described. Description can be presented by a noun phrase (usually two words phrase): catwalk star, catwalk queen (Kate Moss) or by the use of descriptive details loaded with words of value judgements: mega star (Tom Cruise), 'stunning Michelle Collins', 'Posh Victoria Beckham'; 'Bunny girl' – a global icon model Kate Moss who poses (in the photo) in bunny ears for the cover of Playboy magazine (The Times, December, 2013).

Focus on private celebrities' life, their success, their secrets presents the mass media with particular information for the audience to 'chew over' with huge interest: 'Kim`s Crazy Diet' – the story of sexy Kim Kardashian`s crazy regime. The icon of fashion eats only strawberries for breakfast and lunch and strawberry smoothie snakes in between (The Sun, July, 2014).

One of the effective ways in presenting celebs is the spoken voice in the texts about famous people: 'Kylie Minogue: I don't think marriage is for me'. The Australian singer, split from fiancé Joshua Sasse in February 2017 and said that she never had a vision of getting married. (The Independent, April 2, 2018).

Headlines about sport use an unusual linguistic technique: to play with meanings and sounds of celebrities' names and the techniques is very effective in catching the reader's eye. 'Romelu is Luk-ing to impress'. Romelu Lukaku hopes to show Chelsea manager he can be the focal point of the Blues attack if he keeps working hard, so he is looking (Luk) forward to playing in the next game (The Metro, August 2013).

The examined naming forms in the texts about celebs create the world of intimacy and close relationship that increases an interest in learning everything possible about people whose lives are so 'glamorous', and the words chosen by journalists are an effective tool of communication to write about celebrities.

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METHODS OF IMPROVING THE MATERIAL AND FINANCIAL CONDITION OF THE RESIDENTS OF THE ARAL SEA AREA

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In the language of world society the Republic of Uzbekistan, the Republic of Karakalpakstan, is involved in disinformation with «environmental disaster»,