

A FUNCTIONAL-PRAGMATIC APPROACH TO THE STUDY OF COMPOUNDS IN A JOURNALISTIC TEXT

The general shift of vector analysis of linguistic units of different levels from the structural to the anthropocentric paradigm causes the use of functional and pragmatic approaches. Therefore the aim of this research is to demonstrate an application of functional linguistics and achievements of the pragmatic approach to the compound nouns study in the texts of modern German sports journalism.

The functional approach involves the shift from the communication purposes to linguistic resources; in this case we have the lexical units, whereby the journalist's communication intentions are realized. The functioning of any lexical unit can be most comprehensively developed on the material of the text which we perceive as a verbal communicative act. Accordingly, the noun composites functioning in a newspaper article on sports subjects have become the study material, which is the analysis of a football match between the German and Norwegian teams.

Evaluating the media language from the standpoint of linguistic pragmatics, we must consider the statements produced in the field of communicative activities as actions and focus our attention on those linguistic resources (namely compound nouns), the use of which is projected to ensure the impact on the recipient.

The analysis of compound nouns in this article at using the functional and pragmatic approach helps to identify the intentions of the journalist. For example, the composites with the components *Katastrophen-* and *Horror-* provide the expressions with expressiveness and are intended to engage the reader to experiencing the emotions of players, the coaching staff and fans and the empathy in general.

The study found that in a sports journalistic text complex nouns beyond communication also perform such functions as evaluation and expressiveness. They contribute to transferring the journalist's intent to convince the reader of the correctness of their position and force the recipient to treat the situation and the persons involved in the same way as the journalist does.