

urban environment, serving to achieve certain goals (advertising, political slogans, life-affirming slogans, etc.), as well as performing a number of functions: contacting, communicative, escapist, purifying, playing. As an object of linguistic study, graffiti is a new genre of natural writing.

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## **METHODS OF APPLYING THE LINGUISTIC CORPUS TO THE STUDY OF FOREIGN LANGUAGES**

### **Методы применения лингвистического корпуса к изучению иностранных языков**

***Purpose of the research:*** to explore the possibilities of using a corpus in foreign language learning.

In a linguistic sense, a corpus is a collection of texts prepared in such a way that they are easy to study. The texts should be marked according to a certain standard and provided with a specialised search engine.

There are strands of corpus research focused on foreign languages, a particular foreign or first language register: compiling corpus-based teaching aids, compiling and analysing learner corpuses, and using corpuses as teaching material.

Many English language teaching aids are corpus-based based and we may not even be aware of it, but actively use them. One of them is Grammar and Beyond by Cambridge University.

The corpus analysis allows students of language-related professions to find typical mistakes of other students in different kinds of texts and to analyse their own speech in different situations in accordance with them.

As far as future interpreters are concerned, they need to be familiar with specific vocabulary depending on the context in which the conversation takes place, making sure to use a specific register of languages and making sure that only pertinent elements are present.

Glossaries are a universal aid to interpreters in situations that require a specific vocabulary, but they include obsolete phrases as well as topical ones. In the corpus, it is possible to identify not only the required language register, but also to browse through the frequency lists of its elements, where different expressions, constructions and words are presented on a special usage frequency list, which allows the student to understand which

expressions are already obsolete and do not make practical sense to use them, and which are neologisms and have not yet managed to become part of the active vocabulary.

An essential part of learning any language is having examples of live usage, which is crucial when communicating and understanding linguistic realities. A language corpus is an ideal tool for selecting means with a breadth of coverage sufficient to consider their use worthwhile.

**Result of the research.** The study of corpus possibilities has shown that the most effective methods of foreign language level improvement are: analysis of typical mistakes, use of frequency lists, studying examples of live usage of lexical units.

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## **USING HEADLINES IN POLITICAL MEDIA DISCOURSE**

### **Использование заголовков в политическом дискурсе СМИ**

The aim of this study was to analyze US online publications on China in order to identify strategies for gatekeeping. The material of research comes from 300 publications in online versions of news sources (CNN, ABC News, USA Today, Blumberg, Forbes) published July through August 2022 and dealing with US — Chinese relations.

The object of the study is headlines, as the headline is one of the main elements of the media text. According to the researchers, the headline is a special linguistic and pragmatic unit designed to grab the reader's attention and briefly inform about the content of the media text.

The concept of gatekeeping, or gatekeeper theory, was originally applied to news distribution by David White, who studied the work of newspaper editors. White concluded that the editor is seen as a 'gatekeeper' between all the events reported throughout the day. While editors may have their own opinions and preferences, they must act within a professional and organizational framework when selecting news. In fact, news selection may be collective and there may be more than one 'gatekeeper' in the newsroom. Nevertheless, the emphasis in selection is still on what gets into the news and what doesn't.

The US sees China as a challenge. China's alternative development model may 'eclipse' the Western model based on liberal democracy and market economy. Obviously, the US media should be involved in some way in the process of shaping Americans' perceptions of global geopolitics.