Media Language

Expressive Means (EM)
& Stylistic Devices (SD)

Expressive Means and Stylistic Devices

Expressive Means are those phonetic, morphological, word-building, lexical, phraseological and syntactical forms which exist in language for the purpose of logical and/or emotional intensification of the utterance (I. Galperin).

Stylistic Device is a conscious and intentional intensification of some typical structural and/or semantic property of a language unit (neutral or expressive) promoted to a generalized status and thus becoming a generative model (I. Galperin)

Style

Linguistic style is that part of language which is used to impart to the message certain expressive-evaluative-emotional features (O. Akhmanova).

Style is the peculiarity, the set of specific features of a text type or of a concrete text. Thus, it is the specificity of sublanguage (Yu. Skrebnev).

Style is socially cognized and functionally conditioned internally united totality of the ways of using, selecting and combining the means of lingual intercourse in the sphere of one national language or another, a totality corresponding to other analogous ways of expression that serve different purposes, perform different functions in the social communicative practice of the given nation (V. Vinogradov).

Style

Style is a selection of non-distinctive features of language (L. Bloomfield).

Style is a quality of language which communicates precisely emotions or thoughts, or a system of emotions or thoughts, peculiar to the author (**J.** Middleton Murry).

Individual style

Individual Style is a unique combination of language units, expressive means and stylistic devices peculiar to a given writer which makes his works or utterances easily recognizable (I. Galperin).

Stylistic Phonetics

Alliteration is deliberate repetition of identical (or acoustically similar) sounds (O. Morokhovsky).

Assonance is the repetition of similar vowels, usually in stressed syllables (V. Kukharenko).

Metre is any form of periodicity in verse, its kind being determined by the character and number of syllables of which it consists (V. Zhirmunsky).

Onomatopoeia is a combination of speech sounds which aims at imitating sounds produced in nature by things, by people and by animals (I. Galperin).

Rhyme is the repetition of identical or similar terminal sound combinations of words (I. Galperin).

Rhythm is a deliberate arrangement of speech into regularly recurring units intended to be grasped as a definite periodicity which makes rhythm a stylistic device (I. Galperin).

Stylistic Phonetics

Alliteration

- *"… Her catalogue is nothing if not a history lesson of the past 50 years, each song a battle **h**ymn of the **h**uman **h**eart …"* [May, 2011];
- *ELLE: "**S**trong Is as **S**trong Does"* (*May*, 2012), (70) *"**S**en**s**e and **S**en**s**ibilility"* (September, 2012), (71) *"In**st**ant Me**ss**enger"* (October, 2012), (72) *"**C**ivility Le**ss**on"* (November, 2012).
- COSMOPOLITAN: *"… Talk about **f**un, **f**earless **f**emales – what a day! …"* [May, 2013]. *"… She was 86 and utterly **f**un and **f**earless. I wish I could have told her in person that I was Cosmo's new editor-in-chief …"* [August, 2013].
- VOGUE: *"… In this issue of Vogue, we celebrate two very different kinds of shopping – the hugely expanding arena of online and traditional car-boot, each **p**erched at o**pp**osite ends of the sho**pp**ing s**p**ectrum …"* [November, 2011]

Stylistic Phonetics

Assonance

- *"… The book that left the most powerful early print on me was To Kill a Mockingbird, which I've read over and over, it's nuance and m**ea**ning d**ee**pening with **ea**ch r**ea**d, the older I get …"* [January, 2011]

Stylistic Lexicology

Neutral words are the main source of synonymy and polysemy, they form the bulk of the English vocabulary.

Common literary words are chiefly used in writing and in polished speech.

Common colloquial vocabulary is represented as overlapping into the standard English vocabulary and is therefore to be considered a part of it.

Colloquial words are words which are used in everyday and usually dialogue speech.

Stylistic Lexicology

- ELLE: *"**über-stylist** Rachel Zoe", "**body-con** fashion" , "**body-con** season":* (131) *"… Photographer Dusan Reljin teams up with **über-stylist** Rachel Zoe for a modern take on the body-con fashion (no cutoffs, please) of the most body-con season, summer, and we talk to the original body-con designer, Norma Kamali …"* [June, 2011];

- *"… Have you ever seen a more relaxed Oscar host? and now … drum roll … he's debuting his work as a fashion photographer in this issue, an homage to James Dean, starring **über-model** / cool girl Agyness Deyn at the Chateau Marmont, with a nod toward the season's androgynous undercurrent …"* [July, 2011];

- *"… How about we call someone who's a believer in equal rights and respect for personal choice something like a … **feminine-ista**. Kinda like **fashionista**! A **feminine-ista** believes that women can work and / or stay home and raise kids and / or run for president – i.e., make her life as full and gratifying as she can in any way she chooses, all while delighting in her "feminity". Lacy bra wearers of the world unite! …"* [September, 2011];

- *"… It is a season of extremes, from the intricate, ladylike clothes in Mario Testino's "Lady Luxe" – which sees the 5ft 11 in form of Karlie Kloss posing amid **baroque'n'roll** splendor – to the surreal vision of Mario Sorrenti …"* [March, 2012];

Stylistic Lexicology

Emotional stylistic meaning of the word is connected with the sphere of human emotions.

Evaluative meaning is connected with the sphere of evaluation and indicates the opinion of a certain community.

Expressive (metaphorical) meaning is connected with the sphere of perception of the world through certain images adopted with some language practice.

Logical meaning (referential, direct) is the precise naming of a feature of the idea, phenomenon or object, by the name of which we recognize the whole of the concept.

The emotive meaning has a reference not directly to things or phenomena of objective reality, but to the feelings and emotions of the speaker towards these things or to his emotions as such.

The nominal meaning indicates a particular object out of a class that is it singles out an object out of the whole class of similar objects. The nominal meaning is a characteristic feature of proper names.

Stylistic Syntax

EM based on the deliberate reduction of some elements of the sentence structure

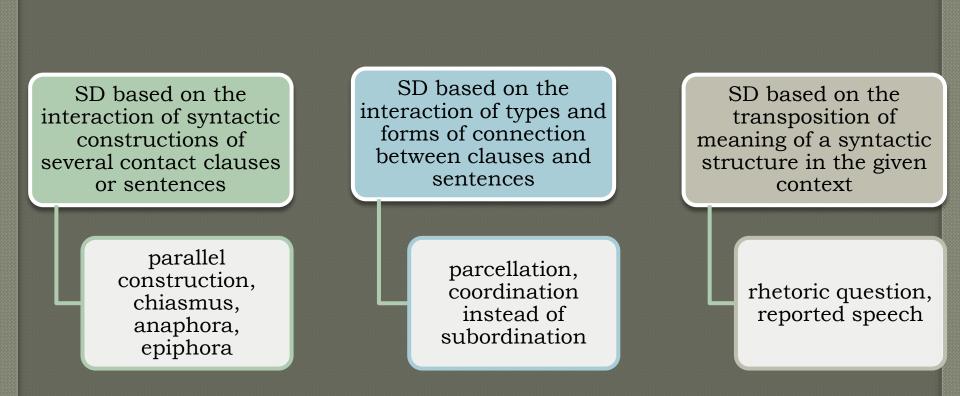ellipsis, aposiopesis, nominative sentence, asyndeton

EM based on the redundancy (expansion) of some elements of the sentence structure

ordinary repetition, extended repetition, catch repetition (anadiplosis), chain repetition, framing, syntactic tautology, emphatic constructions, parenthetical sentences

EM based on the violation of word-order in the sentence structure

inversion, distant position of the syntactically connected units of the sentence

Stylistic Syntax

SD based on the interaction of syntactic constructions of several contact clauses or sentences

parallel construction, chiasmus, anaphora, epiphora

SD based on the interaction of types and forms of connection between clauses and sentences

parcellation, coordination instead of subordination

SD based on the transposition of meaning of a syntactic structure in the given context

rhetoric question, reported speech

Stylistic Semasiology

figures of quantity	figures of qualification / quality	figures of identity	relations of opposition	relations of inequality
hyperbole	metaphorical group	simile	antithesis	gradation
meiosis	metonymical group	synonymic variation	oxymoron	anticlimax
litotes	Irony			pun
				zeugma