

**С. Krasovskaya**

**Е. В. Красовская**

МГУ им. А.А. Кулешова (Могилев)

*Научный руководитель А. К. Шевцова*

**THE LANGUAGE MEANS OF EXPRESSING THE CATEGORY  
OF SUBJECTIVE MODALITY IN THE ARTICLES  
OF ENGLISH-LANGUAGE NEWSPAPERS**

**ЯЗЫКОВЫЕ СРЕДСТВА ВЫРАЖЕНИЯ КАТЕГОРИИ  
СУБЪЕКТИВНОЙ МОДАЛЬНОСТИ В СТАТЬЯХ  
АНГЛОЯЗЫЧНЫХ ГАЗЕТ**

The formation of the anthropocentric paradigm of scientific knowledge has led to a turn of linguistic issues to the direction of the person as a language personality and the person as the author (his views, social position, personal qualities). The language personality, drawing on a common language system, forms its own system of reflection of the world, which contains both an objective component that reflects the objective reality and a subjective component that expresses the subjective world of the speaker, his attitude, i.e. subjective modality [3].

Charles Bally was the first linguist who pointed out that the semantics of a sentence has a heterogeneous character, i.e. it contains two types of meanings – objective and subjective, or two fundamental components, which are the *modus*, or, according to the author, "the soul of the sentence" and the *dictum* [1, p. 44].

The subjective modality as a text category was firstly designated by I. Galperin (1981) who presented the essence of this category through a number of certain features. He also identified that this category is not independent; its formation is influenced by certain extra-linguistic factors (the object of the description, the identity of the author etc.) [2].

In our study, we divided all identified and analyzed language means into 3 large groups corresponding to the three levels of language: morphological, lexical and syntactic. The actual material of the study was 25 articles on social and political topics selected from the three English newspapers ("The Times", "The Daily Mail", and «The Sun»). In our work we have made an attempt to explain how and with which language means the author influences his addressee. We provide the quantitative data of using of each means of the particular level of the language.

The first group includes the following means of the morphological level of the language: modal verbs, some forms with first-person pronouns, comparative degrees of adjective, interjections, some forms of the imperative mood.

Further we identify the means of the lexical level of the language, which are used most frequently among all the means of all levels. In this group we include: emotional-evaluative vocabulary (here we distinguish verbs, nouns, adjectives and adverbs), fixed expressions and idioms, comparisons, modal constructions.

Finally, we move to the linguistic means of expressing subjective modality at the syntactic level, which includes the following means: syntactic phraseological units and constructions, introductory words and constructions, rhetorical questions, question-answer constructions, exclamations, inversion, and conjunctions.

In the course of our study, we have come to the general conclusion that the English addresser is open to "communication" with the addressee, and, therefore, the English-language articles can be characterized by a high level of expression of subjective modality, here we can clearly observe the "presence" of the author.

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**N. Nikitenko**

**Н. А. Никитенко**

БГЭУ (Минск)

*Научный руководитель Т. И. Мех*

## MARKETING COMPONENT OF MOVIE TITLE TRANSLATION

### МАРКЕТИНГОВАЯ СОСТАВЛЯЮЩАЯ ПЕРЕВОДА НАЗВАНИЙ ФИЛЬМОВ

It is strongly believed that cinema is a great helper for those who want to avoid being social outsiders and want to be nurtured properly in a positive way. Moreover, it was and still is one of the most significant and understandable arts. Watching films is an integral part of students' life. Those facts reflect the relevance of my research.