

*To arrange a bloodbath* — this expression is used in cases where the entire enemy team in the attack killed in the first 5–10 seconds after the start of the firefight. It occurs when playing on the lower ranks. For example: “We *made them a bloodbath!*” — Killed the entire enemy team in 10 seconds;

There are a large number of deviant slang expressions in the game CS:GO, which is primarily due to the specifics of this genre of computer games — “shooter”. It is possible to note the tendency of deviant slang expressions increase in computer games, as the community of games forms more and more and the in-game communication acquires the closed format.

### Reference

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## LINGUISTIC FEATURES AND PECULIARITIES OF MODERN POPULAR PRESS TEXTS IN ENGLISH, RUSSIAN AND GERMAN LANGUAGES

### Языковые особенности и особенности современных популярных пресс-текстов на английском, русском и немецком языках

The life of a modern person can't be imagined without such media as the press, radio, television, the internet, which are unique in terms of reaching a diverse audience and influencing on it, in the variety of subjects and, above all, in the volume and activity of using the language, which is the main tool of communication with the reader, viewer, listener.

Newspapers and magazines are among the first respond to the dynamic processes occurring in the spoken language, sensitively capturing everything new, vibrant, relevant. Through the mediation of the press, language innovations are consolidated and get finalized in the national language.

According to this the main aim of the study was determined: analyzing the linguistic characteristics of the popular press texts. The object of our research is news of popular

media texts in English, German, and Russian-language, because it is modern print and electronic publications that carry the necessary information about linguistic changes and features of these languages. Next, we present the research program. Our program included: research of language features of popular press in Russian, English and German languages; conducting the comparative analysis of printed English -, German-and Russian-speaking media.

The experimental material for the study was the popular press in English, German and Russian languages. The study analyzed 150 news texts of the popular press, which were taken from the English-language newspapers "the Sun", "The Daily Mail", "The Daily Telegraph", the articles of the Russian-language newspapers «Экспресс-газета», «Твой день», «Жизнь за всю неделю» and the German-language tabloid "Bild". The number of analyzed media texts is proportional to the number of languages. Since linguistic means of language find their expression at stylistic, syntactic and lexical levels, during the analysis of experimental material news texts in English, German and Russian languages were considered from the point of view of these levels.

During the analysis at the stylistic level among the most common stylistic techniques were identified metaphor, epithet, metonymy, periphrasis. The work presents the most striking examples of their usage. At this level, the epithet predominates in Russian and English-language news texts, while the metaphor is most common in German-language print texts. At the lexical level in the analyzed English-language publications the most frequent is the use of special literary vocabulary, in Russian-language printed texts, compound words are the most common phenomenon, in German-language news texts Colloquial Lexis prevails. After analyzing the news texts of the popular press, it became obvious that in the Russian-language media texts there is a predominance of the usage of linguistic phenomena. As for German it is the least expressive language, as linguistic phenomena are not reflected at all levels. It is characterized by objectivity, imperativeness, a little dryness, accuracy, impersonality, clarity.

In conclusion, we point out the fact that each language has its own characteristics of the popular news press. Since the aim of our work was study of the language features of the functioning of the language in the popular press texts, it is necessary to conclude that popular media texts in different have a number of similar features and distinctive characteristics. The practical significance of the work can be interesting to specialists in the field of journalism history, as well as in the practice of teaching foreign languages. This work helps to develop students' interest in learning a foreign language, and has been recognized among the students of our university and educational institutions.