

Hranush Tovmasyan*

<https://orcid.org/0000-0002-9210-7459>

Brusov State University

National Polytechnic University of Armenia

FUNCTIONS OF EMOTIONAL CONNOTATION IN ENGLISH WOMEN'S MAGAZINES THROUGH LITERARY DEVICES

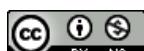
The paper explores the complex process of perceiving emotional connotation triggered by stylistic devices in English women's magazines and the impact it exerts on the female readership. The core of the study is the emotional connotation created by literary devices, namely, metaphor, epithet, oxymoron, hyperbole, simile, personification, rhetorical question, parallelism, anaphora, and alliteration. By employing the method of textual analysis and focus group research method, the research elucidates the functional range that implied emotional connotation may have on the reader, namely, information and advice, inspiration and aspiration, fashion and beauty, community building, empowerment, advocacy and awareness, educational function, cultural representation, social commentary, consumerism and advertising, and entertainment and escapism. The article presents an elaborate analysis of the implied emotional connotation underlying each literary device in question in English women's magazines and the functional impact it creates.

Keywords: emotional connotation, function, publicist text, implied, women's magazines, literary devices, implied meaning

Introduction

In the light of today's spectrum of ambiguous issues of modern mass media space, it has become pivotal to give a clear-cut understanding of what publicist text is in the scope of this study from the perspective of emotional connotation

* anushtovmasyan@yahoo.com



This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

Received: 29/09/2024

Revised: 15/11/2024

Accepted: 26/11/2024

© The Author(s) 2024

triggered by the symbolism of traditional literary devices. Consequently, the method of textual analysis is the prevalent method here. To be more precise, publicist text is narrowed down to the media text of English women's magazines in this study. The impact of the modern publicist text through literary devices on the female readership has been experimentally tested, which required involvement of the focus group research method (involving 25 female readers ranging from 18-60 years of age of diverse social and ethnic background), giving objective information about the features of media consumption by them. Thus, the representation of the symbolism of the literary devices and their respective emotional resonance was collected from their responses. Thus, the publicist text being quite a comprehensive and involving a range of "media" text, has been confined to English women's magazines only as source for data analysis. The collected textual data with necessary literary devices was then selectively presented to the focus group members. The analysis presented for each literary device is a collective summative representation of their emotional perception and resonance of the data.

It is noteworthy that the stylistic devices analyzed in this article have been perceived in their basic stylistic sense although some of them may have a broader linguistic perception, anaphora, for one.

Emotion as such has been the core of many anthropological and linguistic studies with narrow and broad perceptions and terminological variability (Alba-Juez and McKenzie, 2019; Wierzbicka, 2010; Izard, 2010; Widen and Russell, 2010; Massumi, 1995; Besnier, 1990; Ponsonnet, 2014, and others) which leads to the inclusion of a range of states such as moods, attitudes, or dispositional inclinations within the scope of emotions.

The conceptual base of "emotion" taken in this study adheres to M. Ponsonnet's (2022) framework of "emotion" or "affect" where it is perceived in a bundle with physical or physiological responses and embraces some particulars of the social context – such as interactions, behaviors, triggering events, and so on – as part of what "emotion" or "affect" may mean (Ponsonnet, 2022, p. 2)

The emotional connotation of the publicist text encompasses the nuanced understanding and application of emotional intelligence, empathy, and cultural awareness in crafting messages for the public domain. It involves the deliberate consideration of how language, tone, and imagery evoke emotional responses and shape perceptions among diverse audiences.

At its core, emotional connotation in the publicist text involves the ability to empathize with the audience, anticipating their needs, concerns, and values. Publicists must possess a keen awareness of cultural sensitivities, social dynamics, and prevailing attitudes to effectively resonate with their target audiences. This entails conducting thorough audience research, demographic analysis, and trend

monitoring to tailor messages that resonate authentically with specific communities.

In this regard, E. Schelkunova posits that the publicist text is a connected signemic system whose primary aim is the interaction of the author and mass audience for the exchange of current social information, ideas, and opinions, and maximally actualize the potential of text dynamics (Щелкунова, 2004, p. 116).

Moreover, the emotional connotation of the publicist text extends beyond mere comprehension of audience demographics — it encompasses an acute emotional connotation to the emotional nuances embedded within language and imagery. Publicists must be adept at navigating the delicate balance between evoking emotional resonance and maintaining credibility and authenticity. They achieve this by employing strategies such as storytelling, visual symbolism, and narrative framing to convey messages that resonate on a deeper, emotive level with their audience.

Furthermore, the emotional connotation of the publicist text is inherently tied to ethical considerations and social responsibility. Publicists bear a significant responsibility in shaping public opinion and influencing societal discourse. As such, they must exercise discretion, integrity, and empathy in their communications to ensure messages are truthful, respectful, and socially responsible (Кузнецова, 2013; Солганик, Клушкина, 2014).

In essence, the emotional connotation of the publicist text is an art form that requires a delicate balance of strategic thinking, emotional intelligence, and ethical consideration. By harnessing the power of language, empathy, and cultural awareness, publicists can create messages that not only inform and persuade but also resonate deeply with their audience, fostering meaningful connections and driving positive societal change.

The emotional connotation of publicist text is a multifaceted aspect of communication that demands a thorough understanding of various elements, including audience psychology, cultural contexts, linguistic nuances, and ethical considerations.

Cultural awareness is crucial in the emotional connotation of the publicist text. Publicists must navigate the diverse cultural landscapes of their target audience, recognizing nuances in language, symbolism, and social norms. By understanding cultural sensitivities and taboos, publicists can avoid inadvertently offending or alienating their audience. Moreover, adapting messages to resonate with specific cultural contexts enhances relevance and authenticity, fostering stronger connections with diverse audiences.

The emotional connotation of the publicist text requires a holistic approach that integrates audience insights, cultural awareness, linguistic proficiency, ethical

considerations, and performance evaluation. By mastering these elements, publicists can create compelling, resonant messages that forge meaningful connections with audiences, drive engagement, and achieve communication goals effectively.

Throughout history, women's magazines have served as a mirror reflecting the hopes, dreams, and struggles of women in society, advocating for social change and female empowerment while shaping and reflecting the cultural zeitgeist. In this sense, N. Arutyunova rightly claims that "Evaluation is socially conditioned. Its interpretation depends on the norms accepted in a particular society or part of it. Worldview and world perception, social interests and fashion, prestige and lack of quotability form and distort evaluations." (Арутюнова, 1988, p. 6) Moreover, N. Klushina claims that "The formation of a given sensitive evaluation with the help of context is actively used by modern media. A positive or negative meaning in a neutral word develops through the formation of a given connotation in it while maintaining a neutral seme. Connotation can be grafted onto any word." (Клушкина, 2008, p. 108)

Functions of Women's Magazines

Magazines fulfill various roles in society, catering to diverse interests and needs of their readers. They disseminate information on a wide range of topics, including current events, politics, lifestyle, health, and entertainment. Magazines entertain readers with articles, stories, puzzles, quizzes, and visual content like photographs and illustrations. They educate readers through in-depth articles, guides, tutorials, and expert advice on specific topics. Magazines also shape public opinion by presenting diverse perspectives and commentary on social, political, and cultural issues. They serve as a platform for advertisers to reach their target audience and promote products, services, and brands. Magazines foster a sense of community among readers who share common interests and lifestyles. They reflect and contribute to cultural trends, values, and identities through fashion spreads, art features, and profiles of influential figures. Magazines inspire and motivate readers by showcasing success stories and aspirational lifestyles. Overall, magazines play a multifaceted role in society, reflecting and shaping cultural, social, and individual identities.

Thus, according to O. Valentinova, publicist texts both determine public opinion and, at the same time, reflect it. The study of journalistic texts allows us to determine the vector of changes occurring in the system of ethical values and to identify the scale of these changes if we consider the meaning-forming function of the context (Валентинова, 2016).

Women's magazines have played diverse and pivotal roles throughout history. Serving as educational tools, they provided guidance on household management, cooking, childcare, health, fashion, and etiquette, imparting essential skills and knowledge to women. Moreover, these publications shaped cultural representations of femininity and womanhood, influencing societal norms and values through fashion spreads, fictional stories, and articles on gender expectations. Additionally, women's magazines acted as platforms for social commentary, advocating for women's rights and engaging readers in discussions on social reform issues such as suffrage and reproductive rights. Furthermore, they promoted consumerism and influenced purchasing decisions through advertising, catering to a predominantly female readership. Lastly, these magazines offered entertainment and escapism through fictional stories, serialized novels, and glossy fashion spreads, allowing readers to indulge in fantasies and daydreams. Overall, women's magazines have been integral in reflecting and shaping the lives and aspirations of women in society. There are several functions women's magazines may perform.

1. *Information and advice*: Through this function, women's magazines offer informative articles and practical advice on a wide range of topics relevant to women's lives, including health and wellness, relationships, parenting, career development, home decor, and cooking.

2. *Inspiration and aspiration*: Through this function, women's magazines inspire and motivate readers by showcasing success stories, highlighting role models, and featuring aspirational content that encourages personal growth, self-improvement, and pursuing one's goals and dreams.

3. *Fashion and beauty*: A significant function of women's magazines is to provide fashion and beauty content, including style tips, trend reports, makeup tutorials, skincare advice, and product recommendations, helping readers enhance their appearance and express their individual style.

4. *Community building*: Women's magazines foster a sense of community among readers by featuring reader submissions, letters to the editor, and reader forums, providing a platform for women to connect, share experiences, and support one another.

5. *Empowerment*: These magazines empower women by addressing issues related to gender equality, body positivity, self-confidence, and empowerment, promoting messages of inclusivity, diversity, and acceptance.

6. *Advocacy and awareness*: Some women's magazines advocate for social causes, raise awareness about important issues affecting women, and promote activism by featuring articles, interviews, and editorials on topics such as gender discrimination, reproductive rights, and violence against women.

7. *Educational function*: Women's magazines have served as educational tools, providing guidance and advice on various aspects of women's lives. From practical tips on household management, cooking, and childcare to articles on health, fashion, and etiquette, these publications aimed to educate and inform their readers about the skills and knowledge deemed essential for women in their respective periods.

8. *Cultural representation*: Women's magazines have played a crucial role in shaping cultural representations of femininity and womanhood. Through their content, including fashion spreads, fictional stories, and articles on societal norms and expectations, these magazines have contributed to constructing gender identities and ideals, reflecting and reinforcing prevailing cultural attitudes and values.

9. *Social commentary*: Women's magazines have often served as platforms for social commentary and critique, addressing issues such as women's rights, gender equality, and social reform. Some publications use their pages to advocate for women's suffrage, reproductive rights, and other feminist causes, engaging their readers in discussions about important social and political issues of the time.

10. *Consumerism and advertising*: A significant function of women's magazines has been to promote consumerism and drive advertising revenue. Most women's magazines feature advertisements for household products, fashion, beauty products, and other consumer goods, catering to the growing consumer culture and influencing purchasing decisions among their predominantly female readership. This is done tacitly to avoid direct consumer impact, securing indirect impact.

11. *Entertainment and escapism*: Women's magazines have also served as sources of entertainment and escapism, offering readers a respite from the demands of everyday life. Fictional stories, serialized novels, and advice columns provided entertainment value, while glossy fashion spreads and celebrity interviews offered readers a glimpse into the glamorous lives of the rich and famous, allowing them to fantasize and daydream about a different world.

Overall, women's magazines have fulfilled multifaceted functions throughout history, serving as educational guides, cultural artifacts, platforms for social commentary, vehicles for consumerism, and sources of entertainment and escapism, reflecting and shaping the lives and aspirations of women in society.

Gender in Women's Magazines

Gender plays a significant role in shaping the content, tone, and reception of publicist texts within English women's magazines. This study explores how gender influences the representation of sensitive topics and societal issues, as well as broader implications for gender discourse.

Publicist texts within women's magazines often reflect and perpetuate traditional gender roles and stereotypes. Women are frequently depicted as nurturing caregivers, focused on domestic responsibilities and personal appearance, while men are portrayed as assertive leaders prioritizing career success and financial stability. These gendered representations not only perpetuate societal norms but also influence readers' perceptions and expectations.

Sensitive topics such as body image, relationships, career aspirations, and societal expectations are framed through a gendered lens in women's magazines. Articles may address women's insecurities about their bodies or provide relationship advice tailored to female readers. Similarly, discussions about career advancement may emphasize challenges faced by women in male-dominated industries, highlighting gender disparities in the workplace.

Apparently, power dynamics and gender norms are evident in the language and imagery used in publicist texts. Men are often depicted in positions of authority, using assertive language and confident body language. In contrast, women may be portrayed as passive or submissive, using softer language and non-threatening gestures. These portrayals reinforce traditional gender hierarchies and expectations, shaping readers' perceptions of gender roles and behavior.

Intersectionality further complicates gender representation in publicist texts. Women's magazines predominantly feature representations of white, heterosexual, cisgender women, often overlooking the experiences of marginalized groups. Intersectional identities such as race, ethnicity, sexuality, and socioeconomic status cross with gender, influencing how individuals are represented and portrayed in media.

Audience reception of gendered media representations varies based on readers' own gender identities and lived experiences. Female readers may resonate with depictions of women's experiences and challenges, while male readers may perceive gendered portrayals as irrelevant or reinforcing stereotypes. However, gendered media representations can also prompt critical reflection and discussion, challenging traditional gender norms and promoting greater gender equality.

Moreover, the implications of gendered media representations extend beyond individual perceptions to broader societal discourse. By perpetuating traditional gender roles and stereotypes, publicist texts within women's magazines contribute to the reinforcement of gender inequalities and barriers to gender equality. However, they also have the potential to challenge these norms and promote more inclusive and equitable representations of gender.

In conclusion, gender plays a multifaceted role in shaping publicist texts within English women's magazines. From the portrayal of sensitive topics to audience reception and societal implications, gender influences every aspect of

media representation and discourse. This is often done at an implicit level. Understanding these dynamics is essential for promoting more inclusive and equitable media representations and advancing gender equality.

Implied Emotional Connotation in Women's Magazines through Literary Devices

The relationship between the means of expression and the subject (the expressive means of the language and the ideas expressed) is crucial in stylistics. Speaking of expressive means of language, the structure of words, sentences and choice of words are implied. Expressive language tools are classified into three groups:

- lexical (register, e.g. poetic words, neologisms, etc.)
- grammatical (mostly syntactic: inversion, rhetorical questions, etc.)
- phonetic (intonation, rhyme, euphony, etc.)

Any speaker and writer use expressive means of language in everyday speech, regardless of stylistic goals or tasks. However, expressive means of language can be used with some specific stylistic tasks. 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, p. 78)

Thus, the main specific feature of the publicist text is its syncretism, that is, the simultaneous and inseparable use of both scientific, rational-conceptual, and artistic, emotional-figurative means. (Прохоров, 2006, p. 246)

To elicit all the above said in a fact-based sophisticated study, let's consider each stylistic device from the perspective of expressing implied emotional connotation and the impact exerted on the reader in women's magazines.

Metaphor

Metaphor shapes language, from fashion glossies to cultural critiques, influencing our perception of events and ideas. The following excerpt from Vogue reveals how metaphors inform, entertain, and reflect cultural attitudes.

Consider the example:

“Though the Oscars red carpet (and the many Oscars after-parties!) has been **the talk of the town** over the past few days, the best dressed stars of the week weren't just limited to **the celeb-studded awards ceremony**”. (Allaire, March 16, 2024)

The phrases **the talk of the town** and **the celeb-studded awards ceremony** are metaphors. It is a figure of speech where one concept is described in terms of another. In this case, the Oscars red carpet and after-parties are compared to a topic

of intense conversation and widespread interest within a community or social circle, thus, conveying the idea that the Oscars events are not just ordinary occurrences but rather significant and noteworthy occasions that capture the attention and interest of many people. It also suggests a sense of excitement and buzz surrounding these events. It does show emotional connotation by conveying the cultural significance and impact of the Oscars within the context of the larger community or society.

The implied emotional connotation in the given example is realized through the following three functions of the metaphor. The first is **informative function**. In the sentence "Though the Oscars red carpet (and the many Oscars after-parties!) has been the talk of the town over the past few days," the metaphor informs readers about recent happenings at the Oscars, including the red carpet and after-parties, by likening them to a topic of intense conversation and widespread interest within a community or social circle. This metaphor conveys the idea that the Oscars events are not just ordinary occurrences but rather significant and noteworthy occasions that have captured the attention and interest of many people. The metaphor **the celeb-studded awards ceremony** instantiates how intense the event was as far as celebrity attendance is concerned.

The second function is the **entertainment and escapism**. By discussing the Oscars red carpet and after-parties, the text provides entertainment by engaging readers with celebrity news and events, offering an enjoyable escape from daily routines.

The third function is the **fashion and beauty**: The mention of the best-dressed stars of the week highlights fashion trends and style, catering to readers interested in fashion and beauty content typically found in women's magazines like Vogue.

Epithet

Epithets infuse language with vivid imagery and convey deeper meanings in just a few words. In this excerpt from Elle the epithet inspires and evokes aspiration, whether by portraying the joy of a bride's special moment, the natural allure of a supermodel, or the innovative spirit of a fashion designer.

Consider the example:

The **radiant bride** walked down the aisle, her smile lighting up the room.
(Gaffney, 2024)

The use of **radiant** evokes an implied sensory image of the bride's appearance, conveying a sense of brightness, warmth, and happiness. It suggests that the bride is glowing with joy and beauty, enhancing the emotional impact of the scene. The emotional connotation of the epithet in **radiant bride** lies in its evocative and positive imagery, which conveys a sense of joy, happiness, and beauty associated

with the bride. It portrays the bride in a highly favourable light, emphasizing her glowing appearance and the emotional impact she has on those around her. This epithet not only captures the physical beauty of the bride but also suggests a deeper emotional resonance, adding warmth and positivity to the description of the scene which is further backed by the metaphor **her smile lighting up the room**.

The main function of epithet in this example is **inspiration and aspiration**: The text portrays the bride as radiant and joyful, potentially inspiring readers and evoking feelings of aspiration toward their own special moments or relationships.

Oxymoron

The following title from Victoria's Channel with its oxymoron **luxurious simplicity** ingeniously blends contrasting concepts to evoke intrigue and complexity. It sensitively captures the essence of fashion styles and lifestyle philosophies, appealing to readers interested in beauty, creativity, and mindful living. Consider the example:

Milan's Refined Street Style: Chic and Elegant Summer Outfits•**Luxurious Simplicity** (Victoria's Channel, 2024)

The oxymoron **luxurious simplicity** sensitively juxtaposes two contrasting concepts: **luxurious**, which evokes images of extravagance and opulence on the one hand, and **simplicity** on the other, which suggests a lack of complexity and adornment. This combination creates a sense of intrigue and complexity, suggesting that true wealth can be found in appreciating life's simple pleasures amidst a backdrop of luxury. The implied emotional connotation of the oxymoron **luxurious simplicity** lies in its juxtaposition of contrasting concepts, combining notions of opulence with the idea of embracing life's simple pleasures. It suggests a sophisticated yet unpretentious approach to living, emphasizing the value of enjoying the finer things in life while also finding fulfillment in simplicity. The oxymoron **luxurious simplicity** evokes a sense of sophistication and refinement, highlighting the notion that true wealth extends beyond material possessions to include an appreciation for life's intangible joys. Besides, it conveys a sense of balance and mindfulness, suggesting that indulgence and extravagance can coexist with humility and gratitude.

In this example, the oxymoron fulfils two functions – **inspiration and aspiration** and **educational**. Through the first one, the text inspires readers to consider the concept of luxurious simplicity and encourages them to reflect on the value of appreciating life's simple pleasures. It promotes a mindset to find fulfillment in everyday experiences rather than material wealth.

Through its second function, the excerpt educates readers to explore and discuss the concept of **luxurious simplicity** within the context of lifestyle. It offers

insights and perspectives on how true wealth can be found in appreciating life's simple pleasures, implicitly enriching readers' understanding of different lifestyle philosophies.

Hyperbole

Elle implicitly resorts and appeals to readers' emotions and aspirations, inspiring desires for luxury, perfection, and comfort through the use of hyperbole.

Consider the example:

Sara Ali Khan's slogan T-shirt **will make you feel like royalty.** (Chablani, 2018)

The hyperbole exaggerates the effect or impact of the slogan T-shirt by suggesting that it will make the wearer feel like royalty. This statement stretches beyond the literal truth to emphasize its exceptional elegance and sophistication that makes a cheeky pick for a member of the royal family. Printed with the phrase 'queen of the world', Khan's tee is perfect for days when you feel like wearing something comfortable yet interesting. The hyperbole **will make you feel like royalty** implicitly appeals to the reader's emotions and aspirations. By evoking the imagery of royalty, it taps into feelings of grandeur, luxury, and prestige, enhancing the allure and desirability of the T-shirt.

The main function hyperbole performs in this example is **inspiration and aspiration.** The text aims to inspire readers by implying that owning the featured slogan T-shirt will evoke feelings of royalty. It encourages readers to aspire to a lifestyle of luxury and sophistication, promoting the idea that fashion accessories can elevate one's sense of self-worth and status.

Simile

Through the simile **sparkled like a galaxy of stars**, Swirlster creates vivid imagery by comparing one thing to another. It enhances a description of beauty and fashion, appealing to readers' senses and emotions while evoking admiration and appreciation for the subjects.

Consider the example:

Alia Bhatt **Sparkled Like A Galaxy Of Stars** In An Oscar De La Renta Dress. (NDTV Lifestyle Desk, 2022)

The simile compares the sparkling quality of the dress to a galaxy of stars, using "like" to draw the comparison. Similes create vivid imagery by likening one thing to another, enhancing the reader's understanding and appreciation of the description. The emotional connotation of the phrase **sparkled like a galaxy of stars in an Oscar De La Renta dress** lies in its poetic and vivid imagery. It evokes a sense of beauty, radiance, and enchantment, comparing the shimmering

quality of the person's dress to the brilliance of stars against the dark expanse of the night sky. This phrase aims to tacitly convey a sense of awe and admiration for the person's outfit, elevating its appearance to something magical and celestial.

This effect is conveyed through the function **fashion and beauty**: With the help of the simile, the text describes the appearance of the person's attire in a highly poetic and aesthetic manner. This description appeals to readers interested in beauty and aesthetics by highlighting the captivating beauty of the person's designer dress, potentially inspiring admiration and emulation.

Personification

Vogue infuses non-human elements with human-like qualities, creating vivid and emotionally resonant scenes. It enriches the depiction of nature and urban settings, inviting readers to connect on a deeper level with the portrayed environments.

Consider the example:

"The wind whispered secrets as it danced through the trees, caressing the leaves with its gentle touch." (O'Donnell, 2024)

The two cases of personification in this excerpt are the attribution of human-like qualities to the wind, which is described as **whispering secrets** and **dancing through the trees**. Personification is a literary device that imparts non-human entities human characteristics, enhancing the imagery and creating a vivid scene. The emotional connotation of the personification **the wind whispered secrets** lies in its evocative and imaginative portrayal of nature. By attributing human-like qualities to the wind, such as whispering secrets, the text creates a sense of intimacy and mystery within the natural environment. This personification adds depth to the description, inviting readers to engage with the scene on a more emotional level.

The main function personification performs in this example is **cultural representation**. The personification of the wind enriches the cultural representation of nature in literature. It appeals to readers interested in poetic imagery and literary devices by offering a vivid and evocative portrayal of the wind's actions. This enhances the aesthetic experience of the text and contributes to its cultural significance.

Rhetorical question

Cosmopolitan tacitly engages readers by prompting introspection and reflection on personal aspirations through the below rhetorical question which adds emotional connotation by acknowledging readers' desires for self-improvement and

empowerment, inspiring them to explore new possibilities and challenge societal norms. Consider the example:

"Are you ready to unleash your inner confidence and conquer the world?"
(Fuentes, 2024)

The rhetorical question in this context adds emotional connotation by addressing the reader directly and inviting them to consider their feelings of confidence and empowerment. It encourages introspection and self-reflection, allowing the reader to explore their readiness to overcome obstacles and achieve their goals. The emotional connotation of the question "Are you ready to unleash your inner confidence and conquer the world?" lies in its empowering and motivational tone. It encourages readers to reflect on their self-confidence and potential for success, framing it as a journey of personal growth and empowerment. This question aims to inspire and uplift readers, instilling a sense of determination and ambition.

The main function the rhetorical question performs in this example is **empowerment** – implicitly encourage readers by prompting them to tap into their inner confidence and take on challenges with courage and determination. It appeals to readers interested in self-improvement and personal development by offering a message of empowerment and resilience. This encourages readers to believe in themselves and strive for their goals with confidence and determination.

Parallelism

By exploring the list of precious gemstones **pearls, diamonds, and rubies** in the sentence from Elle, we find a deliberate use of parallelism, enhancing the portrayal of the woman's sophistication and glamour at the gala.

Consider the example: "**She adorned herself with pearls, diamonds, and rubies**, exuding sophistication and glamour at the gala." (Bailey, 2024)

In the above sentence from Elle, parallelism is employed in the list of items "pearls, diamonds, and rubies," which are all precious gemstones. Each item is presented in a similar grammatical structure, separated by commas, creating a sense of balance and rhythm. The emotional connotation of the description **adorned herself with pearls, diamonds, and rubies, exuding sophistication and glamour at the gala** lies in its evocative and luxurious imagery. It portrays the woman as adorned with precious gemstones, symbolizing wealth, elegance, and refinement. This description aims to convey a sense of opulence and extravagance associated with high-profile events like galas, enhancing the portrayal of the woman's appearance and demeanor.

The main function of parallelism in this example is to impart a sense of **fashion and beauty**. The description highlights the woman's glamorous

appearance and sophisticated style, appealing to readers interested in fashion and luxury. It showcases the allure of high-end accessories like pearls, diamonds, and rubies, enticing readers with the promise of elegance and refinement. This description serves to elevate the image of the woman and evoke admiration for her sense of style and sophistication.

Anaphora

Anaphora can be viewed twofold – as a mere literary device and a way of referencing parts of the text to their antecedents in a larger discourse. As this study concentrates on literary devices as emotional triggers only with a focus on the media text, we have covered the stylistic aspect only.

Thus, in the following excerpt from *Cosmopolitan*, as perceived by the focus group, anaphora serves to emphasize the deepest desires, inner strength, and resilience of the main character. It empowers readers by highlighting her determination for self-expression and confidence. Consider the example:

"You see how I do my makeup for work? **Very demure. Very mindful,**" Jools says in the viral clip. "**I don't** come to work with a green-cut crease. **I don't** look like a clown when I go to work. **I don't** do too much. **I'm very mindful** while I'm at work. You see how I look very presentable? The way I came to the interview is the way I go to the job. A lot of you girls **go to the interview looking like** Marge Simpson and **go to the job looking like** Patty and Selma. Not demure. **I'm very modest. I'm very mindful.** [...]" (Olson, 2024)

In the above excerpt from *Cosmopolitan*, anaphora is utilized through the repetition of the structures with **very + adjective** (**Very demure. Very mindful**), **I don't + verb** (**I don't** come to work with a green-cut crease. **I don't** look like a clown when I go to work. **I don't** do too much.), **go to... looking like** (A lot of you girls **go to the interview looking like** Marge Simpson and **go to the job looking like** Patty and Selma.), and **I'm very + adjective** (**I'm very modest. I'm very mindful.**) at the beginning/end of successive or detached sentences/clauses. The emotional connotation of the above statements lies in their emotional depth and profound longing for confidence and reiterations of one's own right. It encapsulates the woman's deepest aspirations and desires, emphasizing the significance of self-rightness above all else. This statement evokes a sense of yearning, determination, and resilience in the pursuit of personal confidence and fulfillment.

The main function of anaphora in this example is **empowerment**. The statement empowers the woman by highlighting her desire for being understood and believed as the ultimate goal. It appeals to readers interested in themes of self-discovery and empowerment by portraying the woman as resilient and determined in her pursuit of the right. This statement inspires readers to reflect on the

importance of self-expression and to pursue their own beliefs with courage and determination.

Alliteration

In the below excerpt from Vogue, alliteration, achieved through the repetition of the consonant sound "s" in **stars sprinkled, sky set a stunning scene** for the **soirée** creates a smooth and melodious rhythm, enhancing the poetic quality of the sentences. The alliteration adds a sense of musicality and visual imagery, evoking enchanting atmospheres and sensory experiences, ultimately providing readers with entertainment and escapism.

Consider the example:

"The shimmering **stars sprinkled** across the **sky set a stunning scene** for the **soirée**." (Allaire, March 30, 2024)

Alliteration occurs when the initial consonant sound is repeated in close proximity. In this case, the repetition of the sound "s" in **stars sprinkled** and **sky set a stunning scene** for the **soirée** create a smooth and melodious rhythm, enhancing the poetic quality of the sentence. The alliteration adds a sense of musicality and visual imagery to the sentence, evoking the serene and enchanting atmosphere of a night sky filled with stars. The repetition of the soft "s" sound mimics the gentle shimmering of the stars, contributing to the overall sensory experience described in the sentence. The main function of alliteration in the given example is the **entertainment and escapism**. The description transports readers to a magical and enchanting setting, appealing to their sense of wonder and imagination. It offers a form of escapism by creating a captivating and dream-like atmosphere, enticing readers to immerse themselves in the enchanting world of the **soirée**. This description serves to enhance the readers' enjoyment and provide them with a temporary escape from reality.

Conclusion

In conclusion, emotional connotation plays a crucial role in the content of women's magazines, as evidenced by the nuanced use of literary devices such as metaphors, epithets, oxymorons, hyperboles, similes, and others. These devices are not merely stylistic embellishments but serve to enhance the emotional resonance, aesthetic appeal, and relatability of the content, ultimately catering to the diverse needs and desires of the female readership.

As witnessed by the detailed elaboration above, emotional connotation in women's magazines is multifaceted. It involves understanding and empathizing with readers' emotional experiences, aspirations, and cultural contexts.

Thus, emotional connotation in women's magazines involves a delicate balance of understanding, empathy, and creativity. It requires a keen awareness of readers' desires, values, and aspirations, as well as a thoughtful approach to crafting language and imagery that resonates with their experiences and interests. By embracing emotional connotations, women's magazines can foster deeper connections with their audience, inspire positive emotions and aspirations, and contribute to a more inclusive and empathetic cultural discourse, contributing to the overall appeal and impact of the content. The emotional connotation displayed through these literary devices enriches the content of English women's magazines, offering readers a multifaceted experience that combines aesthetic appeal, emotional resonance, and intellectual stimulation. By appealing to readers' emotions, aspirations, and senses, magazines create a space for exploration, self-discovery, and empowerment, ultimately contributing to a more inclusive, empathetic, and culturally rich media landscape. The analysis highlights the significant role of emotional connotation in English women's magazines, showcasing how literary devices such as metaphors, epithets, oxymorons, hyperboles, similes, personification, rhetorical questions, parallelism, and alliteration contribute to the overall impact and appeal of the content. These devices are not mere stylistic tools but serve to deepen emotional resonance, enhance aesthetic appeal, and foster connection with the readership. Emotional connotation in English women's magazines involves understanding and empathizing with readers' experiences, aspirations, and cultural contexts. It acknowledges the complexity of societal phenomena, affirms desires for beauty and fulfillment, challenges conventional notions, and stimulates imagination and reflection. Overall, emotional connotation enriches the reader's experience by offering a multifaceted blend of aesthetic pleasure, emotional resonance, and intellectual stimulation. It plays a pivotal role in shaping the cultural landscape, fostering deeper connections between readers and the content they consume.

References

Alba-Juez, L., & Mackenzie, L. (2019). Emotion processes in discourse. *Lachlan J. Mackenzie & Laura Alba-Juez (eds.), Emotion in discourse*, 3–26. Amsterdam, Benjamins.

Besnier, N. (1990). Language and affect. *The Annual Review of Anthropology* 19. 419–451.

Izard, C. (2010). More Meanings and More Questions for the term “Emotion.” *Emotion Review* 2(4), 383–385. <https://doi.org/10.1177/1754073910374670>. <http://emr.sagepub.com/cgi/content/abstract/2/4/383>.

Lehtsalu, U., Liiv, G., & Mutt, O. (1973). *An Introduction to English Stylistics*. Tartu State University.

Massumi, B. (1995). The autonomy of affect. *Cultural Critique* 31, 83–109.

Ponsonnet, M. (2014). Figurative and non-figurative use of body-part words in descriptions of emotions in Dalabon. *International Journal of Language and Culture* 1(1), 98–130.

Ponsonnet, M. (2022). Emotional language: A brief history of recent research. *Völkel S. & Nassenstein N. (Eds.). Approaches to Language and Culture (Handbook)*, 307-335. Berlin, Mouton de Gruyter.

Widen, Sh., & J. Russell. (2010). Descriptive and prescriptive definitions of emotion. *Emotion Review* 2(4), 377–378. <https://doi.org/10.1177/1754073910374667>.

Wierzbicka, A. (2010). On emotions and on definitions: A response to Izard. *Emotion Review* 2(4), 379–380. <https://doi.org/10.1177/1754073910374664>.

Арутюнова, Н. Д. (1988). *Типы языковых значений: Оценка. Событие. Факт*. [Types of Linguistic Meanings: Evaluation. Event. Fact]. Москва, Наука.

Валентинова, О. И. (2013). Форма и содержание: нарушение автоматизма связей [Form and Content: Breach of the Automatism of Relations]. *Лингвистика XXI века*. Москва, Наука.

Клушина, Н. И. (2008). *Стилистика публицистического текста* [The Style of the Publicist Text]. Москва, Медиа-мир.

Кузнецова, Т. В. (2013). К вопросу об аксиологической миссии современных масс-медиа. [On the Axiological Mission of the Modern Mass Media]. *Развитие русскоязычного медиапространства: коммуникационные и этические проблемы*. Материалы научно-практической конференции (26–27 апреля 2013 г.). Москва, изд. АПК и ППРО.

Прохоров, Е. П. (2006). *Исследуя журналистику: Теоретические основы, методология, методика, техника работы исследователя СМИ*. [Researching Journalism: Theoretical Foundations, Methodology, Methods, and Techniques of Work of a Media Researcher]. Москва, РИП-Холдинг.

Солганик, Г. Я., Клушина, Н. И. (2014). Публицистический стиль, или газетно-публицистический стиль, или стиль массовой коммуникации. [Publicist Style, or Newspaper Style, or Style of Mass Communication]. *Эффективное речевое общение (базовые компетенции): словарь-справочник*. Красноярск, Сибирский федеральный университет.

Щелкунова, Е. С. (2004). *Публицистический текст в системе массовой коммуникации: специфика и функционирование*. [Publicist Text in the System of Mass Communication: Specificity and Operation.]. Воронеж, изд. Родная речь.

Sources of Data

Allaire, C. (2024). The Best Dressed Stars of the Week. *Vogue*, March 16, 2024. <https://www.vogue.com/slideshow/the-best-dressed-stars-naomi-campbell-zoe>

Allaire, C. (2024). The Best Dressed Stars of the Week Opted for Refinement. *Vogue*, March 30, 2024. <https://www.vogue.com/slideshow/10-best-dressed-stars-zendaya-hunter-schafer-gabrielle-union>

Bailey, A. (2024). Rihanna Put a Tomboy Twist on a Black Belted Dress, Jacket, and Diamonds at Dior's Haute Couture Show. *Elle*, January 22, 2024. <https://www.elle.com/culture/celebrities/a46486982/rihanna-black-dress-dior-haute-couture-2024-photos/>

Chablani, N. (2024). Sara Ali Khan's slogan T-shirt will make you feel like royalty. *Vogue, Vogue Closet*, August 10, 2018. <https://www.vogue.in/vogue-closet/collection/sara-ali-khans-slogan-t-shirt-will-make-you-feel-like-royalty/>

Fuentes, T. (2024). 'Song of the Six Realms' Excerpt Will Make You Fall in Love with Judy I. Lin's Magical New World. *Cosmopolitan*. March 27, 2024. <https://www.cosmopolitan.com/entertainment/books/a60308444/song-of-the-six-realms-judy-i-lin-excerpt/>

Gaffney, A. (2024). Step Inside the Perfect Swedish Summer Wedding. *Elle*, January 26, 2024. <https://www.elle.com/elleextra/events/a46331401/daniela-kindstrand-gustav-forsling-wedding/>

O'Donnell, E., Malle Ch. (2024). Co-Host of The Run-Through with Vogue, on Making It as a Podcaster! *Vogue*, February 12, 2024. <https://www.vogue.com/article/vogue-club/chloe-malle-mte-takeaways>

Olson, S. (2024). A Breakdown of the "Very Demure" Takeover on TikTok Rn. *Cosmopolitan*, August 13, 2024. <https://www.cosmopolitan.com/entertainment/celebs/a61865984/very-demure-tiktok-trend/>

NDTV Lifestyle Desk, (2022). Alia Bhatt Sparkled Like A Galaxy Of Stars In An Oscar De La Renta Dress. *Swirlster*, May 16, 2022. <https://swirlster.ndtv.com/style/alia-bhatt-sparkled-like-a-galaxy-of-stars-in-an-oscar-de-la-renta-dress-for-her-wedding-to-ranbir-kapoor-2979770>

Victoria's Channel, (2024). Milan's Refined Street Style: Chic and Elegant Summer Outfits•Luxurious Simplicity. July 20, 2024. <https://www.youtube.com/watch?v=bAIC8fzbYsQ>

Ն. Թովմասյան – Ոճական հնարներով արտահայտված զգացական հարանշանակության գործառույթները անզլալեզու կանանց ամսագրերում. – Հոդվածն ուսումնասիրում է անզլալեզու՝ կանանց ամսագրերում ոճական հնարներով առաջացած զգացական հարանշանակության ընկալման գործընթացը և դրա ազդեցությունը կին ընթերցողի վրա: Ուսումնասիրության առանցքը ոճական միջոցներով՝ փոխարերություն, մակդիր, օրիմորուն, չափազանցություն, նմանություն, անձնավորում, հետորական հարց, զուգահեռականություն, հարակրկնություն և ալիտե-

բացիա, ստեղծված հուզական ենթատեսատն է:Տեքստի վերլուծության և ֆոկուս խմբերի հետազոտության մեթոդների կիրառմամբ հետազոտությունը հստակեցնում է ընթերցողի վրա ենթադրվող հուզական հարանշանակության գործառական տիրույթը, մասնավորապես՝ տեղեկատվություն և խորհուրդ, ոգեշնչում և ձգուում, նորաձևություն և գեղեցկություն, համայնքի կառուցում, հզորացում, շահերի պաշտպանություն և իրազեկում, կրթական գործառույթ, մշակույթի ներկայացում, սոցիալական մեկնարանություն, սպառողականություն և գովազդ, և ժամանց և փախուստ: Հոդվածն առաջարկում է անզլալեզու՝ կանանց ամսագրերում հանդիպող յուրաքանչյուր քննվող ոճական հնարի հիմքում ընկած ներակա հուզական հարանշանակության և դրա միջոցով առաջացած գործառական ազդեցության մանրամասն վերլուծություն:

Բանալի բառեր. զգացական հարանշանակություն, գործառույթ, հրապարակախոսական տեքստ, ենթադրյալ, կանանց ամսագրեր, ոճական հնարի, ենթադրյալ իմաստ

Г. Товмасян – Функции эмоциональной коннотации в англоязычных женских журналах: анализ стилистических приемов. – В статье исследуется сложный процесс восприятия эмоциональной коннотации, вызванной стилистическими приемами в английских женских журналах и ее влияние на восприятие женской аудитории. Основой исследования является эмоциональная коннотация, созданная стилистическими приемами – метафорой, эпитетом, оксюмороном, гиперболой, сравнением, олицетворением, риторическим вопросом, параллелизмом, анафорой и аллитерацией. Используя методы текстового анализа и фокус-групп, исследование проливает свет на функциональный диапазон, который подразумеваемая эмоциональная коннотация может иметь для читателя, в частности, информация и совет, вдохновение и стремление, мода и красота, создание сообщества, расширение возможностей, пропаганда и осведомленность, образовательная функция, культурное представление, социальный комментарий, потребительство и реклама, развлечения и эскапизм. Статья предлагает анализ эмоциональной коннотации, лежащей в основе каждого рассматриваемого стилистического приема в англоязычных женских журналах, и создаваемого им функционального воздействия.

Ключевые слова: эмоциональная коннотация, функция, публицистический текст, подразумеваемый, женские журналы, стилистические приемы, подразумеваемый смысл