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**THE STYLISTIC MEANS OF ARTICLE TITLES OF MEN'S AND WOMEN'S
MAGAZINES**

Bachelor's thesis

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PREFACE

Magazines are commonly used in everyday life to relax and stay informed about the latest news and trends. Reader's choice of magazines depends on his/her preferences and interests. When choosing a magazine, the most attention is usually paid to the cover and article titles. Therefore, titles play a big role in the publication and popularity of a magazine, and in most cases play a big role in determining whether this magazine will be in demand or not. The topic of the current thesis is the stylistic means of article titles of men's and women's magazines. The main aims of this paper are comparison and analysis of article titles found in two popular men's and women's magazines, GQ and Good Housekeeping respectively. The paper concentrates on making an overview and analysis of stylistic means in general and in article titles in the above men's and women's magazines.

The paper consists of the Introduction, Chapter I, Chapter II and the Conclusion. The Introduction gives an overview of men's and women's magazines, the language of titles and presents stylistics as some of the expressive means of the language. Chapter I offers a theoretical background about stylistic means and devices. Chapter II concentrates on the empirical research of article titles of men's and women's magazines (GQ and Good Housekeeping respectively). The Conclusion sums up main points of Chapter I and II.

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INTRODUCTION

In every person's life there is usually some hobby. For someone it is sport, for others fashion, art or business. All these people are united by one desire to know what new and interesting happens in the sphere that they are interested in. Magazines exist for such purposes.

The online *Longman Dictionary of Contemporary English* (n.d.) gives the definition to the word "magazine" as: "A large thin book with a paper cover that contains news stories, articles, photographs etc., and is sold weekly or monthly."

History of magazines

The First publication of a magazine was the German *Erbauliche Monats-Unterredungen* and it was announced in the year 1663. It was a literary and philosophical publication and was intended for an intellectual audience. Identical to modern magazines publication (which included different types of topics and several authors) occurred in 1672 by French author Jean Donneau de Vize. It merged topics from different areas (art, literature and court events) and the magazine concept was imitated through Europe. The first women's magazine (*Ladie's Mercury*) was published in London in 1963. (*Britannica* 2017)

As stated in encyclopedia *Britannica* (2017), the first man who used the opportunities by the notice of the effect of illustrations in the magazine was Herbert Ingram, who was a newsagent in Nottingham. In 1842, he moved to London and began publishing a weekly magazine consisting of 16 pages of letterpress called *The Illustrated London News*. It was a success from the beginning, although it had a flaw because pictures that were used in this magazine were drawn by famous artists but not taken from the real life. The photography appeared firstly in magazine in 1890s.

For 350 years the role of the magazines has not lost its significance. Magazines have become so integrated in social life that it is already difficult to imagine life without reading an interesting article in a spare moment. Each person has various interests and tastes. Topics of magazines are directly related to the preferences and interests of readers. The spectrum of topics is very wide.

Readership and target audience

According to *National Readership Survey* (2017), approximately $\frac{3}{4}$ of British people absorb magazine brands in printed form or digitally. It is shown by the statistics that 57% of adults (15+) in Great Britain read printed magazine and 40% of British people prefer to read magazines using computers and mobile devices.

Demographics (individual physical characteristics, e.g. gender, race, educational level, etc.) and interests are determining factors of a magazine target audience. Accordingly, the magazine's target audience is mainly divided geographically, but sharing prevalent interests, for example beauty, sport, fashion. (*Writing for magazines* 2015)

Magazines look very attractive in order to draw a potential reader's attention to it by using special techniques. For the production of popular magazines, highest-quality paper and ink are used, which creates a visually attractive product that would be used longer than a newspaper. There are used different types and sizes of fonts in magazines and reader's attention is drawn to the articles with color and pictures. A magazine writer has a lot of space for subjectivity and more freedom to express facts in an innovative aspect. (*Writing for magazines* 2015) It makes articles more appealing and gives an opportunity to concentrate on the topic and message of the article.

Functions of magazines

One of the magazine functions is observation, as well as coverage of a wide range of topics, for example, health, beauty, etc. The next function of the magazines is interpretation of content aspects for readers. Entertainment is another function of magazines, because they contain a lot of entertainment content. Finally, magazines perform marketing and service functions (Pavlik & McIntosh 2004, cited in Verma 2012).

Types and Topics

The major categories of magazines include general and special interest magazines. General interest magazines are published in order to provide various information for a wide audience. In this case, any background experience and knowledge is not assumed. Articles usually cover a wide range of topics that are of general interest. There is no special target audience. In order to read and use such magazines, only simple interests and a certain level of intelligence are required.

Magazines that target specific readers with common interests are of particular interest. Many magazines with special interests provide information on specific activities and interests. For example, there are magazines that cover art, health, fashion, sports, etc. As noted in *Writing for magazines* (2015), special interest magazines can be categorized into genres which are based on content and readership:

- Farm magazines (Magazines that contain information and news related to the agricultural sector. These magazines are a resource for farmers, as well as for sellers on farmers' markets.)
- Sports magazine (Such magazines contain sports articles with photographic pictures and illustrations. Some magazines cover a narrower range of sports life, for example, sports such as basketball, football, hockey, etc.)
- Business magazines (Most magazines are devoted to business-related information, as well as the latest news about changes in finance and financial markets.)
- Environmental magazines (This magazine provides environmental information and environmental issues.)
- Entertainment magazines (The purpose of such a magazine is to offer entertainment to the reader. They include news, stories, anecdotes, gossip etc. Entertainment magazines contain many photographs.)
- Automobile magazines (There are shown different automobile news in these magazines and also new trends in the automotive industry are described.)
- Children's magazines (The aim of these magazines is to attract children`s attention to learning new subjects through entertainment in order to provide knowledge and develop children`s memory.)
- Women's magazines (Women's magazines play the role of specialist in beauty, health, home and so on. They embody the spirit of modern women.)
- Men's magazines (These magazines help to learn about the latest fashion trends, get information on different topics, such as sports, money, health, etc. Masculinity is used in magazines as a marketing move.)
- Literary magazines (They are devoted to literature, in which different poems are published, short stories, reviews of books, etc.)

According to *magazine.co.uk* (n.d.) the most popular magazine topics are:

- Hobbies & Leisure
- Sports
- Fashion & Beauty
- Motoring & Transport
- Entertainment
- Lifestyle

- Home & Gardening
- Food & Drink
- News & Current Affairs
- Computers & Technology

Magazines cover certain spectra of areas and topics that might be interesting to the reader. Each reader chooses the type of a magazine that is close to him/her according to his/her interests. It gives an opportunity to spend free time with benefit and pleasure.

Journalistic Style

Magazines use a personal style, which reveals the voice of the writer and his/her personality. Writing style usually clearly shows the objectives and goals of the author. Style is determined by the potential readership of the magazine. Specialized magazines have their own style due to the above criteria. (*Writing for magazines* 2015)

There are six basic writing styles in the journalistic style, each of which is intended for its target audience and readership:

Narrative and Serialized Narrative Writing

In the narratives, an account of related events is provided. In the narrative there are definite, logical beginning, intervals and ending. To allow the reader a more understandable and profound meaning, the narrative writing uses many different literary techniques. They include epithets, metaphors, personification, alliteration, etc., because of which all literary techniques are perceived in the context of these elements. (ibid.)

As for the serialized narrative writing, the reader has to wait to find out what happens next. In this case, the writer realizes how to keep the reader interested. This skill is absolutely necessary for such kind of writing. The main quality of the serialized narrative writing is that it has a tremendous impact on all readers. For this the writer can use dialogues in this style. (ibid.)

Descriptive Writing

The main task is to describe events, places or character in great details. The writer must describe the person or event so vividly that the reader could feel that he or she has the opportunity to reach out and touch it. The writer must convey as many feelings and emotions as possible for making a clearer understanding of what is being depicted. (ibid.)

Imaginative Writing

In the imaginative writing, arguments and ideas, description, settings, language etc. are presented. Imaginative writing has the form of a fiction (short story). And in such kinds of writing can be discussed different ranges of topics, both space and law. (ibid.)

Persuasive Writing

In order to confidently convey an important question, the power of words is used in persuasive writing. In persuasive writing there are ideas that follow in a logical and consistent progression to prove and argue a case. The most common forms of persuasive texts are interviews, essays and articles. (ibid.)

Visual Writing

The task of visual writing is to create quality, depth and stimulation. The visual style implies that the text embedded in the design (ibid.)

To sum up, the main feature of journalistic style is attracting the attention of the reader and getting across a certain point. It allows the writer to use different techniques that are suitable for a particular target audience. However, first of all, reader's attention is attracted by the titles of articles, on the basis of which a reader can determine whether this article will be interesting to him/her and will provoke emotions.

Headline and Title

Sometimes in different sources the word 'headline' is used to mean the title an article or a magazine, etc. As defined in *Cambridge Dictionary*:

- Headline – “a line of words printed in large letters as the title of a story in a newspaper, or the main points of the news that are broadcast on television or radio”
- Title – “the name of a film, book, painting, piece of music, etc.”

(*Cambridge Dictionary* online 2017)

Headlines are intended to attract readers' attention. They are needed to express the basic idea of information. (Lehtsalu, Liiv, Mutt 1973)

Shweitzer (2008) states that one of the most notable features of headlines and titles of English magazines and newspapers is that they are dominated by verbal structures over nominal ones. These structures are needed to describe the main event, which is highlighted in the text of the message. Sometimes among the headlines/titles of information messages as well can be met nominal phrases, but in general, such examples are not typical for this genre. Also, the features of English headlines and titles include the omission of the article, the omission of the bundle “be” in the passive voice and in the nominal predicate.

Headlines and titles play a very important role in the publication of magazines, because mainly, starting from the headlines of magazines, a person decides whether

he/she will read this magazine or choose something else. Titles should attract the attention of the reader, so that he would be interested to know what the title of the article implies. To attract attention in titles of a magazine, various types of expressive means and stylistic devices are used.

Expressive Means and Stylistic Devices

In linguistics, it is noted that the relationship between the means of expression and the subject (the expressive means of the language and the ideas expressed) is the most important thing in stylistics. Speaking of expressive means of language, the construction of words, sentences and choice of words are implied. Expressive language tools have three classifications:

- Lexical (register, e.g. poetic words, neologisms, etc.)
- Grammatical (mostly syntactic: inversion, rhetorical questions, etc.)
- Phonetic (intonation, rhyme, euphony, etc.)

Any speaker and writer uses expressive means of language in everyday speech, regardless of stylistic goals or tasks. However, expressive means of a language can be used with some specific stylistic task. In such cases, they are chosen and organized specifically to create a certain stylistic effect. The use of any expressive means for specific artistic purposes is described as a stylistic device. (Lehtsalu, Liiv, Mutt 1973)

Aim and hypothesis

The aim of the present Bachelor's thesis is to systematize information on stylistics of article titles in men's and women's magazines and concentrate on their analysis and comparison. The hypothesis of the research argues that there are certain stylistic features (register, stylistic devices, neologisms) in article titles of men's and women's magazines. They differ in men's and women's magazines. They are used to capture reader's attention and provoke emotions.

CHAPTER I. STYLISTIC MEANS: REGISTER, NEOLOGISMS, STYLISTIC DEVICES

This chapter will consider theoretical aspects of register, neologisms and stylistic devices because, as stated above in the Introduction, they represent expressive means of a language and may occur in the titles of articles of men`s and women`s magazines to attract the reader`s attention and provoke emotions.

1.1 Register

In different situations people use different kinds of words and structures to express their thoughts. From It depends on the stylistic characteristics (functional style) of vocabulary if some words are suitable or not in a particular situation. The term “functional style” is accepted in modern linguistics. It is defined as a system of expressive means peculiar to a specific area of communication (Antrushina 2001).

According to *Formal and Informal Language* (2013) the functional style is divided into formal and informal style depending on different situations. Formal and informal styles have contrasting goals.

1.1.1 Formal Style

Formal style is used when writing academic or official purposes, such as university assignments. Also, formal style does not include cuts, conversations, vernaculars and pronouns in the first person.

Antrushina (2001) states that formal style is restricted to formal situations. Formal words can be divided into two groups: words which are associated with professional communication and learned words. Professional terminology is employed by particular branch of different kinds of science, technology or the arts to convey an approach peculiar to this special activity. Also there is one more opinion, that any terminological system is supposed to contain all words conveying concept peculiar to a particular branch of knowledge careless of their exclusiveness (e.g. bilingual, palatalization, interdental are terms of phonetics.). Learned words are connected with the printed form of language. Poetry and fiction are their main resources (e.g. “proceed” for “go”).

Archaic and obsolete words are close to learned words. However, they usually cannot be used in conversation. Archaic words are moribund, partly or fully out of dissemination, dismissed by the living language (e.g. “aye” instead of “yes”) (Antrushina 2001).

1.1.2 Informal Style

Informal style is used in conversation with friends or relatives in oral or written form. For this style, there are no exact rules that must be adhered to. Using an informal style, thoughts, feelings and emotions can be expressed, because this style is more personal than formal (*Formal and Informal Language* 2013).

Antrushina (2001) divides informal style into three groups: colloquial, slang and dialect words. Colloquial words are used by everybody and the area of communication is approximately wide. Especially these words are adopted by both intelligent and uneducated people (e.g. I'm good enough at geography). According to *The Oxford English Dictionary* (2017) slang is "language of a highly colloquial style, considered as below the level of standard educated speech, and consisting either of new words or of a current words employed in some special sense." Mostly slang is used by young and uneducated people. Slang words are short-lived and often they disappear or lose their particular shading and become stylistically neutral (e.g. "blinkers" for "eyes") (Antrushina, 2001). Dialectal peculiarities are invariably being assimilated into everyday colloquial speech or slang (e.g. nowt- nothing) (ibid.). Informal style also includes various neologisms, stylistic devices and expressive means, which are used by people in everyday speech.

Basic vocabulary is stylistically neutral type of vocabulary which is opposed to formal and informal words described above. The stylistic neutrality of such vocabulary gives opportunity to use basic words in all kinds of situations, both formal and informal (e.g. beautiful, step, tree etc.).

1.2 Neologisms

First of all, talking about neologisms, we need to think about what a 'word' really is. Any concept, phrase, phrase, consists of words regardless of its classification. Babich (2010: 9) defines "word" as:

The word is the basic unit of the lexical system of a language resulting from the association of a particular meaning with a particular group of sounds capable of a particular grammatical employment. It is the smallest language unit that can stand alone as a complete utterance. From the lexical aspect the word may express one or several notions being in different relations among themselves. Babich (2010: 9)

Every day something new is invented, both in the branches of technology, medicine, and in the language. Neologisms are an integral part of any language in the world, because thanks to them people can find a common language, communicate and understand each

other. The role of neologisms is very important in everyday life, as the world changes very quickly, and words change accordingly.

Merriam-Webster (2017) gives definition to the word “neologism” as:

A new word, usage, or expression. The word *neologism* was itself a brand-new coinage at the beginning of the 19th century, when English speakers first borrowed it from the French *néologisme*. Its roots, however, are quite old. Ultimately, "neologism" comes from Greek *neos* (meaning "new") and "logos" (meaning "word"). *Merriam-Webster* (2017)

Analyzing the origin of neologisms, it can be understood that a new word shows the development of humanity. If people used only words that were invented 1000 years ago, the mankind would have not achieved such great success in the modern world, regardless of the field of activity.

Neologisms can be produced using the following types of word-formation:

New word creation

- Creation *de novo* means a new word creation which is not based on some already existed word or part of word.

Example: Fandangle (1835)

- Compounding is a word-building, where two or more parts of words or words produce new one.

Example: Mother-in-law

- Blending is a connection of two parts of familiar words to create a word which blends the sound and meaning of the old word.

Example: *Smog* is the combination of *smoke* and *fog*

- Clipping is a shortening of words or phrases by clipping off some parts of a word and throwing away the rest (Minkova and Stockwell 2009: 14).

Example: *Fridge* from *refrigerator*

- Back-formation is a clipping off an observable affix.

Example: Destruct from destruction

- Abbreviations

There are four types of abbreviations: acronyms, imitative acronyms, initialisms and abbreviations in electronic communication.

- Minkova and Stockwell (2009) state that acronym is a special type of shortening. It takes the first sound from each of several words and creates a new word from those initials.

Example: NASA (National Aeronautics and Space Administration)

- Imitative acronym is a choosing a word by creators they want as their name of company etc. and working from those letters to find words which represent something like the idea they want to be associated with. (ibid.)

Example: NOW (National Organization of Women)

- Initialism is an important group of initial letters.

Example: ABS (anti-lock braking system)

- Abbreviation in electronic communication is a production of acronyms and initialisms from any phrase or string of words.

Example: IMHO (in my humble opinion)

- Eponym is a new word creation which is based on names.

Example: *watt* (refers to a unit of a power, usually electrical, not to be individual named James Watt, who invented the steam engine) (ibid.)

1.3 Stylistic Devices

Stylistics is a linguistic branch that explores the principles of choosing and using lexical, phonetic and grammatical and general linguistic means in order to convey emotions and thoughts in a social setting (Arnold 1973).

Verdonk (2002: 4) claims that “stylistics can be defined as the analysis of distinctive expression in language and the description of its purpose and effect”.

There are three types of stylistic devices: lexico-phraseological, syntactic and phonetic stylistic devices (Lehtsalu, Liiv, Mutt 1973).

1.3.1 Lexico-Phraseological Stylistic Devices

- Metaphor is a figure of speech containing an implied comparison, in which a word or phrase ordinarily and primarily used of one thing is applied to another (*English Oxford Dictionaries 2017*).

Example: He felt ice-water flowing his veins

- Metonymy is a transfer of meaning which is based upon the association of contiguity (Lehtsalu, Liiv, Mutt 1973: 22).

Example: The factory went for a strike

- Epithet is a lexico-syntactic trop, it fulfills the function of definition or circumstances, and it is characterized by an optional character expressing his words and necessary presence in it of emotive or expressive and other connotations, through which the author's attitude to the subject is expressed (Arnold 1973:18).

Example: It began to rain a cold steel rain

- Antonomasia is the use of a proper name to express a general idea or the substitution of an epithet for a proper name (Lehtsalu, Liiv, Mutt 1973: 25).

Example: He is the Napoleon of crime

- Irony is the expression of one's meaning by using language that normally signifies the opposite, typically for humorous or emphatic effect (*English Oxford Dictionaries. Irony 2017*).

Example: *Saying you're a pretty sight to a mud-splattered child*

- Oxymoron is a figure of speech which consists in the use of an epithet or attributive phrase that is contradictory to or incongruous with the noun it modifies (Lehtsalu, Liiv, Mutt 1973).

Example: Cruel kindness

- Hyperbole is a transference of meaning based on exaggeration not meant to be taken literally (Lehtsalu, Liiv, Mutt 1973: 38).

Example: He kissed her a million times

- Zeugma is a word which modifies or governs two or more words usually in such a manner that it applies to each in a different sense or makes sense with only one (*Merriam-Webster. Zeugma 2017*).

Example: She wished and wished for the moon...

- Meiosis or understatement is a statement which deliberately errs on the side of moderation, not representing with completeness all the aspects of the case (Lehtsalu, Liiv, Mutt 1973: 40).

Example: He had a right to be a little annoyed with the Queen (ibid.: 40)

- Periphrasis is the use of a longer phrasing in place of a possible shorter form of expression (*Merriam-Webster. Periphrasis 2017*).

Example: My lips are closed upon the past from this hour (Dickens, DS)

- Simile is a figure of speech in which two essentially unlike things are compared (*The Free Dictionary. Simile 2017*).

Example: As cold as ice

- Euphemism is a polite word or expression that is used to refer to things which people may find upsetting or embarrassing to talk (*Collins Dictionary. Euphemism 2017*).

Example: "Economically disadvantaged" instead of "poor"

- Personification is a figure of speech in which inanimate objects or abstractions are endowed with human qualities or are represented as possessing human form (*The Free Dictionary*. Personification 2017).

Example: Flowers danced about the lawn (ibid.)

- Antithesis is the setting of one clause or a member of a sentence against another to which it is opposed (Lehtsalu, Liiv, Mutt 1973: 54).

Example: Speech is silver, but silence is gold

- Pun is a wordplay for a humorous effect. For this, is used a word that has two or more meanings, or words that sound the same but have different meanings.

Example: An elephant's opinion carries a lot of weight

1.3.2 Syntactic Stylistic Devices

- Emphatic inversion is the changing of standard word order.

Example: A good, generous prayer it was.

- Detachment is a syntactic stylistic figure consisting in separating a secondary part of a sentence with the aim of emphasizing it (Lehtsalu, Liiv, Mutt 1973: 60).

Example: He did not answer; and, sickly white. she jumped up (ibid.)

- Ellipsis is used to omit parts of a word/sentence.

Example: I bought a new car and he (bought) the flat

- Aposiopesis is the sudden breaking off in speech without completing a thought as if the speaker was unable or unwilling to state what was in his mind (Lehtsalu, Liiv, Mutt 1973).

Example: If ever I have seen a dog in love... (ibid.)

- Rhetorical question is a stylistic device which does not require any answer but is used for a rhetorical effect (Lehtsalu, Liiv, Mutt 1973).

Example: Is the sky blue?

- Litotes is a figure of speech which consists of an understatement in which an affirmative is expressed by negating its opposite (*The Free Dictionary*. Litotes 2017).

Example: I am a little tired. (I am really exhausted.)

- Parallelism is a specific similarity of construction of adjacent word groups, equivalent, complementary, or opposite in meaning (Lehtsalu, Liiv, Mutt 1973: 65).

Example: She enjoys playing football and working out

- Chiasmus is a stylistic device in which the order of terms in the first of two parallel clauses changes in the second.

Example: The instinct of a man is to pursue everything that flies from him, and to fly from all that pursues him. – Voltaire

- Climax is a syntactic figure of speech which consists in a series of related ideas so arranged that each succeeding one rises above its predecessor in impressiveness or force (Lehtsalu, Liiv, Mutt 1973).

Example:

In a hundred, a thousand winters?
 Ah, what will our children be
 The men of a hundred thousand, a
 Million summers away?
 (Tennyson, D.) (ibid.:68)

- Anticlimax is a slackening of tension in a sentence or longer piece of writing, the ideas falling off in dignity or becoming less important at the close. (ibid.: 68)

Example: He bought a new house, a new car and Coca-Cola

- Asyndeton is the stylistic device which deliberately avoids conjunctions.

Example: Wind, sun, surf - could the day get any better?

- Polysyndeton is the abundance of connectives in a sentence.

Example: I like swimming and dancing and reading and working

- Apokoinou is an asyndetical connection of two clauses in a complex sentence, where one word has two syntactical functions (Lehtsalu, Liiv, Mutt 1973: 71).

Example: There was a man in my last parish was a poacher. (ibid.)

- Anaphora is the use of a word referring back to a word used earlier in a text or conversation, to avoid repetition (*English Oxford Dictionaries*. Anaphora 2017).

Example: Perhaps he suffered, perhaps he hated, perhaps he lived by cruelty alone. (Maurier, SG).

- Epiphora is used to repeat words in successive clauses/sentences at the end of relatively completed fragments of speech (Lehtsalu, Liiv, Mutt 1973).

Example: For Linda it had been years. (ibid.)

- Anadiplosis is a rhetorical repetition at the beginning of a phrase of the word or words with which the previous phrase ended (*Wordnik*. Anadiplosis 2017).

Example: He is a man of loyalty—loyalty always firm. (ibid.)

- Framing is a repetition in which the opening word or phrase is repeated at the end of a sense-group or a sentence (Lehtsalu, Liiv, Mutt 1973: 76).

Example: Every one's hand was against her – every one's hand. (ibid.)

- Syntactic tautology is a repetition of a member of the sentence (Lehtsalu, Liiv, Mutt 1973).

Example: And the books - they stood on the shelf by the bed. (ibid.)

1.3.3 Phonetic Stylistic Devices

Lehtsalu, Liiv and Mutt (1973) write that different features of English phonetics have a potential stylistic function. A certain effect or emotions in the listener or reader can be caused by stress, intonation, and the euphonic arrangement of utterances.

- Stress and Intonation are conveyed indirectly by graphical means and by the special syntactical arrangement of utterances. The graphical means in question include punctuation, different types of print and also the special typographical arrangement of material (Lehtsalu, Liiv, Mutt 1973: 78).

Example: She's rather clever but ... (ibid.)

- Onomatopoeia is the use of words whose sound suggests the sense. (*Merriam-Webster*. Onomatopoeia 2017)

Example: The buzzing bee flew away

- Alliteration is the deliberate repetition of usually initial consonant sounds in two or more neighboring words or syllables (Lehtsalu, Liiv, Mutt 1973: 80).

Example: Peter's piglet pranced priggishly

- Euphony is the alteration of speech sounds, especially by assimilation, so as to make them easier to pronounce (*Collins Dictionary*. Euphony 2017).

Example: An application for aid was made (Lehtsalu, Liiv, Mutt 1973)

- Rhyme is the repetition, usually at regular intervals, of the same or similar final sound combinations in words. (ibid.)

Example:

To beauty shy, by lattice high

Sings high-born cavalier (W. Scott)

Due to limitations of the present thesis, not all the stylistics devices are represented here, but the most common that can be met in everyday life of a person, and hence in the titles of magazine articles. Stylistics devices allow not only to decorate speech/writing, but also to convey all the subtleties of feelings and emotions of the speaker/writer.

Some of the main types of stylistic features were considered in this chapter. As a result of the analysis of stylistic means, it becomes clear that stylistics plays a big role in the language, because owing to it we can express thoughts, feelings and emotions

depending on the situation. It is also evident that, thanks to the use of stylistic means in speech or writing, a person/writer can achieve the desired result, whether it is attracting attention or provoking emotions.

CHAPTER II: EMPIRICAL RESEARCH OF THE ARTICLE TITLES OF MEN'S AND WOMEN'S MAGAZINES

This chapter outlines the results of a research into titles of women's and men's magazine articles to investigate the expressive means used to capture reader's attention.

It is hypothesized that there are certain stylistic features (register, stylistic devices and neologisms) in article titles of men's and women's magazines. They differ in men's and women's magazines. They are used to capture reader's attention and provoke emotions.

2.1 Sample

Two magazines that were the most popular in the UK for the period of November 2016, according to the website *magazine.co.uk* were taken for the analysis. This website is considered to be the UK's Leading Magazine Subscription Site and therefore the data it offers about the popularity of magazines has been taken into account. Hence, referring to the website *magazine.co.uk*, the most popular women's magazine in November 2016 was *Good Housekeeping* (GH). This magazine began to be published in 1885. For years, popularity has grown so much that now this magazine is one of the most widely read in England. *Good Housekeeping* is a magazine in which are published different stories of ordinary women, as well as celebrities who tell about their life experiences, share their advice with readers. In addition, in the magazine can be found many pieces of advice related to health, beauty, leisure, the decor of the house, recipes etc. The November 2016 issue of the magazine consists of 275 pages. In total, the magazine has 48 article titles.

The most popular men's magazine in November 2016 was *GQ* (*Gentlemen's Quarterly*), according to the website *magazine.co.uk*. This magazine was founded almost 50 years later than *Good Housekeeping*. However, the popularity of this magazine has grown very quickly. In *GQ* articles on sports, fashion, food, technology, etc. are published. *GQ* (November 2016) is a 305-page magazine which includes 43 titles of articles.

2.2 Linguistic Analysis

I have analyzed the titles of articles of *GH* and *GQ* magazines in terms of three aspects: register, neologisms and stylistic devices. For a better visual representation, I have divided the titles into a table in terms of register, which shows the prevailing style of the titles of articles in both magazines, i.e. use of formal and informal vocabulary, syntactic and graphic means. The examples of informal register are underlined in the table below.

Style of Article Titles			
GQ		Good Housekeeping	
Formal/basic	Informal	Formal/basic	Informal
Lasting impressions	Murray`s next <u>dead cert</u>	Gifts for everyone.	Fun <u>for all</u>
The simple truth of raising children	Warning: the unthinkable could still happen...	Life is better with a best friend	<u>Where the heart is?</u> Is it a real? Or is it a bloom?
Thinking laterally	<u>Watch hunger stop</u>	Historic coastlines	<u>Treat yourself</u>
A scandal or a coup?	<u>Brains and brawn</u>	Comfort and style	<u>Look your best</u>
Best of British	Belgravia rules <u>OK</u>	Island escapes	<u>Fresh</u> autumn <u>fashion</u>
Anyone can play guitar	<u>Taste the world</u>	A smarter way to save time and money	Celebrate <u>Christmas in style</u>
Better fruit for apple.	<u>Off the rails</u>	The best lean mean, cleaning machines	<u>Explore</u> the world <u>in luxury</u>
A touch of the divine	<u>You know</u> my name	How prevent the most visible sign of ageing	The 2016 <u>party dress edit</u>
Pure alpine experience	<u>Too big to fail?</u>	The long weekend US style	<u>7</u> new skin trends. <u>Tried and Tested</u>
The songbird of Syria	The <u>Style File...</u>	A holiday that brings you closer	<u>Go</u> with the <u>flow</u>
Voting with their beat	<u>Wild wild Westworld</u>	Natural wonders	<u>Come and joy</u> the party!
Man of many parts	<u>Tech</u> news with real impact	Tales from the riverbank	<u>Sea</u> the world
Tempting Times	Educate a girl <u>SHE WILL</u> be a leader of tomorrow	Style at any age	<u>Don't be a pussycat...</u> <u>Roar!</u>
Emporium of the senses	<u>Join</u> the winners club	Best of the books	<u>Beat</u> Winter bugs naturally
Sparkling company	No <u>stress, all success</u>	Season of cheer	The thrill of going solo
The tower of power	<u>Real in-work</u> benefits		<u>Feel-good</u> treat
A Legend in the making	<u>Trump-Ageddon!</u>		<u>Stir it up</u>
Tailoring the future	<u>GQ</u> foods and drinks awards 2017		A hot topic... <u>but is it the right one?</u>
My style	<u>Style shrink</u>		Inside the <u>GH</u> kitchen
Arsenal`s vicious circle.	<u>Bad blood</u> on the <u>brush</u>		Colour <u>as real as you are</u>
GQ men of the year 2016	<u>Double take.</u>		<u>Anyone else</u> feel the party dress fear?
The power of the dark side			<u>Step inside</u> our <u>Christmas home</u>
			<u>Who`s inspiring us</u> in November?
			<u>Unwrap</u> Christmas with Molton Brown
			<u>Slip</u> into these...
			Every <u>scent</u> tells a tale
			<u>Add sparkle</u> to your festive cooking
			<u>Made with love</u>
			Vary your diary

			If not <u>NOW</u> then <u>WHEN</u> ?
			The <u>healing power</u> of a sartorial sort out
			<u>You just want to chillax!</u>
			<u>Round here</u> , we do things <u>your way</u>

Table 1. Register of GQ and Good Housekeeping Article Titles

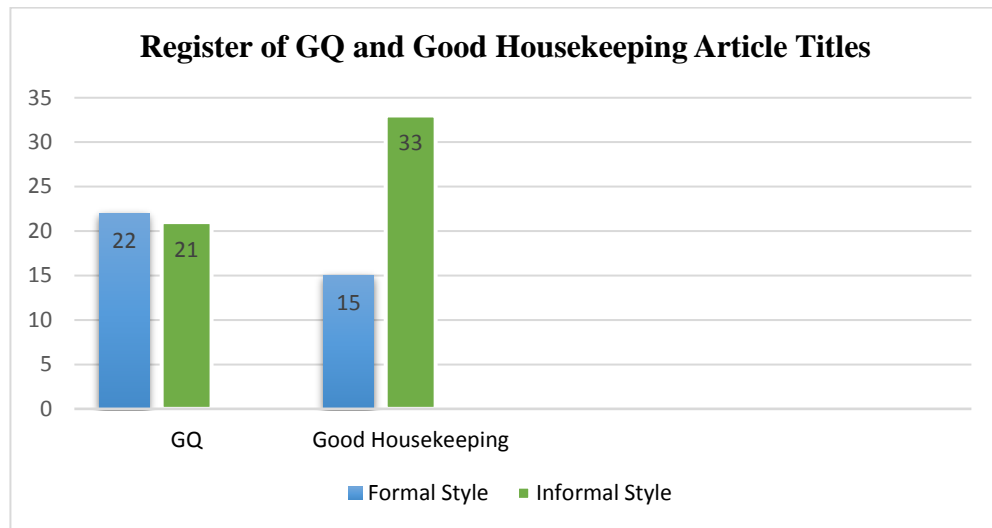


Figure 1. Register of GQ and Good Housekeeping Article Titles

As can be seen in the table/chart above (Table 1, Figure 1) the quantity of formal and informal titles in GQ and Good Housekeeping magazines differs. In GQ magazine there are more formal article titles. It can be explained by the fact that men are usually thought to be stricter and more straightforward than women. What is more, in the titles of articles in GH magazine an informal style of writing dominates. This may be due to the fact that in titles of the articles different abbreviations, new forms of words, neologisms, informal and colloquial words are used, stress by using words in capital letters and intonation is expressed by various punctuation marks for the attraction of reader`s attention and provoking emotions. Thus, in the titles of articles in the Good Housekeeping magazine, the formal style takes only one third of all titles 15 of 33). This can be explained by the fact that magazines are designed for spending free time with pleasure and discussing topics of general interest, so it is more likely that people will choose magazines in which there is an informal style. On the other hand, the readership is always different and we cannot predict what kind of people will choose these magazines for reading. Therefore, in magazines there are titles of articles with both informal style and formal.

It is also interesting to note that in case of the women’s magazine (*Good Housekeeping*) imperatives (commands) and questions are much more common than in case of the men’s magazine (GQ), which is a transpiring difference between the two magazines.

The following stage of analysis considers the titles of articles in the GQ and *Good Housekeeping* magazines in terms of neologisms and their word-formation. For a more accurate analysis, it has been decided to write out all titles in which neologisms have been found in the table (Table 2) to describe the word-formation and compare neologisms which have been found in GH magazine with the neologisms from the titles of GQ magazine.

Neologisms	
GQ	Good Housekeeping
<u>Tramp-Ageddon!</u> The type of word-formation is blending. It is used to express the connection or similarity between the President of the USA Donald Trump and Armageddon.	You just want to <u>chillax!</u> Verb “chillax” is formed by blending type of word-formation. It is the combination of “chill” and “relax” to put emphasis on the rest and relaxation.
Real <u>in-work</u> benefit Neologism “in-work” is formed by compounding type of word-formation. It makes an accent at benefits which are found at the workplace.	<u>Feel-good</u> treat The type of word-formation is compounding. This word appears as an adjective to give a vivid description of the treat, to provoke the reader's emotions for reading an article with this title.
<u>Tech</u> news with real impact Word “tech” is shorter form of word “technological”. The type of word-formation was using here is clipping (to modernize the title and attract the reader’s attention.)	Inside the <u>GH</u> kitchen GH is abbreviation (initialism) of magazine’s headline Good Housekeeping. In this case it means the belonging of the kitchen and everything connected with it to the Good Housekeeping magazine.
<u>GQ</u> men of the year 2016 “GQ” is an abbreviation (Gentlemen's Quarterly). In this title GQ is used as an adjective to pay attention of the reader to the men who are connected with the GQ magazine.	

The type of abbreviation is initialism.	
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Table 2. Neologisms in GQ and Good Housekeeping Article Titles

As can be seen in Table 2, there are few neologisms in the titles of articles in the GQ and Good Housekeeping magazines. Mainly neologisms which are formed by the compounding and blending types of word-formation were used in the article titles.

To analyze the titles of the articles for stylistic devices, a list of any article titles of the GQ and Good Housekeeping magazines in which there are stylistics devices has been compiled.

Stylistic Devices in the Titles of Articles		
	GQ	Good Housekeeping
Intonation	<ul style="list-style-type: none"> Warning: the unthinkable could still happen... The <u>Style File</u>... 	<ul style="list-style-type: none"> A hot topic...<u>but is it the right one?</u> If not NOW, then WHEN? Don't be a <u>pussycat</u>... <u>Roar!</u> Slip into these...
Simile		<ul style="list-style-type: none"> Colour <u>as real as</u> you are
Stress	<ul style="list-style-type: none"> Educate a girl <u>SHE WILL</u> be a leader of tomorrow 	<ul style="list-style-type: none"> If not NOW, then WHEN?
Rhetoric Question	<ul style="list-style-type: none"> <u>Too big to fail?</u> 	<ul style="list-style-type: none"> A hot topic...<u>but is it the right one?</u>
Rhyme	<ul style="list-style-type: none"> <u>No stress, all success</u> The <u>tower of power</u> The <u>Style File</u>... 	<ul style="list-style-type: none"> The healing <u>power</u> of a sartorial <u>sort out</u> The best <u>lean mean</u>, cleaning <u>machines</u> <u>Vary</u> your <u>diary</u> <u>Go</u> with the <u>flow</u>
Alliteration	<ul style="list-style-type: none"> <u>Wild wild Westworld</u> <u>Bad blood</u> on the <u>brush</u> Best of British <u>Brains and brawn</u> <u>No stress, all success</u> <u>Tempting Times</u> 	<ul style="list-style-type: none"> The healing power of a <u>sartorial sort out</u> 7 new skin trends. <u>Tried and Tested</u> <u>Best of the books</u> <u>Fresh</u> autumn <u>fashion</u>
Onomatopoeia		<ul style="list-style-type: none"> Don't be a <u>pussycat</u>... <u>Roar!</u>
Hyperbole	<ul style="list-style-type: none"> <u>Anyone</u> can play guitar 	<ul style="list-style-type: none"> <u>Gifts for everyone</u> Fun <u>for all</u>
Pun	<ul style="list-style-type: none"> A <u>Legend</u> in the making 	<ul style="list-style-type: none"> <u>Sea</u> the world

	<ul style="list-style-type: none"> • <u>Better fruit for apple</u> • Man of <u>many parts</u> 	
Metaphor	<ul style="list-style-type: none"> • Murray`s next <u>dead cert</u> • <u>Bad blood</u> on the brush • <u>Tailoring the future</u> • <u>Sparkling company</u> • <u>Emporium of the senses</u> • <u>Tempting Times</u> • <u>Taste the world</u> 	<ul style="list-style-type: none"> • <u>Season of cheer</u> • Beat <u>Winter bugs</u> naturally • <u>Unwrap Christmas</u> with Molton Brown • <u>Add sparkle</u> to your festive cooking • <u>Natural wonders</u>
Personification	<ul style="list-style-type: none"> • <u>The power of the dark side</u> • Arsenal`s <u>vicious circle</u> • The songbird of Syria • <u>Belgravia rules OK</u> • A <u>touch of the divine</u> • <u>Watch hunger stop</u> 	<ul style="list-style-type: none"> • Every <u>scent tells a tale</u> • Tales <u>from the riverbank</u> • A <u>holiday</u> that <u>brings you closer</u>
Aposiopesis	<ul style="list-style-type: none"> • Warning: the unthinkable could still happen... • The <u>Style File...</u> 	<ul style="list-style-type: none"> • Slip into these...
Metonymy		<ul style="list-style-type: none"> • Made with love
Emphatic Inversion	<ul style="list-style-type: none"> • <u>Watch hunger stop</u> 	<ul style="list-style-type: none"> • <u>Where the heart is?</u>
Epithet	<ul style="list-style-type: none"> • <u>Sparkling company</u> • <u>Pure alpine experience</u> 	<ul style="list-style-type: none"> • <u>Fresh autumn fashion</u>

Table 3. Stylistic Devices in GQ and Good Housekeeping Article Titles

Having divided all titles of the GQ and Good Housekeeping magazines in the table (Table 3), it can be seen that in the GQ magazine more stylistics devices are used than in Good Housekeeping. On the one hand, this may seem contradictory, because, as a rule, women are considered to be more expressive and emotional and it would be more logical if in women`s magazine there were used more stylistic devices to attract women's attention. For a more convenient visual comparison of the stylistics devices in the titles of the articles of GQ and Good Housekeeping, a chart was made (Figure 2), in which can be seen which magazine uses more stylistics devices and which ones specifically.

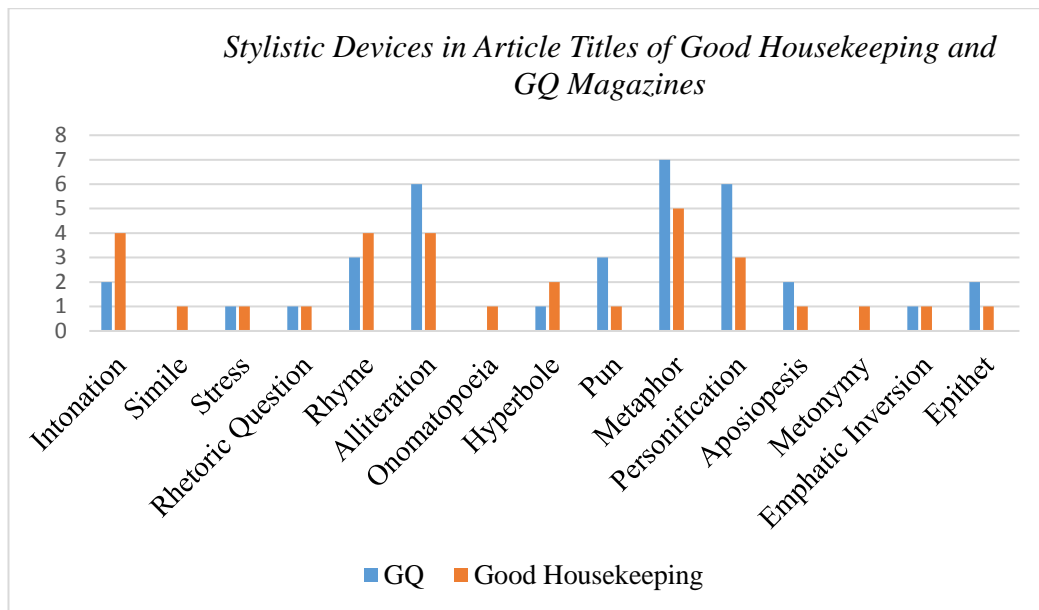


Figure 2. *Stylistic Devices in Article Titles of Good Housekeeping and GQ Magazines*

The results of the table and chart (Table 3, Figure 2) draw attention to the fact that in the titles of the articles of the GQ and Good Housekeeping magazines there are used quite a lot of different types of stylistics devices.

2.3 Discussion of the Results

Having carried out an empirical analysis of the article titles in the GQ and Good Housekeeping magazines, several conclusions can be made. First, informal style of writing prevails in the article titles of women`s magazine (GH). Apparently, this may be because of the fact that women`s magazines are meant for reading at leisure and rest and more likely that women will choose an easy and catchy title written in a simple language, in which no scientific terms or archaic words will be used. Added to that, GQ magazine uses more formal style and it seems not to be surprising in case of topics of the articles which are connected more with different life stories, news articles, politics, etc.

In addition, the GQ and Good Housekeeping magazines use quite a few neologisms. In both magazines there are four types of word-formation: blending, compounding, abbreviation and clipping. For article titles, it is important that they are unique and unusual. For this, neologisms are used in the titles, but their number should not be abused, since the readership is always different and if someone is aware of the meaning of one or another neologism, for another reader the same neologisms may be unknown and difficult to understand. Therefore, a person does not want to read an article with a title in which are used unfamiliar words to him. The authors take this factor into

account when create titles for the articles, therefore in magazines cannot be found many, but rather interesting neologisms that will attract the attention of readers and provoke emotions. Comparing neologisms in GQ and Good Housekeeping magazines, can be concluded that in both magazines are used practically the same types of word-formation. Blending and compounding are the most common types of word-formation that can be used in the titles of the articles, regardless of the target audience.

Using stylistic devices in the titles of the articles is a good way to attract reader's attention and provoke emotions that stimulate the appearance of interest in reading the article. In the titles of the articles, both lexical, syntactic, and phonetic stylistics devices were found. It gives an opportunity to attract the attention of readers with different techniques, not just eloquence, but also unusual phrases and intonation of the titles.

Analyzing the article titles of GQ and Good Housekeeping magazines it became clear that in GQ more stylistics devices were used than in Good Housekeeping. This may seem unusual, because by their nature, men are considered more straightforward than women. For example, most of the article titles of GQ and Good Housekeeping were metaphors to draw the attention of the reader with colorful and remarkable images. Also in the article titles of GQ and Good Housekeeping there was found plenty alliteration. This can be explained by the fact that the writer tries to make his articles most interesting and attractive to readers and alliteration allows to make titles catchier and laconic.

Another feature in the article titles of GQ and Good Housekeeping magazines is that there are a lot of personification stylistic devices. This stylistic device helps make the title of the article closer to the person and relates it to what is happening in a particular article. However, the stylistic devices in GQ and Good Housekeeping magazines are also slightly different. For example, in the headlines of articles Good Housekeeping such stylistic device simile is used. This can be explained by the fact that women like to compare themselves and others with something or someone. This kind of stylistic device may be closer to women, so using it in the title, many women may be interested in the article.

Stylistic means discussed above are used to capture reader's attention and provoke different reader's emotions. It can be said that different types of stylistic means in GQ and Good Housekeeping magazines provoke emotions, depending on the title of the article and the stylistic means used in it. For example, sense of doubt (e.g. "A hot topic...but is it the right one?"), excitement (e.g. Come and joy the party!), worry ("Tramp-Ageddon!"), amusement (e.g. Don't be a pussycat... Roar!), agitation (e.g. Warning: the unthinkable could still happen...").

Having carried out a linguistic analysis of the article titles in men`s and women`s magazines, it becomes clear that the hypothesis can be confirmed. First of all, the use of informal style of writing, neologisms, as well as various techniques of stylistics devices attract the attention of the reader and provoke emotions that stimulate interest in reading the article. It also became transparent that the stylistics features are different in the men's and women's magazines.

CONCLUSION

Reading of the magazines is one of the hobbies that make people's lives interesting and diverse. The choice of magazines depends on the preferences of the person and on the cover and the titles of the magazine articles.

To attract the attention of readers in the titles of the magazines there are various stylistic features that help the author convey the necessary ideas, emotions and feelings.

In the article titles of men`s and women`s magazines, formal or informal style can be used, depending on what information the author wants to convey to the reader. Mostly in women`s magazines an informal style of writing can be noticed, as magazines cover common interests of women, where as a rule informal and basic vocabulary is used. On the other hand, in men`s magazines both formal as well as informal style is used because of slightly different kinds of topics, such as news, politics, etc.

In addition to the style of writing in the article titles of the magazines, there can be found neologisms and different types of word-formation. It gives to the titles of the articles uniqueness and catchiness, but they should not be misused, as far as titles can be difficult for the reader to understand.

In order to make the titles of the articles more emotional, attract more attention of the reader and make them unique, the authors of articles use different stylistic devices in the titles, because it serves as evocative means of the article titles and sparks the interest of the reader to read the article.

The aim of this thesis was to find out whether there are stylistics features in the article titles of men`s and women`s magazines, how they differ and if they are used to attract reader's attention and provoke emotions. To conclude, the present study proves that men`s and women`s magazines use stylistic features and they are slightly different. It also became transparent that the use of stylistics features is necessary to attract reader's attention and provoke emotions.

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SUMMARY IN ESTONIAN

Ajakirjade lugemine muutub aina populaarsemaks. Ajakirjad annavad inimestele võimaluse nautida vaba aega kasulikult, kuna sealt võib leida nii vajalikku infot kui ka huvitavaid uudiseid. Ajakirjade valik sõltub inimeste huvidest. Ajakirja valides inimene paneb tähele, kuidas ajakiri visuaalselt välja näeb, kuidas on kujundatud ajakirja kaas ning millised on artikli pealkirjad. Pealkirjad mängivad suurt rolli ajakirjades, sest need köidavad inimeste tähelepanu esimesena ja sageli sõltub paelkirjadest, kas inimene ostab selle ajakirja või mitte.

Käesoleva lõputöö teema on „*meeste- ja naisteajakirjade pealkirjade stilistilised eripärad*“ ning selle eesmärk on võrrelda ja analüüsida artiklite pealkirju meeste- ja naisteajakirjades. Uurimistöö keskendub stilistiliste eripärade ülevaatele ja analüüsimisele üldiselt ning nende esinemisele artiklite pealkirjades meeste- ja naiste ajakirjades.

Lõputöö koosneb sissejuhatuses, kahest peatükist ja kokkuvõttest. Sissejuhatus annab ülevaate meeste- ja naisteajakirjadest, pealkirjade keelest ja vaatleb stilistikat kui keele ekspressiivset väljendusvormi. Esimene peatükk annab teoreetilise ülevaate keele stilistilistest eripäradest ja vahenditest. Teine peatükk keskendub meeste- ja naisteajakirjade artiklite pealkirjades esinevate stilistiliste eripärade empiirilisele uuringule (ajakirjade GQ ja Good Housekeeping näidetel). Kokkuvõttes on toodud välja esimese peatüki peamised aspektid ja teise peatüki analüüsi tulemused, mis kirjeldavad lõputöö eesmärki ja tõestavad püstitatud hüpoteesi õigsust.

APPENDIX 1. List of Article Titles

Good Housekeeping

A hot topic...but is it the right one?

Who`s inspiring us in November?

Colour as real as you are

If not NOW, then WHEN?

Life is better with a best friend

The healing power of a sartorial sort out

Don`t be a pussycat... Roar!

Come and joy the party!

Gifts for everyone

Season of cheer

A smarter way to save time and money

The best lean mean, cleaning machines

How prevent the most visible sign of ageing

Beat Winter bugs naturally

Vary your diary

Comfort and style

Every scent tells a tale

7 new skin trends. Tried and Tested

Unwrap Christmas with Molton Brown

Slip into these...

The 2016 party dress edit

Anyone else feel the party dress fear?

Style at any age

Step inside our Christmas home

Round here, we do things your way
Best of the books
Made with love
You just want to chillax!
Stir it up
Add sparkle to your festive cooking
Inside the GH kitchen
Feel-good treat
The long weekend US style
The thrill of going solo
Sea the world
Historic coastlines
Tales from the riverbank
Go with the flow
Natural wonders
Fun for all
Island escapes
Explore the world in luxury
A holiday that brings you closer
Celebrate Christmas in style
Fresh autumn fashion
Look your best
Treat yourself
Where the heart is? Is it a real? Or is it a bloom?

GQ

Warning: the unthinkable could still happen...

Trump-Ageddon!

Wild wild Westworld

Bad blood on the brush

Murray`s next dead cert

Anyone can play guitar

GQ men of the year 2016

The power of the dark side

A Legend in the making

GQ foods and drinks awards 2017

My style

Style shrink

Best of British

Tailoring the future

Lasting impressions

A scandal or a coup?

Brains and brawn

Sparkling company

Arsenal`s vicious circle

Better fruit for apple

Voting with their beat

Off the rails

Emporium of the senses

Double take

Real in-work benefits

No stress, all success

Join the winners club

The simple truth of raising children

Educate a girl SHE WILL be a leader of tomorrow

Too big to fail?

The tower of power

You know my name

The songbird of Syria

Man of many parts

The Style File...

Tempting Times

Tech news with real impact

Pure alpine experience

Taste the world

Belgravia rules OK

Thinking laterally

A touch of the divine

Watch hunger stop

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