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**EFFICIENCY OF COMMUNICATIVE AND FIGURATIVE MODEL OF «PUN» CONCEPT IN THE PHENOMENON OF INFOTAINING INFLUENCENESS**

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***Research Methodology.*** *The use of author’s method of metastylistic combinatorics, aimed at identifying the efficiency of imaginative potential of modern media text has assisted the identification and systemic characterization of imaginative means of media text. Methodological procedures of metastylistic combinatorics were the formal-structural classification of tropes, figures and phenomena, and their semantic and pragmatic interpretation. In addition, the logic and structural method, contextual analysis, elements of component analysis, methods of intertextual comparison and conceptual analy­sis, linguistic modeling have been applied.*

***Results.*** *As means of expressing the sophistication and wit of thought with the effect of surprise and accuracy of the style, «pun» in media texts is used to achieve three main goals that can interact: to draw attention to the meaning through the form; to increase the perception of the semantic features of the used linguistic units; to form an estimating relation to the depicted fact.*

***Novelty.*** *The consideration of the phenomenon of «lingual game» as means of effective influence on the recipient in metalinguistics and communication theory is the most urgent and not well-studied one. New organization of linguistic elements, non-traditio­nal metalogic methods of categorization, is related to the search for a semantic depth of presentation and**to overcoming automatism in the process of perceiving the facts of speech. Reliance on metalogic components supports the interest to the text and organizes a special process of its perception.*

***Practical Significance.*** *The results of the scientific research will be relevant for the practical work of journalists, specialists of press services, experts in advertising and public relations, since the efficiency of the use of imaginative language means and language figures helps to avoid communicative failures that arise in cases of creating ineffective texts.*