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**LINGUISTIC AND STYLISTIC ANALYSIS OF THE MEDIA TEXT OF
THE OPINION GENRE (BASED ON THE PUBLICATIONS OF THE
NEW YORK TIMES)**

Discourse is an extremely important aspect of human interaction. Being a complex communicative phenomenon, it affects society as a means of communication and information transfer. Media text is a type of discourse that is implemented by means of mass information dissemination. Media discourse plays a key role in the formation of public opinion and public values. Media texts, which are created and distributed by mass media, influence the way people perceive the world around them. They shape people's ideas about politics, economy, culture, society, etc. Examples of media texts can be considered: news articles, television broadcasts, Internet publications, and commercials.

The “opinion” genre is a very interesting phenomenon. The fact that this genre originally emerged as a response to the corrupted press suggests that written works have to provide an independent and not persuasive look at important social issues. On the other hand, “opinion” articles still showcase the author’s position and attitude. This is the challenge that “opinion” writers face: to express their views and interpretations and find unique perspectives while maintaining credibility and avoiding bias at the same time.

From a linguistic perspective, crafting an effective opinion piece involves strategically manipulating language to achieve the journalist's aims. Having analyzed 5 articles from The New York Times we were able to identify almost 300 lexical and stylistic units, figures of speech. The authors use a wide range of expressive language: words and sentences, the most popular among which are metaphors, epithets, quotations, metonymy, irony, and rhetorical questions. Turns out that the choice of stylistic means depends on the topic of the text, the purpose of the author, and their individual style. That is why a comprehensive analysis of linguistic and stylistic features cannot be done without taking into account the article as a whole.

Our initial observations suggest a potential correlation between the selection of specific figures of speech and their intended functions in written communication. A metaphor, for example, is usually used to create a bright

image that attracts the reader's attention and is remembered; Epithets help the author to express an assessment or attitude towards an object or phenomenon; Quotations are presented to support or refute a point; Irony and humor put the reader in the mood, create an informal and open atmosphere; Slang, Oxymoron, Personification, Hyperbole, Antithesis make the text more expressive and interesting for the audience.

In conclusion, media discourse, particularly through the "opinion" genre, holds significant power in shaping public perception and influencing individual values. While the inherent challenge lies in balancing the expression of personal viewpoints with maintaining, effective use of diverse stylistic devices can enhance persuasiveness and reader engagement. This interplay of language manipulation and ethical considerations underscores the complexity and importance of crafting impactful opinion pieces.

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DEVELOPMENT OF VIRTUAL REALITY AND ITS APPLICATION

Virtual reality is an illusion of reality created with the help of computer systems. With its help, a person can instantly transfer to another environment, get vivid impressions and acquire an unusual experience. And although virtual reality technology has only recently entered our lives, in fact, VR has been known to mankind for a long time. For the first time, the very concept of virtual reality (VR) flashed in the work of the American science fiction writer Stanley Weibaum "Pygmalion's Glasses" back in 1935. There, the main character meets a professor who invented glasses that create the illusion of reality. But before that, back in 1838, Charles Wheatstone's Stereoscope demonstrated that our brain processes 2D images from each eye and can compose them into a single 3D object. This is the main premise of what makes virtual reality look like the real world.