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ПЕРСНИФИКАЦИЯ КАК ЛЕКСИЧЕСКОЕ СРЕДСТВО ВЫРАЗИТЕЛЬНОСТИ В ЗАГОЛОВКАХ СТАТЕЙ БИЗНЕС- ТЕМАТИКИ

В обществе сложилось мнение, что язык бизнеса считается скучным и непримечательным, но на практике Лингвистика доказывает обратное. Данная статья посвящена комплексному изучению явления персонификации в заголовках статей бизнес направленности. Основная цель статьи заключается в рассмотрении особенностей использования данного лексического стилистического средства путем практического изучения заголовков деловой тематики в отношении международной повестки дня. Особенное внимание уделяется изучению заголовков и языка профессионального общения. Ключевой замысел авторов заключается в определении корректного употребления персонификации и изучении ее влияния на примере заголовков делового содержания. Исследование базируется на выборке наиболее ярких примеров ее функционирования на примере заголовков статей международной прессы как неотъемлемой части бизнес-медиа дискурса. Результаты исследования показали, что данный лингвистический элемент следует рассматривать в индивидуальном порядке ввиду уникальности контекста. Авторы заключают, что заголовки бизнес статей, где наблюдается пренебрежение выразительными средствами, особенно персонификацией, не цепляют читателя. Соответственно, бизнес-медиа дискурс становится опорой для влияния и привлечения внимания круга читателей. Исследование может быть использовано как лингвистом, изучающим персонификацию путем стилистического анализа, так и простому читателю, который заинтересован тем, что происходит на мировой арене.

Ключевые слова: персонификация, стилистическое средство, лексическое средство выразительности, троп, метафора, бизнес-медиа дискурс, язык делового общения, статья бизнес-тематики, заголовок, международная пресса

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PERSONIFICATION AS A LEXICAL STYLISTIC DEVICE IN BUSINESS ARTICLES' HEADLINES

In society it is believed that language of business tends to be dry and dull, but, in practice, Linguistics proves it wrong. The following article is devoted to a comprehensive study of the phenomenon of personification in business articles' headlines. The main objective of the article is to identify peculiarities of using such lexical stylistic device on the basis of business-themed headlines' practical study being referenced to international agenda. Much attention is given to aspects of headline and business language. The purpose of the study is to outline what personification is used for as well as the role of it in business headlines. The research focuses on investigating the brightest examples of its usage in foreign newspapers' headlines as a part of business media discourse. The results of the study have shown that such linguistic element should be considered individually due to uniqueness of the context. The authors conclude by noting that without stylistic devices, especially, personification, business articles' headlines wouldn't be eye-catching for a reader. Accordingly, business media discourse has become the greatest tool of influencing and attracting readers' attention. The study can be a helpful guide both to a linguist, studying personification stylistically, and a reader, interested in worldwide agenda.

Keywords: personification, stylistic device, lexical stylistic device, trope, metaphor, business media discourse, professional language, business article, headline, international newspaper

Introduction

It is a common truth that we, living at the age of globalization and modernization, come across business-related issues every single day in all its possible forms, i.e., on TV, radio, Internet, press etc. According to A. M. Meyrmanova and M. I. Kudritskaya business, mostly, newspaper in this area “is an integral part of the culutre” (Meyrmanova, Kudritskaya, 2019, p. 65). From the linguistic point of view, business is still a widely discussed phenomenon due to constant changes and

improvements. Stereotypically, people believe that the following type of style is all about numbers and statistics, but, in reality, it is such a stylistically colored element, that like Christmas tree toys, flash the world with its uniqueness.

Language tends to be the link between a person and inner world. Here, a special attention must be given to newspapers. Press has a voice and a listener, and, in most cases, we search for data in newspapers (digital and paper ones) (Karpovskaya, Shiryaeva & Zheltukhina, 2019). In addition, newspapers are one of the oldest ways to present information to the public in an effective way, and, as a result, every single day the world of news expands in all spheres.

It is no doubt that the first thing that we come across in press is the headline. We tend to pick a piece of news by asking the question whether the headline is eye-catching or not. The headline is something that should reflect the meaning of the entire publication. To fulfill the functions, the authors use different techniques such as stylistic devices.

Stylistic devices have always been a hot topic for discussions among linguists (Oparina, 2021, Katsaounis & Steinmüller, 2021, Kuparadze, 2016, Karpovskaya, Shiryaeva, & Zheltukhina, 2019, Langlois, 2021). As practice shows, each case of using a stylistic device, whether it is a book or a newspaper, should be considered in an individual way. The peculiarities of using these constructions are more relevant than ever as here context plays a primary key role. Context is something that acquires additional meaning with the help of words referring to the transfer meaning of it (Usmonova, 2020).

The fields of using personification are limitless, it can be traced in sociology, philosophy, literature or psychology. As for the linguistic approach, we must take into account the attraction of the reader's attention by concretizing of facts and impacting the plot of the narration. The context makes personification a multifunctional link in the linguistic chain. The main idea here is devoted to analyzing the hypothesis of the author (Oparina, 2021).

Taking into consideration personification in business articles' headlines, this stylistic device is more common one and has a number of specific features. The relevance of the research topic is determined by the fact that personification is used in newspapers constantly, but this stylistic device is not studied properly from the viewpoint of business. It is also worth considering the fact that today there is a significant increase

in the popularity of newspapers. Through the analysis of newspaper headlines, we manage to trace why personification is used and what functions it serves.

The research is mostly based on Russian and foreign scientists' studies. The theoretical and practical basis of work is made only on the basis of relevant and updated materials. The results of the analysis can be used in such aspects as studying stylistics devices in educational institutions and developing the language of the press worldwide.

Theoretical background

Over the past few decades, Stylistics, being the human language and examining how it functions, has significantly succeeded in developing various notions on how to make the language the greatest mechanism for interaction between people, performing distinctive functions from expressing ideas to reasoning thinking through words. According to P. Verdonk, Stylistics can be defined as “the analysis of distinctive expression in language and the description of its purpose and effect” (Verdonk, 2002, p. 4) Language is such a flexible phenomenon that, alongside with stylistically colored elements, such factors as divisions in society and differences in cultural traditions and values lead to changeability in the use of this or that language.

Stylistic device forms a general set of methods and elements how to color the text. Stylistic devices are usually divided into 4 major groups (Galperin, 2011). The choice of using stylistic devices depends on such concepts as context, moral, effect and function itself, and every single technique gives a written text or everyday speech expressiveness and uniqueness. The following groups are considered as follows:

1. Lexical Stylistic Devices (ex: metaphor, epithet, personification).
2. Syntactical Stylistic Devices (ex: repetition, detachment, ellipsis).
3. Lexico-Syntactical Stylistic Devices (ex: simile, antithesis, climax).
4. Graphical and Phonetic Stylistic Devices (ex: alliteration, assonance, capital letters). (Arnold, 2019)

Personification is a lexical stylistic device that assigns human features to a non-human entity or inanimate object in order to express a point or idea in a more colorful, imaginative way (Mamadaliev, Karimova, 2019). Overall, it is claimed that we use personification as a

compositional device that is used mostly to bring the poetic sense of narration (Mamadaliev & Karimova, 2019)

Accordingly, linguists all over the world have disputes over what it actually is. For some linguists, it is trope. Tropes mainly differ themselves from other stylistic devices in semantic way (Edgecombe, 1997). Other linguists disapprove it by saying that it is a stylistic device. But, more commonly, it is considered as lexical stylistic device, specifically, a type of metaphor. Metaphor expresses the object of comparison and this is the stylistic device, which is characterized by the dynamism of the narrative (Ivchenkov, 2020). It is claimed by S. Yu. Voskresenskaya that "...the semantic differences between metaphor and personification are undeniable... it should be considered individually" (Voskresenskaya, p. 14).

When it comes to the text itself, personification usually serves as a multifaceted phenomenon, the main role of which is to reveal the degree of certainty. Besides, it gives the written text colorfulness due to bringing connection between inanimate objects and human actions, as well as creating the atmosphere of imaginary world. R. Jakobson and M. Halle are sure that "all the distinctive vehicles in the text serves primarily to differentiate whole words" (Jakobson & Halle, 2010, p. 5). Depending functions, there are several elements to consider such as explanation of central ideas and concepts, emotional support and deeper meaning.

Headline itself is a one sentence that describes that outline of the text which is something that is the first thing we pay attention to in written text. Especially in newspapers, making concrete headline means success. Different stylistic devices can be traced when analyzing them, and personification is not an exception. When it comes to business-related articles, the style of it has its own stylistic appearance, so that stylistic devices add a charm to the narration. It has a potential to improve because of competitiveness of press nowadays (Korotkova, 2021).

Currently, there is no single classification among linguists when considering the functions of personification in the text. It is known by the fact that such peculiarities as author's style, context and emotional perspective have a place to be. Indeed, we have come to the conclusion that even though personification is mostly used in poetry, several functions may refer to business.

In order to realize how personification interacts in business articles' headlines, here, we must take into consideration the newspapers as the

fourth branch of power as well as from the viewpoint of rapid changes in genres' system (Samusevich, 2008). Only with the help of this device, we can notice how personification can be revealed not only in literary text but in professional field, i.e., the style of official documents (Malyuga & Banshchikova, 2011). Therefore, personification can be a helpful tool not only in a literary text but in a professional one as well.

Business media discourse

In terms of analyzing the discourse itself, namely, it is said that there are numerous types of existing discourses on pretty much any field of study. In that case, we must take into account the phenomenon of personification in particular discourse. Currently, as N.V. Badaeva states "media is influenced by socio-cultural and demographic divisions in society..." (Badaeva, p. 8).

Namely, it is a must to illustrate in advance what the theory of investigating the following discourse is. In the following research, we analyze the personification from the viewpoint of business. At the same time, media is also our priority.

Accordingly, discourse is mostly linked to processes of social interaction (Vorkachev & Vorkacheva, 2019). To combine business and media, a new sub type of discourse is outlined which is business-media discourse.

Here, business-media discourse aims at providing detailed analysis on international agenda. In order to differentiate the exact material and look through what is happening in the world in press from the business side, we aim at picking business-media discourse that is willing to match the proper understanding of how to make business text more concrete. Stylistically colored expressions take place in any type of discourse, namely in the author's speech, description, reasoning (Kapranova & Korobchak, 2021). From the linguistic point of view, the persuasive style of business-media discourse is something that deals with the problem-solving world of business (Ivanov & Pogoretskaya, 2021). And, in fact, it fulfills various tasks in terms of outlining the content and the idea of the written text.

The notion of headline as a linguistic element

Based on press, being one of the branches of social life and influencing the minds, we tend to review what is happening in the world through informational sources. Newspapers today are willing to find

something new that attract people's attention (Bagdasaryan & Orlova, 2021, Malyuga, 2008).

When it coincides with written text, our generation doesn't have much time to pay attention to every single business article. Thus, we pay attention to the headline first.

It is usually placed at the beginning of each written text in order to specify and summarize the key idea in one or two sentences maximum. Besides, M. Djurayev explains that it is "the first impression about the topic" (Djurayev, 2020). It is somehow a push-up to readers to click on the article. In some cases, the headline can be understood only when reading the whole article.

Grammatically and lexically, they may be way different: changing the place of the words, using idioms, neologisms, stylistic devices, punctuation, quotes etc. Accordingly, it focuses on such functions of headlines as the ability to catch readers' attention.

Linguo-stylistic approach to analyzing personification

As being one of the main parts of the research, linguo-stylistic approach or analysis, has always been valuable when investigating this or that linguistic phenomenon.

As practice shows, it has been used since oratory times. Now, we tend to analyze each text, based on its aesthetic functions. Because of the fact that each text in any functional style transfers messages, the correct organization gives the key to readers how to perceive the information (Bogdanova, 2006).

If we divide the investigation into sectors "linguo" and "stylistic", it is believed that the text itself is being transformed and considered in lexical and stylistically organized components.

The main idea is that the following type of approach is the one that is distinguished in expressing authors' intentions. Through this analysis, it is possible to compare style, tone, register of the narration. Every single style differs from each other in genres, spheres, features, morphological, syntactical and lexical peculiarities (Vinogradov, 1961).

When it comes to personification, here several components must be taken into account: the context, the meaning, the intention of the author and functional aspect.

With the help of such approach, it becomes clear why exactly people tend to use personification in newspapers' headlines as the official language which serves mainly to being diplomatic and terminological

one. In that case, it is all about breaking the stereotypes as personification mainly influences the whole narration, so that the research should be developed from the functional perspective.

Functional significance of personification

Generally speaking, if the language is analyzed from the viewpoint of functional aspect, i.e., considering linguistic structures and processes, we must take into account the fact that nowadays context is the key role of highlighting the written text.

Contextually, the use of personification can be traced through affection of ideas and the range of readers. In case of headlines, it is more about ideology (Kuparadze, 2016).

Without stylistically colored elements, it would be impossible to understand how author is expressing this or that idea. Nevertheless, with the help of these tools, we manage to quickly feel the plot of what should be said.

In case of personification, it usually is presented in several key functional ideas. Even though, the phenomenon is not so widely discussed, especially in business headlines, still, it is possible to somehow summarize the idea of personification as a lexical stylistic device that mostly figures out the ways how to catch readers' attention.

It is a general truth that this trope, as a whole, tends to make things alive, and the same happens with the headline, through which we can exactly say what the function is. Context and individual author's style of writing is something that form the basis of the complete understanding of the issue.

Materials and methods

As a methodological basis, we have chosen to consider foreign press as practical part of the research. Newspapers, specifically online versions, have a tendency to provide up-to-date information and, as a result, articles' headlines are the most profitable example of investigating stylistic devices as personification and many more. Business articles usually serve as one the most significant parts starting from banking sector till management. The research is based mostly on analyzing the most vivid examples of personification in headlines, reviewing the context, explaining why it is used and what function it serves.

Another thing that should be taken into account is authors' intentions. The research is based on examining how and what for personification is being used on a regular basis in business-related articles' headlines.

However, from the functional side, it is rather important to dive into the content of the whole article to realize the exact reason of both the intention and specifics of its usage.

The methods that have been used may be considered as the following. Continuous sampling method aims at collecting data, i.e., 150 articles have been selected with a personification in the headline. Then, descriptive qualitative method is able to investigate and classify lexical stylistic device as well as newspapers depending on their functions. And, as a result, quantitative method explores the frequency of using personification in newspapers.

Through linguo-stylistic approach of investigating the brightest examples of personification in business articles' headlines, we are not only able to take into account the language itself, the discourse and the context, but, mainly, we are aimed at specifying the functional component and how personification is existing in different contextual variations.

Study and results

The following part of the research is dedicated to analyzing the brightest examples of using personification in business articles' headlines in order to explain how this trope is being used in this or that business field. The research material is based on investigating headlines with personification in it in online versions of international press. 150 articles have been investigated, and the material is based on choosing the material written in 2017-2022.

Firstly, we must take into account the idea of attracting the audience's attention. Accordingly, several examples can be highlighted. The example, taken from newspaper "The Guardian" is headlined:

"World Bank warns higher interest rates could trigger global recession". (The Guardian, 16.09.2022).

According to the context, the inflation currently is a major issue, and, as a result, the World Bank is responsible for keeping it at average level. Thus, personification here focuses on telling people that there has to be some changes in society, and World Bank in headline, as a parent, forces the world to do the right thing to prevent consequences.

Another example on how to influence the audience's mind can be taken from "The New York Times":

"Safety Concerns Overshadow Europe's First New Gas Link in Decades" (The New York Times, 01.10.2022).

A special attention is devoted to Europe working on new ways how to produce and provide gas to the population. Personification brings to the context some kind of hope and putting “concern” at the first place that means exactly the intention to force the readers click the link.

Two more examples that concern the motivational effect in case of using lexical stylistic device. In business sphere, this element provides information on how to become successful and find new ways to get involved into making profits of everyday habits. Here, we must look through the headlines that bring this point into the world. If we dive into the context of the article, taken from “The Economist”, it is said that:

“TikTok isn’t silly. It’s serious” (The Economist, 15.01.2022).

It is quite interesting to mention that the whole headline is, indeed, a personification. The App here is compared and treated as a person. Specifically, here a context is about TikTok becoming a phenomenon in social media game. The following business is flourishing which means that personification “TikTok isn’t silly” may be interpreted in the way that the app is not just videos, it is more about business and making money. Thus, lexical stylistic device here functions as to provide more of motivation in readers.

Next point is being referenced to “Bloomberg” newspaper that goes:

*“How **HBO Survived** The Two Worst Media Mergers of the Century”* (Bloomberg, 07.11.2022).

Being a great source for watching films and shows, it is still on the flow despite the possible outcomes depending rivals in the industry. Despite the fact that popular shows are being closed, HBO manages to find alternative ways how to keep up with trends and ideas. Through the upcoming book, the story of the company is revealed. In fact, personification here aims at showing readers that putting efforts into business will always be profitable, and that this world is inconsistent.

Another important point is about representing the meaning, specifically, it aims at singling out the key issue. In many cases we tend to read the article first before understanding the main problem, but here we read the article and immediately can think over how to possibly get rid of the issue. The greatest example can be traced in “The Guardian”:

*“Netflix with ads **draws** some big **brands** – but others are **unimpressed**”* (The Guardian, 04.11.2022).

The context is the following. Netflix, due to leaving Russian market, has decided to implement new ideas and attract new users with the help

of subscriptions with ads. Some brands use this opportunity to promote their products, but to others, it is nothing but irritating way to show the goods as people are most likely to be annoyed about. Double personification is used here in order to show the audience that the meaning is not hidden, and basically, it represents the attitude of the brand and customers.

Next article from “The Wall Street Journal” is headlined:

“*Small **Businesses Get Creative** as They Still **Struggle** with Hiring*” (The Wall Street Journal, 26.09.2022).

The key idea of the article is that the world has changed significantly, especially since COVID times, and, as a result, there is a massive competition on a job market. Accordingly, new businesses try everything they possibly can to influence people working there and not let the business down because of possible lack of money to pay to employees.

Trope is being used in this headline to outline that, as human beings, there is a possibility of ruining everything, and being CEO means huge responsibilities. As a result, it is shown in the newspaper that the meaning is implemented in the possibility of working extremely hard and gaining some efforts.

The very next aspect that must be taken into account is, of course, emotionality. It is one of the most widely used function, and several up-to-date materials can specify the main role of using personification.

We have come across the example from “The Washington Post”:

“*Pandemic **aftershocks overwhelm** global supply lines*” (The Washington Post, 24.01.2021).

Of course, pandemic here serves as a really evil character in movies, so it ruins peoples’ lives, i.e., lockdown, mortality, job loss, economic downturn etc.

Here, personification, concerning pandemic overwhelms, means that consequences lead to economic troubles in delivering goods. Personification serves to bring empathy to readers.

Another example that attracts the attention is the article by “The Times” that goes:

“*Elon Musk’s **Twitter takes flight** – into a storm*” (The Times, 29.10.2022).

The recent news about the richest man in the world, buying a social media app is pretty much known to everyone. As it is stated, the policy of the company will go through major changes. As a result, it may bring

the company to its lowest, as Elon Musk has to rebuild the system from scratch.

Personification here is used to express fears and possible anger concerning newly updates. Storm is represented in a way that the darkest times are coming. Mostly, this lexical stylistic device represents the pessimistic thoughts of the narration.

Persuasive attitude towards business-related articles is something that has a tendency on recent events. In particular, the following idea to force readers to think or do something comes across constantly. For example, according to “The Independent”, it is claimed in the headline that:

“Recovery in Shopper Numbers Slows as Inflation Bites”(The Independent, 06.10.2022).

A special attention is devoted to the rise of inflation in terms of the lowest number of customers. Definitely, people start caring and spending money more cautiously because of uncertainty worldwide.

Nevertheless, the author persuades us that despite inflation, people can reassure themselves that when the customer service is low, the prices can easily go down, so that the shopping centers will get much more profit.

Hereinafter, an example from “The New York Times” proves that the headline can scream and be persuasive since the first word:

“The U.S. accused Chinese companies of supporting Russia’s military” (The New York Times, 29.10.2022).

According to the context, because of international conflicts, there are several sides of the problem. On the contrary, one country blames another country for actions that may seem inappropriate for it. The persuasive effect is that one country responds harshly to several statements. The persuasion is based on overweighing the reality.

One of the most specific functions that can be traced is propagandistic one which specifically reflect the newspapers’ moral point of view. Hereinafter, these two examples can be traced:

“What Italian Business Makes of Georgia Meloni” (The Economist, 29.09.2022).

We may find in this article what the outcome for business is as new government in Italy is formed. Here, the trope is used in a way that it shows how this or that field, positively or negatively, reflects to changes in government.

“With Rishi Sunak, the City’s takeover of British Politics is Complete” (The Guardian, 27.10.2022).

The same situation is traced here. Basically, after rapid changes in the UK, people tend to look differently at possible consequences. The function is traced through professional position of the newspaper.

The greatest point that can be highlighted is the function of describing the situation in detail. The very two examples are outlined that represent it the best:

“Principle or pragmatism? Big brands quit Russia” (Financial Times, 09.10.2022).

It tells the story about the largest companies leaving Russia due to disagreements in policy and shipment issues. Here, personification implies CEOs of companies that have decided to leave Russian market field. Accordingly, this lexical stylistic device shows that the following issue is a really hot topic. So, here we may notice that brands (under the leadership) quit (decide to leave market) Russia. Personifications shows persistence and consistency of actions and, mainly, concrete thoughts.

One more example is taken from “Bloomberg” which says:

“A Circus finds a New Animal Trick: Holographic Lions, Elephants, and Whales” (Bloomberg, 17.02.2022)

It is said that a new business is being implemented in French circus to protect animals and to bring colorfulness to the show. The idea to use this lexical stylistic device proves to both outline inventions in business and make profits.

Also, personification can be used when describing trends. The brightest example as well is taken from “The Korea Times” and is headlined as:

“One Coway’s ice-making water purifier gains popularity” (The Korea Times, 20.08.2022)

It means that due to perfect advertisement company and using celebrities, it brings a product to a new level, so the sales are up. Personification gives us a clear picture about popular trends and works as a good promotion tool. The function is to provide general information concerning entertaining content.

One more example that shows how to present trends in terms of business:

“Apple Warns of Hit to iPhone Shipments from China COVID-19 Disruptions” (The Japan Times, 07.11.2022).

The company has to postpone new iPhone's shipment because of coronavirus pandemic in China. Thus, trope here is used to show the newest trends being placed on the market.

It is clearly shown that every single aspect should be considered in an individual way. Personification, being constantly used both in everyday life and written text, proves the fact that it has a place to be out of the comfort poetry zone, specifically, in business articles.

Therefore, it is clear that personification is used constantly in business, but in order to realize in what cases it can be used properly, several functional aspects must be taken into account.

Functionality of personification in business articles' headlines

Author's intention	Personification	Context
Attracting attention	World Bank Warns; Safety Concerns	Risks of Inflation; New Ways to Keep Gas
Bringing motivation	Tiktok isn't silly; HBO Survived	Making money on social media; The story of successful business
Outlining meaning	Netflix draws; Businesses struggle	Netflix loses customers; Zero trust to small business and lack of money
Emotionality	Pandemic aftershocks overwhelm; Twitter takes flight	COVID affects global economy; Pessimistic concerns about new Twitter owner
Persuasion	Inflation bites; The U.S. accused	People are more concerned about money; One country forces another to agree with conditions

Propaganda	Businesses make; City's takeover is complete	Italian new government; UK New Prime Minister
Detailed Description	Brands quit; A circus finds	Sanctions; New way of business
Trends	Ice-making water gains popularity; Apple warns of hit	Korean brand is leader; Delays in iPhone 14

Table 1. The possibility of using personification in business articles' headlines from the viewpoint of its functioning

After analyzing how personification express itself in business-media discourse, it is possible to summarize the fact that the most used one is considered to be a detailed description one due to the fact that nowadays we tend to point out whether the information has a value to us due to personal interest and background knowledge

Overall, personification is such a unique phenomenon which is all about bringing liveliness to the speech. Therefore, personification must be identified in every context individually due to the fact that it is becoming sort of a combination with the context, and it outlines the narration in an outstanding way.

Conclusion

As a result of the research, we have come to the conclusion that, indeed, personification is a phenomenon that should be considered in different contexts, since there is currently no single approach to the study of this stylistic device.

Through the analysis of business media discourse, specifically, business articles' headlines, it is possible to outline that nowadays personification cannot be left without attention. It serves to give the readers the positive impact because it is something that attract people's attention.

Business related articles have a specific manner of writing, namely, in order to feel and follow the author's idea, it is necessary to involve such linguistic elements as expressive means. In turn, each author of the article has his own style and through it, the reader can feel the key thoughts, namely, how and why a particular stylistic technique is used.

The headlines of the article are the basis of everything written in newspapers. In particular, they are created to attract the attention of the reader, who can immediately understand whether the article is worth attention or not.

It is worth noting the fact that thanks to stylistic devices in the linguistic picture of the world, it becomes possible to conclude how and what for exactly this or that word or phrase is used in context, while creating the author's vision of what is happening in the world and perception of realities. Each article in the newspaper can be interpreted differently due to the concepts of thinking of both the author and the reader. In order to trace the central idea, it is necessary to delve into the context.

The cultural aspect must also be taken into consideration, since even the most minimal differences can affect the perception of the text. That is why the authors tend to use stylistic means of expression in order to create a common vision of what is happening in the world in the current realities.

The research proves that these are the very elements without which every discourse would not be so influential and powerful. Mainly, it is necessary to identify how and what the hidden meaning of the use of these linguistic elements is.

Here we have considered such issues as defining personification as lexical stylistic device, analyzing examples of personification and business-related articles' headlines and coming to a conclusion that each context serves as an individual type of narration. Therefore, the research can be helpful to those who still considers that business language is not interesting to investigate and for those who wants to explore the linguistic world of stylistic devices. The material of the research can be used both in educational and scientific purposes.

Thus, knowing the conceptual apparatus of using stylistic devices in headlines, it is possible to understand how one sentence can be the firefly and guide the audience in the world of incessant flow of information.

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ИСПРАВЛЕНИЕ ОШИБОК В ПРЕПОДАВАНИИ ИНОСТРАННОГО ЯЗЫКА (ИТАЛЬЯНСКОГО) С ПОМОЩЬЮ КОММУНИКАТИВНОГО МЕТОДА

Проводя обзор самых известных работ за 1960 - 2018 годы, посвященных ошибкам и их исправлению, статья рассматривает современные вопросы, которые возникают, когда преподаватель итальянского как иностранного начинает анализировать частые ошибки русскоязычных студентов. Следует ли исправлять ошибки? Если следует, то какие? Когда? Как? А также кто должен их исправлять? Затем в исследовании кратко рассматриваются некоторые различия между итальянским и русским морфосинтаксисом. Вследствие этих различий учащиеся, владеющие языком на трех различных уровнях CEFR, совершают ошибки в письменных и устных упражнениях. И наконец, в статье разъясняется, каким образом с ошибками учащихся можно справиться посредством коммуникативного метода. Родной язык или влияние другого языка, независимо от того, насколько хорошо мы его знаем, наряду с мотивацией, самооценкой, эмоциями и