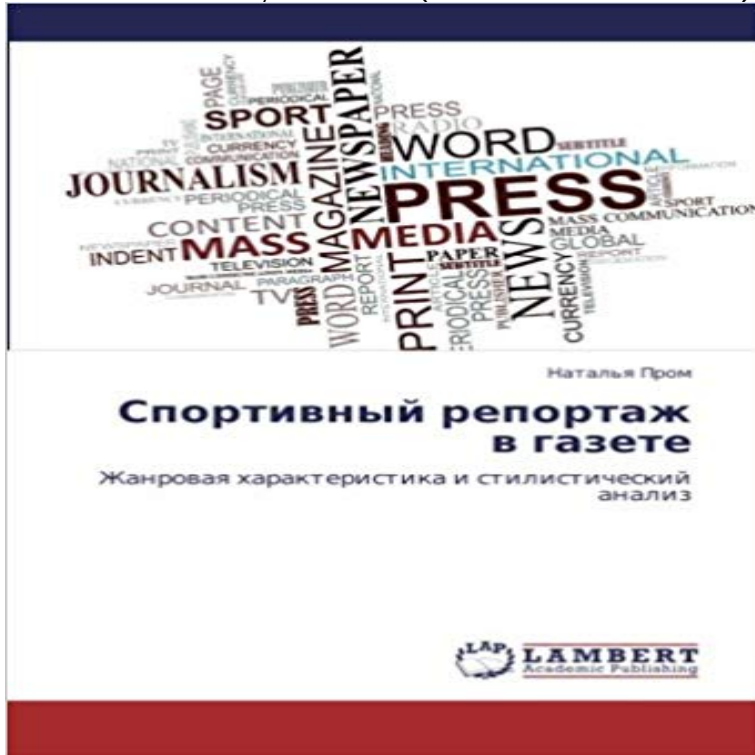


## Sportivnyy reportazh v gazete: stilisticheskiy analiz (Russian Edition)



## Zhanrovaya kharakteristika i

Proigryvaya v operativnosti elektronnykh SMI, sovremennaya pressa delaet stavku na razvlekatel'nost' i analitichnost' razmeshchaemogo materiala. V etoy svyazi reportazh v ego novom proyavlenii okazyvaetsya vostrebovannym zhanrom sportivnoy zhurnalistiki. Predlagaemaya v monografii struktura zhanra sportivnyy reportazh, obnaruzhivayushchaya rezultat mezhanrovnykh perekhodov, predstavlyaet soboy universalnyuyu kompozitsionnyuyu model. Stilisticheskaya ekspressivnost' v znachitel'noy stepeni zavisit ot professionalnykh kachestv zhurnalista. Figury rechi ispolzuyutsya v tekste gazetnogo sportivnogo reportazha dlya osushchestvleniya vliyaniya na mneniya i ubezhdeniya chitateley i vyzyvayut ikh psikhologicheskuyu i deystvennyuyu reaktsiyu, zadannuyu avtorom. Oni sluzhat stilisticheskim sredstvom sozdaniya razvlekatel'nosti predlagaemogo pechatnogo produkta, okazaniya emotsional'nogo vozdeystviya na chitatelya. Kniga illyustrirovana yazykovym materialom, istochnikom kotorogo posluzhili teksty sportivnykh reportazhey nemetskikh i rossiyskikh gazet. Monografiya budet interesna studentam, aspirantom i prepodavatel'nyam lingvisticheskikh fakultetov vuzov, filologam, zanimayushchimsya spetsifikoy zhanrov SMI i ikh stilisticheskim efektom na chitatelya, a takzhe zhurnalistam.

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