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LEXICO-PHRASEOLOGICAL STYLISTIC DEVICES IN EMOTIONAL CHARGE
OF REAL-LIFE STORIES IN TEEN MAGAZINES (*TEEN VOGUE*, *SEVENTEEN*
AND *CELEBS NOW*)

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PREFACE

Nowadays magazines are very popular among young people. Teenagers feel anxious about their look, health, food, and lifestyle and so on. Due to information and advertisements magazines suggest, many teenagers read them in order to stick to fashion, be aware of a variety of trends or to learn new facts about celebrities. Hence, language means, such as lexico-phraseological stylistic devices, represent a particular interest to understand their role in attracting young readers.

The research aims are to analyse the concept of teen magazines; their characteristics, variety; to examine lexico-stylistic devices, their variety and forms; to analyse teen magazines (*Teen Vogue*, *Seventeen* and *Celebs Now*) to reveal the scope of expressive means in the teen magazines under analysis, and to make a conclusion on their role in the teens magazines from the point of influence on readers.

The paper is divided into four parts. The Introduction discusses the importance of magazines in everyday life and provides a brief overview of magazines' history. Chapter 1 *STYLE AND PECULIARITIES OF WRITING FOR TEEN MAGAZINES (PRINTED AND ON-LINE)* presents the description and discussion of different forms of lexical and lexico-phraseological stylistic devices that are used in teen magazines. Chapter 2 *LEXICO-PHRASEOLOGICAL STYLISTIC DEVICES IN TEEN MAGAZINES* focuses on the research of the use of obscure words and meanings as lexical and lexico-phraseological stylistic devices used in teenager magazines and its results. The Conclusion brings together general results of the paper and gives comments on the aims and the hypothesis.

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INTRODUCTION

Teen Magazines' Industry

In 1663, the first magazine in German *Erbauliche Monaths Unterredungen* was published (2013: para 1). In the year 1672, there were released similar to present day's magazines with different topics in them. The word "magazine" appeared in the *Gentleman's Magazine* in 1731. The name "magazine" comes from the Arabic word for a "warehouse", (2013: para 3) "a place where goods or supplies are stored" (Merriam-Webster, 2017). In the late 19th after the invention of the rotary press, sales of magazines increased and they became a major media source. As magazines gained popularity, the first advertising agency was set up in 1890 (2013: para 7). A big variety of teen magazines have been produced since 1944, with the first teen magazine – *Seventeen*. However, only few remain, for example, *Seventeen*, *Teen Vogue* and *J-14* (2014: para 2).

Teen Vogue was launched in February 2003. It makes four publications in a year and its distribution reaches over a million. *Teen Vogue* has more than 15 social media platforms like *Twitter* and *Instagram*, and a powerful video channel (2017: para 1). The website has a big bright and colourful headline and pictures above it, which immediately draws attention. The most important information is in red. The website consists of different subcategories: News and Politics, Fashion, Entertainment, Beauty, Lifestyle, Wellness and Insider. All of them, excluding news and politics, have own subdivisions. All news reports are up-to-date, giving an overview of important and current events and fashion trends. Readers have the freedom to choose any topic or any activity they like as the website offers plenty of them. People could buy a subscription for a year for \$10. With a subscription people get: "A free messenger bag, instant access to the *Teen Vogue* digital edition, *Teen Vogue Daily*: the best beauty tricks, the latest in entertainment news, and our editors' must-have shopping finds delivered right to your inbox" (Condé Nast Digital, 2017). Either, teenagers or any interested person could buy a subscription for 2 years of the magazine for \$15 or 3 years for \$20 with the same present, internet access and emails included. They delivered *Teen Vogue* to more than 50 states; however, the offer was valid in the United States only (ibid.). The price is affordable; hence, every person can get an online edition of the magazine for him or herself at any time. Since 2018, Condé Nast will not have the print edition of *Teen Vogue*. They will more invest in the digital edition of the magazine. For many years print editions for teenage girls have fought for its existence, for instance, *Teen People* and *CosmoGirl* are both long gone. "In many ways the *Teen Vogue* magazine was a

throwback to the golden age of print” (Sydney 2017: para 14). Now they are more digitally oriented since the growth of sales of the online edition and the number of unique visitors (Fitzpatrick 2017: para 3).

Seventeen has a longer history of existence. *Seventeen* was established in 1944 with the target group of age 17 - “the age when a girl is no longer a child, yet isn’t quite a woman” as Helen Valentine, the founder and editor in chief of *Seventeen*, once said (Hu 2012: para 3). The website has a more pinkish style with names of subdivisions written in pink. The website is divided as following: Celebs & Entertainment, Fashion, Beauty, Love, Life, Health, Prom, All Quizzes, All Videos, Newsletter, Trending@Seventeen, Seventeen Fashion Experience, and Win. *Seventeen* can be found in *YouTube* with a personal channel, *Twitter*, *Snapchat*, *Pinterest*, *Tumblr* and *Google+*. People can subscribe in two ways. The first is to fill in the form and get a 6-month subscription to the digital edition of *Seventeen* for \$6. The second way is to subscribe for 1 year for \$10 or for 2 years for \$12. For that money teenagers’ will be aware of the latest fashion trends and style tips. Moreover, they will get a life-changing beauty advice and secrets, interviews and photos featuring the hottest celebrities, and free makeup kits plus access to exclusive freebies (Hearst Communications, Inc. 2017). The *Seventeen* magazine could be delivered anywhere in the world. However, there is an additional payment for shipping outside the US. The price is almost the same as *Teen Vogue* has. The major advantage of the *Seventeen* magazine is the delivery outside the US; thus, more young people from around the world have access to the latest trends and fashion news (ibid.). According to the book *Fashioning Teenagers: A Cultural History of Seventeen Magazine*, the *Seventeen* magazine has a vision of teen girls as “whole human beings” with their needs and wishes and consumers of products like clothing, cosmetics, food and entertainment (Massoni 2010: 86-87). Accordingly, they are considering their consumers’ values, identity and needs. Moreover, they are consumer oriented (ibid. 86). This could be the reason why it is the oldest and the most popular magazine for teens nowadays.

Teen Now was firstly published in 2004. It is published once a week and after a restructuring in 2007, the magazine has evolved into *Celebs Now* (Magforum, 2017: para 5). The website has a pink and blue headline with most urgent information written in these colours. The *Celebs Now* website consists of Latest Celebrity News, TV News, Videos, Pictures, Fashion News, Health and Fitness, Beauty News, Win, Film and Blogs categories. Latest Celebrity News, Pictures, Fashion News, Beauty News and Win are also divided into subcategories. *Celebs Now* can be joined on *Facebook*,

Twitter, Instagram and YouTube. A subscription for a year or 51 issues costs £67.49 and for 2 years or 102 issues, it is £126.99. People, who buy the subscription, will get “breaking news, exclusive interviews and stories to surprise, entertain and inspire you” every week (Time Inc. 2017). Furthermore, the print edition includes a free downloadable gift card. Another type of subscription is called “iPad + iPhone subscription”, which also contains a free downloadable gift card in it. The price is much lower £58.49 for one year or 51 issues and £109.49 for two years or 102 issues than the printed edition. *Celebs Now* can also be sent to other countries outside the UK with delivery included in the price (ibid.). The total cost is high due to constant publications and not all people can afford it; therefore, it could be the reason why it is not that popular among young people.

Best sellers in Teen Magazines as stated in *Amazon* are *Seventeen, Discovery Girls, Teen Vogue, Girls’ Life, J-14, Cicada, Alternative Press, Justine Magazine, CosmoGIRL!, K-Zone*. These lists are updated hourly and contain bestselling items, as the most popular products based on sales. Listed magazines are of different price (Amazon. 2017). *All You Can Read* suggests *Seventeen, Teen Vogue, Teen Ink, Boy’s Life, Girls’ Life, J-14, Cicada* and *Justine* magazines as the most popular ones (AllYouCanRead. 2017). Best Sellers on *Barnes & Noble* are *Seventeen, Teen Vogue, Girls’ Life, J-14, iD - Ideas & Discoveries, Glitter Magazine, FASHION Magazine, Boys’ Life Magazine, BRAVO, BRAVO Sport, BRAVO GIRL!, Cicada* and *15 a 20* (Barnes & Noble Booksellers 2017). There are many teen magazines in the world all of which are of different size, price, topics, frequency of editions, etc. This research is based on *Teen Vogue, Celebs Now* and *Seventeen* magazines, all of which are summer editions of 2017. *Teen Vogue* costs 5.65 euro and has 120 pages. *Seventeen* costs 5.30 euro and consists of 96 pages. *Celebs Now* is 2.57 euro with 74 pages in it. Hence, everyone can find the most suitable magazine for him/herself. Although, *Teen Vogue* is the most expensive and with a bigger number of pages magazine, it is not the most popular teen magazine. While *Seventeen* has the optimal number of pages with a relatively inexpensive price being the most popular magazine for teens. *Celebs Now* with the lowest cost and a smaller number of pages is not that popular among young people.

Teen Vogue, Seventeen and *Celebs Now* are all targeted at teenage girls and are with the focus on fashion, beauty, sports, politics and relationships. Every website and/or printed edition has own style and own way to provide information to a bigger audience. A big amount of photos and intriguing headlines calling to read are striking

the eye of the reader. Generally, the topics and news discussed are similar and the information provided by teen magazines covers the same areas, for instance, fashion industry, beauty hacks and celebrities' life. *Teen Vogue* and *Seventeen* are more popular than *Celebs Now* according to various sources (*Amazon, All You Can Read* and *Barnes & Noble*). Teenagers can receive a newsletter from *Seventeen* for free and be aware of the latest celebrity news or fashion trends but in a limited edition. *Seventeen* and *Celebs Now* magazines are available for subscription for both printed and online editions. *Teen Vogue* provides only a digital edition. Overall, these magazines are affordable depending on a personal attraction to a particular magazine or to printed/ digital edition. Anyone interested in fashion, beauty, wellness and celebrities' life is free to choose any magazine he or she likes. *Teen Vogue* and *Seventeen* are US magazines and *Celebs Now* is a UK magazine. The origin of magazines could be one of the reasons why *Celebs Now* is not in the top list of teen magazines.

Media in its Ways to Influence the Reader

Petrova (2013) in her study shows that colour and graphical peculiarities (font, size, style) of the headline attract readers' attention no more than language means (phonetic, lexical, syntactic stylistic devices). Certainly, visuals play a huge role while choosing a magazine to read. However, stylistic devices have a bigger impact on a reader. They are not always seen at the first sight but still influence and make younger audience read teen magazines. Sokolova (2013) conducted a survey on the topic *Forms of word play in the titles of American Blockbusters*. In her research paper, she examines a variety of movie titles, "which were created to attract our attention, thereby manipulating the minds of viewers" (Sokolova 2013: 5), those all of us. The focus of this research has been on the titles of the most popular American blockbusters within five years (2008 – 2012). She found out that in only 33 of the titles of American blockbusters out of 250 movies wordplay was used. As a result, a few of the titles included a wordplay, therefore; the use of the wordplay in contemporary cinematography is infrequent (ibid: 25). The research paper written by Kuchařová (2013) on the topic *Linguistic Analysis of Wordplay in the Friends Sitcom* claims that wordplay is a "frequent and common phenomenon and an inseparable part of communication" (Kuchařová 2013: 8). The purpose of wordplay is to catch the reader's or viewer's attention through extraordinary or uncommon wording used in the headings of the newspaper articles or in the television news.

The use of wordplay may be intentional as well as unintentional. Intentional wordplay can be employed in areas such as media, to attract the attention of the reader or viewer. An

unintentional application of wordplay may be based on ambiguity of some items in the text in which they appear, both lexical and syntactic (ibid: 41).

From the research about the American sitcom *Friends* that has been conducted by the author, it is clear that the wordplay is frequently neglected in dubbing. “A different language typology between English and Czech can be one of the reasons of problems with the translation” (ibid: 41). As reported by Kuchařová “wordplay is mostly created by using morphological means, especially conversion and blending. Puns based on syntactic structure were not recognized” (ibid: 41). Yatskova (2017) in her study on *The Stylistic Means of Article Titles of Men’s and Women’s Magazines* has proved that magazines use different stylistic devices “to make the titles of the articles more emotional, attract more attention of the reader and make them unique” (Yatskova 2017: 28). Lexical, syntactic and phonetic stylistic devices are used to attract readers’ attention and provoke emotions in order to encourage the audience to read these magazines. Is wordplay common in teen magazines? Or other expressive means have a bigger impact on the readers of teen magazines?

Gabriel, Allington and Billen (2012) conducted the research on the topic of “Middle Schoolers and Magazines: What Teachers Can Learn from Students' Leisure Reading Habits”. Parents and school teachers are always searching for methods and materials to motivate students to read. Magazines are a helpful tool for teachers to incorporate pupils in independent reading and by thus, improve literacy.

Signorielli (1997) in her study “Reflections of Girls in the Media: A Content Analysis. A Study of Television Shows and Commercials, Movies, Music Videos, and Teen Magazine Articles and Ads”, states what messages are sent by media about relationships, appearance, aims and behaviour. Findings show that media suggests to teenage girls “many positive role models in independent women who rely on themselves to solve their own problems and who use intelligence, honesty, and efficiency to achieve their goals” (Signorielli 1997: para 1).

Holm (1997: 20) made the research on “Public texts/private conversations: Readings of a teen magazine from the girls' point of view”. Holm (1997: 20) states that numerous researchers have argued that reading about people with whom it is possible to identify but who remain at a safe distance allows one to try out possible selves. Magazines with real-life stories help girls feel confident in relationships. Furthermore, experiencing feelings and responses by reading stories about relationships allows developing “a sense of control over their own bodies and emotional feelings” (Holm 1997: 20).

Media (print and on-line), with media for teenagers in particular, offers a variety of materials to attract readers' (incl. teenage audience) attention. Teen magazines make a particular focus on the teenage audience to teach young people life values, to give advice and share real-life stories to learn from. Means to serve these aims are various, including multimodal input, catchy headlines, use of stylistic devices (e.g. wordplay), etc. Studies conducted to reveal the role and impact of magazines (e.g. Holm (1997); Signorelli (1997); Gabriel et al (2012), Kuchařová (2013), etc) in learning/teaching and entertainment show that there is interest in the topic, and there might be various aspects to consider. The present study hypothesises that *lexico-phraseological stylistic devices (epithets, metaphors and similes) are used in teen magazines to create extremely negative effect at the beginning of a real-life story to turn it into "a happy end" story with a moral.*

CHAPTER I STYLE AND PECULIARITIES OF WRITING FOR TEEN MAGAZINES (PRINTED AND ON-LINE)

1.1 Role of Teen Magazines in Teens' Lives

It is no surprise that media has taken over print editions of books, magazines, newspapers, etc. Tia Williams, a former beauty editor at *Teen People* and *YM*, claims that before there were only print magazines, where young people could find beauty or fashion news, advice or photos of beloved celebrities. Over time, social media has taken its main role in the world (Ilyashov 2016: para 20). As Liza Darwin, an alum of *Teen Vogue*, *Nylon*, and *MTV*, and freelance writer, co-founder of *Clover Letter*, mentions “social media rules over everything — and this forces print magazines to adapt, because the publishing cycle is several months behind” (ibid: para 44). Now news can be checked faster and easier than in after three-month release. In an online edition news are always fresh, shareable and glaring (ibid: para 20).

As Elaine Welteroth - the current editor at *Teen Vogue* – says, printed editions suggest another involvement that teenagers can have, relish, collect and hang posters on their walls. Moreover, searching for the information and latest news on the net is common, but “it's less about belonging” (Ilyashov 2016: para 1). It is essential for young people to be a part of a community that they identify themselves with; consequently, to be served on a more personal level. “At *Teen Vogue*, we have created a community for our readers to belong, to be seen and heard, and to identify with the stories we tell” (Ilyashov 2016: para 1). In print edition, teens can underline, draw, write and express themselves, as they want. Young people can hang out posts and photos of their beloved celebrities. They look up to posters, get inspiration and motivation, create their own secure space and form style. Printed editions are more about belonging to a particular social group depending on ones' interest.

Studies (Simmons Measures Teen Readers in 2003, SmartGirl and Young Adult Library Services Association 2001, Kids & Media in America 2004 and What Do Teens Really Want 2004) of teen magazine readers show that teenagers turn to these magazines as a highly regarded source of advice about their personal lives and everyday issues. Magazines, which are targeted at teenage boys, also suggest relevant topics for them to read, such as online/electronic gaming, athletics, music, motor vehicles, hobbies and other activities. The magazine market for teenage boys is “dominated by smaller niche publications that appeal to specialized interests”, such as *GamePro*, *Slam*, *Thrasher*, and *Under the Radar*, “which reportedly attract a high male teen readership” (The Henry J. Kaiser Family Foundation 2004: 2). Mainly, teen males

aspire to read men's magazines like *Sports Illustrated*, *ESPN*, *Spin*, and *Vibe*. According to a focus group of 7-11 grade girls, led by Teenage Research Unlimited, teenagers want the content in these magazines to reflect their lives, "and they rely on magazines as a sounding board, fashion and beauty consultant, and close confidant" (ibid.). Another survey carried out by Taylor Research & Consulting Group demonstrated that "12- to 15-year-old girls look to magazines (42%) almost as much as their friends (45%) for the coolest trends" (ibid.). By interviews conducted with girls ages 12 - 13 who were constant readers of teen magazines it was revealed that girls used these magazines to "formulate their concepts of femininity and relied heavily on articles that featured boys' opinions about how to gain male approval and act in relationships with males" (ibid.). Tineke M. Willemsen in her study "*Widening the Gender Gap: Teenage Magazines for Girls and Boys*" writes that teen magazines have gender stereotypic content. Results reveal that the general content of the boys' and girls' magazines is alike: "both pay attention to physical appearance and relationships with the opposite sex, although to different degrees" (Willemsen 1998: 851). Nevertheless, the particular content of the items is frequently gender stereotypic. The use of the language in boys' and girls' magazines is also different, "with the girls' magazine using more emotion words and the boys' magazine using more cool, tough words" (ibid.).

1.2 How to Write for Teenagers

Adolescence is a very beautiful age when a person is not a child and not an adult yet. In magazines, books or articles teens can find enthralling and captivating stories with essential and applicable topics, appealing characters and settings, and worthwhile themes (Zitlow 2008: 54). As Zitlow (ibid. 61) states, "young adult literature offers a window through which teens can examine their lives and the world in which they live". Teenagers want to explore the world, their possibilities and what they are capable of; find out what suits them better in their life. Young people are always in search of emotions, feelings, experience, new friends and relationships. They express themselves, as they want to or look up to others and then interpret as they see it. For others it is an age when they are not comfortable with themselves, so they try to find a way to be more confident and independent. Many people have faced situations in life when they felt misunderstood, different, vulnerable, lonely and searching for a community, so like teenagers are looking for a book, magazine or article that feels like a text or a message is written just for them. In literature, teenagers are seeking for support, similar experience and understanding (Scheller 2012: para 3). Teens are very impressionable

and feel emotions, experiences, things, people around them and happenings deeper and more intensely. For the most part, there are two main themes that attract teenagers - romance and darkness (ibid: para 5). Romantic relationships are a great topic to discuss for teens, as girls adore stories about relationships and love affairs. However, a majority of them has no actual romantic relationship experience. Hence, they want to experience it by themselves by reading other people's stories written in books or magazines (ibid: para 8). Other teenagers address to fiction in order to avoid real-life difficulties and barriers. As Scheller (ibid: para 9) says the majority wants to control, so the “kick-butt aspect of paranormal (vampire slaying, zombie battles, etc.)” is appealing. Teens are also examining their dark side and start to pay attention to suicide, anti-heroes and bad companies. “Death-related worlds and characters help them explore that through fiction” (ibid: para 10). The popular book written by Jay Asher’s *Thirteen Reasons Why* is telling a story about girl’s suicide and the excuses behind it. Teens can use fiction to explore real-life issues and challenges in a more secure way (ibid: para 10). Among this, the most popular topics to pitch teenage magazine: celebrities and everything about them - gossips and facts; Latest Teen Styles i.e. imitation of popular teens’ styles; music as an expression of themselves; reviews on what is popular right now; top ten lists or “awards”, or “Besties” like it is called in *Seventeen*; makeovers with tips; Love Life - which is an important and delicate part of teenagers life; beauty with newest cosmetic products and DIY hacks; College life with useful ideas and advice for applying; upcoming parties and festivals (Freelance Writing: para 4).

An author can appeal to teens in many different ways. The first way is to remember how it feels being a teenager, i.e. “be in touch with your teenage self” - anxiety, worry, fear, excitement, happiness and thrill; recollect all discoveries, circumstances and experience you have been through at that time (The Guardian 2015). It is essential to put yourself into target readers’ experience and be on the same thematic level (Scheller 2012: para 15). Young people feel the same deep longing, pain, love and searching. Scheller (ibid: para 20) affirms, “understanding these qualities about adolescence will make your literature for these readers richer and deeper”. Phillip Picardi, present digital editorial director at *Teen Vogue*, states that “this generation is and has been all about a personalized experience — something that feels catered to them” (Ilyashov 2016: para 2). Furthermore, it is important to be a teen magazine that addresses directly to a teenage audience (ibid: 2). For example, at *Teen Vogue* they observe and try to reply to comments (ibid: 4). Another method is to take a teenager seriously and refer to him or her like a complex, intelligent and grown up, precocious

human being who is tired of hearing “you’ll grow out of it” (The Guardian 2015). Teenagers are regular people with own way to live and solve problems, with everyday obstacles, decisions to make, insecurities about their look or character, body image, sexuality or relationships, hopes and dreams about everything (ibid.). Texts for teenagers have appeal to modern-day issues - the tension between classmates, family problems, relationships, health, sexuality and racism. “This connection with modern-day issues and culture peaks interest and hooks at-risk readers and non-readers” (Zitlow 2008: 61). Another way is to observe and listen to what teens are talking about on streets, on buses, in a queue - their conversation can be an inspiration for a great story (The Guardian 2015). Writers need to listen. “And listening to what the readers say about our content is huge, because they expect us to write back and address them” (Ilyashov 2016: para 4). Some writers “hang out” with teens in order to be more convincing while writing a book or a novel for teens. It is vital to know what is on topic - what do teens vlog about, what do they watch daily, what do they listen to (The Guardian 2015). *YouTube* has numerous videos of teens talking about their daily life and sharing what is on their mind - this enables to be close to them and be “inside” their mind (Column 2016: para 6). For instance, Elaine Welteroth - the current editor at *Teen Vogue* - is always speculating about meaningful issues for girls, with whom she communicates everyday via different social media platforms. That kind of relationship is important to Elaine Welteroth on an individual level. “I feel like they are counting on me to use this platform to make a difference, and I don't take that lightly” (Ilyashov 2016: para 3). She also notes, “being young digital natives ourselves gives us a unique advantage in understanding our reader on a fundamental level, because in many ways we are that reader” (ibid: para 6). Furthermore, *Teen Vogue* trusts its instincts and knows what is right for the audience (ibid: para 6). Plausibility is also the key to appeal to young people. Teenage years are discovery years with own experience and troubles. Teens face a lack of wisdom and advice. Therefore, they are searching for it in teen magazines, where useful information with tips and opinions on different topics can be found substantial for teenagers with contemporary language - which is another significant point for how to write for teens (The Guardian 2015). Moreover, contemporary language allows teens to navigate the text more easily and enjoy reading with suitable references, topics, leading to increase in reading (Zitlow 2008: 61).

Magazines influence readers’ by giving advice or sharing someone’s experience through articles with real-life stories. Teenagers cannot only find advertisement or entertainment in magazines but also knowledge and another opinion and view on

different things. Not every child or teenager can turn for advice to her/his parents; therefore, they seek for other people's opinion, thoughts, experience or advice like *Seventeen* suggests *I have herpes. This is my story*, written by 17 years old Laura. Teen magazines suggest and show through celebrities and ordinary people that you are not the only person in this world who deals with problem(s).

Additionally, expressive language means are used to address the teenage reader. Not only magazines but also television, news, advertisements and other media sources are embedding lexical stylistic devices that give extra meaning of the idea or convey feeling. In print media, incl. magazines, headlines use such lexical stylistic devices as epithets, metaphors, metonymy, simile and allusion. Their aim is to impress the reader, and when the reader is interested, he or she is going to read the whole article or story (Mozūraitytė 2015). According to Newitz (2012), the most common stylistic devices used in movies or on TV are apostrophe, synecdoche, litotes, onomatopoeia and personification. Stylistic devices frequently used in advertisement are hyperbole, personification, metaphor, simile, alliteration, allusion, pun and onomatopoeia (Bui 2014). Rossolatos (2011) suggests also metaphor, metonymy, synecdoche, alliteration, pun and ellipsis as mostly used expressive language means. The most popular stylistic devices in advertisements in the opinion of Pinker (2013) are simile, metaphor, personification, pun and hyperbole. All of them are used whether to stress and emphasise major points, arouse interest, highlight a fact or an utterance, appeal to emotions and involve the audience (Quizlet 2018). “The use of various stylistic devices makes any literary work interesting, fascinating and gripping for reading” (Rashidov 2015: 1675).

Different authors (Zitlow (2008), Scheller (2012), Iljashov (2016), Mozūraitytė (2015), Newitz (2012), Rossolatos (2011) and Pinker (2013)) suggest a diversity of ways of how to appeal to the audience through social media. However, there is no single concept or topic that will definitely attract teens to read magazines. Hence, magazines for young people are trying to incorporate as much up to date information, useful knowledge, relevant themes, technological developments, upcoming trends, celebrity affairs and modern language with the use of stylistic devices as possible in order to be popular among the teenage audience. Magazines use stylistic means to make stories, articles and utterances more appealing, trustworthy, impactful and lively; hence, keep teens' attention. As Dale Carnegie (2018: para 1) - an American writer and lecturer - said, “When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion”. The most common expressive means are metaphor, epithet,

simile, personification and metonymy. Both simile and metaphor are used to create a picture in a reader's mind, which promotes an interest in the text. Hyperbole is used to emphasise an utterance or a point. Epithets are used to express the characteristic of a person or thing. Personification gives a detailed image of what is happening (Aylshamhigh 2015: 9). Metonymy helps to create specific and bright pictures (Britannica 2018: para 2).

1.3 Lexical Stylistic Devices: Style in a Language

The term "style" has a variety of meanings. According to *Merriam-Webster Dictionary* (2017: para 2) "style" is "a distinctive manner of expression (as in writing or speech); a particular manner or technique by which something is done, created, or performed". As Lehtsalu, Liiv and Mutt (1973: 11) state that already in Classical Latin the meaning of the word was extended by the process of metonymy to signify the manner of expressing one's ideas in written or oral form. From Latin *stilus* is a style of writing *Merriam-Webster Dictionary* (2017: para 8). The word afterwards got a more distant meaning, the distinctive or characteristic mode of presentation, construction or execution in any art, employment or product, e.g. the fine arts, sport, etc. "Style in language" is "a set of conscious or unconscious choices of expression, inspired or induced by a particular context" (Verdonk 2002: 121). The word "stylistics" means "the study of the devices in a language that produce expressive value" (*Merriam-Webster Dictionary*, 2017: para 2). Verdonk (2002: 121) defines "stylistics" as "the study of style in language, i.e. the analysis of distinctive linguistic expression and the description of its purpose and effect". Lehtsalu, Liiv and Mutt (1973: 12) mention that the very term "stylistics" came into use that is more common in the English language only some 15-20 years ago. The object of stylistic study is very diverse and compound; thus, it is difficult to give a plain and generally admissible definition of style.

Stylistic devices or expressive means of the language are used deliberately to fulfil a stylistic function. Stylistic devices are divided into lexico-phraseological, syntactical and phonetic ones. Lexico-phraseological devices are also subdivided on the basis of their lexical meaning as "the contextual meaning of a word may differ from its lexical meaning" (Lehtsalu, Liiv and Mutt 1973: 18). "Besides expressive devices which derive their stylistic effect from an inherent quality, one can distinguish evocative devices, i.e. devices which acquire a stylistic function from being associated with a particular milieu or register of style" (Lehtsalu, Liiv and Mutt 1973: 96). The evocative effects are made of sets of words like archaisms, foreign words, slang and jargon words,

etc. The main evocative devices belonging to the lexical level: special terminology or terms used in science, medicine etc.; general literary vocabulary; official vocabulary, which consists of special words and phrases used in documents or business; archaisms; poetic diction as a set of words which have acquired poetic connotations; foreign words and barbarisms; slang; jargon; cant - a language of the underworld: criminals and their associates, etc. and vulgarisms (Lehtsalu, Liiv and Mutt 1973:97). All stylistic devices reflect own meaning giving an additional idea of what to be said or written and therefore influencing the reader and engaging them to read onwards.

Teen magazines are a comparatively new phenomenon in today's world that enable young people to discover recent findings about health, sports and social relationships, celebrities and other people experiences through real-life stories and articles. Lexico-phraseological stylistic devices are used in magazines in order to attract teenagers and connect with them on a more personal level. Teen magazines use a variety of different ways to arouse interest in the audience by including special articles with lexico-phraseological stylistic devices (e.g. epithets, metaphors and similes). Stylistically coloured words play a significant part in order to relate to young people. Expressive means to attract the teenage audience of the magazines *Teen*, *Celebs Now*, *Seventeen* are to be studied in the following chapter *LEXICO-PHRASEOLOGICAL STYLISTIC DEVICES IN TEEN MAGAZINES*.

CHAPTER II LEXICO-PHRASEOLOGICAL STYLISTIC DEVICES IN TEEN MAGAZINES

2.1 *Teen Vogue*

Not every teenage girl or boy wants to share or discuss her or his problem(s) with parents or friends. The fear of being misjudged or misunderstood can be the reason why a teen is holding back from others. The person can be just shy or mistrustful and that is why he or she prefers to keep silent and not even talk to someone close. As appears, the most regular everyday issues or problems are the most required and relevant topics for teenagers, like alcohol or drug addiction, family problems, relationships, sex-life, physical and digital bullying, anxiety, self-esteem, body image and many others. These themes need to be discussed in order for young people to find answers and comprehension. All of that may seem to be unnecessary or unimportant things to discuss but that is not true. When you read something that is relevant to you or you are having the same problem, or you have questions, then you feel relief. Moreover, you understand that you are not alone and not the only person in this world with that particular or similar problem. If a teen is afraid to share own thoughts, anxiety or doubts, there is an excellent way to find answers, support, advice and hope in articles based on the real-life stories of celebrities or regular people, showing that everyone is vulnerable and has his/her own weaknesses. No matter what, we are all human beings whatever age, sex, and nationality we are. We all experience same emotions, pain, guilt and struggle with our inner demons and insecurities. Adolescent boys and girls are just the same, but a little bit more vulnerable and with a bigger need for help and advice on a daily basis because of the lack of experience and knowledge. If a young person does not want to have a conversation with friends or parents, then a teen magazine is an escape and the best way to acquire required information and answers. Sometimes magazines are the only way to reach out to a teen as he or she does not want to listen to anyone else including parents.

Teen Vogue suggests teenagers to read a series of articles on the topic “Generation anxiety”; when it is more than just nerves. It is said that approximately 30 percent of Americans have a possibility to have an anxiety disorder in the future (*Teen Vogue* 2017: 99). Nowadays there is a lot of pressure, competition and agitation. A ballet dancer – Tina Ferraro, who is dealing with her panic attacks, wrote her article “Pressure Point” as an example to help overcome and manage your panic attack. Panic attack, which comprises “heart palpitations, dizziness, shortness of breath, and a feeling that you are going to die” (Ferraro 2017: 99) - is one of the consequences of the modern

world. Panic attacks are occurring with increasing frequency. As Dr. Sawchuk (Ferraro 2017: 99) stated “and with social media, everyone is under a new microscope”. Ferraro brings an example of Selena Gomez, who had suffered from panic attacks and has had to cancel her Revival tour, because she “felt like I wasn’t good enough” (Ferraro 2017: 99). Anyway, there is an escape. The author suggests consulting a professional who will help to manage “negative spirals” (Ferraro 2017: 99). Charlotte Lieberman wrote “The College Crisis” about numerous of students seeking for mental-health services. College can be a trigger, as you do not have your parents near you, requirements and expectations from you are greater. In the end of this article Emily Grossman, an organizational development specialist at the Jewish Board in New York, who was also diagnosed with an anxiety disorder and now living in recovery, trains therapists and psychiatrists, is giving advice not to wait or pretend that you are not in trouble. “In college, prioritizing your mental health is one of the most important skills you can learn” (Lieberman 2017: 100).

“Suffering in silence” is a corresponding article on the topic of “Generation Anxiety”. The cost of care with sessions and medications can be huge and not everyone can afford it. Consequently, only a small number of young people receive treatment. Mental-health care is unaffordable for nearly half of US college-age people. Low-cost therapy is difficult to find. Numerous universities are not capable of proving help. Some people still view mental health as a taboo issue. However, there are affordable and acceptable ways to get help. For instance, *Talkspace* – matches users with a licensed therapist for a small price. *SAM APP* – a free app, which offers methods to control anxiety through relaxation exercises and symptom tracking. *Smiling Mind* – suggests meditation-based programs co-developed with mental-health professionals in order to improve mindfulness. *Crises Text Line* – connects with an educated volunteer who will help manage the situation and calm down (*Teen Vogue* 2017: 101).

“Behind the Music: Kesha Breaks her Silence” is another story related to anxiety and depression. Kesha shares her personal experience on how she was bullied and shamed into “hiding the things that made her unique”. She also dealt with “body-shaming and baseless slut-shaming”. She states (Kesha 2017: 103), “I have felt so unlovable after reading cruel words written by strangers who do not know a thing about me”. It all became a vicious circle: comparison of herself to others, mean comments, paparazzi photos and spiteful commentary. She knew she was destroying her body with eating disorder. Working on yourself requires bravery and some time. She gives advice that everyone has to find out what makes him or her feel good and happy. She also says

that anyone who is dealing with any type of disorder or anything else, and if you have physical or emotional scars, do not be ashamed; they are part of you. She adds, “Remember that beauty comes in all shapes and sizes. And that no one can take the magic you make” (Kesha 2017: 103). As it seems, everyone is vulnerable and has own weaknesses, which can be turned into strength. By this topic of anxiety, *Teen Vogue* empowers teenage girls not to be shy, lonely, afraid or unlovable. Embrace yourself as Kesha and many other people do. In *Teen Vogue*, a relevant topic was risen for all young people who struggle with anxiety, panic attacks and depression with the examples of regular and famous people who won their inner battle with a disorder(s).

To reach the teenage audience *Teen Vogue* makes “Generation anxiety” stories rich in the use of expressive means such as epithets, hyperbole and metaphor as the table below shows:

Table 1. *Lexico-phraseological stylistic devices in Teen Vogue*

Device	Example	Explanation
Epithet	Alarming number	It makes a person realise how huge the number of those who deal with anxiety is.
	Sick irony	Exaggeration of the situation - a young person is feeling down and something unexpectedly bad occurs.
	Vicious cycle	When something tragic is happening over and over and you cannot make it stop.
	Mean comments	They suppress you and lead to bigger problems such as anxiety or depression.
	Cruel words	They hurt and make a

		teenager feel unlovable.
Hyperbole	(Performing it) hundreds of times	It shows that a person trained a lot and did the best he or she could. However, doing it in public is impossible because of the panic attack.
Metaphor	(And with social media) everyone is under a new microscope	Makes a person feel unprotected or too concentrate on self-esteem that it leads to eating and other disorders.

Emotionally charged words and phrases are used to convey feelings and emotions like happiness, fear, sadness, disgust, anger or shock creating a response to the message. Expressive means involve the reader on a personal level. They manipulate audiences' feelings in order to create a positive or negative effect (Aylshamhigh 2015: 8). *Teen Vogue* in the series of articles comprises negatively coloured vocabulary that conveys feelings of concern, sadness and worry, to express anxiety issues and positively transmitting tranquillity, giving hope and suggesting help to overcome it. The usage of coloured words makes young people feel the same way as an author feels. Thus, the text is trustworthy and transparent. The feeling of sorrow and despair are denoted by words and phrases like "feeling on edge", "desperately", "negative spirals", "emotionally paralyzed", "crisis", "taboo", "struggled", and "the lowest points of my life", "suffering in silence", "physical or emotional scars". Anxiety and worry are indicated by words and phrases such as "anxiety disorder", "pressure point", "triggers", "stress", "demands", "trouble", "suicidal thoughts", "battling IRL bullies" and "online trolls". The feelings of embarrassment and fear are represented by "feeling that you are literally going to die", "threat to your survival", "phobias" and "body shaming". On the contrary, happiness, pride and hope are denoted by "help", "support", "magic", "beauty", "positive headspace" and "braver". A deliberate choice of epithet with negative meanings (alarming number, sick irony, vicious cycle, cruel words), a metaphor (to be under a microscope) intensify a negative effect of the circumstance of the story. However, the inclusion of positively charged words gives the reader hope that

seemingly unsolvable problems can be solved with “help”, “support” to see “beauty” and be positive. This deliberate choice of lexico-phraseological stylistic devices influences the teenage reader on his/her move from the bad to the good.

2.2 *Celebs Now*

Celebs Now presents the article “Inside Ant’s heart-breaking secret two-year battle” with the usage of emotionally charged words and phrases “addiction”, “depression”, “chronic pain” and “fertility issues” written with big letters at the very beginning. For two years a 41 year-old Ant Armstrong was in a “drug hell”. He struggled with depression, anxiety, chronic pain and drug addiction. He had a knee operation, which left him in severe agony. He started to take strong painkillers and became addicted. Having a baby was impossible, which caused tension between him and his wife Lisa; to escape the reality, he turned to drinking and drugs. No one knew how much in pain and struggling he was. After some time Ant spoke out about rough time, he is going through and told that it is essential for people to ask for help if they are dealing with any problems and get proper cure to manage their recovery. As Ant stated himself, “The first step is to admit to yourself that you need help” (White 2017: 17). He got support from his family, friends and fans. He will be moved to rehab after a second operation on his knee, with the focus on getting better. “...even national treasures need a break sometimes” (White 2017: 17). No one is perfect and deals with the common problems as other people do, like alcohol and drug addiction, chronic pain. However, the most important part it to find support and help among closest people when you need it the most. This real-life story is both tragic and optimistic at the same time; to serve its purpose and the main idea there are expressive language means, which sharpen the idea of moving from negative to positive changes in life.

Table 2. *Lexico-phraseological stylistic devices in Celebs Now*

Device	Example	Explanation
Epithet	Brave decision	It takes courage to confess that you are going through a difficult time dealing with addiction, anxiety, and chronic pain and fertility issues. It is a big step towards healing.

	Frank confession	It persuades the reader that the story and what this article says is plausible and there is hope for everyone to get better.
Metonymy	Went under the knife	Used to exaggerate the severity of the problem with Ant's ankle. He had to have an operation.
Metaphor	Even national treasures need a break sometimes	Popular people are just the same people who face everyday problems. However, many people are watching and following every step a celebrity makes. Therefore, making it harder for them to deal with a problem on their own without everyone watching and judging them all the time.

The real-life story about Ant brings out both negative and positive emotions. The phrase “severity of the depression, anxiety, chronic pain and drug addiction” makes teenagers believe and imagine the real struggle and consequences of drug addiction. “Severe agony”, “struggling”, “complications”, “drinking heavily”, “really difficult time”, “mental health issues”, “completely overwhelmed”, “heart-breaking secret”, “two-year battle”, “shocked”, “problems”, “severity of the depression, anxiety, chronic pain and drug addiction”, “devastating downward spiral”, “fracture”, “eroding the bone”, “to escape reality”, “stress”, “a strain on their relationship” and “pressure” generate a negative feeling of sadness, anxiety, hopelessness and compassion. However, words “love”, “help”, “relieved” and “support” inspire a positive feeling of happiness and excitement. Love and support of the closest people can save a life.

2.3 Seventeen

Seventeen has a section *Body&Health* that covers a vast topic about STI (sexually transmitted infections). First, there is an “OMG fact” telling that the majority of 15-24 aged people get STI and do not even know about having one. Second, there is a questionnaire with seven details, for instance, “This STI can lead to cervical cancer” and seven infections like HPV (human papillomavirus) with answers on the bottom. This questionnaire allows young people to get useful information unconsciously, namely through a matching game. Further, Laura (name has been changed), 17, shares her personal experience in article *I have herpes. This is my story*. She writes about sophomore year when she started dating a person, having first sex without a condom and getting know shocking news – herpes simplex 2, which is sexually transmitted. She accompanies it with worry and deep emotions, like “I could not breathe”. She also adds that she is afraid of telling about herpes to her parents or ex-boyfriend and that she is embarrassed to have an STI. Laura just wants to raise an awareness of STIs’ and help prevent other people from getting it (Laura 2017: 53). “Anytime you exchange bodily fluids, there is a risk for sexually transmitted infections, whether you are straight, lesbian, trans, or bisexual,” says Anne Rompalo, M. D., professor of medicine at Johns Hopkins School of Medicine. *Seventeen* also provides the readers with a widespread issue, which needs to be discussed and showed that there is nothing to be embarrassed about. Do not panic; get tested regularly – these are two main advice given by the magazine. Moreover, if a girl or a boy does not want his or her family to know, it all can be done anonymously (Seventeen 2017: 53). Similar to real-life stories on problem issues in other teen magazines (*Teen Vogue, Celebs Now*) this real-life story in *Seventeen* is aimed at changing teenagers’ attitudes to difficult situations, which seem to be unsolvable; it appeals to teenagers but in a different way: the analysis of this real-life story on a medical topic reveals that the language is dry and lacks stylistic devices in any significant number as the table below shows:

Table 3. *Lexico-phraseological stylistic devices in Seventeen*

Device	Example	Explanation
Simile	The class (sex education) seemed like a waste of time	The author is regretting to not taking that class. The reader can learn a lesson from this situation, take that

		as advice and think beforehand in the future. Simile helps to create an image of current utterance.
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Article in *Seventeen* is medically sentenced and limited with the examples of lexico-phraseological stylistic devices because of the topic itself. Things are called by their exact names due to the nature of the article. However, it has a plenty of emotionally charged words and phrases with complete candour giving a fuller picture of what it is like to have an STI. STI and other sexually transmitted illnesses is a very sensitive subject to discuss. An author should speak with prudence and use an inoffensive and personal language in order to make a connection with the reader. *Seventeen* informs that it is fine to have such a disease as a lot of people deal with the same or similar problem. Therefore, young people can relate to that problem and make a conclusion on what is best for them beforehand. Such words and phrases as “diagnosis”, “painful”, “sexually transmitted infections”, “too scared”, “I could not breathe”, “not curable”, “itchy”, “tiny insects suck blood”, and “lay eggs” and the list of the following illnesses “Pelvic inflammatory disease”, “Cervical cancer”, “Infertility”, “Pubic Lice”, “HPV”, “HIV”, “Genital Warts”, “Gonorrhoea”, “Chlamydia” and “Herpes” generate a negative feeling of disaffection and fear. Thus, directly influencing reader’s perception of the current issue. They are potential health risks and a person should be aware of in order to be healthy. Anxiety is indicated by “shocking news”, “risk”, “embarrassed” and “attack immune system”. On the other hand, young people should know that it could be prevented. Hope is denoted by words: “prevent”, “supportive” and “courage”, which causes a positive reaction in the audience.

In these stories magazines (*Seventeen*, *Teen Vogue* and *Celebs Now*) represent lexical expressive means by intensifiers. Emotionally charged adjectives and nouns are used in order to intensify an emotional appeal to the readers, therefore, attract young people and make stories more credible and expressive. The main feeling to arouse in readers (fear or sorrow, negative reaction to something, etc.) is created by the use of groups of words (nouns, verbs, adjectives and adverbs) of a particular semantic group. Expressive means change the emotional state of teenagers as they serve to make text emphatic, especially from the emotional point of view. All articles are related to the topic of health and body. They carry the same message for teens about difficulties of life: one should be brave to struggle and any of the problems can be solved. By reading,

living through these real-life stories, young people feel great tangle of emotions and create their own concepts of life with a more diverse knowledge about essential and relevant things of life. Teenagers define themselves: their identity, belonging to a social group and place in this world. Magazines suggest two oppositions: tendency from bad to good. These are happy end stories with the aim to educate and show that there is always hope and a way out of any situation. Young people can relate to real-life stories written by regular and famous people, who are going through the same thing or who already won the battle. These are stories with real examples that give hope and a moral support at the same time showing that you are not alone who deals with problematic relationships or health issues. More commonly there used highly disturbing adjectives and nouns. For instance, in *Teen Vogue* the article on the topic of anxiety uses such words and phrases as “widespread anxiety”, “feeling on edge”, “pressure point”, “phobias”, “emotionally paralyzed”, “recovery”, “scars”, “ashamed”, “inner demons”, “panic attack”, “taboo issue” etc. (*Teen Vogue* 2017: pp 99-103). *Seventeen* also proposes a prevalent subject – STI, with flashy and exhilarating words and phrases like “cancer”, “infection”, “risk”, “disease”, “painful outbreaks”, “shocking news”, “could not breathe”, “too scared”, “embarrassed”, “raising awareness”, “supportive”, “hope” (*Seventeen* 2017: pp 52-53). In *Celebs Now*, there are used such emotionally charged adjective and nouns as “addiction”, “depression”, “chronic pain”, “fertility issues”, “heart-breaking”, “battle”, “shocked”, “brave decision”, “devastating downward spiral”, “fracture”, “mental health issues”, “escape reality”, “recovery”, “help”, “love” and “relieved” (*Celebs Now* 2017: pp14-15, 17).

Contemporary language is used respectively with simple and common words that make text more reader-friendly. All stories include emotional intensification of the utterance with emotionally charged words and phrases, which demonstrate the uniqueness and originality of the texts. Emotions, worries and feelings are shown by the use of emotionally charged words by the authors. All of this makes authors closer to the reader; hence, more convincing, heartening, plausible, catching and touching. The stories start with highly negative attitude with including of epithets, metaphors and similes in order to make stories more appealing and engaging. The authors’ aim is to get emotional reaction from the reader, which assuredly requires understanding of the audience. Captive words have a power to modify teenager thoughts, judgements, emotions and decisions. At first, the emotive language used in articles evokes negative emotions and alertness, then smoothly gaining a positive outcome with a bright future. Texts include a notable figure in a specific field depending on the topic of the article,

who is knowledgeable on the topic. Celebrities like Ant and Kesha also took a part in discussing such relevant topic with the young audience. Regular teens, who are closely related to the subject of herpes or anxiety, had a chance to share his or her own experience, their real-life story. Emotionally charged words are used to make the reader feel sorry, sympathetic, equal, happy and hopeful. Involving teenagers is quite simple at the level of vocabulary, but the usage of expressive means convinces youngsters to read and makes a deeper emotional connection between the author and the reader of a real-life story.

CONCLUSION

Nowadays media plays an essential part in our lives. Teen magazines are a great source of talking and conveying messages to teenagers through contemporary language with the use of lexico-phraseological stylistic devices to arouse interest in the audience.

Teen magazines do not have that long history of existence. However, they have gained a huge popularity among young people who are interested in fashion trends and beauty (clothes, hair and makeup), body and health, love life and celebrities' life, in other words, among teenagers who want to be aware of the trending events and latest news about everything from horoscope to fitness. Furthermore, belonging to a particular social group is an important part of every teen's life as it helps to connect with other people, gain knowledge, develop their view, express themselves and show their individuality. As teen magazines' main audience is young people, they use expressive means to draw attention, make articles and stories more comprehensive, readable and appealing for teens. Emotionally charged words occur not only in magazines or marketing but also in literature, radio and television, which influences text perception and creates a response. Expressive means offer a deeper meaning of the utterance and evoke feelings and emotions like joy, fear, surprise, sadness, anger, etc. Teen magazines (*Seventeen*, *Teen Vogue* and *Celebs Now*) use lexico-phraseological stylistic devices like epithets (alarming number, sick irony, vicious cycle, cruel words), metaphors (to be under a microscope) and similes (the class (sex education) seemed like a waste of time) to generate a positive or negative feeling in order to make a text or article more interesting and candid. Thus, teenagers can relate to the utterance more easily and make a personal connection with an author.

The conducted research and analysis make it possible to draw a conclusion that both a deliberate choice of captive words and the use of lexical stylistic devices made by *Seventeen*, *Teen Vogue* and *Celebs Now* is essential in order to intrigue teenagers and make a text more reader-friendly. Expressive means and everyday language enable young people to read useful and plausible real-life stories with a moral and at the same time to convey helpful information about relevant and important topics for young people, even simple everyday issues.

SUMMARY IN ESTONIAN

Tänapäeval on ajakirjad väga populaarsed noorte inimeste seas. Noored tunnevad muret oma välimuse, tervise, toitumise, elustiili jm. pärast. Paljud noored loevad ajakirjades pakutavat informatsiooni ja reklaame selleks, et jälgida moesuundi, olla teadlik erinevatest trendidest või teada saada uusi huvitavaid fakte ja asjaolusid kuulsatest inimestest. Seepärast keele leksikaalsed vahendid, nagu fraseoloogilised väljendid, pakuvad erilist huvi mõistmiseks nende rolli noorte lugejate tähelepanu köitmisel.

Käesoleva bakalaureusetöö teema on “LEKSIKAAL-FRASEOLOOGILISED EMOTSIONAALSE TÄHENDUSEGA STILISTILISED VÄLJENDID IGAPÄEVAELU LUGUDES NOORTEAJAKIRJADES (*TEEN VOGUE, SEVENTEEN AND CELEBS NOW*)”. Uurimistöö eesmärgid on analüüsida noorteajakirjade kontseptsiooni, nende omadusi, mitmekesisust, uurida leksikaal-fraseoloogilisi väljendeid, nende mitmekesisust ja vorme; samuti analüüsida noorteajakirju (*Teen Vogue, Seventeen and Celebs Now*), et teada saada ekspressiivsete vahendite kasutusulatust noorteajakirjades ning teha järeldusi nende mõjust lugejatele.

Uurimistöö on jagatud neljaks osaks. Sissejuhatuses arutletakse ajakirjade tähtsuse üle igapäevaelus ning antakse lühiülevaade ajakirjade ajaloost. Esimeses peatükis “Stiil ja kirjutamise eripärad noorteajakirjades (trükitud ja online)” kirjeldatakse leksikaalseid vahendeid ja leksikaal-fraseoloogilisi väljendeid ning arutletakse nende erinevate vormide üle, mida kasutatakse noorteajakirjades. Teises peatükis “LEKSIKO-FRASEOLOOGILISED STILISTILISED VÄLJENDID NOORTEAJAKIRJADES” keskendutakse noorteajakirjades kasutatavatele nn hämaratele sõnadele ja nende tähendusele ning esitatakse saadud tulemused. Kokkuvõttes tuuakse välja uurimistöö tulemused ning esitatakse selgitus uurimistöö eesmärkidest ja hüpoteesist.

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APPENDICES

Appendix 1. Real-life story in *Teen Vogue*

GENERATION ANXIETY

Feeling a little on edge? You're not alone. About 30 percent of Americans will have an anxiety disorder in their lifetime. While every case is individual, a RECURRING NARRATIVE has emerged: Unlike previous generations, many of us don't have a clear road map to adulthood. "Economic changes have made things harder and fostered competition earlier," says Anne Marie Albano, Ph.D., of New York's Youth Anxiety Center. A lot of us are hustling, and still our futures look unclear. Maybe GIRLS' ETERNALLY AGITATED Hannah Horvath was right—in some ways, perhaps she is the voice of a generation.

ARTWORK BY @BESSNYC.

PRESSURE POINT

The day I knew it was **more than nerves**. By Tina Ferraro

The music starts, and my pointe slippers dampen with sweat. Suddenly, I can't breathe. I'm going to **slip and die**, I think. I've perfected this ballet routine after performing it hundreds of times in front of a mirror, but now nailing multiple pirouettes in front of an audience seems impossible. Then it hits me: This isn't stage fright. I'm having a panic attack.

Panic attacks are characterized by a swift onset of physical symptoms—including heart palpitations, dizziness, shortness of breath, and a **feeling that you're literally going to die**. During a panic attack, "your body goes into **fight-or-flight mode** to es-

cape the perceived threat to your survival," explains Linda Esposito, a psychotherapist in Pasadena, California.

For me, ballet was once so freeing—but at 16, performing in front of people left me feeling crippled. Even Selena Gomez, who left fans baffled when she abruptly shut

down her Revival tour and subsequently disappeared from Instagram, admitted that panic attacks plagued her pre- and postperformance, revealing to *Vogue* that she desperately needed a break because she "**felt like I wasn't good enough**."

Panic attacks aren't just for pop stars; they're on the rise nationally. "The prevalence of individuals having at least one full-blown panic attack in their lifetimes has increased," says Craig N. Sawchuk, Ph.D., a clinical psychologist at the Mayo Clinic. For some, even the most mundane situations—like a presentation in English class or speaking at a work meeting—can set off an attack. Heredity and upbringing can all play a role. "**And with social media, everyone is under a new microscope**," Dr. Sawchuk says. "Whether we like it or not, we're made much more aware of our audience now."

Ultimately, I traded in my ballet slippers for pressure-free dance-cardio classes where I can let loose. If you're having panic attacks, find a professional who can help you reexamine your triggers so that you can start managing negative spirals. "You can learn that the world is not going to fall apart," says Elaine Ducharme, Ph.D., a clinical psychologist, "and that's very empowering." ▶

THIS ISN'T
STAGE FRIGHT.
I'M HAVING
A PANIC
ATTACK.

THE COLLEGE CRISIS

Getting in was supposed to be the hard part. For an **alarming number** of us, **campus life** can stir up serious anxiety. **By Charlotte Lieberman**

When she was in high school, Zelda ate the same lunch—white rice and fish cakes—every single day. “I thought I was a creature of comfort,” she says.

When Zelda went off to college, she felt out of control. For example: “I went from having a punctual minute-by-minute schedule—if a teacher said class ended at 2:04 P.M., it ended at 2:04 P.M.—to art school, where I went weeks without teachers’ feedback and worked alone on my art most days.”

Now 25 and three years out of college, Zelda has been formally diagnosed with obsessive compulsive disorder, an anxiety disorder characterized by repeated ruminations and/or compulsive rituals. **College was a trigger**, she says.

According to a 2016 report by Penn State’s Center for Collegiate Mental Health that describes more than 150,000 college students nationwide, counselors judged anxiety as the primary concern of students seeking mental-health services. The most recent American College Health Association-

National College Health Assessment report, released last year, indicated that about 1 in 10 college students surveyed has been diagnosed with and/or treated for anxiety. “The students we see in counseling often **worry about both academics and social relationships** intensely,” says Mary Anne Knapp, a clinical social worker and senior staff therapist at Counseling and Psychological Services at Penn State.

“It is rare that anxiety actually begins in college,” says Anne Marie Albano, Ph.D., a professor of medical psychology at Columbia University Medical Center and a codirector of New York Presbyterian Hospital’s Youth Anxiety Center. “College kids with social anxiety disorder, generalized anxiety disorder, separation anxiety, or specific phobias have had them for a while.” **College tends to exacerbate existing anxiety for students**, as Zelda’s story emphasizes. “Everyone thinks school will be an escape,” she says. But for some, it’s the opposite. “You no longer have your parents managing things for you. The demands are greater, and expectations from professors are for you to be more independent and assertive.” Dr. Albano explains. “The anxiety gets worse.”

What makes anxiety tricky is that a certain amount is a normal, even healthy, response to stress. For example, wanting to do well in college can motivate you to study. But an anxiety disorder can make you feel emotionally paralyzed, holding you back from studying at all. Or you’re able to study, but you’re so worried about doing well that it affects your sleep and health. Instead of waiting for a crisis to flare up, it’s all about a proactive approach, says Emily Grossman, an organizational development specialist at the Jewish Board in New York. She was diagnosed with an anxiety disorder in college and now, living in recovery, trains therapists and psychiatrists. If you’ve struggled with stress in the past, have the name of a counselor in your school’s area well before you unpack your stuff—**don’t wait until you’re in trouble** to seek help. And don’t try to fake it till you make it: “Pretending you have it all together just because you’re in college will make it hard for your support network to know how to truly help you. Keep them close and tell them how you’re actually feeling,” says Grossman. In college, prioritizing your mental health is one of the most important skills you can learn.

EVERYONE
THINKS
SCHOOL
WILL BE AN
ESCAPE.

THE COST OF CARE

I'm on my family's insurance, but even that doesn't cover the FULL COST OF THERAPY. Each session ends up costing \$200 or more. MEDICATION is \$90 per month. So I went to gofundme.com to raise MONEY. A lot of people reached out and said they were going through the same thing.

—Chloe Pultar, 17, who crowdfunded more than \$3,000 to pay her past-due medical bills

SUFFERING IN SILENCE

Anxiety is a **widespread issue**, but only a small percentage receive treatment. Here's why.

Cost: Nearly half of U.S. college-age adults view mental-health care as **unaffordable** for most people, according to a 2015 survey conducted by Harris Poll. One reason: "A lot of therapists don't participate with insurers," says Andrea Petersen, the author of *On Edge: A Journey Through Anxiety*. "For the uninsured, even generic medications can be very expensive." **Low-cost therapy** is hard to find, but it is out there. Some grad students training to be psychologists or social workers provide consultations at low rates. Qualified patients can get help accessing free or **low-cost prescriptions** through pparx.org.

Access: Despite widespread anxiety among college students, many **universities aren't equipped** to serve all students' needs. They may have a limit on the number of sessions, and some schools don't have psychiatrists on staff.

Stigma: Certain demographics still consider mental health a **taboo issue**. These tend to include some international students, people of color, and men, says Petersen.



TALKSPACE: Matches users 18 and older with a licensed therapist whom you can message at your convenience for as little as \$32 a week. You can upgrade to add monthly live sessions.



SAM APP (SELF-HELP ANXIETY MANAGEMENT): Suggests techniques to help manage your anxiety through relaxation exercises and symptom tracking—all for free.



SMILING MIND: Takes you through meditation-based programs co-developed with mental-health professionals to improve your mindfulness practice.



CRISIS TEXT LINE: Connects you with a trained volunteer who can help you navigate the situation, getting you from "hot" to "calm." (They may contact emergency services if they believe you're in danger.) Text HOME to 741741 to use this service.

SCREEN SAVIORS

PSA: While therapy is a luxury not all of us can afford, these services can make it easier to **reclaim your chill**.

These tools do NOT replace contact with a mental-health professional. If you or someone you know is having suicidal thoughts, call the National Suicide Prevention Lifeline at (800) 273-8255.

BEHIND THE MUSIC:

KESHA BREAKS HER

SILENCE

After a lifetime of battling IRL bullies, online trolls, and her own inner demons, the pop provocateur reveals how she finally learned to **tune out the noise**.

Artwork by Monique Baumann

I've been an outcast ever since I can remember. I grew up in Nashville, with a single mom who was oblivious to social norms. She encouraged me to make music, sew my own clothes, and express myself. She told me never to be ashamed of who I was. Other kids didn't know what to make of me.

I was often bullied and shamed into hiding the things that made me unique. I remember hanging up the velvet pants I had made by hand and asking my mother to take me to the Gap to buy some "normal clothes" at one point. That experiment failed miserably. It just wasn't me.

When I think about the kind of bullying I dealt with as a child and teen, it seems almost quaint compared with what goes on today. The amount of body-shaming and baseless slut-shaming online makes me sick. I know from personal experience how comments can mess up somebody's self-confidence and sense of self-worth. I have felt so unlovable after reading cruel words written by strangers who don't know a thing about me.

It became a vicious cycle: When I compared myself to others, I would read more mean comments, which only fed my anxiety and depression. Seeing paparazzi photos of myself and the accompanying catty commentary fueled my eating disorder. The sick irony was that when I was at some of the lowest points in my life, I kept hearing how much better I looked. I knew I was destroying my body with my eating disorder, but the message I was getting was that I was doing great.

In the past couple of years I've grown up a lot. I've realized that once you take the step to help yourself, you're going to be so happy you did. Taking the time to work on yourself requires bravery. Trying to change your life based on other people's thoughts can drive you crazy. You have to figure out what makes you feel good and what keeps you in a positive head space.

This is one reason why I've changed my relationship with social media. I love it because it's how I communicate with my fans—and nothing means more to me than my

fans—but too much of it can exacerbate my anxiety and depression. This year I made a pledge to take more breaks from social media and screens and spend more time in nature. For me, some of the most therapeutic experiences include hiking up a mountain or riding a bike by the beach. Being among animals in their natural habitats reminds me that my problems are so small. Our lives are no more significant than the lives of any other animals. We're all just animals, after all!

I'm currently writing an album that explores how my vulnerabilities are a strength, not a weakness. With this es-

say, I want to pass along the message to anyone who struggles with an eating disorder, or depression, or anxiety, or anything else, that if you have physical or emotional scars, don't be ashamed of them, because they are part of you. Remember that beauty comes in all shapes and sizes. And that no one can take the magic you make. □

IF YOU
HAVE
SCARS,
DON'T BE
ASHAMED.

● Addiction

● Depression

● Chronic pain

● Fertility issues

Inside Ant's heartbreaking secret two-year battle

On Sunday 18 June, Ant McPartlin shocked the nation by checking into rehab. As one half of Ant & Dec he's been on our screens almost consecutively for more than 25 years – but last week the 41-year-old took the brave decision to step away from the limelight.

Even Declan Donnelly, also 41, who's been by Ant's side since they shot to fame on Byker Grove in 1990, didn't know the severity of the depression, anxiety, chronic pain and drug addiction his best friend has been battling for the past two years.

But this is a person who hosts some of the biggest shows on TV, including *I'm A Celebrity* and *Britain's Got Talent*, so how did Ant manage to keep his problems a secret for so long?

HOW DID IT ALL START?

In 2015, Ant went under the knife to fix cartilage in his



Words by
Jack White

right knee. The operation left him in such severe agony he turned to strong painkiller Tramadol and, as a result, started on a potentially

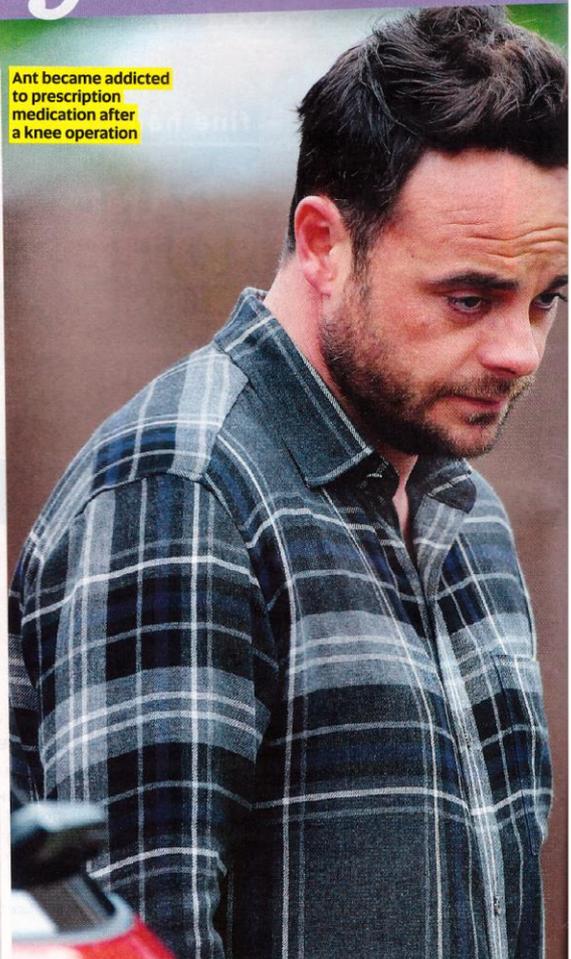
devastating downward spiral.

He's one of the busiest men on telly and Ant was determined to keep working, bouncing around on screen – all the while

unaware he was carrying a fracture, which led to him eroding the bone until his kneecap slipped.

At the same time he and wife Lisa are believed to have been trying for a baby but were unsuccessful, causing pain a lot of couples can relate to. It's then that Ant's said to have turned to drink and drugs

Ant became addicted to prescription medication after a knee operation



◀ in a bid to escape reality. He said last week: 'I feel like I've let a lot of people down and for that I am truly sorry.'

FAMILY TROUBLES

Despite tying the knot in 2006, Ant and make-up artist Lisa, 40, have so far failed to achieve their dream of having children, with sources saying it's put a strain on their relationship.

'It feels like something's missing,' says an insider. 'If kids came along it would make the world of difference to both of them.'

The stress is understood to have added to Ant's knee complications, causing him to develop anxiety problems, start drinking heavily and use other substances.

According to a source, at one point the Newcastle native was using a combination of prescription painkillers to get through the day.

WORK, WORK, WORK...

Viewers have come to expect Ant and Dec on their screens almost solidly from when I'm A Celeb kicks off in November until the Britain's Got Talent finale, which usually takes place in June.

But being the UK's most in demand TV presenters has its downsides, as Ant knows only too well. Because of the complications with his knee, it's thought Ant felt the pressure of the duo's schedule over the last couple of years, only adding to his depression.

'During the finals of BGT, Ant's appearance was the subject of discussion among the backstage crew,' says a source. 'It was clear he was really struggling behind the scenes.'

It's thought Lisa and Dec knew Ant wasn't himself, but had no idea just how depressed and dependent on alcohol and drugs he'd become.

GETTING BETTER

Ant made the brave decision to talk about his problems last week, explaining: 'I want to thank my wife, family and closest friends for helping me through this really difficult time.'

'I've spoken out because I think it's important that people ask for help if they're going through a rough time and get the proper

treatment to help their recovery.'

It's thought Ant will spend at least two months in rehab as he works

'We just need him better'

through his addiction and mental health issues.

Earlier this month, before making his frank confession, Ant underwent a second operation on his knee, which means he'll be in a wheelchair for several weeks.

Putting the focus firmly on getting better, following his move into rehab it's thought



Ant married wife Lisa in 2006, but they've been unable to start a family

Lisa Armstrong
@LisaAmakeup

Completely overwhelmed by all your love & support it means so much. I'm relieved he's receiving the help he needs, we just need him better.

Ant will be banned from using his mobile phone and won't be allowed visitors, Lisa included.

Lisa has since thanked fans for their support, saying it 'means so much', adding: 'I'm relieved he's receiving the help he needs, we

just need him better.' Dec also posted on Twitter: 'Thank you for all the kind messages and well wishes for the big fella. He will be touched.'

WHAT DOES IT MEAN FOR ANT & DEC?

It's thought Dec will take control while Ant works on his health. Sources say he'll make all the preparations for the next series of Saturday Night Takeaway, but Ant's only goal is to be well enough to join Dec in Australia for I'm A Celeb.

As Ant said about his situation last week: 'The first step is to admit to yourself that you need help.' Take all the time you need, Ant - even national treasures need a break sometimes.



He and Dec are hardly ever off our screens

antanddec
@antanddec

Thank you for all the kind messages and well wishes for the big fella. He will be touched. Your support is, as ever, much appreciated.
DD xx

Photos: FarmerHynd, Rex Features; Twitter, Vantage News

Now 17

BODY&HEALTH

What's Your **STI-Q?**

Here's an OMG fact: People ages 15 to 24 get half of the 20 million new sexually transmitted infections that occur in the US each year—and many don't even know they have one. Young women's bodies are especially susceptible (cells near your cervix are highly sensitive), which is why your best protection is not having sex at all. But if you are, condoms are a must, and knowledge is a good defense too. See how well you can match the descriptions on the left to the STIs on the right.

The Details . . .

1. This STI can lead to cervical cancer.

You can get it through oral, vaginal, and anal sex. There's a vaccine to prevent it.

TREATMENT: There is none, but the immune system clears up most cases within a year or two.

2. These tiny insects infest pubic hair, suck blood, and lay eggs.

Also called crabs, they itch like crazy, and they're passed via skin-to-skin contact during sex.

TREATMENT: Over-the-counter creams and lotions will kill the insects and their eggs.

3. They look like cauliflowerish bumps.

They appear on the anus and inside and outside the vagina, and they're usually itchy but painless. You can get this through sexual intercourse and vulva-to-vulva contact.

TREATMENT: There's no cure, though the virus usually clears up within a couple of years. But treatments, like freezing and topical creams, can help.

4. This attacks the immune system.

You can get it through vaginal and anal sex.

TREATMENT: There's no cure, but new meds allow people to live normal lives.

5. It's on the rise—and young women are particularly at risk.

It's a bacterial infection that typically has no symptoms. It can lead to pelvic inflammatory disease and infertility if left untreated. You get it via oral, vaginal, and anal sex.

TREATMENT: To cure it, doctors prescribe oral antibiotics over seven days or as a single dose.

6. Of the newly infected people who have this, 70 percent are young adults.

You can get it through oral, vaginal, and anal sex. Most people notice no symptoms, but you could experience pelvic pain, burning during urination, or discharge.

TREATMENT: It's usually cured with an injectable antibiotic plus oral pills, but without medication, it can cause pelvic inflammatory disease and infertility.

7. There are two types—one can be spread through kissing.

It can cause painful outbreaks on the mouth, vagina, penis, and rectum.

You can get it through oral, vaginal, and anal sex.

TREATMENT: It's not curable, but a daily pill can help prevent outbreaks.

The Infection . . .

A.
Pubic Lice

B.
HPV
(human papillomavirus)

C.
HIV
(human immunodeficiency virus)

D.
Genital Warts

E.
Gonorrhea

F.
Chlamydia

G.
Herpes

ANSWERS: 1B, 2A, 3D, 4C, 5F, 6E, 7G





“I have herpes. This is my story.”
—Laura*, 17

Sophomore year, I started seriously dating a guy. We weren't sexually active at first (I was a virgin), but by junior year we decided to take it to the next level. We had sex one time. I was on birth control (my periods were irregular), so we didn't use protection. We weren't really thinking about STIs; we were only thinking about preventing pregnancy.

Shocking News

Not long after that, my boyfriend and I broke up—we just didn't have time to see each other. Weeks later, a friend asked me to go with her to Planned Parenthood so she could get on birth control. I was talking to a nurse there, and because I'd had unprotected sex, she convinced me to get tested for STIs. I said yes (it was a simple blood test) and never expected what would happen next: She told me I had herpes simplex 2, which is sexually transmitted. I couldn't breathe.

I'd heard of herpes but didn't know exactly what it was or what it meant to have it. At school, sex ed was optional, so I'd chosen study hall instead—I wasn't sexually active at the time, so the class seemed like a waste of time. Plus, I thought I already knew what could happen if I did start having sex: babies. But that's obviously not the only risk.

**Name has been changed.*

The nurse patiently answered my questions and told me while there's no cure for herpes, there is a medication you can take during an outbreak to prevent transmission to a partner.

Sti-gma

It's been a few months since my diagnosis. Luckily, I haven't had an outbreak yet. I've told my friends I have herpes and they've been supportive, but I still haven't had the courage to tell my parents—or my ex-boyfriend. I definitely think about that. But I'm too scared he'll tell other people. My only hope is that since he's sexually active he knows to get tested. I wish I could say that I'm not embarrassed to have an STI, but saying you have one isn't easy. I'm getting there, though. I feel that just by being open here, I'm raising awareness and I can help prevent other people from getting one. ●

Girls Who Like Girls Get STIs Too!

“Anytime you exchange bodily fluids, there is a risk for sexually transmitted infections, whether you're straight, lesbian, trans, or bisexual,” says Anne Rompalo, M.D., professor of medicine at Johns Hopkins School of Medicine. “Oral sex can transmit everything from chlamydia to herpes.”

Think You Have an STI?

Don't panic. Urinary tract infections (which make peeing painful) and yeast infections (which can cause vaginal itching and discharge) are commonly mistaken for them. But if you're sexually active, get tested regularly. Don't want your family physician (or parents) involved? Visit Planned Parenthood's site to find a clinic near you. Ask for *all* the tests; many docs won't screen for herpes unless you show symptoms.

BY KELLY MICKLE. PHOTO: PATRICK RANDAN/
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LEXICO-PHRASEOLOGICAL STYLISTIC DEVICES IN EMOTIONAL CHARGE OF REAL LIFE STORIES IN TEEN MAGAZINES (*TEEN VOGUE*, *SEVENTEEN* AND *CELEBS NOW*),

supervised by Lect. N. Raud, PhD,

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