Language deviations in journalistic texts

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Abstract. The article analyzes the most common cases of language deviations in journalistic texts, describes the concepts of language norms and normalization, identifies the nature of the concept of "error", shows specific examples of violations of literary norms. The article outlines ways to overcome certain deviations, which become a significant obstacle to the establishment of correct linguistics stereotypes, development and consolidation of literary norms in social communication.

1. Introduction

The best representation of human thought can be done only through the language. Thus, language is a universal tool for transmitting information. Hence: to be understood as well as possible, you need to have a good communication tool – language: the word in the sentence must stand in its place, in the right form (grammatical rules), be used with its proper meaning (lexical rules), be spelled correctly (spelling rules) and pronounced (orthoepic norms). Thus, literate speech is, first of all, normalized speech, which is associated with knowledge of various language norms and skills of their practical use.

The problem of language norms is one of the most relevant and complex in modern linguistics. There is still much that is still unclear, contradictory, or unexplored in this area. From all aspects related to the concept of speech culture, normativity is considered central, basic for the whole complex of linguistic, cultural-historical, socio-psychological, artistic-aesthetic, axiological problems. It is obvious that the culture of language is impossible without proper stability and canonization. We operate with concepts such as language error or language deviation, when it comes to violating language rules. The formation of these rules is historically influenced by two conditions: a) systemic laws of the language system and b) a set of conventions relating to the creation and pronunciation of individual forms, words and whole expressions [10, 119].

The word "error" is part of a significant synonymous varieties, which also includes: speech error, fail place, reservation, omission, slip, inaccuracy, anomaly, normative, communicative failure, illocutionary failure. Scientists place these synonyms on three levels of abstraction. The most common (1) of them are: a) deviation ("rejection from the correct, typical, accepted"); b) anomaly ("deviation from the norm, from the general pattern, irregularity, non-normative"); c) incorrectness (deviation from the norm, error); d) non-normative (violation of normative). The basic level (2), in addition to the word "error", is formed by: a) mistake ("error, slip up"); b) omission in something ("error, mistake"); c) inaccuracy ("deviation from the truth, from the norm, error, incorrectness"). At the third level (3) there are words endowed with smaller differential features: a) slip of the tongue ("error in oral speech"); b) typo ("error in written

speech"); c) lapsus ("mistake, omission, gross mistake, which is often the result of negligence, frivolity") [7, 13-14].

In our study, we will use another – a relatively new synonym – "language deviation". Language deviation is "a type of communicative fail or communication failure caused by insufficient linguistic competence of the participants. These are various errors, inaccuracies, reservations, omissions, linguistics lapsuses, etc., related to the specifics of lexical and grammatical semantics" [11, 77]. Language deviations become a significant barrier to the adequate perception of information. The social function of the language norm lies in the obligatory observance of the codified variant of language use. Its violation is a socially dangerous phenomenon, because this fact is fixed in the conscious or subconscious, causes the formation of incorrect linguistics stereotypes and thus impedes the development and consolidation of literary norms in society [9, 108-109].

Diverse issues of linguistic deviance in the texts of journalistic style were in the center of attention of such researchers as S. Bibik, T. Bondarenko, M. Zubkov, A. Kapelyushny, T. Kots, Kulyas P., I. Marynenko, L. Mitrokhina, O. Ponomarev, N. Shumarova, Z. Partiko, D. Ryazantseva, O. Serbenska, M. Stakhiv, O. Trishchuk, N. Figol, O. Kharitonenko, S. Chemerkin, N. Shulska.

2. Materials and Methods

Materials for publications became journalistic materials published in the Ukrainian Internet media. We used the following scientific methods to achieve the goal set before the article: a) descriptive method (inventory, interpretation and classification of language units); b) method of direct observation (finding the appropriate language units that meet the parameters of the study). The use of contextual analysis helped to determine the semantic specificity of the language units involved in the work in the context of their distribution.

Consider the cases of linguistic deviations present in the journalistic texts involved in the correction. Cases of use of pleonastic constructions, phantom words, pseudo-words, logic violations, as well as deviations caused by paronymy were selected for analysis.

3. Results and Discussion

Pleonastic constructions. Human is not born with a knowledge of the language. She takes it from her surroundings. Unfortunately, people also adopt stereotypes related to language disorders. Some of them are quite deep in speech and show considerable vitality. The phrases like "in September-month", "folk folklore", "available vacancy", "let saliva out of his mouth", "nodded his head in agreement". In general, they can be called "wet water". Water is "a liquid without colour, smell or taste that falls as rain, is in lakes, rivers and seas, and is used for drinking, washing, etc.". Thus, it is a liquid, in a priori it cannot be dry. Similarly, "September" is "the name of the ninth month of the calendar year", the vacancy is "a job that is available for somebody to do", and folklore is "folk art". These words have one meaning each. Therefore, understanding what they mean does not require even a minimal context. Similarly, saliva can be released only from the mouth and cannot from other part of the body. And when a person nods, it is clear to everyone that he agrees. And we nod exclusively our heads. However, from someone's heavy illiterate hand so many similar superfluous compounds have been created that it is clear to the "white blonde". Such constructions are called "pleonastic" (pleonasm – the use of more words than are necessary to express a meaning). To illustrate the logical absurdity of "available vacancy" or "white blonde" can be the sentence "In June-month, Oksana-girl was driving-moving in a "Mercedes"-car on the highway- road". Half of the words given after hyphens are logically superfluous, because the semantics of "pre-hyphenated" lexeme are quite sufficient to express the necessary information.

In journalistic texts there are often cases of pleonasm. Let's analyze them. "The period of time when Italians enjoy pre-dinner drinks is called Aperitivo time". In the construction the period of time, the word "period" means "a particular length of time limited by certain dates, events, etc.; a length of time in the life of a particular person or in the history of a particular country. "It is clear that the word "time" is superfluous here. To convey the necessary information, it is enough to say either "period" (historical period, reporting period), or "time interval".

"Specialists of PVT "Svitoglyad"are real professionals of their doing!" / "NUFT biotechnologists are professionals of their doing!" These sentences sound loud, pathetic, convincing, but...There is a logical question about the "professionals of what someone else is doing". After all, a professional is "one who is doing something as a paid job rather than as a hobby; a good specialist, an expert in his field". Thus, the word "professional" already contains a reference to "what they do". Another "wet water". Synonyms for the word "professional" can be considered as the expert/specialist ("a person who is an expert in a particular area of work or study, has deep knowledge in a particular field of science, technology, art, etc.") and master ("a person who shows a lot of skill at something"). Logic shows that the compounds "specialist/expert/master of his do" also demonstrate superfluous, because each of the three synonymous nouns already certifies the high level of mastery of special knowledge and skills only in "what they do" and not in what someone else's do. That is: if someone is said to be a "professional/expert/specialist/master", everything is clear about that person: he/she has achieved significant success in what he/she has been doing for some time and what has become "yours".

We also pay attention to the pleonastic character of their pronoun and own adjective: "All People's Deputy, except Buzhansky, stand up from their seats"; "In Portugal, Rawlings decides to start a family and marries TV journalist Georges Arantes". It is clear that not only People's Deputies, but also anyone in general can stand up only from their place, and not from someone else's, and a popular author cannot create someone else's family under any circumstances. The authors of such pleonastic constructions really wanting to break down the picture verbally, that resorting to unnecessary and harmful detailing, becoming "Captain Hindsight". How else can you explain the phrase of one of them: "The goalkeeper took the ball with his hands". After all, a person takes anything only with their upper limbs.

"A presentation of a new novel by the writer Serhiy Ponomarenko "Formula of Immortality" took place in the bookstore of the KSD publishing house". In this context, the lexeme **novel** means "a prose (rarely poetic) story long enough to fill a complete book, in which the characters and events are usually imaginary narrative work of fiction, which broadly covers life events, deeply reveals the history of the formation of the characters of many characters, their psychology, life, etc.". Elementary logic suggests that the one who wrote the novel is its author. And "a person whose job is writing books, stories, articles, etc.", is a writer. It is clear that no semantic loss will occur without the word "writer" in the sentence.

"Rules of safe behavior in the Internet network, how to enjoy the benefits of the Internet and not to deal with danger". There are many sentences with the pleonastic phrase "Internet network". And even in the Internet itself, too. After all, if we consider the lexical meaning of the word Internet ("an international computer network connecting other networks and computers from companies, universities, etc."), it becomes clear that in the construction "Internet network" the word "network" is superfluous, because the Internet is the network.

"Girls in "blood" and furry fur coat. The most shocking location for the City Day". The lexical meaning of the word fur coat is "winter outerwear made of fur, on fur (translated with long edge of each of the halves of the clothes unfolding in front.)". As you can see, in the meaning of this word we are talking about the material from which the "winter outerwear" is made.

"A combined team of dog handlers with police dogs, who arrived from 9 regions of Ukraine, joined the service in the Donetsk region". A dog handler is a "specialist who has comprehensive knowledge in the field of breeding and training dogs and is able to apply them in practice", cynology (from the Greek kynos – dog, logos – teaching) – respectively – is the "science of dogs". The author of the sentence should know: even a genius of cynology without a dog is worthless, because all his knowledge is aimed at using a dog for a specific purpose. For example, Art. 44 of the Law of Ukraine "On the National Police" of July 2, 2015 defines the following purpose: "Service dog is used during: a) patrolling; b) prosecution and detention of a person suspected of committing a criminal offense; c) during convoying (delivery) of a detained or arrested person; d) to repel an attack on a person and / or a police officer". Therefore, a "combined team of dog handler s" cannot "join the service" without dogs, because a dog handler without a dog is no longer a dog handler. The options either "a sniper with a sniper rifle joined the service" or "a forensic expert with a universal suitcase arrived at the crime scene" will sound just as illogical. After all, a sniper without a sniper rifle and a forensic expert without a suitcase are just as

worthless from a functional point of view as a dog trainer without a dog. Consequently, the "means of their professional activity" are available with them a priori.

Artistic texts are no exception: "The batons were raised a few meters from his face when Joaquin in a helmet on his head appeared to his right". A helmet is a "a type of hard hat that protects the head, worn, for example, by a police officer, a soldier or a person riding a bike or motorbike or playing some sports". Thus, using the word "helmet", the author activates the seme "headdress" and an additional explanation of the location of this object on the human body is clearly superfluous.

There should be exact amount of words in the phrase, so everyone could possibly understand you (logically, reasonably). Also, it should be expressive, appropriate, harmonizes with the situation in which communication takes place. It takes a little: take the right words and put them in the right places. Here are some more common pleonastic constructions together with the correct equivalents: address of residence – place of residence (stay, location) // address; white blonde – blonde // blond; internal interior – inner part // interior; main leitmotif – main motive // leitmotif; to make a debut for the first time – to make a debut // to perform for the first time; demobilization from the army – demobilization // release from the army; strange paradox – paradox // strange thought; children's doctor-pediatrician – children's doctor // pediatrician; duplicate twice – duplicate // repeat; colleague at work – colleague // colleague by profession (by place of work); local aborigine – native // aborigine; my autobiography – my biography // autobiography (exception – the use of the word "autobiography" as the title of the document); exhibits of the exhibition – exhibits // objects presented at the exhibition; the most best – the most beautiful // best; folk folklore – oral folk art   // folklore; nostalgia for the homeland – longing for the homeland // nostalgia; at twenty o'clock in the evening – at twenty o'clock // at eight o'clock in the evening; memorable memorial (memorial monument) – a memorial building // memorial; advanced vanguard – advanced detachment // vanguard; perspective for the future – perspective // opportunities in the future; price list of price – price list // price guide; progress forward – progress // moving forward; your self-portrait – your portrait // self-portrait; old veteran – veteran // old soldier.

Phantom words. Lexeme **phantom** means "ghost, vision, illusion", as well as "a thing that exists only in your imagination". In journalistic texts you can come across words that do not have lexical meanings. That is mean that such a sound / graphic complex is a pseudo-word. It has the form of a word, but does not carry clear semantics. Let's take the abbreviation inomarka. In the Soviet Union, "inomarkas" were called high-quality (in the sense of the time) foreign-made cars ("foreign brand") as opposed to imperfect Soviet cars ("Zaporozhets", "Moskvich", "Niva", "Zhiguli", "Lada", "Volga"). And then this word was perfectly clear to everyone. However, over time, it did not get into the explanatory dictionaries of the Ukrainian language. This means that at the time of its hypothetical lexicographic fixation, it lost the status of a neologism, but did not become commonly used (in terms of lexicography). In our opinion, this happened because it does not have a denotation. If we follow the logic of Soviet-era opposition ("domestic / foreign"), such a feature is irrelevant, because today we have so many "brands" of cars that it is very difficult to understand where they are made (because this same feature of the object is considered the most important). And is it necessary? Is it so important for the recipient to know from media headlines that the car of foreign production was at the epicenter of a certain event: "4 inomarkas were burned in the yard of the house on Zoologichna Street", "An inomarka flew off the bridge in Transcarpathia", "An inomarka collided with a bus in Vinnytsia region", "An inomarka knocked down a scooter in Vinnytsia region", "Road accident in Kyiv: A man died under the wheels of an inomarka". If you replace the highlighted word, for example, with a car or an auto, nothing will change either logically or stylistically: "A car crashed into an ambulance, in Kamianets-Podilskyi, 9 people were injured"; "Four people died on the Vasylivka–Berdyansk highway as a result of a collision between a truck and a car"; "38,991 old cars were imported from this country to Ukraine from January to June"; "When rescuers arrived at the specified address, they found that an Opel Vectra car was on fire". The use of the word inomarka is absurd. So, on one of TV channels sad: "An inomarka crashed into the auto in Chile"; "An inomarka crashed into Lada". By the way, in order to be guided by the mentioned logic "domestic/foreign", it is necessary to divide car brands into those that produced in Ukraine and that produced abroad. This list will make it possible to separate the grain from the chaff: to

determine "domestic cars" (domestic brands, cars made in Ukraine) and "inomarkas" (foreign brands, cars made outside Ukraine). And here the facts begin to work. In 2007 Zaporizhia Automobile Building Plant produced Slavuta, LANOS, SENS, OPEL, CHEVROLET, VAZ. At the same time Lutsk Automobile Building Plant produced VAZ, KIA HYUNDAI. JSC "JSC" BOHDAN MOTORS" under the licenses at its facilities produces cars Hyundai Tucson, Elantra XD and Accent, as well as LADA tenth "generation". At various times, the following models were produced by Eurocar (the official manufacturer of Volkswagen AG in Ukraine, which is part of the Atoll Holding group of companies): Škoda Octavia, Škoda Fabia, Škoda Superb, SEAT León, SEAT Altea, SEAT Toledo. In 2013, production of two new models began here: Škoda Rapid (March) and Škoda Octavia A7 of the third generation (June). Currently, ZAZ produces the following domestic brands: VIDA, ZAZ Forza, ZAZ Lanos, ZAZ Sens. The headline "Bogdan Corporation will establish the production of Chinese cars" is quite confusing. And they will become domestic brands too. Now everything seems logical: every car that is not included in the above list of "domestic cars" is boldly called a "inomarka". For example, the Russian Volga is, of course, a inomarka, and, for example, Škoda Octavia, Škoda Fabia, Škoda Superb, SEAT León, SEAT Altea, SEAT Toledo – no.

An attempt to lexicographically parameterize the word **inomarka** in Internet sources does not stand up to criticism: "An inomarka is a car of foreign production, namely European, American or Japanese. Russians are not included here, and Chinese are called "Chinese", because when the term "inomarka" appeared, no one knew about Chinese cars yet" [5]. It is clear that an inomarka is not a term. And according to the author's logic, Korean cars are not inomarkas, although there are a lot of them on our roads. So, when you use this word, you need to know in which country the car you want to call an inomarka is made.

Some Internet resources provide grammatical parameters (part-of-speech affiliation, gender, declension patterns in both numbers), but do not provide an explanation [4].

In our opinion, the term inomarka does not correspond to the modern picture of the world and the lexical system of our language. A much better replacement for him would be a "prestigious auto", a "prestigious car" (rather than a "prestigious inomarka"). And in the mentioned media headlines the following corrections should be made: 4 cars(autos) were burned in the yard of the house on Zoologichna Street", "A car(auto) flew off the bridge into 8 meters pit in Transcarpathia", "A car(auto) collided with a bus in Vinnytsia region","A car(auto) knocked down a scooter in Vinnytsia region", "Road accident in Kyiv: A man died under the wheels of a automobile".

Paronymy. Problems often arise because of close-sounding words that are completely or partially different in meaning. As you know, the term paronym is formed from the ancient Greek παρώνυμος, which means "close name". Such words represent paronymy (παρα– "near" + ὄνυμα – "name"). Close sonority leads to the confusion of these "close names". Consider specific examples.

Battle painter vs storekeeper. "Battle painter of God" / "Senior storekeeper of the ship's supply service is responsible for the demand, receipt, accounting, proper maintenance, storage and consumption of food, property and skipper's property". A storekeeper is one who is in charge of the food and material supply of personnel on a ship. Battle painter – "an artist who paints old battle royal paintings". That is, his work is devoted to military themes, because the outdated old battle royal is "battle, combat, battlefield". In addition to the danger of paronymic confusion, the word "battle painter"is introduced into the pleonastic construction: "Ivan Ivanets (1893–1946) was died 70 years ago in March in the prison of Solikamsk (now Perm Krai, Russia), he was a famous usus, a battle artist of the Ukrainian Legion, whose work was included in the famous Rifle Anthology)". Here the word "artist", of course, is superfluous. It is also superfluous in the sentence: "Serhiy Vasylkivsky is a Ukrainian painter, landscape artist, battler, "poet of Ukrainian painting". After all, a landscape painter is a "painter who specializes in the field of landscape."

Mythical vs mythological. "Everyone heard about the mythical law of "reintegration" of Donbass, but no one saw it". / "Because of the concept of sacred philosophy also correlates with the myth, the mythological consciousness". The word mythical refers to a myth – "a story from ancient times, especially one that was told to explain natural events or to describe the early history of a people; this

type of story". Figuratively speaking, it is "shrouded in legends; legendary ("which by its unusualness (strength, heroism, courage, etc.) caused many legends"), as well as – "fictional, fantastic, which does not exist". Mythological – is relates to mythology ("a set of myths of a people" and "the science of myths"). These words "can sometimes be used as synonyms – when it comes to something inherent in a particular myth, and mythology in general, it is mean that when the mythical adjective formed from the noun myth in the sense of "ancient folk tale of gods and heroes" and the mythological adjective in the sense of a set of myths", for example: a mythical hero and a mythological hero, a mythical plot and a mythological plot (a plot from mythology). But the word mythological cannot be used in parallel with the mythical, when the mythical is used figuratively – "fantastic", "fabulous" or "imaginary, which does not exist". For example, it is impossible to say: "he called some mythological sum", but only: "he named some mythical (fantastic) sum"; it is impossible to say: "he made some mythological amount", but only: "he made some mythical (fantastic, unreal) amount" [3].

Register vs roster. "There is not enough attention is paid to taking into consideration the specifics of the registers of the singing voice in creative and pedagogical practice"; "Reusable data are stored not only in Directories, but also in the Registers of information base" / "The State roster of subjects of information activities in the field of television and radio is maintained by the National Council". The word *rehistr* (register), when in the genitive it has the ending [-y], means "a part of the sound range (lower case sounds); body of state technical supervision over the construction and safety of navigation of vessels (activity of the register)". With the ending [-a] this word is called "distributor, regulator in some machines and devices; device in computers". Well, the reyestr (roster) with genitive – ending [-y] is "a list, a written list of someone, something; book for recording, accounting (enter in the roster)."

Ridicule vs sense. "Recently, I was witnessed a demonstration conversation: one of the students of the country's leading university in the company of his colleagues shared a desire to enter one of the leading universities in the United States, because of which he was ridiculed"; "And there will be ridicule, mockery, contempt – You have the highest reward, – And you are ready for rehearsals and hardening, You through Mordovia and Siberia You will proudly carry the light of faith In your unrequited love (Ivan Svitlichny."To V. Stus"). Conversational ridicule (often in the plural) – a synonym for mockery ("comments or actions that are intended to make somebody/something seem silly" – [who – what, without an appendix]   mocking; mock someone or something"). It is in the phraseology make a mockery of something – "to make something seem silly or without effect". In colloquial speech, sense is synonymous with the word "mind". This is reflected in a number of constant inversions: the sense has turned for the mind ("about the state of man when he can not think or act normally"; take leave of your senses (to start behaving as if you are crazy). Another meaning of this word is "reasonable meaning of something; reason, meaning". "And a common expression common sense means "the basic level of practical knowledge and judgment that we all need to help us live in a reasonable and safe way). By the way, this expression is also available in other languages: Greek κοινὴ αἴσθησις (koiné aísthesis), Latin. sensus communis, Eng. common sense, nim. Gemeinsinn, fr. Bon sense).

Violation of logic. "Bigger half of Zelensky's team is Poroshenko's team"; "Bigger half of patients with coronavirus in Orzhev are employees of the factory". The deviant construction "bigger half" has an oxymoronic character, because it combines incompatible things. However, oxymorons are created to create imagery, and the "bigger half" is just a signal of trouble in the accuracy and logic of speech, because half is "one of two equal parts of something". For example, two is half of four. You don't have to be a mathematician to understand that two is no more (and no less) than two. It is better to use this expression in this form – "bigger part", because part – "a separate unit, but not all of a thing; some that separated from something whole". It can definitely be smaller or larger. Or to say "more than half", which also does not sin against the truth.

"World literature is full of outstanding writers and poets that there is hardly to find a person who would not have read any of their works in one's lifetime". From a logical point of view, the phrase "writers and poets" is the same as "musicians and pianists" or "sportsmen and footballers". Here unreasonably combined generic concepts and concepts of aspect. Guitarists, pianists, flutists, horns – they are all musicians. As for "writer" ("one who writes works of art; a person for whom literary activity

is a profession"), the concepts of aspect here are "prose writer" ("writer who writes prose"), "poet" ("author of poetic poetry works"), "playwright" ("writer who creates dramatic works").

Pseudo-words. We are talking about artificial words or invented under the influence of Russian or borrowed from it without any need, because lexical system already has a corresponding unit for denote the corresponding denotation.

Prison cells. "The return of Ukrainians from the Moscow prison cells is definitely positive news"; "Gulnara Bekirova tells about her husband's condition in the prison cells of the occupiers"; "On the other side of the wall: a report from prison walls". Here are the following lines in the book "How we speak" by the Ukrainian writer, literary translator, member of the Lanka-MARS literary organization, researcher of the problems of development and culture of the Ukrainian language Borys Antonenko-Davidovych: "He came out of prison cells seriously ill, but unbreakable in spirit" – the following lines are devoted to the purity of the Ukrainian language. We read this words in one article, where the author forgot that in the Ukrainian language the word zastinok (prison cell) is absent, but torture chamber is present. This is a place where people are excruciated, tortured...There is no need to take a word from another language and change it for your own language, which already has an exact word" [1, 37]. Indeed, the dictionary records a torture chamber ("a place of torture, torture in prison, etc."), but it does not know about "prison cell" at all.

Bender. "Wild bender of "Sluha narodu", the Cabinet of Ministers and the Office of the President: the cost of New Year's corporate party was poured into the network" / "Bender in crowded places: 664 protocols were drawn up in Kherson" / "Bender at work. Pirogovka's doctors arranged a feast at nine in the morning"// And although the dictionary gives the word bender ("party, dinner, lunch, etc. with a lot of alcohol taking; drunkenness") with the remark "conversational". Our speakers (and sadly – the media) actively used and replicated it. Instead of the "bender" thrown at our lexicon at certain times, drunkenness is quite organic – "a party, dinner, lunch, etc. with excessive alcohol consumption": "Drunkenness ended in murder in Novoyavorivsk"; "Holiday drunkenness ended in tragedy in Berdyansk"; "Deadly drunkenness: teenagers took the life of a drinker". This word can be used as an absolute synonym for the word drinking ("constant excessive alcohol consumption, morbid addiction to them"): "Adolescent drinking in Ukraine"; "Chugunnikova is worried about drinking at the Rivne landfill"; "Drinking during driving is recognized as a crime: are Kherson extremes ready for this?"

Cash on delivery (C.O.D). Sentences like "The buyer pays for the order on the card or C.O.D" is quite easy to find on the Web. "C.O.D" is a Ukrainian calque of the Russian expression "cash on delivery". However, it was settled in the dictionary: C.O.D – "a method of cash settlement between sender and recipient, in which the recipient is charged the cost of goods or correspondence for transfer to its sender". If you look through the dictionary further, you can understand that "the method of monetary settlement between the sender and the recipient, in which the recipient is charged the cost of goods or correspondence to transfer to the sender" is also called postpay. Then why use an incomprehensible and created on someone else's model "C.O.D", when we have a payment that is made after: "We sell goods postpaid: when to punch a check RRO"; "At the same time, the postpay system in Ukraine may be preserved, subject to certain changes"; "Now every seller can say that he is ready to deliver goods with postpay".

"The noticeable decrease in the level of language literacy of journalistic materials, on the one hand, can be explained by the fact that journalists' attempts to be the first to post their material on the website do not leave time for thoughtful editing, on the other hand – shows ignorance of many rules at the stage of writing the text. We hope that focusing the attention of media professionals on the erroneously-dangerous moments of their work will help improve the language skills of journalists and editors. This research is devoted only to the most frequent violations of spelling, lexical norms in the Internet media, and therefore there are many uncovered word-forming, grammatical, stylistic and punctuation deviations" [8, 233].

Conclusion

Thus, journalistic texts contain various errors. Some of them are the use of pleonastic constructions, phantom words, pseudo-words, violations of logic, as well as deviations caused by paronymy. These types of mistakes are inconspicuous to many journalists. They are: the stereotyping of thinking, the lack of appropriate language training, the inability to work with your text in the mode of a literary editor, the lack of reader modeling skills. This can be prevented by the introduction of special courses in universities that train journalists, by publication of relevant materials in the media, by the preparation of educational literature and promotion on all possible resources.

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