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LANGUAGE GAME AS F FEATURE OF POSTMODERNISM  
IN JOURNALIST`S TEXT

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**Research methodology.** In order to prove an attachment of such device as language game to the paradigm of postmodernism we have used the method of textual analysis. It helped us to reveal specific features of this device in modern journalists` texts and to connect them to the signs of literary postmodernism. The inductive method helped us to find and generalize main types of language games.

**Results.** Language game in postmodern journalism text exists in such forms as “fresh” metaphor, derivation, intertextuality and wordplay. Their attachment to con­ception of postmodernism can be found in specific ways of using. “Fresh” metaphors and intertextuality are immanent to postmodern itself. Creation of occa-sionalisms helps journalist to make a characteristic without using large syntactic constructions. Wordplay, which now appears not only in publicistic genre, destroys the nature of news and analytic genres.

**Novelty.** In this article we have researched the question of transplantation of postmodernism features into media texts and classified postmodern devices in journalist`s materials. This is a new conception of mass-media researches.

**The practical significance.** Conclusions and thesis of this article can be applied and developed in further researches. It also can be used in preparation of lectures and developing media courses.