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LINGUISTIC PECULIARITIES OF ENGLISH LANGUAGE MEDIA CONTENT ABOUT THE STATE OF THE HOSPITALITY INDUSTRY

Matusiak H. I. – Candidate of Philological Sciences,
Associate Professor, Kherson State Agrarian and Economic University
ORCID: 0000-0002-7430-8257

The purpose of the research is to identify linguistic peculiarities of emotiveness on lexical and syntactic levels in the media news using the content of the website “Sprudge” covering the functioning of businesses which produce and process coffee, and also enterprises of the hospitality industry selling coffee products. Analysis of available publications elucidating the issue of emotive vocabulary and syntax shows that they mostly focus on fictional works. A lack of studies considering emotiveness in the media news about the state of the hospitality industry accounts for the topicality of the research subject. The methods of comprehensive and component analyses were used. The emotive vocabulary used in the posts on the website testify to a quite high level of standardization which manifests itself in multiple repetitions of a limited number of lexical units denoting a certain emotional state. In terms of representativeness by the parts of speech, the largest group of emotive vocabulary comprises adjectives, there are slightly fewer emotive nouns. The group of positive emotive vocabulary is considerably larger in number by all parts of speech, than the group of negative emotive units which are mainly used in the news related to the COVID-19 pandemic. Analysis of the content of the American website “Sprudge” made it possible to distinguish syntactic units with the markers of emotiveness and group them by the types of structures: interrogative sentences in general and rhetorical questions in particular (incomplete sentences, interrogative-affirmative models, gradation), exclamatory sentences, repetitions, parcellations and introductory words. The identified emotive structures mostly correlate with positive emotions of joy, love and satisfactions, however, one can sometimes find syntactic means of expressing agitation, confusion, sadness and even anger. Interrogative questions dominate by the frequency of functioning among the syntactic units. The practical value of the research consists in the possibility to use its findings for writing graduates’ and postgraduates’ qualifying papers.

Key words: *hospitality industry, media content, emotive vocabulary, emotive syntax, interrogative constructions, parcellation, syntactic repetitions, introductory words, exclamations.*

Матусяк Г. І. Лінгвістичні особливості англомовного медіаконтенту про стан індустрії гостинності

Мета дослідження – визначити особливості емотивності на лексичному й синтаксичному рівнях у текстах медіановин на матеріалі англомовного ресурсу “Sprudge”, що висвітлює функціонування підприємств, які займаються виробництвом і переробкою кави, а також закладів індустрії гостинності, що реалізують кавову продукцію. Актуальність теми полягає в тому, що наявні публікації, у яких розглядають питання емотивної лексики й синтаксису, здебільшого стосуються творів художньої літератури, тоді як специфіка емотивності в текстах медіа новин, зокрема тих, що висвітлюють стан індустрії гостинності, лишається без належної уваги. Для досягнення поставленої мети було використано методи комплексного та компонентного аналізу. Використані в текстах новин емотивні одиниці свідчать про досить високий рівень стандартизації, що виявляється у багаторазовому повторенні обмеженого набору лексичних одиниць на позначення того чи іншого емоційного стану. З точки зору репрезентативності за частинами мови найбільшу групу емотивної лексики становлять прикметники, яким дещо поступаються за чисельністю іменники. За всіма частинами мови групи позитивної емотивної лексики значно чисельніші за складом, ніж групи негативних емотивних одиниць, причому вони переважно трапляються в новинах, пов’язаних із COVID-19. Аналіз контенту англомовного сайту “Sprudge” уможливив виокремлення синтаксичних одиниць із маркерами емоційності й групування їх за типами конструкцій: питальні речення загалом і риторичні питання зокрема (неповні речення, питально-стверджувальні моделі, градація), окличні речення, повтори, парцельовані конструкції та вставні слова. Виявлені емотивні конструкції переважно корелюють із позитивними емоціями радості, любові, задоволення, проте іноді трапляються синтаксичні засоби вираження схвильованості, розгубленості,

смутку і навіть гніву. За частотністю використання серед емотивних синтаксичних одиниць переважають питальні речення. Практична цінність дослідження полягає у можливості використання його результатів для написання бакалаврських і магістерських кваліфікаційних робіт.

Ключові слова: *індустрія гостинності, медіаконтент, емотивна лексика, емотивний синтаксис, інтерогативні конструкції, парцеляція, синтаксичні повтори, вставні слова, окличні речення.*

Problem statement. In the modern world, there is a tendency for readers to be deeply interested in the media content characterized by evident expressiveness and the capacity of evoking a number of various emotions. Evaluation of information by a reader using emoji is commonplace, i.e. an emotional component of news in the era of post-truth is dominant. Internet resources, which also have their accounts in social media, are interested in increasing the number of followers and the site browsing, therefore, they create texts taking into consideration this specificity of perceiving information. Emotionality of news is more apparent in media resources, whose aim is to promote certain products, advertise a particular segment of production. Therefore, the issue of emotiveness of news texts in mass media has recently evoked a keen interest of scientists. Continuing research in the above direction, we should pay more attention to examination of the problem of emotiveness on different language levels, in particular, lexical and syntactic ones. However, it is noteworthy that emotiveness of language levels has been exhaustively investigated in the studies focusing on fiction, whereas this issue has not been thoroughly examined using the media content about the state of various sectors of economy.

Analysis of recent research and publications. Some aspects of the category of emotiveness in media content have been studied thoroughly. In particular, the research on Internet resources in the era of post-truth, V. Beletska underscored the danger of misusing emotive language [1]. I. Kovalevych and O. Senkiv analyzed the peculiarities of verbalizing emotions in the British online publications and drew a conclusion about a high level of standardization of the emotive vocabulary [3]. Yu. Tomashchuk, in her study on discourse-pragmatic characteristics of the English language Internet interviews, highlighted the role of emotive vocabulary as a dominant tactic of attracting the target audience [6]. In her Candidate thesis “Tropes and figures in the media texts of the early 21st century”, H. Cheremkhivka elucidated functions of expressive devices in news texts and their correlation of the addressee [7]. N. Romanova, examining the issue of emotionality and emotive vocabulary, focused on the specificity of the process of converting the semantics of emotions into a linguistic sign [4]. In the context of our research, the studies of N. Hotsa, N. Pasichnyk, A. Kosenko [2], Z. Stoliar and O. Yaroshyk [5], S. Shabat-Savka [8], who analyzed a syntactic level of texts in terms of their emotiveness using fiction as examples, evoke scientific interest. These scientists worked with fictional texts, because they are aimed at influencing feelings and emotions of people. However, the authors of the analyzed studies did not consider emotiveness in media texts, in particular those covering the state of the hospitality industry which makes the subject of our study topical and also defines its aims and tasks.

Research purpose. Our purpose is to reveal the specificity of emotiveness on lexical and syntactic levels in news media texts analyzing the materials of the English language online resource “Sprudge” which covers the state of coffee production and the functioning of coffee processing enterprises, and also businesses of the hospitality industry selling coffee products. We set the following tasks determined by the purpose: 1) to identify lexical and syntactic markers of emotiveness in the news texts on the website

“Sprudge”; 2) to systemize the identified structures; 3) to find out what emotions they correlate with.

Research materials. The thematic scope of the news of the online resource “Sprudge” is rather limited and is meant for a narrow circle of interested readers. Over 40 news items are published on the website every month. The pages of «Sprudge» in the social media (Facebook, Instagram) contribute to expansion of the audience of readers. When selecting the research material, we paid attention to the presence of emotionality markers in lexical and syntactic units. Despite the fact that news items on the website are written by different authors (Zachary Carlsen, Jordan Michelman, Liz Clayton, Zac Cadwalader, Jenn Chen, Michelle, Johnson), the emotive vocabulary used in them is characterized by high frequency of functioning, i.e. the set of lexical units for expressing certain emotions is recurrent. It also concerns typical emotive syntactic structures. This situation is obviously caused by a small number of sections and a lack of thematic diversity on the website.

The emotive vocabulary selected in the process of analyzing the media content of “Sprudge” was divided into groups by the parts of speech, and then – by the pole of emotions they are associated with (positive and negative). What is more, the analyzed material contains lexical units characterizing emotional experiences of certain people and those qualifying the thing or phenomenon evoking those emotions.

Adjectives with the meaning of positive emotions. Among them there are words denoting such emotional states as: 1) astonishment/excitement – *admired, adorable, amazing, breathtaking, delighted, exciting/excited, excitable, fascinating, gorgeous, impressive, incredible, thrilling/thrilled, tremendous*; 2) amazement/astonishment – *awesome, intrigued, startling, stunning, wonderful*; 3) joy/happiness – *glad, happy, hilarious, joyful*; 4) interest/enthusiasm – *curious, eager, engaged, enthusiastic, favorite, inspired, obsessive, passionate*; 5) pleasant experiences – *nostalgic, optimistic, pleasurable/pleasant/pleased, satisfied*; 6) faith/reliability – *committed, dedicated, reliable, trusted, trusty*; 7) affection/friendliness – *friendly, warm, welcoming*; 8) sincerity/care – *candid, lighthearted, thoughtful*; 9) gratitude – *grateful, rewarding, thankful*; 10) hope/anticipation – *hopeful, hoping*; 11) desire – *desirable*; 12) calmness/modesty – *calming, patient, unpretentious*.

There are much fewer adjectives with the meaning of negative experiences in the analyzed content. In fact, this ratio is typical for all the paired groups arranged according to the part of speech.

Adjectives with the meaning of negative emotions. They can be divided into those related to: 1) stress/anxiety – *anxious, concerned, stressful, stress-laden, troubled*; 2) boredom/skepticism – *boring, skeptical*; 3) sadness/pain – *heartbreaking, painful*.

Nouns with the meaning of positive emotions. The analyzed emotive nouns can be grouped according to the semantic component in the following way: those denoting 1) emotions/feelings on the whole – *emotions, feeling, sentiment*; 2) astonishment/excitement – *admiration, delight, excellence, excitement, fascination*; 3) devotion/infatuation – *affection, affinity, love, lover, passion, romance*; 4) amazement/astonishment – *revelation, surprise, wonderment*; 5) faith/reliability – *commitment, confidence, dedication, faith, reliability*; 6) thoughtfulness/esteem – *attention, attentiveness, care, respect*; 7) pleasant experiences – *nostalgia, optimism, pleasure*; 8) joy/happiness – *cheer, fun, happiness, joy*; 9) wish – *desire*; 10) gratitude – *appreciation, gratefulness*; 11) interest/enthusiasm – *curiosity, inspiration, motivation*; 12) affection/friendliness – *compassion, generosity, hospitality, warmth*; 13) honor – *dignity, pride*.

Nouns with the meaning of negative emotions can be grouped by the association with such emotional states as: 1) tension/worry – *anxiety, stress*; 2) exhaustion/

suffering – *anguish, fatigue, grief, trauma*; 3) unpleasant experiences – *disappointment, sadness*.

Among the verbs with the meaning of positive emotions, we can distinguish between the groups of emotive vocabulary by the association with such emotional experiences as: 1) astonishment/excitement – *excite, delight, impress*; 2) amazement/astonishment – *surprise*; 3) gratitude – *appreciate*; 4) thoughtfulness/esteem – *care, cherish, foster, nurture, respect*; 5) devotion/affection – *enjoy, love*; 6) initiative/encouragement – *encourage, facilitate, initiate, inspire, promote*; 7) hopefulness – *believe, dream, expectation, hope*.

Verbs with the meaning of negative emotions can be grouped in the following way: 1) sadness – *yearn for, miss*; 2) anxiety – *worry*; 3) suspicion – *suspect*.

The selected **adjectives with the meaning of positive emotions** concern such states as: 1) astonishment/excitement – *delightfully, dizzyingly, excitedly/excitingly, happily, impressively*; 2) devotion/affection – *lovingly*; 3) gratitude – *thankfully*; 4) politeness – *politely*; 5) honor – *proudly*; 6) anticipation – *hopefully*.

There was the smallest number of **adverbs with the meaning of negative emotions**. They are mainly associated with 1) anxiety – *anxiously* and 2) failure – *unfortunately*.

Among the classified positive emotive vocabulary, the group “admiration/excitement” is identified by all parts of speech; the groups “amazement/astonishment”, “joy/happiness”, “interest/enthusiasm”, “devotion/affection/passion” are slightly less frequent. Among the negative emotive vocabulary, the examples of the following group “stress/anxiety/worry” are used most frequently. These states are largely verbalized in the texts reporting the consequences of the COVID-19 pandemic for enterprises of the hospitality industry.

Traditional figures of emotive syntax include **rhetorical questions** which “verbalize emotional-expressive statement” [8, c. 88]. Rhetorical interrogative-negative questions, whose aim is to express surprise or request confirmation of a known obvious answer, imply particular emotionality. For instance: *Who doesn't love a good blend, especially when it's for a good cause, made by those with good taste?* This question is aimed at activating a reader's positive emotions related to coffee, and also at enhancing emotiveness expressed at a lexical level (*love*).

Interrogative sentences are also used in the headlines of articles on the website “Sprudge”. English interrogative structures can serve as a means of expressing a suggestion, therefore, using them in the headlines of advertising posts is obvious: *Would You Try The New Dunkin' Spiked Hard Iced Coffee?* Interrogative sentences with *should* serve for expressing a request about appropriateness of something, therefore, as the headline of an article, they can encourage thinking and reading the information given in it, facilitate interest and desire to get an answer. For instance: *Should Smoking Sections In Coffee Shops Make A Comeback?* Other interrogative structures used in headlines also perform a motivational function. For instance: *Do These Vintage Beefcake Coffee Mugs Cost Too Much?*

Sometimes one can find interrogative sentences accompanied by answers in the posts of the website “Sprudge”. This interrogative-affirmative syntactic model also reflects dynamics, emotional intensity of the text, expressiveness of the author's thoughts. For instance: *Dial? That's what you do to an espresso machine in the morning. Irish Spring? Only if it's on Coffeangel of Dublin's beverage menu. A Dove Bar? Yes. A Dove bar of soap? Absolutely not.* The author of the article involves a reader in communication, seemingly asking questions on their behalf that has an effect of cooperation and co-creation of the text. For instance: *Have I regretted it before? Yes.*

Incomplete interrogative sentences possess more obvious emotionality emphasizing fragmentation of thoughts, provoked by their emotional interpretation. For instance: *So why then, not our nose?* Intensity of emotional markers is achieved through repetitions of incomplete interrogative structures. For instance: *Remember fun? Remember latte art throwdowns?* Elliptical sentences in and incomplete questions in particular can reflect agitation or strain.

Additional emotional intensity of a text can also be achieved due to the use of ellipsis to indicate hesitation about the unexpected continuation of a thought. For instance: *A name is a name, a collection of sounds and letters signifying an unchanged referent. But what if the name is... wrong?* In the above example, the punctuation mark provokes the emotion of surprise. It can also be interpreted as a means of attracting readers' attention.

Gradation can also be added to the means of emotive syntax covering interrogative structures: it is used to achieve intensification of the emotional state of searching for an answer. For instance: *But should it really be banned everywhere? Is there room for the occasional smoking section for those who choose to indulge? Does the cigarette smoke diner, the smoky coffee shop, or ashtray espresso bar really deserve to be relegated to the dustbin of the 20th century?* Here we can observe the author's intention to focus the reader's attention on the question posed, provoking their emotional reaction to the information.

The means of emotive syntax which can be found on the pages of the website "Sprudge" include **interrogative parcellation**. It is known that parcellation serves for highlighting certain components of a syntactic structure and adding more expressiveness and communicative persuasiveness to them, as we can see in the example: *Dear fellow Elder Millennials, are you ready to feel old? Like, old old?*

We agree with S. Shabat-Savka who notes that "exclamations serve as a distinctive marker of the emotiveness of internal speech" [8, c. 88]. It is obvious that the use of an exclamation mark indicates the emotional state of the author which can be expressed with rising intonation in oral speech. Using **exclamatory sentences**, the author reflects special emotional excitement evoked by the information which can resonate with the reader. For instance: *But joy of joys, after a few years absence, the Medansky mug has returned!* In the above sentence, the exclamatory statement intensifies the emotion of joy expressed on a lexical level.

Sometimes an exclamatory sentence serves as a means of highlighting emotional contrast, as in the example: *Take for instance bamboo cups, surely they are good for the environment, right? WRONG!* Using capital letters in the exclamatory sentence is an additional means of expressiveness. In addition to exclamatory statements, the posts on the website "Sprudge" contain exclamatory suggestions expressing encouragement to experience positive emotions. For instance: *With the coffee poured to your liking, give it a little sprinkle of fairy dust coffee grounds and have at it!*

Repetition is also considered to be a means of emotive syntax. We agree with the opinion of scientists N. Hotsa, N. Pasichnyk and A. Kosenko that "repetition does not add anything to subject-logical information, however, it conveys significant additional information of emotionality, expressiveness and stylization, indicates the state and emotions of a speaker" [2, c. 113]. An example from the post on the website "Sprudge" is interesting in this aspect: *I love building a business. I love being involved. I love the conversations with retailers, and big board meetings discussing strategy, and how we should improve this product or discontinue this product – I enjoy that piece of it the most.* The triple repetition of the syntactic structures with the verb *love* and its synonym *enjoy*, which belong to emotive vocabulary, highlights the author's passion for the job and love for the profession.

The emotional effect of repetitions can be enhanced with the use of ellipsis which serves as a marker of endless repetition, as in the example: *We've seen study after study after study... after study (after study)*. The posts of the website "Sprudge" also contain repeated parcellations, which emphasize that that part of the information the author wants to underscore. For instance: *And it all starts with used coffee grounds. Cheap, eco-friendly, and otherwise thrown away coffee grounds*. The same function is performed by the repeated parcellation in the following example: *So if you feel like you need these mugs in your life, and let's be honest you probably do, you should act now. Like, now now*.

Introductory words expressing emotional attitude of the author to the information also belong to the means of emotive syntax. In the posts on the website "Sprudge", we can identify sentences with such emotive units which express positive and negative emotions. For instance: *Luckily, for the good folks in Charlotte, Night Swim Coffee is hosting a good old-fashioned latte art competition*. In the above sentence, the introductory word *luckily* testifies to the author's positive perception of the information about the coffee shop in which the latte art-contest will be held. The introductory word *unfortunately* in another example indicates that the author of the text is sad, since a certain number of chemicals have not been determined: *Unfortunately, exactly what chemicals or combination thereof was undetermined*. Більш сильне негативне емоційне забарвлення має The introductory word *hell*, which has much stronger emotional coloration, usually conveys anger and adds expression to statements: *Unfortunately, exactly what chemicals or combination thereof was undetermined*.

The use of ellipsis in the middle of a sentence is another element of emotive syntax since it is the means of expressing the author's agitation and confusion in choosing words. This punctuation mark is a graphic representation of a pause needed by the author to express thoughts more precisely. For instance: *Running a business... it's pretty cutthroat out there*. In the following example, expressiveness of the statement with ellipsis is enhanced by repetition: *It's crying... it's like, it feels like a marriage*.

Conclusions. The emotive units used in the media news testify to a quite high level of standardization which manifests itself in a multiple repetitions of a limited set of lexical units denoting a certain emotional state. In terms of representativeness by the parts of speech, the largest group of emotive vocabulary comprises adjectives, the group of emotive nouns is slightly smaller. The group of emotive adverbs is the smallest in number. In all the groups, there are much more emotive units correlating with positive emotions than those correlating with negative emotions, and they are mainly used in the news concerning the COVID-19 pandemic. These regularities can be explained by the information policy of the website which prioritizes promotion of enterprises of the coffee industry and the spread of coffee culture among consumers. However, it is important to emphasize that the authors of the media content of "Sprudge" do not abuse emotive vocabulary to increase the number of readers and improve the advertising attractiveness of the website. Analysis of the content of the website "Sprudge" allowed distinguishing syntactic units with markers of emotionality and grouping them by the types of structures: interrogative sentences in general and rhetorical questions in particular (incomplete sentences, affirmative-interrogative models, gradation), exclamatory sentences, repetitions, parcellations and introductory words. The identified emotive structures mainly correlate with positive emotions of joy, love, satisfaction, though there are also syntactic means of expressing agitation, confusion, sadness and even anger. Interrogative sentences prevail by the frequency of use among emotive syntactic structures. The

prospects of further research can be seen in determining the specificity of emotiveness in the news media content about other branches of economy.

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