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**«Лінгвориторичне конструювання сучасних поколінь в новинному англомовному дискурсі»**

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#

# INTRODUCTION

The division of people according to various criteria including gender, race, nation, opinions and attitudes to particular phenomena, has been thoroughly studied by various sciences, i.e. history, psychology, culture studying, linguistic, etc. However, one of the most topical criteria that requires constant investigation is division into generations. It is often defined as cohort of people whose years of birth and existence coincide [MWD]. However, a generation implies more than the same age and to call group a generation, inner-relations of people, location in historical timeline, features and experiences that should be common and inclusiveness into the destiny of the cohort should be analyzed [Manheim 1952, 291]. It describes what is attributed to the notion of generation. Further investigations have found the so-called generational archetypes that possess significant characteristics and repeat in a cycle every 100 years [McKay 2020, el.ref].

Scholars William Strauss and Neil Howe claim that there have been six generations and four of them namely Generation of baby-boomers, Generation X, Generation Y and Generation Z, living at the present time, will be explored.

The above mentioned generations are frequently described in media discourse as discovering the way today’s events are reflected on their wellbeing is a subject of significant value. They are linguistically represented by the constructions that are defined as non-predictable pairings of form and meaning [Goldberg 1995: 4]. Such constructional analysis allows designating and comparing different aspects of generations’ existence.

The **topicality** of the research is explained by the fact that modern generations are often referred to in news stories and they have never been studied by the analysis of constructions used to describe them.

The paper **aims** at investigating linguistic units, namely constructions that are used in English news to designate modern generations.

This aim presupposes the solution of the following **tasks:**

1. to give definition and classification of constructions;
2. to explore features of English news discourse;
3. to investigate the basic aspects of “Theory of generations”;
4. to select, group and analyze constructions used to describe modern generation;
5. to formulate strategies and tactics of text structuring with reference to human basic needs.

**The object** of the research is verbal means of representing modern generations in news discourse.

**The subject** is linguo-rhetorical aspects of the describing modern generations in the English news discourse.

**The material** of the research is constituted by 55 news stories from various English news sites namely BBC [<https://www.bbc.com/>], CNN [https://edition.cnn.com/], Entrepreneur [<https://www.entrepreneur.com/>], Global News [<https://globalnews.ca/>], USA Today [https://www.usatoday.com/], The Independent [<https://www.independent.co.uk/>], The New York Times [<https://www.nytimes.com/>], Euro News [https://www.euronews.com/], Business Food News [https://www.foodbusinessnews.net/] etc. and 240 constructions that have been selected from them.

The **methods** chosen for the research are presupposed by its aim and tasks. The classification method, which belongs to the group of **general scientific methods**, is used to distribute constructions according to the syntagmatic approach, sampling method to select the material of the investigation and quantitative method to study the amount of constructions used to underscore the particular tactic. Moreover, such **specific linguistic methods** are used: definition approach to explain the terms that are relevant for the topic, generalization method that allows providing the most necessary theoretical information, method of contextual analysis so as to analyze the combinability and distribution of the units under study in different contexts, and linguo-rhetorical analysis to reveal the strategies and tactics, subordinated to the basic needs.

The **novelty** of the research consists in singling out constructions naming 4 generation (Generation of baby-boomers, Generation X, Generation Y and Generation Z) in English Internet news stories. It is proved that the linguo-rhetorical strategies and tactics appealing to basic needs are important for structuring the texts about four generation. It is found that not all generations manage to satisfy the basic needs and that their values and attitudes to life differ. Every next generation is more developed and focused on improving the way and place they live in.

**The theoretical value** of the paper consists in contribution to discourse analysis due to revealing rhetorical peculiarities in the structure of news texts, to media discourse due to investigation of English Internet texts in the scope of linguistic representation of generations, linguo-rhetoric thanks to extending its application to new genres of texts.

**The practical value** is explained by the possibilities of the usage of findings to supplement the courses of Theoretical grammar (section “Syntax”), English lexicology (section “Vocabulary of language”), Stylistics (section “Functional styles”) and also in special courses on discourse and rhetoric.

**The discussion** of the results of the investigation were conducted at the conference “Language and culture: modern aspects of correlation” (International Humanitarian University in Odessa, 27-28 November, 2020).

As for **the publications**, the article “Linguo-rhetorical construction of Generation Y in the English news discourse” was printed [Nikytenko 2020, 132-135].

The **total volume** of the master’s paper is 122 pages. **The paper** consists of Introduction, two parts with Conclusions, General conclusions and References.

**The Introduction** establishes the topicality of the research, its aim and tasks, subject and object, methods that are applied to the process of the investigation, materials, novelty, theoretical and practical values, discussion and publications.

**The first part** is devoted to the Theoretical foundation of studying modern generations in English news discourse, that includes definition of construction and various approaches to its classification, rhetoric, its canons and means of persuasion, description of basic human needs, strategies and tactics of text structuring, news story and its peculiarities and explanation of theory of generations with designation of certain featuresof Generation of Baby-boomers, Generation X, Generation Y and Generation Z.

**The second part** “Organization of news stories about modern generations” represents classification of the analyzed constructions into strategies and tactics of text structuring with reference to basic human needs.

In **the General conclusions** the results of the investigation are summarized and explained.

**The References** contains a list of 97 theoretical sources and 68 illustrative materials.

# PART ONE. THEORETICAL FOUNDATIONS OF STUDYING GENERATIONS IN ENGLISH NEWS DISCOURSE

## Rhetoric: its roots and present state

The notion of rhetoric refers to the study and usage of all forms of language, i.e. written, spoken or visual [What is Rhetoric: el.ref]. It investigates the usage of language for not only transition the knowledge but also for organizing and maintaining social groups, coordinating their behaviors and producing change by mediating power [What is Rhetoric: el.ref].

The study of rhetoric as an art of communication and argumentation began in Ancient Greece 2500 years ago [What is Rhetoric: el.ref]. First teachers of rhetoric were Sophists to whom the rhetoric was a key to winning any debate of whatever the subject. Even if an orator had no deep knowledge in the discussed field he applied the mastery of wordplay focusing rather on the style and presentation than on the truthfulness of information [McKay 2018: el.ref].

The next step in the investigation of rhetoric was done in Plato and Aristotle’s works as they condemned Sophists for neglecting the quality of information [McKay 2018: el.ref]. The definition of rhetoric given by Aristotle highlights its persuasive function that is not possessed by any other arts [Aristotle 2008: 10]. The persuasion is achieved by the content of the speech, speaker’s character that greatly contributes to his power of persuasion and our audience and their emotional state in particular [Aristotle 2008: 11]. As it is known, the main aim of persuasion is to lead the audience to decision making, thus the rhetoric deals with the means of fulfilling this goal [Aristotle 2008: 131].

The question to be raised is the reason for Aristotle to call rhetoric an art. However, the explanation lies in the difference of understanding the notion of “art”. In Latin as well as in other languages, art is related to fine-arts like painting, sculptures, music, etc. Though Greek uses “art” in the meaning of TECHNI, i.e. technology. It means that producing a language implies the combination of processes: studying the subject that is to be communicated, thinking, planning, and practising in order to convince the audience [Ancient Greece 201: el.ref].

The idea of the necessity of studying the subject was supported by Roman rhetorician Cicero. He admitted that rhetoric is the way of taming the audience but it could be impossible without liberal education, i.e. to make persuasion more effective an orator should have knowledge of politics, history, law, literature, etc. [J. Richards 2007: 4]. Cicero is also famous for creating Five Canons of Rhetoric that was called “five lesser arts” [Cicero 2001: 14].

The significant impact on the development of rhetoric was made by Quintilianus. He widened the knowledge of this art and opened school of rhetoric. This rhetorician disagreed with Aristotle’s view saying that everyone has the ability to persuade including liars and charlatans. On this basis he added that in order to produce true rhetoric the person should have high moral features of character, i.e. be ethical [Casano: el.ref].

Middle Ages rhetoric faced shift in its sphere of usage. Now, instead of being a powerful tool in political discourse it was seen as a significant part of religion, i.e. it was used to save souls. So called “men of the cloth” applied the art of persuasive delivery of the information in preaches in order to spread gospel to people [McKay 2018: el.ref]. The first one who decided to use this “pagan” art on the religious purpose was St. Augustine [Nelson 1987: 278]. This period is also known for development of university education [McKay 2018: el.ref]. Alongside with grammar and logic, the art of rhetoric was the most valuable subject among students. They spent hours reading Aristotle’s theory and improving their oratory skills [McKay 2018: el.ref]. However, the medieval period was not full of new contributions to rhetoric.

The re-birth of rhetoric happened during the Renaissance. The old texts were rediscovered and new ones were produced. Nevertheless, the most significant step consisted in the idea of applying rhetorical skills in people’s native languages instead of Greek and Latin [McKay 2018: el.ref].

During the 16-17th centuries Quintillian’s ideas were a high priority among scholars [Casano: el.ref]. But important changes began in the XVIII century with the “change of emphasis”, i.e. the meaning of rhetoric shifted from being an art of production the arguments to being the study of effects on people [Herrick 2012: 176]. People’s appreciation was the first criterion to be taken into account. Another significant change was produced by Campbell who claimed that classical rhetoric needed strong scientific support as “all art is founded on science” [Herrick 2012: 180]. All of these ideas influenced the development of modern rhetoric.

In the 20th century the definition of rhetoric was a subject of much controversy as scholars started to regard it not as an art but rather as a study. Many scholars like Kenneth Burke, Douglas Ehninger, Charles Bazermam supported the ancient view on rhetoric highlighting its power to influence people and manipulate their beliefs [Burke 1994: 41].

However, the fact that people master oratory gave rise to Farrell’s idea that rhetoric is a competence that may be acquired [Farrell 1995: 17].

A different idea was proposed by C. Knoblauch who emphasized that rhetoric deals with the study of the way people use any language to communicate [Knoblauch 1984: 13]. The following statement was also claimed by George A. Kennedy who believed that “rhetoric may be identified with the energy inherent in the communication” [Kennedy 1994: 32].

As it can be seen rhetoric started to be observed from various new angles and as a result the term “New rhetoric” appeared. Though it was based on the canons established by ancient scholars it was integrated with modern insights [Nordquist 2020: el.ref]. The difference between the old view and the new one was in changing of the key term, i.e. rhetoric aimed no longer at “persuasion” but rather at the “identification” [Nichols 1952: 11]. It meant that the speaker identifies themselves and their interests with those of their audience. During this period rhetoric started to be referred to all sorts of discourse [Nichols 1952: 11].

To sum up, the history of rhetoric began in the ancient times and it is one of the most valuable disciplines even now. It studies the usage of all kinds of language and its main functions of transition the information, influencing social groups, their behaviors and opinions. The basic tools of rhetoric are topical nowadays and are often used even in modern discourse in order to inform, impress and affect the audience.

### Five canons of rhetoric. Despite endless development of the way we speak and write and changes that modern scholars apply to rhetoric, its classical foundations remain to be constant. Five Canons of Rhetoric are among them.

So called Five Canons (i.e. tenets) of Rhetoric are: invention, disposition, elocution, memory and delivery [McKay 2011: el.ref]. They were organized by the Roman orator Cicero in 50 BC in his work “De Inventione” [McKay 2011: el.ref]. Together they make five-step segment that is taken into account for both processes: creation of powerful speech and analyzing the given piece of information [McKay 2011: el.ref]. It is to be noted, that for a long time these tenets focused only on public speaking but nowadays some of them are widely used for creating written type of discourse [Walton: el.ref].

**Invention** consists in finding material for the text. In writing it is brainstorming or prewriting [Walton: el.ref]. This stage is considered to be the most important and difficult as it serves as a base for other canons [McKay 2011: el.ref]. Aristotle claimed that this phase aims at finding the best means of persuasion that is available in a particular situation [Aristotle 2008: 5]. This stage requires thorough thinking of the aim of the speaking and its structure, i.e. of what to say and how to say. In order to make a successful delivery of information, an orator is to take into consideration several elements: target audience, data and time [McKay 2011: el.ref].

The first element is the target audience. Cicero underlines the necessity of analyzing the age, background knowledge, cultural knowledge and even the demographics of listeners or readers [Ефремов 2015: el.ref].These factors will help to choose the suitable means of persuasion and keen the attention of the audience [McKay 2011: el.ref]. The second element is the data you are going to share [McKay 2011: el.ref]. The speaker has to collect trustworthy evidence paying attention to the type of information that will be more compelling. Another element is time. The speaker should take into account the duration of speech and what to say at a certain moment [McKay 2011: el.ref].

In order to organize thoughts and arguments, Aristotle introduces such terms as stasis and topoi (topics). Stasis is a set of questions the author asks themselves for better organization of the transition of the arguments. Topics are categories that help to build relation between author’s ideas [Aristotle 2008: 7].

**Disposition** or arrangement deals with ordering the material [Walton: el.ref]. The attention should be paid to the distribution of the information and the logical connection between the parts [Newbold 2015: el.ref]. Oratory speech composition, according to Aristotle, consisted of two parts: narration, i.e. when you set up the topic of the speech, and proof – the part where argumentation takes place [Potapenko 2016: 15]. Lately this structure was widened by Herennium. He introduced six part of a speech: exordium, i.e. introduction of the topic, narration, i.e. presenting well-known arguments and facts, division, i.e. what you and your opponents agree and disagree with, proof, i.e. presenting your arguments, refutation, i.e. smashing your opponent’s arguments, and peroration, i.e. summing up [Potapenko 2016: 15]. Taking into account the fact that the following work will deal with the written information, i.e. news stories, their composition will be analyzed lately in detail.

**Elocution** or style is choosing suitable language [Walton: el.ref]. The author’s task is to transform their ideas and thought into words that will be understandable and persuasive. There are five virtues of style developed by the student of Aristotle: correctness, clarity, evidence, propriety and ornateness [McKay 2011: el.ref].Correctness means writing or speaking in accordance with grammatical and syntactical rules. As for clarity, it deals with being easy to understand. There is a misbelief that intelligent people use complicated way of speaking and writing. However, the experiment conducted at Prinston University showed that students considered the author of the simpler text to be more educated [McKay 2011: el.ref]. Evidence here means working with people emotions. Coming to propriety we mean saying the right thing, at the right time and at the right place. Finally, the ornateness deals with the usage of figures of speech in order to decorate it, like metaphors, metonymy, alliteration etc. [McKay 2011: el.ref]. Moreover, style is also connected with the showing the personality of the author and their creativity [Newbold 2015: el.ref].

**Memory** deals with learning the speech. The ancient scholars used to call the process of memorizing as “furnishing of mind” [Pudewa 2016: el.ref]. Besides, the ability to produce speeches without notes increased the ethos of the orator [McKay 2011: el.ref]. It is to be noted that ancient orators emphasized not only the importance of memorizing but also ability to organize information and use appropriate figures in such a way so that the audience would remember what you said [McKay 2011: el.ref]. Moreover, even Cicero and Quintillian paid attention to the learning of quotes and facts for future speeches [Pudewa 2016: el.ref]. As for the written discourse, memory as well as delivery is not prominent there.

**Delivery** is imparting the text to the audience [Walton: el.ref]. Ancient orators took into consideration body language, making pauses and changing of the voice tone [McKay 2011: el.ref]. At this stage the usage of pathos is a good tool to persuade [McKay 2011: el.ref].

To conclude, five canons of rhetoric are invention, disposition, elocution, memory and delivery. They are often referred to in modern life and there is a necessity of being aware of them and their application in order to become a persuasive speaker and writer. As for our master’s paper, we will analyze elocution and disposition as the attention will be paid to constructions and parts of news stories they are used in.

1.1.2. Means of persuasion. Aristotle, who is called “the father of rhetoric”, was the first who mentioned the importance of the means of persuasion in his book “The art of rhetoric” [Aristotle 2008: 10]. It is to be noted that these tools were divided by him into two groups. The first one included those means which are ready to use, e.g. contracts, documents, witnesses, etc. As for the second group, these means are to be provided by the speaker himself; they are: ethos, logos and pathos [Aristotle 2008: 236]. The former deals with the showing of author’s personal traits in order to make his speech trustworthy. Logos implies presenting of arguments and facts while pathos means appealing to people’s emotions [Aristotle 2008: 236]. These means form the rhetorical triangle and all of its components should be balanced. Nevertheless, the choice of the favorite one always depends on the message, the purpose of speaking or writing and the audience [Lutzke 2009: 1]. The second group will be explained in detail.

The word *ethos* is translated from Greek as “character” or “custom” and means distinguishing person’s character, moral norms and beliefs [MWD]. The appeal to ethos is impossible without ensuring people in clear reputation of the author [McKay 2011: el.ref].

Cicero claimed that a good orator must devote the first part of his speech to establishing their credibility [Aristotle 2008: 79]. The reason for it lies in the fact that people are likely to have a suspicious attitude to an author [McKay 2011: el.ref]. The following idea was supported by the rhetorician Isocrates. He came to the conclusion that the formation of author’s reputation had begun before the time people started listening to him or reading his works [McKay 2011: el.ref]. Usually, people look for the evidences about the author’s personality to be sure that they are knowledgeable and worth being trusted [McKay 2011: el.ref].

All in all, ethos has two constituent components: being benevolent and having sufficient data in the particular field. Their topicality and necessity are clearly understood by celebrities, politicians and people who deal with persuasion.

Starting from the times of Aristotle the amount of tools for developing ethos was widened so some of them will be mentioned. Firstly, according to rhetoricians, the author is to refer to the huge amount of work that was done on the preparation stage [McKay 2011: el.ref]. Ensuring people by the usage of credible sources and proofs that the issue was thoroughly studied is a high priority [Pathos, Logos & Ethos 2015: 1]. Moreover, the orator may downplay their accomplishments so that people see their modesty. Besides, establishing ethos may be successfully done through finding common ground with the audience [McKay 2011: el.ref]. However, the most powerful tool is putting your life of virtue on public display [Gagich 2018: 108]. The honest and sincere way of presenting the issue will increase the audience’s feeling of your commitment [McKay 2011: el.ref]. As for the figures of ethos, the usage of anamnesis and litotes, according to Ad Herennium, are the best to receive the favor of people [Burton 2001: el.ref].

The word *logos* means “word”, “speech” or “reason” in Greece [MWD]. As a means of persuasion it refers to appealing to the people’s sense of reason or logic [Pathos, Logos & Ethos 2015: 2]. Aristotle considered this means of persuasion to be superior and that every debate should be won or lost based only on the logical and reasonable arguments [Aristotle 2008: 11]. In “The art of rhetoric” he claimed that the words of the speech should do the persuasive function themselves [Aristotle 2008: 76]. Nevertheless, times changed and audience stopped being sophisticated enough to believe in facts so other means were necessary.

Appealing to logos implies logical structuring of the ideas, including credible facts, objective data, statistics, providing analogies from history or literature and avoiding fallacies, i.e. assumptions that may not be clear for the audience [Pathos, Logos & Ethos 2015: 2].

Logos is connected with so called “modes of thinking” [Gagich 2018: 106]. Firstly, the orator may use comparison within the topic. Moreover, deductive reasoning, i.e. starting with broad idea or claim and coming to specific one, or inductive one, starting from specific and going to broad idea, claim or example in order to make generalization, will have a great impact on the person [Gagich 2018: 107]. The next mode is exemplification, i.e. providing significant examples. Besides, there is elaboration which consists in not simply using a fact but explaining its relevance. As it can be seen logos is done through coherent thought, i.e. well organized structure without jumping around ideas [Gagich 2018: 107].

Coming to pathos, it means “emotion”, “suffering”, “experience” in Greek. It is nowadays defined as ability to evoke pity or compassion [MWD]. Pathos aims at feelings and needs of the audience [Потапенко 2017: 316]. Cicero underlined the importance of the usage of pathos at the end of the speech, i.e. in the conclusion [Leggett 2012: el.ref]. Aristotle devoted a lot of time to dwelling on affecting people’s emotional states and categorizing different reactions depending on the demographic grouping [Aristotle 2008: 32]. More than that, by discovering pathos we widen our knowledge of the psychological side of rhetoric [Burton 2001: el.ref]. Though many investigations proved the leading position of pathos among all means of persuasion (especially comparing to logos), it still remains to be the controversial conclusion [Burton 2001: el.ref]. This attitude can be explained by analyzing the vulnerable nature of people, i.e. human beings are disarmed in front of emotional manipulation.

Pathetic appeal may include a range of things such as expressive descriptions that put the audience into a certain environment, vivid imagery that helps the reader of listener feel as if they see the place or people themselves. Besides, sharing personal stories helps to establish strong emotional connection between the author and the audience. Moreover, it also deals with choosing particular vocabulary and encouraging response from the audience [Gagich 2018: 107].

In addition, there are figures of speech that are used for emotional persuasion [McKay 201: el.ref]. First of all, orator is good at the usage of metaphors. Besides, there are antithesis, i.e. juxtaposing two ideas, aposiopesis, i.e. break at the middle of the speech, assonance or alliteration i.e. repetition of vowels and consonants, epistrophe, i.e. repetition of words or set of words, etc. [McKay 2010: el.ref].

To conclude, there are three main means of persuasion: ethos that deals with demonstrating author’s character, logos, implying reasons and facts, and pathos, relying on emotions of the audience. If we pay attention to various speeches we may state that even today’s life encourages orators to appeal to these means for attracting the audience.

## Constructions and their classifications

Construction is defined as pairing of form, meaning and function [Goldberg 2006: 209]. It is generally known that words are used to transmit the meaning through the language [Ramonda 2014: 60]. However, any language conveys plenty of semantic meanings that cannot be expressed by words [Ramonda 2014: 60]. That is why there is a statement that semantic information can be encoded by syntactic structures, i.e. various meanings of phrase depend on arrangement of words. Moreover, Adele Goldberg underlines that the feature of construction is that its meaning cannot be derived from their components [Goldberg 1995: 3]. M. Tomasello supports this statement and adds that understanding of the meaning often requires so called “imaginative interpretation” [Tomasello 1998: 436]. Besides, Goldberg also admits that in order to understand the meaning of the sentence, the attention should be paid not only to verbs and their arguments but to constructions they are used in and it explains the necessity of construction studying [Goldberg 1995: 6]. Talking about the form of construction, it refers to combinations of morphological, syntactic patterns with the meaning that takes into account lexical, pragmatics, semantics and discourse structures [Potapenko 2017: 173]. Moreover, constructions can be freely combined in order to form various expressions if they are not in conflict with each other [Goldberg 2003: 221].

The history of construction studying highlighted the significant role of “constructionist approach” that replaced the generative one studied by Noam Chomsky [Chomsky 1957: 86]. Both approaches viewed language as a mental system and claimed that there was a need for new theory [Goldberg 2003: 219]. The contrast between them rose because the constructionist approach claimed that studying of various structures of any language cannot be done independently of their semantic and discourse structures [Goldberg 2003: 219]. This theory gave rise to the development of Constructional grammar with other theories and basic canons.

Before describing classifications of constructions the difference between lexical chunk and constructions should be explained. Both of them are treated as prefabricated units of a language which can be used in communication after being modified [Dąbrowska 2010: 203]. Such phenomena as collocations, idioms and institutionalized expressions compile sets of lexical chunks while constructions include everything starting from morphological element to complex patterns [Talavira 2017: 102]. Though the structures of both seem to be similar the difference between them lies in their functions. Lexical chunks are used for improving speech fluency in context that is predictable while the role of construction could be thoroughly explained taking into account paradigmatic and syntagmatic perspectives [Talavira 2017: 102].

There are various classifications of constructions depending on argument structure [Goldberg 1995], relations between constructions [Tomasello 2006] and levels of generalization [Hoffmann 2013].

According to Goldberg, constructions may be classified into ditransitive, caused motion, resultative and way constructions [Goldberg 1995: 142].

The ditransitive construction deals with intention of transferring of something to somebody, e.g. *She gave Mary a flower*. In the following example Mary is an intended recipient of a flower [Goldberg 1995, 143].Its constraints are that a recipient is an animate being and is willing to play this role [Ramonda 2014: 62].

The caused motion construction means that someone or something makes someone or something move to a certain place [Goldberg 1995: 152].It has several constrains: causer argument constraint, which means that the cause should be done by natural force or a human being but not be an instrument, and the direct causation constraint which deals with a lot of principles. One of them is tied to the fact that an object cannot make any cognitive decision about the situation that happened [Ramonda 2014: 63]. In the following example: *He urged Kate to leave the house*, it can be seen that Kate has made no decision about leaving the house.

The resultative construction is used to describe that someone or something caused someone or something to do/become [Goldberg 1995: 192].Its constrains are connected to time and adjectival gradability [Ramonda 2014: 64]. The first one implies that the action has happened immediately while the latter means that gradable adjectives like *happy, funny* are not allowed to be used in this type of constructions [Ramonda 2014: 64]. The example *He shot his friend dead* illustrates both constrains.

The way construction, as it is described, implies creation of the path either physically or metaphorically and mowing along it that sometimes includes difficulties [Goldberg 1995: 205] e.g. *He made his way through poverty, misunderstandings and misbelieves.*

The next classification pays attention to the relation between constructions: paradigmatic and syntagmatic [Tomasello 2006]. The first one claims that constructions have substitutional character [Potapenko 2017: 173]. It means that linguistic units have relations to other units due to operations connected to formation of construction at various abstraction levels, *e.g. I found a cat/ He found a dog* [Potapenko 2017: 173]. According to paradigmatic relations, constructions fall into three groups: item-based, lexicalized and grammaticalized [Tomasello 2000: 63].

The item-based implies that the form of the construction will be kept in all the contexts, *e.g. Could you help me?* [Tomasello 2000: 62].

A lexicalized construction highlights the presence of island of reliability, i.e. certain words to rest on, *e.g. X opens Y, X buys Y* etc. [Tomasello 2000: 63].

As for a grammaticalized construction, it deals with the relation between the participants of the following event through generalizing on it. Here we have: transitive verbs, can-constructions, do-constructions, object transfer constructions, negation-constructions, etc. [Tomasello 2000: 63].

One more classification, that takes into account levels of generalization, designates four types of constructions: word construction, idiom construction, comparative construction and resultative one [Hoffmann 2013: 1]. The word construction shows pairing of both form and meaning, *e.g. a tree*. As for idiom construction, its meaning cannot be easily understood but rather stored in person’s lexicon, e.g. *let X down* (meaning disappoint somebody). As for the comparative construction is said to be schematic (X is more Adj than Y), *e.g. X is more educated as Y*. Finally, the resultative constructions are completely schematic where X is the case, V is the verb, V refers to the affected complement and Z means the resulting state, *e.g. He bought a fish to feed the* cat [Hoffmann 2013: 1].

According to syntagmatic relations, constructions fall into immediate, modified and extended. The first one consists of two interdependent words, *e.g. labour shortage*. The modified construction adds units to immediate one, *e.g. foreign labour shortage.* As for the extended construction, it consists of two immediate constructions that are used within one utterance [Potapenko 2017: 175]. This construction may be illustrated by the example: *Farmers say the pandemic has created a foreign labour shortage*, where the modified construction *foreign labour shortage* is extended by the verb *create* [BBC 2020: el.ref].

To sum up, construction is a correspondence of form, meaning and function. Constructions are classified with respect to paradigmatic relations forming item-based, lexicalized and grammaticalized constructions and to syntagmatic relations that include immediate, modified and extended ones and such interest to this linguistic phenomenon gave rise to the development of constructional grammar. Taking into account the fact that syntagmatic relations deal with words that occur in the same sentence or text, this classification is the most relevant for the following master’s paper because we will analyze constructions used in news stories.

## Basic needs as tools for text structuring

There are plenty of definitions of *a need* but in general it is defined as requirement that can be either physiological or psychological that is significant for the well-being of a person [MWD]. A need is a driver for human behavior, i.e. every person does something or does not do something because they have or do not have strong necessity of it [Needs, Wants and Demands 2020: el.ref].Though actions of people of different races and cultures are not the same, needs that they try to satisfy are similar and are called *basic*.

The primary classification of needs included two groups: material needs (food, clothes, furniture etc.) and spiritual needs (education, religion, art, etc.) [Needs, Wants and Demands 2020: el.ref]. Later this division was modified and three levels of needs appeared: physical needs (air, food, shelter etc.), social needs (necessity to have friends and family) and individual needs [Needs, Wants and Demands 2020: el.ref].

Abraham Maslow was the first psychologist who produced a list of basic needs and thoroughly studied them in his work “Theory of human motivation” [Maslow 2006]. A great part of it was devoted to investigation of highly motivated, well-balanced and successful famous and non-famous people and as a result he found common features of them. It occurred that all self-actualized people have love for life, energy, creativity, support and good relationships [Rodman 2011: el.ref]. A. Maslow selected five basic needs and organized them into hierarchy starting from the lowest values to the highest: physiological needs, safety needs, needs for belongingness and love, needs for self-esteem and a need for self-actualization [Maslow 2006: 370]. It is to be mentioned that all of them are interdependent and satisfying every need cannot be done without fulfilling the previous one [Maslow 2006: 370]. Every need will be explained and its importance and topicality proved below.

The first group of needs which is called “pre-potent” of the rest of groups is physiological (survival) needs [Maslow 2006: 372]. They are necessary for our body to keep normal state, i.e. food, water, fresh air, etc. Besides, it includes sexual desire, getting enough of sleep, comfort, having shelter and clothes [Maslow 2006: 372]. It is to be mentioned that physiological needs serve as a basis for other types of needs, i.e. if a person lacks love, respect and have hunger, he is more likely to seek food than someone to love [Maslow 2006: 373]. A gripping conclusion that was made is connected to the idea that if all needs are not satisfied by someone, their organism tends to be dominated by physiological needs and other groups will simply become non-existent that will greatly change person’s philosophy and outlooks [Maslow 2006: 374].

The second level in the hierarchy is occupied by the safety needs. When the following needs are playing role of the dominant ones, a person turns to be a safety-seeking organism [Maslow 2006: 376]. Here we mean the importance of personal security, safety of employment, resources, property and financial stability [Gilmore 2020: el.ref].The creator of the theory points to infants as the best representatives of seeking to feel protected [Maslow 2006: 377]. Every human being needs to be sure that there is no threat to his/her physical and mental health, that protection level is high and the world around is safe, well-organized, predictable and reliable [Maslow 2006: 377]. Besides, religion and hypotheses about the creation of the universe are said to exist in order to satisfy the safety need as unfamiliar and the unknown is controversial to the phenomenon of safeness [Maslow 2006: 379]. Moreover, lack of safety may affect our consciousness in such a way that it may cause compulsive-obsessive neurosis [Maslow 2006: 379].

The love needs, which are also called belongingness needs, are to be gratified if the previous two groups are satisfied [Maslow 2006: 381]. A person is keen on having friends, a sweetheart and possibility to be accepted by any group of society [Maslow 2006: 381]. It is to be noted that in modern society satisfaction of these needs is a challenge due to maladjustment that may lead to psychological issues [Maslow 2006: 381]. Moreover, there are two significant details that should be taken into account. Firstly, love and affection must not be taken along with sexual need which belongs to physiological one. Secondly, in the case of these needs both receiving and giving love should be performed [Maslow 2006: 381].

The esteem needs come next. All people have a strong desire to be highly and firmly evaluated by themselves and by people around [Maslow 2006: 381]. These needs are also called as a level of respect as we strive to gain people’s approval and recognition [Huitt 2007: 1]. These needs fall into two sets. The first one includes the needs to be independent, free and self-determined and person’s desire for achievement, adequacy and confidence while the second one is tied to getting respect, having prestigious reputation and appreciation from people around [Maslow 2006: 382]. Moreover, the feeling of self-confidence, strength and usefulness and personal necessity is topical in modern world. However, neglecting these needs produces the feeling of helplessness and discouragement that may cause severe psychological diseases [Maslow 2006: 382].

The final level of the hierarchy is devoted to the need for self-actualization. Its main rule clams: a person must be what they can be [Maslow 2006: 382]. This need is said to be not fully discovered as there are not many people who have coped with realizing their potentials [Huitt 2007: 2]. Besides, this need deals with having a sense of morality and creativity [Needs, Wants and Demands 2020: el.ref]. The significant detail is to take into account that the form of this need varies depending on a person as for someone self-actualization means being a great inventor ever or a painter while for someone the sense is in becoming an ideal parent [Maslow 2006: 383]. However, scientists claim that in order to become a self-actualized person it is vital to identify one’s purpose, develop skills, challenge oneself and allow other to teach us something in order to become the best version of oneself [Gilmore 2020: el.ref].

Though the described theory was developed long ago and there is a lack of evidence to support it, still many scientists consider it as a basis for human motivation studying [Huitt 2007: 3]. Maslow’s hierarchy was modified by scholars. William James is known for the idea that there are three levels of needs: material, social and spiritual [Huitt 2007: 3]. Besides, in one of the articles Eugene W. Mathes dwelled on the thought that the hierarchy produced by Maslow should contain three groups of needs: physiological, belongingness and self-actualization while safety and esteem needs are superfluous [Mathes 1981: 71].

Perhaps the most famous modification was done by Clayton P. Alderfer who worked on the comparable hierarchy of ERG theory, i.e. existence, relatedness, and growth [Alderfer 1972: 185]. According to him, existence deals with all physical and psychological desires, relatedness implies having relationships, and growth means producing creative effect on oneself and environment [Huitt 2007: 3].

To recapitulate, there are five basic needs: physiological, safety, belongingness, esteem and self-actualization, which are topical for all people notwithstanding gender, race or culture. These needs are organized in a hierarchy and are often referred to in media, marketing and other spheres to catch people’s attention, to manipulate or persuade them as every person has a strong desire to be self-actualized.

## Media discourse and news stories

Discourse is widely known as serious conversation, speech or piece of writing on a particular subject [Potapenko 2018: 7].

Media play a very important role in the life of modern society as it is not only the means for provision of information but also a powerful tool to influence the masses. When we talk about media news we usually talk about three concepts: new information about events, people, things; TV or radio programs, newspapers and magazines in which news items are presented; news item or news report, i.e. a text or discourse on radio, on TV or in the newspaper, which give new information about recent events [Dijk 1988: 13].

Media discourse can be both spoken and written and is often oriented to a reader, listener, viewer that is not present [O’Keeffe 2011: 441]. It is a form of interaction that is characterized as on-record, public and manufactured [O’Keeffe 2011: 441]. However, the development of technologies poses changes to it [O’Keeffe 2011: 441]. The modern media discourse has a great level of intertextuality and a blurred border between spoken and written media as newspapers may contain web links while radio programmes may discuss pictures and even use online demonstrations [O’Keeffe 2011: 441].

The main features of modern media discourse are collective authors and mass (heterogeneous) audience [Potapenko 2017: 28]. To manage the mass audience, author uses human basic needs mentioned in the previous part [Potapenko 2017: 29]. Authors use foregrounded units to appeal to these needs [Potapenko 2017: 29].

Taking into account the fact that the variety of media grows, new methods and approaches of discourse analysis appear. Among them are critical discourse analysis, ethnomethodology, social theory, multi-modal methods, rhetorical and ideological analysis, etc. and it means that there is a significant opportunity to develop knowledge about discourse [Potapenko 2017: 29]. The linguists, however, pay huge attention to the structure, features, and functions of every kind of it.

Nowadays, news stories are widely spread throughout the world as it is the most accessible tool to extend knowledge, artistic values and other information to form certain views, ideas, emotional state and influence the behavior of people. To get profound knowledge about news discourse, the structure and its peculiarities will be explained.

### Structure of news story. Many news stories study and explain different concepts and phenomena so its value is obvious. To talk about the structure of news stories, it is to be mentioned that there are four types of composition: description, narration, exposition, and argumentation [Nordquist 2019: el.ref].

Description deals with providing readers with features, or significant details of the portrayed world [Nordquist 2019: el.ref]. However, description type is also connected to transition of feelings of the author to his audience and makes them realize the way author perceive the quality of the described experience [Varron 2016: el.ref].

As for narration, it is represented as a story that the author tells to his readers. It contains facts or events that are given in order [Nordquist 2019: el.ref]. By establishing connection between events, the narrator creates in his listeners feeling of being direct witnesses [Varron 2016: el.ref].

Exposition is connected to explaining a phenomenon. The author aims not only on describing the situation but rather on its interpretation [Nordquist 2019: el.ref]. He analyzes the character, gives definitions or directions [Varron 2016: el.ref].

The fourth type i.e. argumentation, includes comparing and constructing [Nordquist 2019: el.ref]. The author appeals to the audiences’ emotions and reasoning capability [Varron 2016: el.ref]. As a result, the reader changes his points of view, perceptions of something and attitudes to particular things [Varron 2016: el.ref].

Nevertheless, if to describe the structure of news story several variant have been created. The basic structure of news story includes two parts: a beginning and a development [Taylor 2002: el.ref]. The beginning is called the lead and it usually contains climax of the news story while the development is called the body and it includes the details of the event described [Taylor 2002: el.ref].

Prof. Annette Taylor claims that news stories can be divided into six graphs which comprise inverted-pyramid format. The first graph deals with the climax, result or summary and is one sentence long. The second one elaborates the lead and is likely to present the source. The next graph adds info like emotions, drama or quotes. The fourth graph deals with adding the information. The fifth one is called remaining and includes quotes or information in descending order. The final one includes details that can be easily cut without losing the sense of the story [Taylor 2002: el.ref].

However, the most popular structure of news discourse is called *a news schema*. It is defined with the help of conventional news categories, such as Summary, Main Event and Background, and their respective sub-categories. The peculiarity of new schema consists in its “relevant structure” i.e. the way information is organized indicates to the reader which information in the text is most important or prominent [Dijk 1995: 86].

All structural components of а news story will be analyzed from the point of view of both: its content and its position in the news.

The Summary category is created by the headline and the lead. The first component is *Headline* which is opening category of the schema*.* Its thematic function is to express the most important topic of the news item [Dijk 1995: 86]. If news covers two significant events, the headline expresses one either the most recent or the most important of them. The second component is *Lead*. Like the headline, it is used to express or to infer the theme or topic. It is to be noted that many news stories have no separate Lead, marked by bold type, so that that category is optional [Dijk 1995: 86]. However, the lead often summarizes the news story and encourages people to continue reading [ABC Education 2018: el.ref].

The next category that dominates the description of the news events is *Main event.* To indicate it we must know that the predicate in the main event coincides with the predicates of the headline and the lead [Dijk1995, 87]*.*There may be several main events in the one news story [Dijk 1995: 87].

Other well-known news categories are *Background and Quotations;* the latter is also called Verbal Reactions. Background must dominate the information that provides general, historical, political or social context or conditions of the events [Dijk 1995: 87]. This category consists of few sub-categories, namely: Previous Event, Context, Consequences and Comments [Dijk 1995: 88].

The *Previous Event* section is used to remind readers of what happened before in order to give the full picture of the situation. In the news story this category is denoted by the use of adverbial modifiers of time [Dijk 1995: 88].

The next section is *Context* that gives a wider situation and includes the information about the time, location, participants, cause of consequences of the event [Dijk 1995: 88].

The sub-category of *Consequences* organizes all those events described as being caused by the Main Event [Dijk 1995: 88]*.*

The last section of the category *Background* is *Comment*. It includes the quotation of people and conclusions, expectations and other information from the author. This category is optional, i.e. there are many fell-formed news stories without Commentary section [Dijk 1995: 88].

It is to be noted that T*.* Dijk investigated newspaper news. However, this kind of composition is applicable to online news and in the majority of cases all of the categories are present.

To conclude, every type of text has a particular scheme to organize the information. Though there are several variations of structure of news story, the most significant is a new schema which includes three main categories and their sub-categories: Summary (Headline and Lead), Main Event and Background (Previous Even, Context, Consequences and Comments). Using this schema the information about main event, participants, properties of participants and event (time, place, and circumstances), consequences, context and attitudes is provided. Having analyzed the structure of news story its linguistic peculiarities should be explained.

1.4.2. Linguistic peculiarities of news story. *News story* is a text which contains news. We encounter *News discourse* when we turn on the television, open the newspaper, go online or switch on the radio to get a dose of daily happenings [Bednarek 2012: 1]. Scholars explain that news discourse has four main communicative functions: informative, cognitive, persuasive, and regulative [Павленко 2013: 235].

Taking into account the mass character of news discourse, its main features are unboundedness from the territorial point of view so that the target audience of the reporter is not a nation but rather global community, popularity and topicality among society implying that the theme is gripping and relevant for people [Жулавська 2015: el.ref].

Other peculiarities of news discourse are divided into lexical-semantic, stylistic and grammatical [Жулавська 2015: el.ref].

Lexical and semantic peculiarities of news discourse include neutrality of vocabulary, absence of terms, abounds of proper names, place names, names of establishments and a lot of dates, abbreviations, clear interpretation, correspondence to the notions of certain knowledge: *e.g. Sam Fender: 'I don't identify as millennial'* [Жулавська 2015: el.ref, Todd 2018: el.ref].

Stylistic peculiarities include various graphic means, i.e. types, titles, particular structure and brevity of expression, especially of the headlines of the British online-editions which are laconic and catch the interest of a reader immediately [Трибуханчик 2008: 57].

By grammatical peculiarities we mean avoiding passive voice and the fact that news is divided into small paragraph that consists of one-two sentences [Жулавська 2015: el.ref]. Besides, British news texts include using different kinds of sentences, i.e. declarative, interrogative, and imperative to influence the reader and promote further thinking, e.g. *We must fight slave-merchant agents* [Djazmi 2018: el.ref]. *Is that what makes podcasts so popular?* [Goodrich 2018: el.ref]; *Why America's next generation is so different* [**Casas 2018**: el.ref**].**

To conclude, news discourse has a mass character. Its peculiarities include unboundedness from the territorial point of view, topicality, brevity, neutrality of vocabulary, the usage of proper names and dates, variety of graphic means and usage of different types of sentences. The peculiarity of English news discourse consists in using proper names, division of the information into smaller parts and the usage of different types of sentences. Due to distinct grammatical composition, the news is interesting and easy for reading.

## Strategies and tactics in news discourse

One of the most important functions of the language is making impact on the audience. Even ancient orators paid attention to disposition i.e. structuring the material, in order to be as persuasive as possible[McKay 2011: el.ref]. That is why, the idea that every oral of written piece of information is not chaotic but orderly phenomenon is now new. If talking about linguistics, the described thought has given rise to the investigation of communicative strategies and tactics. They are said to be a part of our knowledge about the world that is added and renewed during the whole lifetime [Агаркова 2012: 95].

To begin with, strategy is an action plan to achieve some goals [LDOCE]. However, communicative strategy is a plan that is organized taking into account the aim of communication, the ways reality is represented and social context [Талавіра 2015: 60]. In media discourse the strategy is used to construct events that are described in the content blocks of the presented information [Талавіра 2015: 60].

Every strategy is realized by the tactic that continues the process of implementation communicative goal [Bratanich 2016: 294]. Tactic is generally defined as a set of techniques by which the use of particular language means is defined [Bratanich 2016: 294]. As there is different ways of fulfilling the aim of the communication, the same strategy may structure the text from the perspective of different tactics [Талавіра 2015: 60].

As it has been said the strategy is connected to the aim of the communication and in the case of our research it implies the reference to the basic needs of the addressee [Талавіра 2015: 60; Maslow 2006]. Taking into account the needs analyzed news stories are focused on such strategies and tactics have been formulated: strategy of appealing to physiological needs that constructs news about physiological state and general way of living and includes two tactics that illustrate satisfying or neglecting these needs; strategy of safety needs that structures news about health, property and money security and has three tactics of potential threat, safety loss and safety renewal; strategy of belongingness needs that is found in news about inclusiveness in society and is represented by the tactics of belongingness to global society, family and closely integrated community; strategy of esteem need that structures news about evaluation and being respected and has two tactics of low and high level of reputation; strategy of self-actualization organizes news about people’s desire to be their best and is represented by the tactics of development and its lack.

All in all, strategy is a plan of constructing the events presented in news. The strategy is realized by certain tactics that defines the use of language means. The strategies and tactics of text organization relevant for our research are created with reference to human basic needs.

## The theory of generation

*A generation* is a demographical cohort, i.e. a group of people that were born and lived simultaneously [MWD]. This concept is often used while speaking about the difference between age-grouping and in order to locate particular people within historical time. Such phrases as “old generation”, “generation gap”, “their generation”, etc. are spread all over the world and that requires explanation.

The first place where the idea of significance of various age groups for social processes emerged was ancient Greece [Pilcher 1994: 481] Creek’s “age-class society” meant grouping people according to their age so that each group attained status and certain degree of power [Kennell 2013: 2]. However, the most systematic investigation of generations as sociological phenomenon was done by Karl Mannheim who in 1952 published his essay “Das Problem der Generationen” (“The problem of generations”) [Pilcher 1994: 481]. Here he managed to underline the importance of the influence of historical events and cultural peculiarities on the formation of generation [Pilcher 1994: 481].

There are several conclusions that were made by K. Mannheim. Firstly, it is impossible for one sociologist to produce a clear division and select peculiarities of generation [Mannheim 1952: 287]. Secondly, the structure of the phenomenon of different generations cannot be clarified without investigation of inter-relations of people that compile a particular generation [Mannheim 1952: 288]. Thirdly, the location of generation is tied to historical reality and the biological rhythm, i.e. people who belong to the same generation share not only the year of birth but also the location in historical dimension of social development [Mannheim 1952: 290]. Fourthly, a generation has particular characteristics. It means that if people of a certain generation have common location in historical processes, they will share experience, thoughts, feelings and self-expressions [Mannheim 1952: 291]. Fifthly, the author mentioned the phrase “generation as actuality”, which according to him is even more important than sharing the same location. It encompasses people’s participation in the common destiny [Mannheim 1952: 303]. The next idea is connected to the notion “generation unit”, i.e. common data that influence people’s consciousness [Mannheim 1952: 304]. Finally, Mannheim points to the importance of formal sociological analysis that may be helpful for further investigations of generations and features that could be attributed to them [Mannheim 1952: 320].

As it can be seen, Mannheim managed to describe what lies behind the notion of *generations* and explained the way of distinguishing between them.

Further investigations were done by two American scholars William Strauss and Neil Howe, the authors of the Strauss-Howe theory or the Fourth turning theory. The main idea proposed by the theory claims that generations change in cycle like regular changing of the seasons of a year [McKay 2020: el.ref]. According to the authors, each generation has a ladder of age: childhood (0-20 years), young adulthood (21-41 years), midlife (42-62 years), elderhood (63-83 years) and late elderhood (84+ years) [McKay 2020: el.ref]. The generation is leading and most influential during midlife. Thus, every 20 years a new generation takes positions of power in society and the previous one moves to culture shift [McKay 2020: el.ref].

They also named four generational archetypes that repeat one by one every 80-100 years: Prophet, Nomad, Hero, and Artist. Prophet generations are characterized as authentic and passionate about morals, principles and religion. Nomad generations have risky behavior and contribute greatly to liberty, honor and survival. Hero generations contribute to community, technology and affluence. As for Artist generations, they contribute to expertise and due processes as they are flexible, show resilient spirit and always ask questions [McKay 2020: el.ref].

The described archetypes are connected to four historical turnings: High (First Turning), Awakening (Second Turning), Unraveling (Third Turning), and Crisis (Fourth Turning) [McKay 2020: el.ref]. The First turning is time for doing big things: planning and building that is done collectively. The Second turning is connected to developing inner life. Talking about the Third turning, people are keen on pleasure seeking and trying extreme lifestyles. Finally, the fourth turning is characterized by depression, inflation, resources shortages etc [McKay 2020: el.ref]. Cycle changing of generations happened because each of generation types experience historical turnings at different times [McKay 2020: el.ref].

However, there are some facts that should be kept in mind. To begin with, no generation is better or worse comparing to others. Besides, though generation types are said to repeat, it does not mean that all of them are the same [McKay 2020: el.ref].

The next question that rises is connected to the number of generations. Strauss and Howe claimed that taking into account people’s values there were six generations: G.I. Generations (1901-1924), Silent Generation (1925-1942), Baby Boomer Generation (1943 – 1960), Generation X (1961-1981), Generation Y (1984-2000) and Generation Z (2000-2020) [McKay 2020: el.ref].

All in all, generation is a group of people that was born in the same period, influenced by the same historical and cultural events and characterized by peculiar features. Such generations were named: G.I. Generations, Silent Generation, Baby Boomer Generation, Generation X, Generation Y and Generation Z.

1.6.1. Generation of baby-boomersrefers to people born in period 1943-1960 [McKay 2020: el.ref]. Other widespread option of generation’s years is 1946-1964 [Thomson 2018: el.ref]. It is preceded by the Silent Generation and followed by Generation X [Kasasa 2020: el.ref]. Surprisingly, but the term “baby-boomer” was firstly used only in 1963 in news of Daily Press that was warning about the coming of a huge wave of college entry because Baby boomers were growing up [Thomson 2018: el.ref]. The Generation appeared after the World War II as the birth rate increased and economy of countries boomed [Chappelow 2020: el.ref]. According to data, during this period 77 million infants were born [Chappelow 2020: el.ref]. The reasons for it were people’s desires to have a family they have postponed because of the war and insurance that the next era would be prosperous and safe [Chappelow 2020: el.ref]. Military people received affordable houses in the suburbs so the ideal picture of a working man, a wife-housekeeper and their children turned to be possible reality [Chappelow 2020: el.ref].

This generation is often associated with privileges because the post-war government tried to provide the nation with subsidies for living and studying [Chappelow 2020: el.ref]. Moreover, corporations began to grow and promised competitive salaries, suitable work schedule and great privileges and benefits for workers [Baby Boomers 2010: el.ref].

It is to be noted that baby boom influenced women’s lives greatly [Baby Boomers 2010: el.ref]. Many books and popular magazines like “Cooking to me is poetry” pointed to the main role of women that consisted in being not workers and active participants in political life of countries but rather embracing themselves as wives and mothers [Baby Boomers 2010: el.ref]. For sure the idea that any woman should become a good wife and rear children was not new but it gained a groundbreaking significance that of course led to wide dissatisfaction. In 1963 the world saw the book “The Feminine Mystique” by Betty Friedan claiming that the new rules “bury women alive”. It contributed to the rebirth of feminism [Baby Boomers 2010: el.ref].

In addition, the development of economy gave to boomer new opportunities [Baby Boomers 2010: el.ref]. They started using credit cards and charge accounts while buying TVs, new cars, etc. Moreover, marketers paid attention to boomer children who were eager to participate in all crazy things that were proposed like mouse-ear hats for watching “The Mickey Mouse Club” [Baby Boomers 2010: el.ref].

Boomers made shift in values, especially in religion [Monhollon 2010: 107]. They considered Christianity and Judaism insufficient for their inner visions [Monhollon 2010: 107]. Moreover, they distinguished between religion and spirituality. The first one was taken as a set of rules and practices while the second was connected to feelings, thoughts and emotional relations [Monhollon 2010: 107]. Many representatives could not say for sure which religion they supportedas they preferred to mixture them taking benefits of every [Monhollon 2010: 107]. According to statistics, only 17 % of boomers identify themselves with only one religion [Schawbel 2017: el.ref].

The next thing resisted by boomers was consumerist ethos [Baby Boomers 2010: el.ref]. They realized the value of equity and started fighting for the rights of disadvantaged groups like women, lesbians and gays, African-Americans, etc. [Baby Boomers 2010: el.ref]. The youth organized demonstrations in public places to raise important issues like war in Vietnam [Baby Boomers 2010: el.ref]. However, there were baby-boomers who did not care about political life [Baby Boomers 2010: el.ref]. These people grew long hair, took drugs and birth-control pills to practise “free love” and were called “hippies” [Baby Boomers 2010: el.ref].

Talking about boomers’ attitude to work, it is to be highlighted that they work as much as possible and do their best [Schawbel 2017: el.ref]. According to statistics, 65 % of boomers plan to continue working after reaching retirement age (65 years) [Schawbel 2017: el.ref].

As for family values, boomers consider having spouses and children as the most important thing in their lives [Schawbel 2017: el.ref]. That is why 90% of them are marries and 67% of children claim that their responsibility is to take care, including financial one, of their parents [Schawbel 2017: el.ref]. It is to be noted that though boomers were first to accept necessity of protecting LGBT cultures, only 39% support same-sex marriages [Schawbel 2017: el.ref].

As for their attitude to money, statistics claim that 73% of boomers are good at financial affairs and own 80% of all money in savings [Schawbel 2017: el.ref]. Despite this fact half of boomers did not save money for retirement so they rely on social security [Schawbel 2017: el.ref]. Moreover, if to choose between visiting a bank with cash and paying online with cards, this generation will for sure choose the first option [Kasasa 2020: el.ref]. One more gripping thing is that boomers do not leave their money as inheritance for their children. They have a belief that it is more important to teach their children to do everything themselves and help to choose the “right course” so that they have no need for parents’ money [Kasasa 2020: el.ref].

Dwelling on boomers’ as media consumers, television, newspapers and radio are among there preferable channels [Kasasa 2020: el.ref]. However, the understanding of the development modern ways of communication has made boomers use social media and as a result 90% of them have Facebook accounts [Kasasa 2020: el.ref].

All in all, it can be seen that the generation of baby-boomers includes hard-working people who appreciate having families, supporting each other, resisting everything that is in contrast to their inner visions and despite their age try to fit into the modern way of living.

1.6.2. Generation Xis a demographical cohort that includes people born in the period 1965-1980 [MWD]. Other names that are used to designate this generation are Xers, 13th Generation, Overlooked generation, Neglected Middle Child etc. [Kasasa 2020: el.ref]. If we take a look at the historical linear of time, it can be seen that the following generation is preceded by baby-boomers and followed by millennials [Mellan, Christie 2017: el.ref]. The term was firstly used in 1964 by British journalist Jane Deverson in her article for the magazine Womans Own [Слаква 2011: el.ref]. Her idea consisted in interviewing teenagers to investigate their hates, interests and fears [BBC 2014: el.ref]. She coped with the task but the magazine refused to publish the results [Слаква 2011: el.ref]. Understanding the uniqueness of information she went to Hollywood to publish the book together with Charles Humblett [Слаква 2011: el.ref]. The book became a bestseller because though many journalists and writes described a typical representative of that time, no one asked people themselves [BBC 2014: el.ref]. The particle “X” used in the name refers to the fact that the generation they investigated was mysterious and unknown [BBC 2014: el.ref]. These were post-war children who saw all aspects of growing wealth and materialism so they used to speak openly about lost trust to politicians, fear of third world war and total control of their lives [BBC 2014: el.ref]. The notion “generation X” is also associated with the Canadian writer Douglas Coupland who used this term in his novel “Generation X: Tales for an Accelerated Culture” where the author described generation X’s worries about losing cultural ties with the previous generation [Слаква 2011: el.ref]. Jane Deverson is 73 and she still points to further investigations of Generation X and distinguishing between other generations as for people of different ages this is the only way to express themselves while for us it is an opportunity to learn something from them [BBC 2014: el.ref].

Talking about peculiarities of this generation, scholars point to the raising individualism of that period [Слаква 2011: el.ref]. Xers are characterized by the loss of spiritual values such as religion. Moreover, those things that were highly appreciated by boomers like a house, a stable job, a family, etc. lost their importance and seemed not worth their efforts and attention [Слаква 2011: el.ref]. To their opinions, the world is full of cheating, dirtiness and hostility but what disappoints the most is absents of belief that they are capable of changing it [Слаква 2011: el.ref]. They are skeptics who are sure that a person must rely only on himself/herself and that there are no sense in collective way to achieve any goals [Слаква 2011: el.ref].

But it does not mean that Generation X is to be considered as a negative phenomenon as there plenty of progressive things that they appeal for. To start with, their way of thinking is alternative and they are well-informed about everything that happens in the world. Moreover, their main feature is flexibility which helps to be very adaptable [Слаква 2011: el.ref]. Besides, though cooperation is neglected, Xers are very persistent and hard-working in achieving their personal aims [Слаква 2011: el.ref]. They are responsible and eager to develop themselves, especially problem-solving skills [Слаква 2011: el.ref].

As media takes on the world Xers’ attitude is to it should be described. This is a generation that still reads newspapers and listens to the radio. Moreover, they spent over 165 hours monthly in front of TV [Kasasa 2020: el.ref]. As for social media, they prefer Facebook and seem to like it, spending there around 7 hours per week, which is the highest number comparing to other generations [Kasasa 2020: el.ref].

Speaking about money, Generation X has skills of using online banking but still believe that all transactions are to be done in person [Kasasa 2020: el.ref]. Moreover, they are indifferent when it comes to talking about money. Gen Xers confess that they lack knowledge in finance and they fail to teach their kids too. The average representative of Generation X has 165, 000 dollars debt, mostly connected to mortgage [Kasasa 2020: el.ref]. However, the research points out that 52% of Xers have financial advisors so everyone has saved at least 100, 000 dollars [Mellan, Christie 2017: el.ref]. Besides, one more fascinating fact is that one-fifth of men from Generation X earn less than their wives [Fottrell 2015: el.ref]. This generation saw competition between men and women who started to occupy men’s positions and succeeded in everything that was considered “too hard” for them. As a result well-educated women became devoted to their jobs and according to statistics 43% remain to be childless [Fottrell 2015: el.ref].

The significant detail of a typical Xer is connected to his attitude to politics. It was mentioned that Generation X lost trust to politicians. However, they take part in political life of their country and are called “swing voters” as their attitudes are diverse and they are not predictable as voters [Fottrell 2015: el.ref].

It is to be noted that peculiarities mentioned cannot be applied to Generation X from other countries due to differences in cultures, historical events and political factors [Слаква 2011: el.ref]. Talking about Xers born in theSoviet Union, they are characterized by poor psychological state due to the crises that occupied the county. It was time when drugs and AIDS appeared. There were a lot of divorces, women working on factories and performing hard man’s work and decline in birth rate [Слаква 2011: el.ref]. Soviet’s Xers were active people who were eager to share love and everything they were deprived of. It sounded positively but because of it many women tried to find a spouse even though he was aggressive and had alcohol addiction [Слаква 2011: el.ref].

To sum up, because of many historical and political factors Generation X remains to be partially unknown self-efficient people who prefer to rely on themselves, be flexible and well-informed and refuse to accept values produced by previous generations as their rights and opinions could not be neglected or bought.

1.6.3. Generation Y(*Millennials*) is generational demographic cohort of people born in the period 1984-2000 [Kasasa 2020: el.ref]. It is preceded by Generation X and followed by Generation Z [Куренной 2016: el.ref]. There are many other names that characterize this generation such as Generation Next, The Peter Pan Generation and Echo Boomers (as they are children of Baby-Boomers) [Куренной 2016: el.ref]. According to the research of the population size, millennials have become the biggest generation [Вострецова 2017: 456]. The concept MILLENNIAL was firstly used and explained by two American authors as cute, cheerful, scoutlike and wanted generation of people who were born since 1982 [Strauss 1991: 335]*.*

The timing of the generation is a hotly debated issue even now. Primary, it was generally accepted, that its birth years would stretch to and probably just beyond the year of 2000, the end of the second millennium [Strauss 1991: 335]. Nevertheless, *the New York Times* pegged the Millennials at 1976-1998; a Time magazine article placed the Millennials at 1980-2004 [Rouse 2016: el.ref]. According to the Merriam-Webster Dictionary the term MILLENNIAL generally refers to the generation of people born between the early 1980s and 1990s [MWD]. Such distinction in the proposed years occurred due to a number of reasons, including key political, economic and social factors that define the millennial generation’s formative years. Moreover, there was no exact year when the typical features of millennials disappeared.

It is to be noted that the *MILLENNIAL concept* differs with respect to cultures. Taking into account its cultural background it was used to refer to American people because this country has a sustainable progressive development in all spheres that influenced this generation [Куренной 2016: el.ref].

When the Generation Y was firstly mentioned it was characterized as generation with high IQ, very mature for their age and with the ability of groundbreaking thinking and abstracting [Strauss 1991: 335].

Many authors have been studying the peculiarities of this generation for years and managed to specify its features. The majority of them agree that the main feature is millennials’ partiality for digital technologies [Swenney 2006: el.ref]. This generation prefers using modern technologies and they can easily find all kind of information and process it. However, unlike the next generation (Generation Z) who is also addicted to technologies, millennials have not got used to them since childhood and need to adapt to every new progressive thing of digital world [Kasasa 2020: el.ref]. Besides, it is widely known that they have no desire to work 80 hours a week and sacrifice their health and their leisure time, even for considerably higher salaries [Swenney 2006: el.ref].

One more inherent feature is using social media as a means of communication. This comfort with social media means they are good at self-promotion and fostering connections through online media [Rouse 2016: el.ref]. Moreover, millennials are characterized as people with strong desire to differ from others and be in trend. That is why they have no ties to a particular brand; instead, they rely on ratings and other people’s opinions [Вострецова 2017: 457].

Moreover, many authors mention the fact that millennials are the most educated generation [Morrison-Williams 2017: el.ref]. According to the PEW Research center, 34% of millennials have already got a bachelor’s degree, a master’s degree and a doctor’s degree [Morrison-Williams 2017: el.ref]. They always demonstrate their engaging in the process of learning and their activeness. Besides, they require new teaching methods that will cater for their educational needs [Morrison-Williams 2017: el.ref].

The negative side of the EchoBoomers (as millennials are children of Baby-Boomers) can be seen in several descriptions. Millennials have been described as lazy, narcissistic and prone to jump from job to job [Main 2017: el.ref]. Ron Alsop, in his book "Trophy Kids" mentioned a huge amount of young people who have been rewarded for minimal accomplishments (in competitive sports) and have unrealistic expectations of working life. Their laziness can be seen in millennials’ attitude to work as researchers claim that millennials want to have a flexible work schedule in order to have more time for themselves. Besides, they require an early nonstop feedback and career advice from managers [Main 2017: el.ref].

Many scientists are interested in the peculiarities of the character of a typical millennial. They claim that they are rather impatient, selfish; they have no tolerance, though they are very communicative [Swenney 2006: el.ref].

To conclude, Millennial represents a person who belongs to the Generation Y, that refers to American culture, and is characterized by researchers as well educated people, addicted to technologies, especially to social media, impatient, intransigent, indolent to work, and dependent on people’s opinions. Millennials are often referred to and explained in news stories.

1.6.4. Generation Z is a term used to designate people born since 2000 [McKay 2020: el.ref]. Other scholars claim that its chronological boarders start from 1996 [Kasasa 2020: el.ref]. This is a demographical cohort that is preceded by Generation Y (Millennials) and is considered as their younger siblings or children [Слаква 2017: el.ref]. There are plenty of names that were produced for this generation: Generation MeMeMe, iGeneration (Internet), Post-Millennials, Homeland Generation, Net Generation, New Silent Generation, Generation 9/11, Zoomers, etc. [Слаква 2017: el.ref]. However, the most popular term – Generation Z – was firstly used in1994 by Hunter S. Thomson in his book “Better Than Sex: Confessions of Political Junkie” claiming that Generation Z would be like sinking passengers on Titanic [Zimmer 2019: el.ref].

Zoomers’ outlooks were influenced by economic crisis and development of mobile technologies [Слаква 2017: el.ref]. They were born during globalization and postmodernism. Their peculiar feature is that they have become used to modern technologies since childhood [Слаква 2017: el.ref]. It often happens that a kid has not started talking but already can switch on computer to play a game. Such kids are deprived of spending their free time outdoors with friends so they are not used to team-working [Слаква 2017: el.ref].

Unlike other generations, zoomers do not have a firm life position. Moreover, ideas of having a lot of money or successful career do not motivate them [Слаква 2017: el.ref]. They accept any employment just to have stable income even if it is not their dream job [TTI Success insights 2019: el.ref].In addition, their opinion about companies are formed judging not by their products but rather by social impact and company’s ethics [Gomez 2017: 11]

Talking about their education, it is to be noted that the biggest part of their knowledge is received from internet sources. It is believed to be problematic because their outlook is superficial [Слаква 2017: el.ref]. They see no sense in school or university studying and it deprives them of acquiring basic life skills. However, though everything they discover online has a situational character, it propels them into creative way of thinking and develops problem-solving capacity [Слаква 2017: el.ref]. All in all, they are said to adore learning and investigating even if a piece of information is huge [Слаква 2017: el.ref]. They switch from one activity to another without any problems and are capable of doing several things simultaneously [Савчук 2017: el.ref].Besides, zoomers are great travelers as they strive to get unknown experience even is the journey is hazardous [Слаква 2017: el.ref].

Moreover, generation Z is against bad habits and its members are often vegetarians who believe in goodness and are eager to solve ecological and social issues [Слаква 2017: el.ref]. To illustrate this statement the fact that Gen Z is diverse could be observed [Miller 2018: el.ref]. This generation is said to be the last one dominated by white people. Being with African-Americans is norm because sincerity, openness and competence are more important that skin color [Miller 2018: el.ref]. Another aspect of diversity concerns women. Though Gen Z lives in time of gender equity, only 25% of tech companies’ workers are women. That is the reason for industry to look for new ways of attracting women into this well-developed sphere [Gomez 2017: 11].

One more feature of members of Generation MeMeMe is dependence on people’s opinion about them [Слаква 2017: el.ref]. They require peoples’ evaluation (positive or negative) concerning everything they do. They adore attention to their personality and need emotional feedback and respect [Слаква 2017: el.ref].

Dwelling on generation’s technology addiction, it is obvious that they communicate with people all over the world but still entertainment purpose takes priority [TTI Success insights 2019: el.ref]. Zoomers adore face-to-face communication but they do not abandon using Face Time or Skype [TTI Success insights 2019: el.ref]. An interesting fact from statistics is that an average zoomer said to receive his/her first phone at the age of 10.3 and spend 3 hours a day with it [Kasasa 2020: e-ref]. Consequently, Gen Z prefer life stream to TV shows and due to the absence of experience of using traditional techs they may fall victim to fake news [Савчук 2017: el.ref]. Moreover, they pay a lot of attention to online privacy and prefer using apps with the possibility of controlling activity [Савчук 2017: el.ref].

Negative aspects of Generation Z are connected with their features of character [Слаква 2017: el.ref]. They are capricious, hysterical and demand that everything should satisfy their needs and wishes [Слаква 2017: el.ref].

Besides, they lack autonomy and independence waiting for someone to give them tasks and help to perform some actions [Слаква 2017: el.ref]. However, it is impossible to make them do something if they are against it and since childhood they have wanted their opinions to be taken into consideration [Слаква 2017: el.ref].

To conclude, Generation Z is the youngest generation that is characterized by addiction to techs, intelligence, diversity, a healthy lifestyle though they are hot-tempered and dependent on others.

# CONCLUSIONS ON PART ONE

The usage of language and its impact on people have been thoroughly studied by many scholars and even nowadays some of the rhetorical backgrounds remain to be topical. As it is known, language may be both written and spoken, so Five Canons of Rhetoric are always taken into account. Canons or tenets of rhetoric are invention, disposition, elocution, memory and delivery. Invention deals with finding information, disposition is tied to ordering the information, elocution means choosing the language to be persuasive and understandable, memory is learning the speech and delivery is its presentation. The following master’s thesis is oriented on the analysis of elocution.

Construction is a paring of form meaning and function. It is a tool for encoding semantic information through syntactic structure. Constructions are classified into immediate, that consists of two words, modified, that widens the previous one, and extended that includes two immediate constructions.

The constructions chosen from news refer to human basic needs. They fall into five groups: physiological needs (food, water, sleep etc.), safety needs (safety of health, money, employment, etc.), love and belongingness needs (being affiliated by society), esteem needs (being respected by people and by him/herself) and self-actualization need (finding one’s calling and constant development). By analyzing constructions from the point of view of appealing to a particular need, strategies and tactics of structuring news stories will be produced.

Every news story consists of Summary (the Headline and the Lead that summarize the info), Main Event (describes the most significant action) and Background (Previous Event, Context, Consequences and Comments). Paying attention to the position of constructions according to parts of news stories, the references between every compositional part and basic need that the particular part appeals to will be analyzed. The form of news story is chosen for analysis as it often studies the concepts of different generations.

The term *generation* refers to people that were born and lived in the same period of time. This group of people was influenced by the same political and economical events and share feelings, experience and thoughts. Four generations namely Baby-boomers, Generation X, Generation Y and Generation Z will be analyzed.

In general, *the Generation of baby-boomers* (born in period 1943-1960) is characterized as hard-working people with privileges, contribution to the rebirth of feminism and shift in values (religion, equity, family, etc.). Moreover, they are good at finances and prefer old-fashioned media like TV.

The *Generation X* (born in the period 1965-1980) consist of skeptics who are characterized by individualism, loss of values but as well-informed, flexible, hard-working people who are active participants of political life. The majority prefers watching TV and spends bigger amount of time on Facebook than any other generations.

*Generation Y* or *Millennials* (born in the period 1984-2000) have high IQ and are addicted to technology though they need time to adapt to digital novelty and to people’s opinion about them. However, they are also narcissistic, very lazy, impatient and selfish.

*Generation Z* (born since 2000) have been addicted to technologies since childhood, has lack of team-working skill, superficial outlook, problem-solving ability, and eagerness to solve ecological and social issues. However, they are hysterical, non-autonomous and dependent on others.

# PART TWO. LINGUO-RHETORICAL STRUCTURING OF TEXTS ABOUT MODERN GENERATIONS

The organization of texts about modern generations is explored by the analysis of 240 immediate, modified and extended construction selected from 68 news stories that were found on various English new sites i.e. BBC, CNN, Economist, The Guardian, Global News, New York Times etc. All of the constructions were divided into groups that represent strategies and tactics of texts structuring with reference to human basic needs of every generation: Generation of baby-boomers – 49 (20,4%) constructions, Generation X – 54 (22,5%)constructions, Millennials – 69 (28,8%) constructions and Generation Z – 68 (28,3%) constructions.

## 2.1. Organization of texts about generation of baby-boomers

To analyze the organization of texts about baby boomers 14 news stories (20,6% from the general amount of analyzed news stories) were analyzed and 49 immediate, modified and extended constructions were selected. All of them were distributed into groups that represent strategies and tactics of texts structuring with reference to human basic needs: strategy appealing to physiological needs – 6 (12,2%), strategy of safety needs – 16 (33%), strategy of belongingness needs – 8 (16, 3%), strategy of esteem need – 11 (22,4%) and strategy of self-actualization – 8 (16,3%).

2.1.1. Strategy appealing to physiological needs structures news stories concerning boomers’ housing, nutrition and general prosperity. This strategy has two tactics: the tactic of satisfying physiological needs – 2 constructions and the one of neglecting them – 4 constructions.

2.1.1.1. Tactic of satisfying physiological needs organizes news stories that prove boomers’ meeting the needs that belong to the lowest level of hierarchy. It is presented by 1 immediate and 1 extended constructions.

To begin with, though boomers’ children were prepared to take care of their parents, some of elderly people have to seek place for living and people who will look after them. That is why the immediate construction *move into a care home* is chosen to show the satisfaction of shelter need, e.g. *Baby-boomers have to move into a care home* (Servini 2018).

The next construction is connected to sex need. It is to be highlighted that sex is not love need but rather physiological one (Maslow 2006: 372). Baby boomers, who have raised families and built their careers, are said to *devote more energy to sex*. The following construction is modified by the adjective *more* and extended the noun *sex*, e.g. *Baby boomers are devoting more energy to intimacy and sex* (Heuvelmans 2020).

2.1.1.2. Tactic of neglecting physiological needs deals with news stories that describe boomers’ penury and especially lack of food and sleep. This tactic includes 1 immediate, 1 modified and 2 extended constructions.

As it is admitted by researchers, the generation of baby boomers has no skills of saving money and the constructions that are found supported the following idea (Schawbel 2017). The immediate construction *to make ends meet* designate boomers’ insufficient funds, e.g. *Baby-boomers struggle to make ends meet* (BBC 2016). The same issue is described by the construction *live in deep poverty*, modified by the adjective *deep*, e.g. *Pensioners live in deep poverty* (Roberts 2018).

Besides, the pandemic has changed all spheres of life and it turned out that baby boomers are at risk of starvation. This idea is illustrated by the construction *do not order groceries*, extended by the helping verb *do* and the adverb *not*, e.g. *Baby boomers use internet but do not order plants or groceries* (Valdes 2020).

The final construction of this tactic described the problem that appeared because of the age i.e. insomnia. The construction *develop sleep problems* is extended by the noun *sleep*, e.g. *The older we get, the more likely we are to develop sleep problems* (Nagourney 2012).

All in all, the strategy of appealing to physiological needs in news stories characterizes the generation of baby-boomers from the perspectives of two tactics: satisfaction and dissatisfaction of the first group of the basic human needs. The tactic of neglecting these needs dominates as despite the fact that the shelter and sex needs are met, such significant elements as food, sleep and general prosperity are disgruntled.

2.1.2. Strategy of safety needs deals with the news stories dwelling on the safety of health, properties, employment and privacy. This strategy is implemented by three tactics referring to different types of safety: potential threat – 4 constructions, safety loss – 9 constructions and safety renewal – 3 constructions.

2.1.2.1. Tactic of potential threat structures news stories that describe boomers’ risk to remain jobless and becoming victims of online cheating. The following tactic is presented by 4 extended constructions.

This tactic includes 2 constructions that are used to denote possibility of health loss. The construction *flout directives*, that is modified by the compound adjective *shelter-in-place*, is used to demonstrate boomers’ frivolous attitude to measures of combating the pandemic that, as a result, may cause serious consequences, e.g. *Many elderly Americans are flouting shelter-in-place directives* (Valdes 2020).The next construction *increase the risk of injury*, extended by the noun *risk* and the preposition *of*, designates growth of vulnerability of boomers, e.g. *Problem drinking is a contributing factor for a host of diseases as well as increasing the risk of injury* (Triggle 2012).

To demonstrate the possibility of remaining without stable income, i.e. loss of employment safety, the construction *join the rank of retired*, which is extended by the noun *rank* and the preposition *of*, is included, e.g. *Baby-boomers will join the rank of retired during the next few decades* (Euronews 2016).

As was mentioned in the theory, boomers successfully gain skills of using modern technologies. However, we found the construction *share information*, modified by the adjective *personal*, and it allows us to conclude that this generation is naive while using the internet that may cause serious consequences, e.g. *Baby-boomers still have to care not to share personal information* (Rosenblatt 2019).

2.1.2.2. Tactic of safety loss is applied to news stories concerning real threat and devastating damage to the generation’s health and wealth. The tactic is represented by 4 immediate, 1 modified and 4 extended constructions.

This tactic includes constructions that demonstrate deathly illnesses. The immediate construction *skin cancer rise* is used to show the increase of the amount of cases of this disease among the generation of baby-boomers, e.g. *Skin cancer rates for baby boomers in Wales rise* (BBC 2016). Moreover, there is one more disease that may cause death mentioned in the construction *be diagnosed with melanoma*, extended by the preposition *with* and the noun *melanoma*, e.g.*70% of people over 55 are diagnosed with melanoma* (Reinberg 2018). Besides, the construction *a heart attack*, extended by the verb *suffer*, is used to show the extreme vulnerability of elderly people, e.g. *Baby-boomer tweeted that he suffered a heart attack* (Rosenblatt 2019). In addition, the following year introduced a new disease, i.e. COVID-19, and the following generation is in the risk group. The immediate construction that underlines it is *contract coronavirus*, e.g. *For a group that’s* [*considered very high risk*](https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/older-adults.html) *for contracting* [*coronavirus*](https://www.cnn.com/2020/03/12/health/what-60-older-need-to-know-coronavirus-wellness-trnd/index.html)*, they’re carrying on life as usual – much to the worry of their grown children* (Valdes 2020).

Moreover, there are several constructions that illustrate impact of unhealthy habits on boomers’. It is to be noted, that drinking refers to physiological need but if this habit causes diseases and deaths it belongs to security need. First of all, the immediate construction *alcohol-related illness* is used, e.g. *More NHS money is spent treating alcohol-related illness in baby boomers than young people* (Triggle 2012). The problem became so widespread that the number of cases grows every day and the immediate construction *rising death s*can illustrate it, e.g. *Alcohol-related admissions and deaths are rising*(BBC, 2016). Besides, problems with alcohol, baby boomers suffer because of drug addiction mentioned in the construction *drug and alcohol misuse*, extended by the noun *drug* and conjunction *and*, e.g. *There is a growing problem of drug and alcohol misuse among older people, as "baby-boomers" age* (BBC 2016).The extent of threat is considered to be huge because there is *treatment decline*. The following construction is extended by the noun *drug*, e.g. *The number of baby-boomers in drug treatment is declining* (BBC 2016).

All previous constructions demonstrate the loss of health but safety needs include being sure that people have enough money to live on. It was already found that half of boomers have no savings for retirement and as a result they rely on financial support that may not allow them to afford everything they need. To support this idea, the construction *be in mode*, modified by the adjective *austerity*, is chosen, e.g. *Baby-boomers have been in austerity mode* (Servini 2018).

2.1.2.3. Tactic of safety renewal can be seen in news stories that describe the improving or re-establishment of safety of property, emotional state and other significant things that are under risk or have been lost. The tactic includes 2 modified and 1 extended constructions.

As it is said, the generation of baby-boomers was provided with all forms of privileges so the construction *accumulate wealth*, which is modified by the adjective *more*, is used. It means the improvement of financial state and property safety, e.g. *Baby-boomers have accumulated far more wealth (property, shares and other savings) than Generation X* (The Economist 2017). Moreover, there is the construction *buy a home*, modified by the adjective *second*, illustrates the level of prosperity of boomers, e.g. *Baby boomers, are apparently living in an experiential paradise –contemplating buying a second home* (Roberts 2018).

Furthermore, though many scholars claim that boomers have made shift in religion and choosing the one that is the most suitable for their visions is a subject of much controversy, they believe and trust The Powers. That is why the renewal of safety is connected to the spiritual and the construction *have faith*, extended by the preposition *in* and the noun *God* proves it, e.g. *Baby-boomers have faith in God that gives them a lot of piece* (Valdes 2020).

Thus, the strategy of safety needs is presented in news stories with the help of three tactics that are connected to potential threat, safety loss and safety renewal. The second tactic preponderates as despite the facts that job and privacy may be damaged and property safety and belief in God is renewed, such valuable things as bad habits, deathly illness and no savings have serious consequences on boomers’ lives’ security.

2.1.3. Strategy of love and belongingness needs structures pieces of news from the perspective of being accepted by any group of society. This strategy includes three tactics with references to the breadth of the community baby-boomers are part of: the global one – 4 constructions, family – 2 constructions and the close one – 2 constructions.

2.1.3.1. Tactic of belongingness to global community is connected to news stories that describe boomers relation with the world and namely their feeling while existing in this world. It includes 1 modified and 3 extended constructions.

To begin with, the results of previous investigations showed that boomers compile a united generation that fight together against all hardships. However, several constructions that contrast this statement were found. First of all, there is a construction *have symptoms*, extended by the preposition *of* and nouns *loneliness* and *isolation*, that denotes absence of feeling of acceptance by people around, e.g. *Baby-boomers may have a symptom of other problems, such as loneliness and isolation* (BBC 2016).

Coming to circumstances that were posed by coronavirus, boomers experience isolation. It is illustrated by the construction *a social life*, extended by the adverb *not*, the verb *have*, the adjective *much* and the preposition *of*, e.g. *Baby boomers don't have too much of a social life* (Rosenblatt 2019).Taking into account their age, being alone for a long time is crucial for boomers and they confess about their necessity of having a company by construction *need interaction*, modified by the adjective *human*, e.g. *Some baby-boomers just need human interaction* (Valdes 2020).

The final construction *be lonely* is extended by adverbs *not* and *as…as* and the noun *millennials* and means that the extent of boomers’ loneliness is not crucial comparing to other generation, e.g. *Baby boomers are not as lonely as millennials* (Richardson 2019).

2.1.3.2. Tactic of belongingness to family consists of news stories that describe emotions toward the closest relatives. This tactic encompasses 2 extended constructions.

The first one is *feel disconnected*, extended by the preposition *from* and the noun *family*, and designates feeling of loneliness because of the pandemic, e.g. *The* [*holidays in particular can be a painful time*](https://globalnews.ca/news/3926772/depression-holidays/) *for a lot of people, especially baby-boomers who feel disconnected from family*(Richardson 2019).

Besides, it was mentioned in the description of generation that children of baby-boomers were taught to take responsibilities of their parents and it turned out that boomers *need to be cared for.* This construction is extended by the verb *need* and prepositions *to* and *for*, e.g. *Baby-boomers need to be cared for, occupied and entertained* (Euronews 2016).

2.1.3.3. Tactic of belongingness to closely integrated communities structures pieces of news that include information about boomers’ relations with friends, colleagues etc. The following tactic includes 2 immediate constructions.

The immediate construction *invite friends* is used to show that even while the pandemic, baby-boomers seek to spend time with people, e.g. *Baby-boomers are hitting stores and inviting friends* (Valdes 2020). Moreover, the immediate construction *be party person* shows boomers as active people who are eager to communicate, e.g. *Baby-boomer considers himself to be party person* (Valdes 2020).

To sum up, the strategy of belongingness and love needs of boomers is illustrated in news stories by three tactics of belongingness to global community, family and closely integrated community accordingly. The tactic that deals with boomers’ relations with world’s community dominates as despite lack of affiliation to family and desire to spend time with friends, they feel isolated and lonely because of lack of communication they require.

2.1.4. Strategy of esteem needs constructs news stories that describe boomers’ evaluation by people and by themselves, reputation and attitudes to them. This strategy includes two tactics that are created with references to the level of reputation: the high level – 5 constructions and the low level – 6 constructions.

2.1.4.1. Tactic of the high level of reputation is connected to structuring pieces of news in which boomers are well-evaluated by themselves and respected by people in real life and online. The presented idea is showed by the usage of 1 immediate, 2 modified and 3 extended constructions.

Though researchers say that elderly people are often described by youngsters as conservatives who have nothing to do but criticize everything, boomers are respected if they have the time of their lives despite their age. Consequently, the immediate construction *be active* is chosen, e.g. *Baby boomers are very active, they ride bike, they ski, they drive car, they go hiking* (Euronews 2016).

In the theoretical part it has been already mentioned that boomers acquire skills of using modern technologies (Kasasa 2020: el.ref). It turns out that they had tried gaming and it helped to gain popularity and positive esteem from people around. The construction *have fame*, modified by the adjective *online*, is used to support this idea, e.g. *Baby-boomers’ followers have helped them to have online fame* (Rosenblatt 2019).

The constructions mentioned before described evaluation that is received from society, but getting respect from the closest people, i.e. family and friends, is more significant. There are two constructions that present the way children evaluate their boomers-parents. Firstly, there is the construction *be at peace*, extended by the immediate construction *with parents*, used to illustrate the respect boomers gain toward their independence, e.g. *I may not like it, but I am at peace with my parents living their lives on their own terms* (Valdes 2020). In addition, the same idea is supported by the construction *be independent*, modified by the adjective *fiercely*, is used, e.g. *My mum is fiercely independent and marches to her own drum* (Valdes 2020).

It is also important to illustrate the way boomers evaluate themselves. As it can be seen it is vital for them to get respect and understanding and they care about the way they are perceived by society. To contract is, there is the construction *avoid harassment*, extended by the verb *wish*, that designated boomers’ eagerness to change the situation, e.g. *Baby boomers wish to avoid harassment* (Rosenblatt 2019).

2.1.4.2. Tactic of low level of reputation organizes pieces of news that include disrespect of boomers’ behavior, state of mind and age caused by generation gap. There are 4 immediate, 1 modified and 1 extended constructions.

To begin with, the negative evaluation of boomers is connected to different types of discriminations. There two constructions that were chosen to illustrate it. The first immediate construction is *age discrimination*, used because of the phrase “Ok Boomer”, created by the youngest generation as a response to boomers critical attitude to them, e.g. *The catchphrase “OK Boomer” was heard as part of a case about age discrimination* (BBC 2020). One more construction that describes disrespect of boomers is *use slurs*, modified by the adjective *ethnic*, e.g. *Using ethnic slurs toward boomers is indicated as discrimination* (BBC 2020).

The next group of constructions of this tactic is connected to negative impressions of younger generations because of particular features of boomers. The main reason for it is that boomers are not likely to accept opinions that differ from their prejudices. Because of the fact that boomers condemn young people, the immediate construction *be encountered as judgmental* is used, e.g. *Older generation is encountered as judgmental* (BBC 2020). The same meaning is implied in the immediate constructions *be conservative* and *be narrow-minded*, e.g. *Phrase is used by young people against baby boomers that are conservative and their attitudes are narrow-minded* (BBC 2020). All of these facts made young people perceive boomers as egoists and the construction *be shorthand*, extended by the preposition *for* and noun *selfishness*, highlights it, e.g. *Yet today, “baby boomer” is a toxic phrase, shorthand for selfishness* (Roberts 2018).

All in all, the strategy of esteem needs structures news stories that deal with evaluation of boomers and is illustrated by tactics of high and low levels of reputation. The generation of baby-boomers is mostly presented with the low level of reputation as despite being active, independent and peaceful, they are connected to disrespect, disdain, humiliation, harassment and misunderstandings.

2.1.5. Strategy of self-actualization need constructs news stories that describe finding one’s calling, development in accordance to modern requirements, challenging oneself and accepting challenges from others and formulation of goals and reaching them. The tactics of this strategy is connected to the presence of development – 6 constructions and its absence –2 constructions.

2.1.5.1. Tactic of development is applied to news stories that illustrate acquiring new skills, contributing to mental processes and travelling. The tactic is presented by 2 immediate and 4 modified constructions.

To begin with, it is generally known that travelling is one the best ways to broaden person’s horizons. Visiting various places means getting acquainted with new countries, nations and cultures, etc. As for boomers and their relation to travelling, the immediate construction *cruise the globe* is used, e.g*. Baby-boomers are apparently living in an experiential paradise – cruising the globe* (Roberts 2018).

The next group of constructions of this tactic refers to relations between the following generation and modern technologies. It is to be explained that development requires expanding knowledge and mental abilities. Gadgets and online activities are groundbreaking and difficult things for the generation whose oldest representative turns 74, so acquiring the skill of its usage is a challenge and its success is a victory. That is why this group belongs to this strategy.

First construction *expand into the digital realm*, modified by the adjective *digital*, shows in general the way boomers try to be up-to-date, e.g. *Boomers are playing video games as a way to remain socially connected and cognitively sharp in a world that continues to expand into the digital realm* (Rosenblatt 2019). The sphere of digital realm that is chosen by boomers is mentioned in the construction *embrace games* that is modified by the adjective *video.* It was already mentioned that boomers try gaming and gain respect but this fact is also an argument to prove their development, e.g. *Older people are embracing video games* (Rosenblatt2019). The next immediate construction illustrates that further development of gaming skills turned boomers into professionals so they start *stream gameplays*, e.g. *Five years ago bay-boomer started streaming his gameplays* (Rosenblatt, 2019).

It is to be noted that by acquiring tech skills such as gaming boomers made contribution to boosting mental processes. There are two constructions illustrating this benefit. The first one is the construction *provide a workout*, modified by the adjective *mental*, e.g. *With their complex controls and fast pace, video games can provide a mental workout for baby-boomers* (Rosenblatt 2019). The next advantage is presented by the construction *reap stimulation*, with the adjective *cognitive* as an modifying element, e.g. *But cognitive stimulation is far from the only benefit seniors can reap from video games* (Rosenblatt 2019).

2.1.5.2. Tactic of lack of development is presented in news stories explaining the absence of motivation or possibilities and neglecting significance of gaining new experience. The tactic includes 1 immediate and 1 extended constructions.

The following tactic has ties to the absence of all types of motivations i.e. external and internal. The first one is illustrated by the immediate construction *lack opportunities* that is used to describe outward obstacles that prevent boomers from development, e.g. *Life, money and opportunities had an elasticity that they lack today* (Roberts 2018). As for internal motivation, the construction *do not have extra needs*, extended by the verb *do*, adverb *not* and adjective *extra* is used. It shows boomers’ unwillingness and indifference toward doing the most of their lives, e.g. *Baby boomers do not have any extra expanses or needs* (Euronews 2016).

To conclude, the strategy of self-actualization need is presented in pieces of news about boomers with the help of two tactics: the one of development and the one of its lack. The first tactic prevails as though there is lack of motivation, boomers are characterized by successful usage of modern gadgets, traveling, and contributing to cognition.

## 2.2. Organization of texts about generation X

To analyze the organization of texts about generation X, 11 news stories (16,2% from the general amount of analyzed news stories) were found and 54 immediate, modified and extended constructions were selected. All of them were distributed into groups that represent strategies and tactics of texts structuring with reference to human basic needs: strategy appealing to physiological needs – 10 (18,5%), strategy of safety needs – 13 (24,1%), strategy of belongingness needs – 12 (22,2%), strategy of esteem need – 9 (16,6%) and strategy of self-actualization – 10 (18,5%).

2.2.1. Strategy of appealing to physiological needs is applied to news stories dwelling on Xers’ necessity of having food, place to live in, intimacy, etc. The following strategy includes two tactics: the tactic of satisfying physiological needs– 3 constructions and the one of neglecting them – 7 constructions.

2.2.1.1. Tactic of satisfying physiological needs concerns news stories that illustrate those needs of basic level of Maslow’s hierarchy that are successfully met by representatives of Generation X. The named tactic includes 1 immediate, 1 modified and 1 extended constructions.

First of all, it was mentioned that Gen X lived during the time of growing wealth (BBC 2014 e-ref). As a result, they are used to rich life and it is illustrated by the way they satisfy food need. The construction *eat anything* is extended by the modal verb *could*, e.g. *Generation X was the generation which could eat anything it wanted* (Andrew 2020). Besides, such desire for food variation has lead to Xers’ need to *find places to shop*. The following construction is modified by the adjective *more*, e.g. *I’m Gen X and I really, really want to find more places to shop* (Buzasi 2019).

The next physiological need that is met according to the news is sexual relations and the immediate construction *be sexually active* proves it, e.g. *Gen-Z peers are sexually active* (San Diego University 2016).

2.2.1.2. Tactic of neglecting physiological needs structures news stories that give evidence to Gen X’s failures while meeting primary group of needs. It is presented by 7 extended constructions.

To start with, it was already said that Generation X is characterized as people who have debts (Kasasa 2020 e-ref). As a result, the general prosperity of generation is at a critical point and it is proved by the construction *link to poverty* that is extended by the verb *show*, e.g. *Changes in suicide rate among Generation X show a link to unemployment and poverty* (BBC 2019). Moreover, there is the construction *living standards*, that is extended by adverb *not* and the verb *meet*, which shows the poor quality of life of the described generation, e.g. *Gen X is the first generation not meeting the living standards* (Bindley 2016).

The next idea that belongs to this tactic is also connected to economical state of this generation especially during housing crisis (Ferro 2016). As a result, the construction *out of home*, extended by the verb *force*, is used, e.g. *By 2009, many of Generation X found themselves either underwater on their mortgage, or in foreclosure and completely forced out of their home* (Ferro 2016).

Moreover, according to news stories that have been analyzed, physiological state is one more thing Xers have frivolous attitude to and there is a group of constructions that proves it. First of all, as the majority of Generation X’s representatives are office workers there is the construction *sedentary life*, extended by the verb *lead*, that illustrates it, e.g. *Xers are far more likely to lead sedentary lives* (Andrews 2020). One more thing that does harm to their health is connected with being short of time for cooking. As a result, the construction *ready meals*, that is extended by the immediate construction *become de rigeur* in the meaning of “required by etiquette” (MWD), is used, e.g. *Generation X grew up just as these small businesses were being replaced by the supermarkets and when ready-meals were becoming de rigeur* (Andrews 2020). It is not a surprise that fast food contains a lot of salt, fats, carbohydrates and other components that ruin people’s health. The result of such way of nutrition is illustrated by the construction *diabetes and obesity*, extended by the adjective *far more* and the immediate construction *were prevalent*, e.g. *The study found that conditions such as diabetes and obesity were far more prevalent among people born in the 1960s and 70s* (Andrews 2020). Finally, to show the result of the following way of living the construction *poor health*, extended by the verb *spend*, the preposition *in* and the noun *years* to intensify the dissatisfaction, is chosen, e.g. *Generation X is likely to spent years in poor health* (Andrews 2020).

To sum up, the strategy of appealing to physiological needs includes two tactics of structuring texts: the one of satisfying and the one of neglecting the needs. The second tactic is prevalent as despite the fact that boomers managed to meet food and sex needs, the quality of life, shelter and lifestyle require improvements.

2.2.2. Strategy of safety needs is tied to pieces of news that deal with employment, money and health safety. This strategy is represented by three tactics: tactic of potential threat – 4 constructions, tactic of safety loss – 4 constructions and tactic of safety renewal – 5 constructions.

2.2.2.1. Tactic of potential threat structures news stories that describe possibility of losing working places, remaining without income and health problem that may lead to serious consequences. It includes 2 modified and 2 extended constructions.

As for employment, it is to be taken into account that while a boomer values stable career ladder, a typical representative of Generation X has no ties to a job and is not a team-worker (Слаква 2011: el.ref). The possible threat consists in remaining without stable income. To support this idea the construction *have a job*, extended by the adverb *not*, preposition *for* and the noun *life*, is used, e.g. *Generation X’ father may have had a job for life, yet they may not* (BBC 2019).

The threat of being short of money is real because of external reason connected to economic crisis that poses difficulties on the generation. The construction *under strain*, modified by the adjectives *financial* and *enormous*, is used to show it, e.g. *Crisis leaves Xers and their families under enormous financial strain* (Storey 2020).Besides, comparing the amount of money baby-boomer possessed and the described crisis and debts, the construction *have wealth*, modified by the adjective *less*, is used, e.g. *Generation X are having less wealth than their parents* (Storey 2020).

The final construction of this tactic is connected to health of the generation. It has been said that the described generation treats the world with hostility and considers it to be full of vital problems (Слаква 2011: el.ref). Those who are unable to cope with these hardships acquire unhealthy habits. One of them is described by the construction *heroin use* which is extended by the verb *increase*, e.g. *Heroin use increased markedly through the 1980s and early 90s, which is when the rise in drug-related and suicide deaths among Generation X began* (BBC 2019).

2.2.2.2. Tactic of safety loss organizes news that describes spheres that are under real threat of being damaged. This tactic includes 1 immediate, 2 modified and 1 extended constructions.

The first group of constructions that belong to this tactic is connected to death. The previous tactic mentioned that Generation X is characterized by taking heroin and other drugs that may cause fatality. The construction *drug poisoning*, extended by the noun *deaths*, is chosen to illustrate it, e.g. *Fast-forward to 2017 and opioid drugs, which include heroin, contributed to around half of drug poisoning deaths among Generation X* (BBC 2019). However, the most serious phenomenon that thrives nowadays is described by the immediate construction *die by suicide*, e.g. *People born in the 1960s and 70s stand out as the generation most likely to die by suicide* (BBC 2019).

Besides, there are other issues concerning health like depression, anxiety, bipolar disorder, etc. that are widespread in the modern world. To support this idea the construction *health problem*, modified by the adjective *mental*, is used, e.g. *People born in the 1960s and 70s feel a greater sense of stigma in talking about mental health problems* (BBC 2019).

Finally, though the previous tactic claimed that Xers may not have a stable job for life, the pandemic has made many of them unemployed even now so *unemployment and instability* thrive. The following construction is modified by the adjective *financial*, e.g*. Gen X experience unemployment and financial instability* (BBC 2019).

2.2.2.3. Tactic of safety renewal constructs news stories describing improvement of critical situations concerning work, health, etc. It covers 1 immediate, 1 modified and 3 extended constructions.

In general, the situation concerning loss of health because of drugs, suicide or mental problems started to *see changes*. The chosen construction is modified by the adjective *meaningful*, e.g. *We need to see meaningful change for Gen X* (BBC 2019).

The first change is connected to suicides. As it was said in the previous tactic, there are a lot of cases of suicide among Xers (BBC 2019). Fortunately, governments and nations have started paying attention to it and make the issue public. The action that was taken is included in the construction *suicide prevention*, extended by the verb *embed*, e.g. *We need to embed suicide prevention in all areas of policy* (BBC 2019). The result of this action is showed in the construction *rate of suicide*, extended by the verb *fall*, e.g. *She said while the overall* [*male rate of suicide has been falling in recent years*](https://www.bbc.co.uk/news/health-45407487) (BBC 2019).

The next change is connected to mental health disorders. It is to highlight that Xers have a huge desire to recover and the immediate construction *seek help* is used to demonstrate Xers’ confession of their vulnerability and necessity of being helped, e.g. *Generation X is seeking help* (BBC 2019). The result of this confession is presented by the construction *access support*, extended by the immediate construction *mental health*, e.g. *It's important that anyone who needs support for their mental health is able to access it* (BBC 2019).

To conclude, the strategy of safety needs is presented in news stories about Generation X with the help of three tactics, namely: tactic of potential threat, tactic of safety loss and tactic of safety renewal. Though there is possible harm to Xers’ employment, income and health and there is increasing number of deaths caused by drugs and suicide and mental issues, the last tactic is dominant as a lot of precautions are taken to recover from all sufferings.

2.2.3. Strategy of love and belongingness needs organizes news stories concerning attitudes to people, relations to family and friends. This strategy falls into three tactics: tactic of belongingness to global community –3 constructions, tactic of belongingness to family – 7 constructions and tactic of belongingness to closely integrated communities – 2 constructions.

2.2.3.1. Tactic of belongingness to global community is found in texts dwelling on Xers as a part of society with their attitudes to humanity, gender and conflicts between people. The named tactic includes 3 immediate constructions.

As it was said, Generation X is considered to be frivolous when it comes to any kind of cooperation as they rely only on themselves (Слаква 2011: el.ref). However, taking into account hardships they go through, Xers take the initiative to unite and support each other and the immediate construction *reach people* proves it, e.g. *We* [Generation X] *needs to reach people before they get to crisis point* (BBC 2019).

The next idea presented in the news stories is attached to attitude to the way people treat those who differ from them in some ways. The situation is crucial as the 21st century turns to remind ancient times without human rights if we follow phenomena of Black Lives Matter and feminism. Fortunately, the majority of Xers choose the way of tolerance and understanding of the necessity of changing the situation on the global level. To illustrate the previous statement the immediate construction *tackle inequalities* is chosen, e.g*. It's about embedding suicide prevention in all areas of policy to tackle inequalities* (BBC 2019).

Besides, it was mentioned that the 13th Generation fought for the equity between men and women (Fottrell 2015: el.ref). Females won the right to be able to study, develop themselves and occupy men’s positions. The result is presented by the immediate construction *best-educated women*, e.g. *It turns out, Calhoun discovered, Gen X women are some of the best-educated women in history* (Storey 2020).

2.2.3.2. Tactic of belongingness to family structures news stories about the necessity of love, relations with parents and children. The tactic occupies 2 immediate, 3 modified and 2 extended constructions.

In order to understand the attitude of Xers to having families it is important to analyze the situation they grown in. Looking at parents of Gen X, i.e. baby-boomers, who considered having a family as the main goal of their lives, it could be expected that Xers saw examples of good parents. However, boomers’ rushing to having families has often lead to conflicts, violence and divorces so the expressed above idea is a doubt and the construction *parented generation*, modified by the adjective *least* underlines it, e.g. *There aren’t generational statistics, but a few experts said Gen X was the least parented generation* (Storey 2020).

Moreover, the influence of isolation concerning generation X’s family affairs is described by the construction *care for parents*, modified by the adjective *ageing*, e.g. *Xers are raising children, and at the same time caring for their ageing parents* (Storey 2020). Besides, Xers were expected to take care of boomers and the lockdown urged them to do it. The pandemic made the generation X be in charge of their parents and the situation is described by the immediate construction *role reversal*, e.g. *It’s the ultimate role reversal for Generation X, suddenly stricken with worry about where their parents are and reminding them they need to wash their hands* (Gerhard 2020).

In addition, though it was said that women of Generation X are extremely independent, they still pay huge attention to finding a partner for life. It is proved by the construction *find fulfillment*, extended by the noun love and the preposition *in*, e.g. *I think more Gen X women definitely want to find fulfillment in love* (Bindley 2016).

Furthermore, the typical image of having a family with a lot of children was totally shifted for the described generation. The attitude of Xers to children is presented by the construction *have children,* extended by the verb *opt to* and the adverb *not*, e.g. *Xers’re so hard working, in fact, that many of them are opting to not have children, according to new research from the* [*Center for Work Life Policy*](http://www.worklifepolicy.org/) (Bindley 2016). However, even if they tend to become parents they are not ready to create multi-children family. The construction chosen to illustrate it is *have children* that is modified by the adverb *only* and the numeral *two*, e.g. *Generation X have only two children* (Johnson 2018).

It is to be noted that Xers should not be regarded as frivolous parents as they take responsibilities for their kids. Taking into account the pandemic and the lockdown in the world, the representatives of Gen X take care of their children’s education and the immediate construction *learn to homeschool* is used, e.g. *So it's now on Gen X to keep their parents from dying while learning how to homeschool* (Kalita2020).

2.2.3.3. Tactic of belongingness to closely integrated communities is used to demonstrate the generation X’s relation with friends and general necessity of having a company to spent time with. The tactic has 1 immediate and 1 extended constructions.

To begin with, people of Gen X are said to be good friends who take the most of their lives and adore communicating with close people and the construction *come out*, extended by the preposition with and the noun *friends*, e.g. *Xers grab the opportunity to come out for prosecco with their friends* (Parkinson 2019).

However, there is a proof of dissatisfaction of belongingness need. Though for many people the absence of face-to-face communication is a hardship, the lockdown showed that for Gen X it is not a problem but rather a benefit and the immediate construction *thrive on solitude* proves it, e.g. *Gen X folks can actually thrive on solitude and enjoy their downtime, due to our advanced tolerance for boredom* (Dabney 2020).

All in all, the strategy of love and belongingness needs organizes texts about Generation X and includes three tactics that dwell on belongingness to global community, family and closely integrated community. The tactic of being a part of family prevails as though Xers have understanding of being united, necessity of equity and being a good friend, their shift in family value is described the most. The lockdown has drawn their attention to caring for parents and children and finding their partners. Though Xers adore being on their own, the need of belongingness and love is satisfied by the described generation.

2.2.4. Strategy of esteem needs structures news stories that deal with the description of Generation X from the perspective of their reputation and evaluation by other people and by themselves. The strategy encompasses two tactics: the tactic of high level of reputation – 3 constructions and the one of low level of reputation – 6 constructions.

2.2.4.1. Tactic of high level of reputation deals with texts that show people’s positive opinions about Xers and their own evaluation of their generation. It includes 2 immediate and 1 modified constructions.

It was proved that women of the described generation stand out from others because of intelligence. Besides, they are considered to be devoted to their calling and the immediate construction *be hard-working bunch*, shows it, e.g. *The women of Generation X are a hard-working bunch* (Bindley 2016)

Moreover, Generation X is said to be disappointed by the world around. They have lost trust to politicians and were afraid of being controlled (Слаква 2011: el.ref). Still, they try to change the situation for the better and the immediate construction *be resilient one*, implying generation, proves it, e.g. ***The study found this generation to be a particularly resilient one*** (Bindley 2016).

More than that, Xers were described as persistent people who do their best to achieve personal goals (Слаква 2011: el.ref). To support this idea, the construction *be resourceful,* modified by the adverb *very*, is chosen, e.g. *Generation Xers are generally very resourceful* (Dabney 2020).

2.2.4.2. Tactic of low level of reputation shows Xers’ low self-esteem and their features that other people hate. It includes 1 immediate, 1 modified and 4 extended constructions.

To begin with, there are evidences of low self-esteem of Generation X. Firstly, it was said that the representatives of the following generation have mental problems but it turns out that it is a shame for them and the construction *sense of stigma*, modified by the adjective *greater* and extended by the verb *feel*, shows it, e.g. *People born in the 1960s and 70s feel a greater sense of stigma in talking about mental health problems and seeking help than those born since then* (BBC 2019).

Moreover, the pandemic has changed the way Xers are used to and being under stress has damaged their confidence and there are two constructions to prove it. They are the immediate construction found *plagued by self doubt* and the construction *a list of regrets*, extended by the verb *make* and noun *life*, e.g*. Xer found herself plagued by self-doubt, compulsively making a list of life’s regrets* (Storey 2020).

Furthermore, there is a group of constructions that show negative evaluation of Generation X by other people. It is unexpected but the Generation X is considered by other people to be lazy and the construction *slacker reputation,* extended by the verb *have*, is used, e.g. *Generation X has slacker reputation*(Bindley 2016). The same idea is illustrated by the construction *celebrate talent for,* extended by the immediate constructions *hanging out* and *doing nothing* and the conjunction *and*, e.g. *Headlines have called out Generation Z and millennials for their* [*inability to skip brunch*](https://www.nytimes.com/2020/03/14/opinion/coronavirus-bars-lockdown.html)*,* [*chastised the boomers for not taking the threat*](https://www.nbcnews.com/think/opinion/social-distancing-not-snow-day-how-i-got-my-stubborn-ncna1160541) *to their health more seriously and* [*celebrated the Gen X talent for hanging out and doing nothing*](https://www.themarysue.com/in-this-time-of-panic-we-look-to-generation-x-for-inspiration/?fbclid=IwAR0W17PvJfYlMqAxa2EIzhfqX7B-zxWcWmTdrcx8Z1zvkp0eO3vHLG6CddM) (Gerhard 2020).

Besides, it was said that Xers have a lot of debts and as a result they try to shorten their expenses (Kasasa 2020: el.ref). However, there is another side and it is described by the construction *be screwed*, modified by the adjective *most*, e.g. *Gen X is the most screwed generation when it comes to real estate* (Ferro 2016).

To sum up, the strategy of esteem needs structures news stories from the perspective of tactics of high and low levels of reputation. Generation X is presented in news mostly with low evaluation; though they are resilient, ingenious while Gen X women are hard-working, they are too lazy, unconfident, regretful and greedy.

2.2.5. Strategy of self-actualization needs organizes news stories that tell about Xers’ development, ambitions and living in accordance to their wishes. The strategy includes two tactics: the tactic of development – 6 constructions and the one of lack of development – 4constructions.

2.2.5.1. Tactic of development constructs texts that are connected with professional development, fulfilling lives’ dreams and being brave to change their lives. The tactic includes 5 immediate and 1 modified constructions.

Firstly, it was proved in the previous strategy that Gen X has dreadful reputation (Bindley 2020). However, Xers understand it and put efforts to change it and the immediate construction *become ambitious* proves it, e.g. *Gen Xers have gradually shed their slacker reputation to become ambitious* (Bindley 2020).

Besides, it was said that Gen Xers are very persistent and hard-working when it comes to achieving personal aims (Слаква 2011: el.ref). This idea is supported by the immediate construction *succeed at work*, e.g. *Gen X succeed at work have fewer kids* (Bindley 2020).

Moreover, it may be challenging to stay open for changes and reconsider personal principles. Though Xers are in their 50s they are brave to accept opportunities to change their lives. To prove that Gen X realizes that perception of the world may be changed the immediate constructions *changing mores* and *life choices* are used together with the immediate construction *career ambition* that shows evidence of professional perspectives for Xers, e.g. ***Gen X are influenced by career ambition, economic challenges and changing mores and life choices*** (Bindley 2020). Furthermore, Gen X was said to be under risk to remain without as table job, but on the other hand, they prefer work that will be for pleasure and the construction *quit careers*, modified by the adjective *dreary*, underscores the strategy, e.g. *Gen X are wise enough to quit dreary careers* (Andrews 2020).

2.2.5.2. Tactic of lack of development organizes news about absence of things that make Xers satisfied with their life and things that prevent them from doing their best. The tactic contains 1 immediate and 3 modified constructions.

To begin with, though women fought successfully for their rights and became well-developed, the pandemic took them back to being house women and the result is represented by the immediate construction *be unhappy*, e.g. *Women in their 40s and 50s are so unhappy now* (Storey 2020).

Another influential problem that prevents Xers from development is absence of opportunity to get education, which meant a lot for people. To prove it, the construction *receive education*, modified by the adverb *not* and the adjectives *free* and *higher*, is chosen e.g. *Gen X didn’t receive a free higher education as many baby boomers did* (Moore 2019).

It is obvious that external factors may disappoint people and influence the perception of the world. The Middle Generation is under the pressure of housing situation, market deals and the result is presented by the construction *make outlook,* modified by the adverb *less* and the adjective *rosy*, e.g. *Other factors that make the Gen X outlook less than rosy: Multiple boom and bust market cycles and the current housing slump* (Bindley 2020).

Taking into account the peculiarities of the circumstances Generation X grown in, their modern state and the pandemic, the construction *golden future*, modified by the adverb *no*, is found, e.g. *The achievement in all of this cultural expression was to take seriously the idea that there may be no golden future for Gen X* (Moore 2019).

In general, the strategy of self-actualization need constructs news stories about Generation X creating tactics of development and its lack. The first tactic is the dominant one as despite lack of education, negative outlook and doubt about happy future, Xers are described as flexible, ambitious, persistent, ready for changes and people with opportunities great for career growth.

## 2.3. Organization of texts about generation Y

To analyze the organization of texts about millennials 23 news stories (33,8% from the general amount of analyzed news stories) were found and 69 immediate, modified and extended constructions were selected. All of them were distributed into groups that represent strategies and tactics of texts structuring with reference to human basic needs: strategy appealing to physiological needs – 14 (20,3%), strategy of safety needs – 21 (30,4%), strategy of belongingness needs – 16 (23,2%), strategy of esteem need – 8 (11,6%) and strategy of self-actualization – 10 (14,5%).

2.3.1. Strategy of appealing to physiological needs structures news stories about millennials’ lifestyle namely things they eat and drink, appearance, sport, shelter, intimacy, etc. The strategy includes two tactics: tactic of satisfying physiological needs – 7 constructions and the tactic of neglecting these needs – 7 constructions.

2.3.1.1. Tactic of satisfying physiological needs deals with news about healthy nutrition, going to the gym, having a shelter. The tactic includes four immediate and three extended constructions.

To analyze millennials’ nutrition it must be said that there are both positive and negative sides. Firstly, the need for cooking is not topical for this generation and the immediate construction *to order takeout* proves it, e.g. *Millennials are more likely to order takeout* (Lebowitz 2018). Talking about the food they prefer, the construction *healthy food,* extended by the verb *follow* and the noun *trends,* is used, e.g. *Millennials follow seemingly healthy food trends* (Mandatory Editors 2018). Such healthy nutrition requires many changes and the extended construction *cut back on meet*, with the noun *amount* and the preposition *of* as extending elements, illustrates one of them, e.g. *At 23 she is one of a growing number of millennials trying to cut back on the amount of meat she eats* (Ascher 2019). However, some of millennials are not ready to abandon eating this product in order to become vegetarians and the immediate construction *be flexitarians*, that means “eat animal product from time to time” (Asher 2019), shows it, e.g. *There's been an increase in the number of millennials who consider themselves to be flexitarians* (Ascher 2019).

Besides, such healthy lifestyle is also connected to giving up consuming alcohol. There two construction to support this idea. The first one is the immediate construction *drink less, e.g. Millennials drink less than the previous generation*(Nuys 2018). The next one is the construction *shun the pub*, extended by the preposition *for* and the noun *gym*, that also describes millennials’ sport life, *e.g. Millennials are shunning the pub for the gym* (BBC 2018).

One more need that is satisfied is shelter need and the immediate construction *live with parents* supports this idea, e.g. *52% of millennials in the US are living with their parents* (Shoichet 2020).

2.3.1.2. Tactic of neglecting physiological needs deals with news stories about eating unhealthy food that creates an unattractive image of a person, unaffordable housing, wasting money and lack of sex. The tactic encompasses 3 immediate, 2 modified and 2 extended constructions.

Though it was mentioned that millennials started to care about their nutrition, there are several constructions that prove their frivolous attitude to their health. The immediate construction *fast food* shows that for some of them it remains to be convenient, e.g. *Traditional fast food companies look stale and old to millennials* (Nuys 2018). However, such passion for processed food changed millennials’ appearance and the immediate construction *the fattest generation* illustrates it, e.g. *Millennials set to be fattest generation* (Mandatory Editors 2018).

Moreover, millennials were said to live with their parents and satisfy the shelter need but beinga30-year old individual who lives with parents is a subject of controversy. As for having their own houses, the construction *buy a home*, modified by the numeral *first* and extended by the verb *fail*, is used, e.g. *Because of the unrealistic expectations millennials failed to buy a first home* (Peachey 2019). One more reason for neglecting this need is represented by the construction *lack of housing*, modified by the adjective *affordable*, e.g. *Millennials have taken on our most pressing problem: lack of affordable housing* (Filipovic 2020). Nevertheless, it does not mean that there are no cheap houses for this generation; the problem is more connected to their financial affairs. The immediate construction *burn money* and the construction *buy a house*, extended by the verb *save* and the immediate construction *rather than*, show it, e.g. *Millennials are burning their money on lifestyle perks like avocado toast rather than saving to buy a house* (Harrison 2018).

Furthermore, one more need that is neglected is connected to intimacy and the construction *not have sex*, modified by the adverb *much*, shows it, e.g. *Millennials aren’t having as much sex as many would like to believe, because of stress and anxiety* (Lister 2020).

To conclude, the strategy of appealing to physiological needs of Generation Y is represented with the help of tactic of satisfying these needs and the tactic of neglecting them. The second tactic prevails, though millennials try to lead beneficial lifestyle, there are significant problems that remain, i.e. fast food eating, obesity, absence of permanent place for living and money and low sexual desire.

2.3.2. Strategy of safety needs constructs news stories about millennials’ employment and mental health, Covid-19 and its consequences, attitude to ecological state and to the usage of modern technologies. It includes three tactics: tactic of potential threat – 5 constructions, tactic of safety loss – 10 constructions, tactic of safety renewal – 6 constructions.

2.3.2.1. Tactic of potential threat is found in news stories about millennials possibility of losing workplaces, remaining without profits and possible results of trusting technologies and avoiding restrictions during the pandemic. It includes 1 immediate, 1 modified and 2 extended constructions.

It is not a secret that the pandemic has posed changes on all of the spheres of our life but the economical state of the world is damaged the most. A lot of companies had to shorten their staff and millennials are among victims of this reduction and the construction *losing job*, extended by another immediate construction *under the risk of*, shows it, e.g. 5*millions millennials have become unemployed and the bigger number remain to be under the risk of losing jobs* (Filipovic 2020).

This risk is tied to one more problem that is typical of millennials and it is described by the construction *little savings*, extended by the verb *have*, e.g. *The problem of having little savings is now magnified in the more diverse millennial generation* (Filipovic 2020).

The next threat is connected to the health state of the generation. Though the number of Covid-19’s victims grows every minute, millennials still tend to avoid taking measures announced by the government and the immediate construction *shrug off the restrictions* illustrates it, e.g. *Millennials continue to shrug off the restrictions* (Robertson 2018). Moreover, it is to be noted that the state of health of the generation belong to the physiological needs, however, the external threats that may do harm to health and its consequences belong to this group as it means that health security need is damaged. What is more, significant to know is that after recovery from the pandemic, it may leave you with hard consequences like problems with lungs and the construction *lung damage*, modified by the adjective *permanent* and extended by the verbs *can* and *experience*, proves it, e.g. *Those patients can potentially experience permanent lung damage, including scarring and reduced lower respiratory capacity* (Prior 2020).

Besides, one more thing that may cause harm to millennials is connected to their attitude to modern technologies. It has been mentioned that this generation is characterized by partiality for digital technologies (Swenney 2006: el.ref). However, the construction *put trust*, modified by the adverb *too* and the adjective *much*, shows that millennials do not take into account negative aspect of making use of technologies, e.g. *Millennials have grown up with technology and they put a little too much trust in it* (Deeth 2018).

2.3.2.2. Tactic of safety loss is connected to news about millennials’ experience of having health problems, having debts and being cheated online. It includes 3 modified and 7 extended constructions.

All of the constructions that deal with safety loss are grouped according to themes. The first group encompasses health problems that are dangerous and may lead to death. To start with, the most serious disease nowadays is Govid-19 and millennials are its targets. To prove it the construction *Govid-19 symptoms*, extended by the verb *come down with*, is chosen, e.g. *Millennials came down with Covid-19 symptoms, and like many coronavirus patients, spend weeks in bed* (Prior 2020). However, scientists say that the pandemic may occur in its different variations and the construction *version of Covid*, modified by the adjective *asymptomatic* and extended by the verb *experience*, is used, e.g. *"About 80% of millennials are going to experience a mild or asymptomatic version of Covid. It's the other 20% that we're worried about," said Dr. Luis Ostrosky-Zeichner* (Prior, 2020).

The next group is connected to the consequences left by Govid-19. Firstly, millennials are said to be tired all the time even if they do not perform hard action and the construction *be on and off with fatigue*, modified by the adjective *extreme*, is used, e.g*. Some of the millennials haven’t returned to normal life and since then it’s been on and off with extreme fatigue* (Prior 2020). Besides, to describe this state during post-illness period the constructions *brain fog* and *problems with short-term memory*, both extended by the verb *have*, are used, e.g. *Every day the millennial has brain fog and problems with short-term memory that make reading, writing and speaking harder* (Prior, 2020).

Moreover, the mental health of millennials is also damaged. This generation was mentioned as being very communicative and easy-going (Swenney 2006: el.ref). Taking this fact into account, no wonder that the pandemic has influenced their mental state by depriving them of social life and the construction *high level of anxiety*, extended by the nouns *loneliness* and *depression*, shows it, e.g. *Unsurprisingly, once coronavirus hit communicating millennials reported higher levels of anxiety, loneliness and depression* (Filipovic 2020).

To continue, millennials financial state is at the edge. Though they have been said to spend a lot of money on education and lifestyle perks, still they are money less and the constructions *hold debts*, modified by the adverb *more*, and *make money*, modified by the adverb *less*, illustrate it, e.g. *Millennials generally hold more debts and make less money that previous generations* (Filipovic 2020).Besides, the immediate construction *tight on cash*, extended by the noun *cash*, serves as one more validation of the statement, e.g. *Millennials are tight on cash* (Agrawal 2018).

Finally, it was mentioned in the previous tactic that millennials have frivolous attitude to using technologies by trusting it too much. As the result, the construction *fall victim to*, extended by the noun *fraud*, is used, e.g. *Millennials are falling victim to fraud* (Deeth 2018).

2.3.2.3. Tactic of safety renewal structures news stories that dwell on millennials’ will to improve ecological situation, taking precautions and mental health recovery. It has 4 immediate, 1 modified and 1 extended constructions.

To begin with, millennials have recently started showing their concerns about environment and to prove it the immediate construction *become eco-friendly* is used, e.g. *The trend has been attributed to millennials who became eco-friendly* (Shearing 2020). Such friendliness is shown by the immediate constructions *cultivate plants*, e.g. *Cultivating plants is on the rise among millennials, according to the Royal Horticultural Society* (**Shearing 2020);** and *reuse plastic pots*, e.g. *From cutting down on "plant miles" to reusing plastic pots, millennials have shared ways to keep your horticultural hobby sustainable* (**Shearing 2020).**

In addition, this newly picked-up hobby has one more benefit expressed by the construction *mental health*, extended by the immediate construction *have effects on* that is modified by the adjective *positive*, e.g. *Cultivating an indoor plant is thought to have positive effects on millennials’ mental health* (**Shearing 2020).**

**Besides, though millennials are said to shrug restrictions during the pandemic some of realize that they should protect their families and be able to continue working in order to get money so the construction *take precautions*, modified by the adjective *safety*, is used, e.g.** *Millennials know a diagnosis of Covid-19 will put them out of work for a month or more, so they take safety precautions* (LaMotte 2020). One more reason for starting being more careful is expressed by the immediate construction *keep clients safe* that is connected to people who work in spheres that require contacting people, e.g. *Millennials had been using precautions to keep their clients safe* (LaMotte 2020).

To sum up, the strategy of safety needs organized news stories about Generation Y from the perspective of three tactics: tactic of potential threat, tactic of safety loss and tactic of safety renewal. The second tactic prevails as despite the proofs that many things are under the risk of being damaged, i.e. employment, money, health, and some of them saw improvements, millennials still have different topical issues like various versions of the virus, damaged brain, memory, tiredness as its results, mental health problems, financial insecurity and face online cheating.

2.3.3. Strategy of love and belongingness needs constructs news stories that describe millennials’ attitude to people, politics, having family, etc. It has three tactics: tactic of belonging to global community – 5 constructions, tactic of belonging to family – 7 constructions and tactic of belonging to closely integrated community – 3 constructions.

2.3.3.1. Tactic of belonging to a global community constructs news about millennials’ belongingness to nation, gender, political affairs, etc. It includes 4 immediate and 2 extended constructions.

To describe millennials general attitude to people, we may remind that they are communicative and there are 2 immediate constructions that support this idea: *social engagement*, e.g. *Millennials appreciate altruism, social engagement* (Scotti 2018), and *new people*, e.g. *Millennials are open to new ideas, new experiences, and new people* (Scotti 2018). Moreover, millennials comprises generation that care for people and are always ready to help. To support it the immediate construction *give back to the community* is used, e.g. *Millennials have sense of selflessness, caring for others, helping others and wanting to give back to the community* (Scotti 2018).

Moreover, if to analyze development of countries with its external and internal issues it may be seen that international relations and situation within countries have changed and millennials took part in these changes. To prove it, the immediate construction *politically engaged* is used, e.g. *Millennials are more politically engaged* (Bishop 2018).

Furthermore, Generation X was the first who demanded equity between men and women (Fottrell 2015: el.ref). Millennial, however, started arguing and compiled two groups. The first one supported the view that men are getters while women are housewives and the construction *gender role*, modified by the adjective *traditional* and extended by a verb *agree*, illustrates it, e.g. *Millennials agree with the importance of traditional gender roles* (Warner 2017). The second group support feminism and the construction *superiority of the male,* extended by the verb *reject*, is the best to prove it, e.g. *Millennials rejected the superiority of the male* (Coontz 2017).

2.3.3.2. Tactic of belongingness to family constructs texts about millennials’ unwillingness to have families and children and its reasons. It has 3 immediate, 3 modified and 1 extended constructions.

To begin with, the overall attitude to having a family is expressed by the construction *do things*, modified by the adverb *later*, *e.g*. *Getting married and having babies in one’s thirties and forties is more common among this generation. Millennials do such things later* (Newman 2018).

Besides, this generation saw shift in various values, especially in attitude to marriage. From their point of view, the ceremony of wedding and getting stamp in their passports are no longer important and the construction *likely to marry,* modified by the adverb *less,* demonstrates it, e.g. *Millennials three times less likely to marry than the previous generation* (Rannard 2018). However, it does not mean that they prefer to remain single. On contrary, they find beloved ones but they do not perceive marriage as seriously as it was before and the immediate construction *cohabitate before* shows it*,* e.g. *Instead of moving in together after getting married, many millennials cohabitate before* (Lebowitz 2018).

Moreover, in order to get the full image of millennials’ inner vision of family, several reasons for postponing creating a unit of society were found. The first two reasons reflect their “inappropriate” age and alacrity. These phenomena are denoted by such immediate constructions as *too young*, e.g. *Millennials are too young for family* (Newman 2018)*,* and *are not ready*, e.g. *Millennials are not ready to settle down* (Newman 2018). Another reason is financial state as they are viewed as *not prepared*. This construction is modified by the adverb *financially*, e.g. *Millennials are not financially prepared for family life* (Newman 2018).

As for having kids, millennials still show their reluctance. To illustrate it, the construction *have babies* extended by the negative particle *not* and the verb *rush*, is chosen, e.g. *Millennials are not rushing to have babies* (Newman 2018).

2.3.3.3. Tactic of belongingness to closely integrated community refers to news dwelling on millennials’ positive attitude to close-knit communities and finding love during the pandemic. It includes 2 immediate and 1 modified constructions.

Though some researchers describe millennials as a selfish generation, they are united, they support each other and the construction *stick together*, modified by the adverb *close*, shows it, e.g. *Millennials stick close together* (Newman 2018)*.* On the other hand, it was mentioned that it is difficult for them to settle down. If to talk about making long-lasting friendship and being devoted to colleagues and people millennials are somehow connected to, the immediate construction *few ties* used to describe it, e.g. *Millennials are people who have few ties* (Ahmed 2018).

Besides, though for some people the pandemic is a synonym for prison without communication, millennials somehow have managed even to find love and the immediate construction *find matches* is used, e.g. *Millennials share how they found matches in the middle of the pandemic* (Hamedy 2020).

To recapitulate, the strategy of love and belongingness needs is found in texts about millennials with the help of three tactics: tactic of belonging to global community, tactic of belonging to family and tactic of belonging to closely integrated community. Despite the facts that they are politically engaged, responsive, have particular view on gender roles and lack of attachment to close people, the second tactic dominates as the shift in their attitudes to family that is reflected in their incomprehension of its necessity and unwillingness to have family and children because of young age, financial reason and non-readiness is the most important phenomenon.

2.3.4. Strategy of esteem need is found in news stories about positive and negative evaluation of millennials. It has two tactics: tactic of high level of reputation – 3 constructions and the tactic of low level of reputation – 5 constructions.

2.3.4.1. Tactic of high level of reputation deals with news stories that present millennials as influential leaders with groundbreaking ideas. It has 2 immediate and 1 modified constructions.

It was said that millennials take active part in the changes that happen in the world. More than that, they have their own opinion and tastes and many industries take them into account while producing anything starting from food till perfumes. To show it, the immediate construction *be the driving force* is used, e.g. *Millennials are the driving force behind the trends reshaping the sector, according to beauty industry magazine Cosmetics Business* (Bolongaro 2019).

Talking about millennials from the point of view of employees we may say that they are creative and challenged and the construction *have ideas*, modified by the adjective *provoking*, supports it, e.g*. Millennials have a lot of provoking ideas and they want to test their ideas* (Shameem 2019). Moreover, because of this passion to try a lot of new things they are described by the immediate construction *future leaders*, e.g. *Millennials have been tipped as future leaders* (BBC 2018).

2.3.4.2. Tactic of low level of reputation structures texts about perceiving millennials as struggling, irresponsible people who disrespect their generation. It includes 3 immediate, 1 modified and 1 extended constructions.

Taking into account all of the economical and political events millennials were victims of, they received name expressed by the immediate construction *struggling generation*, e.g. *The coronavirus pandemic has devastated the American economy. But millennials has been hit particularly hard as they are already struggling generation* (Filipovic 2020).

Moreover, it was mentioned that millennials are good workers because they are creative, but on the other hand, due to the fact that millennials have no ties, they are not responsible. There are two constructions to illustrate such reluctant attitude: *to leave work,* modified by the adverb *early* and immediate one *fake sick*, e.g. *Thirty-six percent of millennials admitted to faking sick to leave work early* (Jackson 2018).

Besides, it turned out that millennials do not respect their generation and the construction *negative views*, extended by the verb *have*, shows it, e.g. *The Pew Research Center study showed that millennials had far more negative views of their generation compared with Generation Xers* (Robertson 2018). Moreover, the generation confesses that they are very focused on themselves and it is proved by the immediate construction *be self-absorbed*, e.g. *Millennials said their own generation was self-absorbed* (Roberts 2018).

To sum up, the strategy of esteem needs organized news stories from the perspectives of tactics of high and low levels of reputation. Millennials are represented in news mostly with low reputation as though they are creative, able to be leaders and influential, they are struggling, reluctance to work and too egocentric.

2.3.5. Strategy of self-actualization structures news about millennials’ career development, acquiring skills and learning new information due to studying international experiences. It has tactic of development – 6 constructions and tactic of the lack of development – 4 constructions.

2.3.5.1. Tactic of development is found in texts about millennials fast professional development, seeking new knowledge and wish to study about foreign achievements that may contribute to their own growing. It includes 3 immediate, 1 modified and 2 extended constructions.

It is to be noted that millennials, who are criticized as irresponsible workers, have a lot of opportunities for mastering their professional skills and there are several constructions to support it. The immediate construction *move up the ladder* shows the importance of career growth for millennials, e.g. *If millennials don’t find an opportunity to move up the ladder in an organization, they prefer moving out* (Shameem 2019). Moreover, they hope that this moving will not take long and it is presented by the construction *career growth*, modified by the adjective *faster* andexpected by the verb *expect*, e.g. *They expect faster career growth and a learning environment* (Shameem2019). It is important to highlight that millennials do their best for their professional development and the construction *seek knowledge*, extended by the noun *information* and conjunction *and*, shows it, e.g. *Millennials seek knowledge and information to enhance their career growth* (Shameem 2019).

Furthermore, millennials are very persistent and the immediate construction *achieve targets* is used, e.g. *At the same time, millennials achieve the targets* (Shameem 2019).

In addition, millennials understand the importance of adopting experience and innovative approaches of other people all over the world. To support this idea, the immediate construction *international exposures* and the construction *learn skills*, modified by the adjective *new*, are chosen, e.g. *Millennials think that international exposures actually help them to learn new skills* (Shameem 2019).

2.3.5.2. Tactic of lack of development constructs news about absence of opportunities for professional growth. It has 3 immediate and 1 extended constructions.

In general, millennials dissatisfaction of self-actualization need is closely tied to the absence of possibility for it and the immediate construction *lack opportunities* is used, e.g. *Lack of opportunities is now magnified in the more diverse millennial generation* (Filipovic 2020).

Though the previous tactic showed millennials as career seekers, researchers say that they have some restrictions on their way and the construction *professional prospects,* modified the adjective *the worst* and extended by the verb *face*, e.g. *Millennials are facing some of the worst professional prospects in history* (Darling, 2020).

Moreover, millennials are under financial pleasure and it is illustrated by the immediate constructions *strike millennials’ attempts* and *financial crisis*, e.g. *Financial crisis strike millennials’ attempts to make their first steps on the career and property ladders* (Morgan 2020).

All in all, the strategy of self actualization need is represented by two tactics: tactic of development and the one of its lack. Millennials are presented as developed generation as though there are obstacles that hinder them, i.e. absence of opportunities, professional prospects and financial crisis, they are described enjoy career growth, acquiring new skills and knowledge and benefiting from foreign experiences.

## 2.4. Organization of texts about generation Z

To analyze the organization of texts about zoomers 20 news stories (29,4% from the general amount of analyzed news stories) were found and 68 immediate, modified and extended constructions were selected. All of them were distributed into groups that represent strategies and tactics of texts structuring with reference to human basic needs: strategy appealing to physiological needs – 13 (19,1%), strategy of safety needs – 19 (28%), strategy of belongingness needs – 16 (23,5%), strategy of esteem need – 10 (14,7%) and strategy of self-actualization – 10 (14,7%).

2.4.1. Strategy of appealing to physiological needs structures news stories concerning Gen Z’ appearance, nutrition, housing, clothes and intimacy. The strategy has two tactics: tactic of satisfying physiological needs – 7 constructions and the tactic of neglecting this group of needs –6 constructions.

2.4.1.1. Tactic of satisfying physiological needs structures news about zoomers’ food priorities and using them in a beneficial way, their aim to have their own shelter, need of clothing and intimacy. The tactic includes 1 immediate, 2 modified and 4 extended constructions.

Starting from food needs, zoomers are said to have the biggest access to variation of products. The international relations between countries influenced import and export while even usual travelling contributes to the enlarging of the market with exotic products and dishes. To support it the construction *food choices*, modified by the adjective *diverse*, is chosen, e.g. *Research finds that and diverse food choices among young people is contributing towards the food waste problem* (Grylls 2020). What is more important is the attitude to food that is formed in Generation Z. From being an existential thing it went to a tool of healthy lifestyle and it is represented by the construction *use food*, extended by the preposition *as* and the noun *medicine*, e.g. *More Gen Z is using food as medicine, NPD says* (Danley 2019).

Moreover, zoomers have become aware of the devastating effect of drinking and taking narcotics the construction to prove it, i.e. *drug and alcohol use*, extended by the verb *decline*, e.g. *But other behaviours associated with drug and alcohol use have declined* (Mattews-King 2019).

The next Gen Z’s need to describe is shelter need. Sure, taking into account their age, i.e. up to 20-22, they live with their parents or rent accommodations. However, 80% of them are said to have started saving money to buy their own houses (Londenbak 2019). To show it the immediate construction *become homeowners* is used, e.g. *Gen Z-ers don't just want to become homeowners; they want to do it at a younger age* (Londenbak 2019).

Besides, coming to things Z-ers like to wear, another kind of collapse can be seen. It consists in the idea that modern world has made brand clothes accessible but the described generation does not pay attention to it and may reuse things. To illustrate it the construction *item of clothing*, extended by the verb *rent*, is included, e.g*. Gen Z rents one item of clothing a month* (Russon 2019).

In addition, one more physiological need is to be included in the following tactic i.e. intimacy. The construction that illustrates it is *leaving sex*, extended by the conjunction *until* and the adverb *later*, e.g. *Gen Z teenagers are leaving sex until later, and it could help them lead healthier lives* (Kelly 2018). As it can be seen, the majority of Gen Z do not have sexual experience, but we place it in the tactic of satisfying this need as they are well–educated about this phenomena and postponed it because that will do good to their physiological state.

2.4.1.2. Tactic of neglecting physiological needs is applied to texts that describe zoomers’ unattracted appearance and its reasons and lack of housing. It includes 3 immediate, 2 modified and 1 extended constructions.

The general physiological state of the generation can be analyzed by looking at their appearance. There are two constructions that show it, they are the immediate construction *be overweight* and the construction *body image*, modified by the adjective *poor* and extended by the immediate construction *suffer from*, e.g. *Z-ers are also more likely to suffer from poor body image and be overweight, according to the research from University College London* (Mattews-King 2019).

Besides, the previous tactic mentioned food varieties that are of Gen Zers’ disposal. However, a researcher found its negative side that is expressed by the construction *food cravings*, modified by the adjective *impulsive*, e.g. *The EIT survey interviewed 18-25-year olds about their food habits and discovered that many experience fear of missing out, impulsive food cravings and a feeling that they need to be regularly eating new and different meals* (Grylls 2020). This construction explains Zers’ obesity.

One more reason for poor appearance is connected to the lack of relax expressed by the immediate construction *skip sleep*, e.g. *Generation Z is more likely to skip sleep* (Mattews-King 2019).

Furthermore, it was mentioned that zoomers have a burning desire to buy their own houses in future. However, it may take many years to save enough and the construction *housing costs*, modified by the adjective *high*, proves it, e.g.*"Pay gains are being swallowed up by high housing costs," said Lindsay Judge of the Resolution Foundation* (Russon 2019). Meanwhile, the majority of them continue looking for an apartment to rent, but the immediate construction *rising rents* shows that it is also problematic, e.g. *Rising rents mean young people are less likely to move to UK cities where average salaries are higher, a report indicates* (Russon 2019).

To conclude, strategy of appealing to physiological needs is represented in news stories with the help of two tactics: tactic of satisfying and tactic of neglecting these needs. The tactic of meeting the above mentioned basic needs prevails despite the evidences that Zers are victims to binge eating that is reflected on their appearance, they lack sleeping and are under the pressure of expensive housing, they follow a healthy diet and consume diverse kinds of food, save money to buy their own immovables, prefer to rent of buy second-health clothes instead of wasting money on it and postpones sexual life that is beneficial.

2.4.2. Strategy of safety needs structures news stories that describe zoomers’ safety of employment, health, personal data and attitude to ecological situation. It has three tactics: tactic of potential threat – 5 constructions, tactic of safety loss – 4 constructions and the tactic of safety renewal – 10 constructions.

2.4.2.1. Tactic of potential threat constructs news stories that tell about bad employment, inability to make savings, pressure of social networks and possible damage of ecology. The tactic includes 2 immediate, 2 modified and 1 extended constructions.

To being with, the pandemic has put pressure on financial situation in the world. It has been mentioned that Gen Z prefers having any kind of job even if it is the worst one because they need money (TTI Success insights 2019). However, even such position is not helpful in today’s situation and the immediate construction *threaten sb’s livelihood* is used, e.g. *For Gen Z life has practically been upended and the ramifications of the virus and the financial crisis it has engendered threatens their livelihoods for years to come* (Aratani 2020). Moreover, talking about Z-ers’ employment, successful career does not play a significant role for them and the construction *land in the job market*, modified by the adjective *worst*, proves it, e.g. *College graduates who only months ago were on track to enter one of the best job markets in US history may instead land in one of the worst* (Aratani 2020).

Unfortunately, the reasons mentioned earlier, i.e. the pandemic, crisis and debts, are reflected on zoomers’ ability to become prosperous. To prove it the construction *accumulate wealth*, extended by the immediate construction *be hard*, is chosen, e.g. *It is hard for a zoomer to accumulate wealth in the form of assets* (Aratani 2020).

Besides, Gen Z was said to be addicted to modern technologies and they perceive the online world as the real one (TTI Success insights 2019). However, there is a couple of disadvantages connected to their using social networks and the most devastating on eis expressed by the immediate construction *pressure of perfection*, e.g. *Many young people are turning to the underground trend of "Finstagram", because of the pressures of perfection* (Sherwood 2019). Very often the phenomenon of the created “ideal human features” makes zoomers consider themselves to be despicable and unimportant that may be lead to fatal actions.

Furthermore, the next threat is tied to ecological situation in the world. Deforestations, different kinds of pollutions, contaminations do enormous harm to our environment. One more problem is described by the construction *greenhouse gases,* modified by the adjective *man-made*, e.g. *Globally, one third of all food produced is wasted, contributing eight percent of man-made greenhouse gases – more than the entire air transport industry in 2019* (Grylls 2020).

2.4.2.2. Tactic of safety loss organizes news about total unemployment, mental disorders and its consequences. It has 1 immediate and 3 extended constructions.

To begin with, though there is a threat that zoomers may occupy the worst positions ever, they still suffer because of lack of working places and the immediate constructions *unemployment rate peak* shows it, e.g. *The unemployment rate for zoomers ages 16 to 19 peaked at 31% in April, more than double the national rate of 14.7%* (Aratani 2020). This unemployment is a result of global financial crisis that influences zoomers. To illustrate it the construction *economic fallout*, extended by the verb *suffer*, is used, e.g. *While older generations endure higher physical risks from the coronavirus, it’s younger generation Z who will likely suffer the economic fallout* (Kottasova 2020).

Furthermore, Gen Z’s health is also damaged. Though they try to care about physiological health, their mental wellbeing suffers and the construction *mental health*, extended by the verb *struggle* and the preposition *with*, shows it, e.g. *Generation Z has struggled with mental health at a distressing rate* (Gergen, Cohen 2020). The problems around and mental health diseases often lead to awful consequences expressed by the construction *be on the rise*, extended by the noun *self-harm* , e.g. *Mental health problems and self-harm are on the rise among British* (Mattews-King 2019).

2.4.2.3. Tactic of safety renewal deals with text about zoomers’ actions of improvements in ecological and financial spheres, health and privacy. It includes 1 immediate, 5 modified and 4 extended constructions.

It was mentioned in the first tactic of this strategy that Gen Z’s activities may do harm to ecology. However, zoomers are said to have desire to solve environmental issues and there is a group of construction to support this ides (Слаква 2011: el.ref). The general attitude is expressed by the construction *become conscious*, modified by the adverb *environmentally*, e.g. *Although Gen Z consumers are becoming more environmentally conscious, Ms Berg doesn’t think that fast fashion will ever really go away, because cheap clothes are always in demand* (Russon 2019).Besides, production of greenhouse gases mentioned in the first tactic of this strategy is connected to wasting of products but the problem is taken into account and the immediate construction *reduce food waste* and the construction *engagement with activism*, modified by the adjective *in-home*, shows it, e.g. *With Gen Z we expect to see a greater level of engagement with in-home activism, such as trying to reduce food waste,” said Dr Lilly Da Gama* (Grylls 2020). Moreover, Gen Z is concerned about the peculiarities of different kinds of materials and realizes that plastic is one of the most dangerous one so the construction *plastic use*, extended by the verb *cut*, shows zoomers’ action toward saving the nature, e.g. *Unilever to cut plastic use to appeal to Gen Z* (BBC 2019). Moreover, one more beneficial thing for ecology from the perspectives of economizing the usage of its resources is expressed by the construction *buy clothes*, modified by the adjective *second-hand,* e.g. *Gen Z now prefers to buy either second-hand clothes from vintage stores and charity shops* (Russon 2019).

Besides, since childhood zoomers have been witnesses to the influence of global warming and have become conscious about it. To prove it the construction *climate change*, extended by the verb *be concerned* and the preposition *with*, is used, e.g. *Z-ers are particularly concerned with climate change and its threat to the future* (Pineda 2020).

Furthermore, Gen Z is described as the one who takes care of their health safety by eating vegetables, doing sport, abandoning bad habits, etc. (Слаква 2020: el.ref). To support this idea, the construction *be health conscious,* modified by the adverb *more*, is chosen, e.g. *Typically, young consumer is drinking less, partly because she or he is more health conscious* (Fraser 2019).

The next sphere that sees improvements is financial one. Though the global financial situation still remains to be at a low level, zoomers’ position is explained by the construction *be careful with money*, modified by the adjective *increasingly*, e.g. *Gen Z was increasingly careful with money and less likely to take out student loans than millennials* (Aratani 2020).

Furthermore, despite their young age, zoomers are crazy about freelancing that allows them to earn a lot. The jobs they choose are mentioned in the construction *be blogger*, extended by the noun *entrepreneur* and the conjunction *and*, e.g. *Gen Z, who is blogger and entrepreneur, spends £200 a month on clothing on average* (Russon 2019).

Finally, Gen Z started to be aware of all complications of using modern technologies, especially that their privacy can be easily ruined. However, the situation is on the way of improvement and the construction *control of data*, modified by the adjectives *greater* and *personal*, proves it, e.g. *What they have found is an "Gen Z-consumer, who is characterized by a desire for curated social experiences, greater control of personal data and purpose-driven brand engagement"* (Fraser, 2019).

To recapitulate, the strategy of safety needs structures news stories about zoomers from the perspectives of three tactics: tactic of potential threat, tactic of safety loss and tactic of safety renewal. The tactic of safety renewal prevails in news as despite the fact Gen Z is under the pressure of financial and ecological issues, they started to care about their health, ecology, technology usage and finances.

2.4.3. Strategy of love and belongingness needs organizes news stories about Gen Z relations with society, friends and families and political views. It includes three tactics: tactic of belongingness to global community – 9 constructions, tactic of belongingness to family – 4 constructions and tactic of belongingness to closely integrated community – 3 constructions.

2.4.3.1. Tactic of belonging to global community deals with news about zoomers’ attitudes to politic, feminism, millennials and feeling of being a part of society. It includes 3 immediate, 2 modified and 4 extended constructions.

The first group of constructions that belong to this tactic deals with negative expressions of the belongingness to society. To begin with, Gen X was the first to fight for women’s rights (Слаква 2017: el.ref). Since that time the problem of equity between genders has been developed and but it seems that zoomers are not happy about it. Their idea is that a huge attention that has been paid to women resulted in underestimating men’s roles. To prove it, the construction *views about feminists*, modified by the adjective *negative*, is chosen, e.g. *Almost one in five boys and young men aged between 16 and 24 ‘hold negative views about feminists’* (Barr 2020). Moreover, there is one more aspect of antipathetic attitudes that concerns zoomers’ relations with millennials. Taking into account the fact that there are no distinct boarders between time frames of generations, Gen Z is often joined to Gen Y or compared. The result of it is explained by the immediate construction *hate millennials*, e.g. *So Gen Z-ers hate millennials now?* (Noor 2020).

One more negative side of being a part of world society is connected with zoomers’ unpleasant feelings. If to talk about the USA, the problem that young people less likely to vote and participate in issues happening in their native places disappoints and requires investigation. Probably, its reason is included in the construction *feel separated*, extended by the preposition *from,* the adjective *American* and the noun *identity*, e.g. *But it seems there is another layer to our newfound dynamic of social distancing: this generation of "Zoomers" is also feeling increasingly separated from their American identity* (Heints, Matheson 2020).

To explain another construction the phenomenon of Finsta should be explained. One of the most popular social networks nowadays is Instagram, an app where people post their photos and write something under them. Today, it became a tool for showing-off and claiming that a person is a part of Insta-community (Sherwood 2019). However, it demands posting photos that correspond to modern view of perfection (Sherwood 2019). Gen Z was the first who revealed this pressure and demanded solving this problem. In respond, they created a notion of Finsta that actually means one more account on Instagram, which is visible for family and closest people only where the youth post those kinds of silly photos they would never put on display on their man account (Sherwood 2019). The aim of creation Finsta can be explained by the immediate construction *means of escapism*, e.g. *Although Finsta is a means of escapism for Gen Z, it's also a means to share funny photos with selected friends* (Sherwood 2019).

Coming to positive opinions and actions connected to zoomers’ social interaction with people, it encompasses several groups. The first one points to political engagement of the generation. This idea is supported by the construction *feel pride*, extended by the preposition *in* and the noun *country*, e.g. *They feel pride in their country, and they want to make things better* (Heints, Matheson 2020). Besides, talking about recent political changes in different countries, the youngest generation is said to participate in the election and express their opinions towards political issue and the immediate construction *be politically active* is used, e.g. *Many of gen Z are politically active* (Pineda 2020).

Furthermore, the problems that occur in the society between people who differ from each other in skin color, abilities, influence zoomers. Though many consider them to be selfish and hysterical, their real attitude is expressed by the construction *care about people*, modified by the adjective *deeply*, e.g. *Young Americans still care deeply about the people in their country* (Heints, Matheson 2020). Furthermore, the generation Z is a witness to all that is happening and wants to change the temporal state and the construction *history of inequity*, extended by the phrasal verb *be fed up* and the preposition *with*, illustrates it, e.g. *Gen Zers are also fed up with the longstanding history of inequity in our society* (Gergen, Cohen 2020). The described generation sees all aspects of Black Lives Matter and supports this protest. To support this statement, the construction *end to racism*, extended by the verb *call* and the preposition *for*, is used, e.g. *Gen Z teenagers congregated over 20,000 people to call for an end to racism* (Gergen, Cohen 2020).

2.4.3.2. Tactic of belongingness to family is found in news stories about zoomers’ attitude and worries about their relatives. It has 2 immediate and 2 extended constructions.

To begin with, though Gen Z is said to disrespect other generations, they still understand the generation gap and try to benefit from it in a way expressed by the immediate construction *learn from elders*, e.g. *There is some hope that Gen Z is learning something from its elders* (Aratani 2020).

Besides, during the pandemic they realized that their older relatives are under the risk of being damaged and the immediate construction *be worried about parents* shows it, e.g. *A slate of summer internships and jobs have been cancelled and they are worried about their parents struggling to pay bills* (Aratani 2020). Moreover, they are very hard-working and have the aim to *help their parents*. This construction is extended by the noun *siblings* and the conjunction *and*, e.g. *“I think that’s one of the things Gen Z wants to do, help their parents and also help their siblings,” Donis said* (Aratani 2020). Moreover, one more important idea is that Gen Z prefers to share their victories with the closest people and the construction *celebrate degree*, modified by the adjective *new* and extended by the preposition *with* and the noun *family*, supports it, e.g. *Gen Z is looking forward to celebrating her new degree with family* (Aratani 2020).

2.4.3.3. Tactic of belongingness to closely integrated community organizes news stories that underscore zoomers’ attitudes to friend and love. It includes 1 modified and 2 extended constructions.

It is to be mentioned that friends play one of the most important roles in Gen Z’s lives. The first reason for it may be explained by the construction *be silly-self*, that is connected to the phenomenon of Finsta and means “with all imperfections a person has in real life”, extended by the preposition *with* and the noun *friends*, e.g. *Gen Z-ers are able to be silly self with my friends, while still maintaining image on the other account* (Sherwood 2019).Moreover, the way zoomers trust and value friends is reflected in the construction *confide worries*, extended by the preposition *in* and the noun *friend*, e.g. *Gen Z confides worries in a friend* (Kelly 2018).

Talking about attitudes to love and finding a match, Gen Z is not crazy about it (Kelly 2018). However, they agree that this romantic feeling has a significant role for everyone and the construction *be inspired by love*, modified by the adverb *creatively*, supports this idea, e.g. *"What we found is that Gen Create are digital natives who are also creatively inspired by love more than any other generation," Adobe said in its study* (Pineda 2020).

To summarize, the strategy of belongingness and love constructs news stories with the help of three tactics: tactic of belongingness to global community, tactic of belongingness to family and tactic of belongingness to closely integrated community. The first tactic of the strategy is found more frequently as it gives glimpses about zoomers’ attitudes to modern topical issues of society i.e. politics, inequity and identity while others tactics only illustrate positive relations with family and friends.

2.4.4. Strategy of esteem need structures news stories about evaluation that zoomers receive from other people and from themselves. It includes two tactics: tactic of high level of reputation – 7 constructions and tactic of low level of reputation – 3 constructions.

2.4.4.1. Tactic of high level of reputation is tied to news stories that present Gen Z from the perspective of being great learners and people who pose outstanding features. It includes 4 immediate and 3 modified constructions.

As it was said, zoomers confess that being evaluated and receiving feedback is a must for them (Слаква 2017: el.ref). Consequently, they try to do the most in order to show themselves and receive positive evaluation and media is a powerful tool. To support the presented idea, the construction *create impression*, modified by the adjective *the best*, is used, e.g*. "Zoomers post holiday photos, the best ones of them so they can create the best impression* (Sherwood 2019). However, in a try to remove the pressure of perfect image and support Finsta-movement, Gen Z posts funny photos. The aim of it is expressed by the immediate construction *poke fun at oneself*, e.g. *Making a Finsta account was a way Z-er could poke fun at herself* (Sherwood 2019).

Moreover, Z-ers are often positively perceived by other people and there are several constructions to show it. Firstly, Gen Z is considered to be eager to learn but the systems of education in colleges and universities are so primordial that no sense and trust is put in it (Слаква 2020: el.ref). However, this generation is described by the construction *collaborative learners*, modified by the adjective *entrepreneurial* and the conjunction *and*, e.g. *Students of Gen Z are prompting the question: are we ready for this influx of collaborative and entrepreneurial learners*? (Povah,Vaukins 2020). Moreover, their attitude to inequity, rising interest to politics make them be described by the immediate construction *young leaders*, e.g. *But we do know this: these protests show that a new generation of young leaders is springing up across the land* (Gergen, Cohen 2020).

Besides, one of the most offensive things for zoomers is that they are often compared to other generations (Noor 2020). However, such comparison shows the outstanding features of Gen Z. To begin with, research points that this generation has creative way of thinking, especially when it comes to problem-solving (Слаква 2020: el.ref). This idea is supported by the immediate construction *the most creative generation*, e.g. *Generation Create? Gen Z might be the most creative generation yet, poll says* (Pineda 2020). If to compare them to their older fellows, it can be seen that permanent access to information has made them extremely intelligent and developed. To illustrate this idea, the immediate constructions *smarter that boomers* and *ambitious than millennials*, modified by the adverb *more*, are used, e.g. *Welcome to Generation Z, a generation defined by Anne Kingston as “smarter than Boomers, and way more ambitious than the Millennials”*(Povah, Vaukins 2020).

2.4.4.2. Tactic of low level of reputation organizes news about low evaluation of Gen Z due to their feelings and technology addiction. It has 1 immediate and 2 extended constructions.

In general, Gen Z is considered to consist of confident people who are self-sufficient (Слаква 2020). However, their need of approval and praising often leads to being criticized and low self-esteem. To show it the construction *have fear*, extended by the immediate construction *being judged* is chosen, e.g*. I think Gen Z has that fear of being judged* (Sherwood 2019).

Besides, though Gen Z is addicted to technologies they still appraise face-to-face communication (Слаква 2020: el.ref). However, the lockdown deprived them of this kind of interaction and its result is presented in the construction *feel valued*, extended by the immediate construction *damage ability*, e.g. *The devastating fallout of Covid-19 had not only caused widespread anxiety but damaged young people’s ability to feel valued* (Barr 2020).

Moreover, the reason for disrespect of zoomers is connected to fact that their attention is grabbed by social networks and the immediate construction *busy with Instagram* shows it, e.g. *The watchdog's report highlighted the decline in engagement by a generation busy with Instagram for the twists and turns of Brexit* (Fraser 2019). The thing is that they pay no attention to significant events because of posting photos and putting likes.

To recapitulate, the strategy of esteem need is found in news stories from the perspectives of two tactics i.e. of high and low levels of reputation. The tactic of high evaluation prevails as zoomers are perceived as creative learners who differ from other generations being more intelligent and ambitious.

2.4.5. Strategy of self-actualization needs is connected to news stories that describe Gen Z from the perspective of their career growth, eagerness and opportunities for improvements. It encompasses two tactics: tactic of development – 8 constructions and tactic of lack of development – 2 constructions.

2.4.5.1. Tactic of development constructs news stories about zoomers’ ambitions toward trying unknown things and changing their lives and the world for the better. It includes 2 immediate, 5 modified and 1 extended constructions.

The tactic encompasses several thematic groups. The first one deals with zoomers’ ability to turn online engagement into something useful and even profitable. To begin with, they value the power of being young and ambitious and want to benefit from it and the construction *channel energy into something*, modified by the adjective *productive*, illustrates it, e.g. *Gen Z found way to channel their energy into something productive* (Gergen, Cohen 2020). Besides, the idea of something unknown does not frighten this generation and the construction *search for experiences*, modified by the adjectives *unique* and *unusual*, proves it, e.g. *Gen Z searches for unique or unusual experiences* (Fraser 2020). In addition, they are not afraid of getting out of their comfort zone and the construction *try roles*, modified by the adjective *new*, proves it, e.g. *For young people in particular, there are real advantages to moving when it comes to trying new roles* (Russon 2019). Beside from making money with the help of Internet, Z-ers have learned to present themselves using modern technologies and the construction *self-produce identity*, modified by the adjective *online*, supports this idea, e.g. *Generation Z have grown up online, self-producing their own online identity* (Sherwood2019).

Moreover, zoomers are said to be active learners who have abundance of information and know the way of proper organization of work (Слаква 2020: el.ref). Though the previous generation, i.e. millennials, paid attention to education too, there is a difference expressed by the construction *interested in learning*, modified by the adverb *more*, e.g. *Generation Z is more interested in learning that millennials* (Kottasova 2020). Their eagerness to learn and improve themselves is also included in the immediate construction *develop skills*, e.g. *For young people there are real advantages to moving when it comes developing skills– and housing should not be a barrier that prevents them doing this* (Russon 2019). One of the skills connected to zoomers is creativity. This ability is significant if talking about self-actualization as creativity is among 21st century skills that are basis for success in life. The immediate construction *peak creativity* supports the idea that zoomers’ progressiveness is outstanding, e.g. *Zers have a nickname: Generation Create which shows that particular activities, behaviors and conditions help this generation to peak creativity* (Pineda 2020).

Furthermore, if a zoomer disagrees with something he/she will air their points of view and solve the problem. It can be seen through their attempts to tackle inequity, save the planet, help people etc. and all of these actions require profound respect. All in all their attempts are described by the construction *make a change*, extended by the verb *want*, e.g. *The world as zoomers know it has been blighted by financial, economic and environmental turmoil and they want to make a change* (Povah, Vaukins 2020).

2.4.5.2. Tactic of lack of development organizes texts about obstacles that prevent Gen Z from success. It has 1 immediate and 1 extended constructions.

The first issue is connected to the phenomenon of feminism and its influence on men in particular. To illustrate it, the immediate construction *difficult to succeed* is used, e.g. *Half of boys and men aged between 16 and 24 believe that feminism “has gone too far” and makes it more difficult for men to succeed, a new report has found* (Barr 2020).

Besides, judging by the today’s situation in the world, i.e. the pandemic, economical fallout, ecological issues, zoomers’ outlook is described by the construction *world of opportunities*, modified by the adjective *full*, and extended by the adverb *not* and the verb *see*, e.g. *Though they are as inherently optimistic as any group of young people, they do not look ahead and see a world full of opportunity* (Barr 2020).

All in all, the strategy of self-actualization is represented in news stories about zoomers with the help of two tactics: tactic of development and the one of the lack of development. The first tactic prevails in the analyzed texts as despite hindrances Gen Z-ers have triggers for succeeding in life because of being energetic, innovative, persistent and motivated to become better and improve their abilities.

# CONCLUSIONS ON PART TWO

240 immediate, modified and extended constructions were selected from 55 news stories from various news sites like BBC, Euro News, The Guardian, Economist, CNN, Entrepreneur, Global News, The Independent, The New York Times, USA Today, Business Food News to investigate the organization of texts about four modern generations, i.e. Generation of baby-boomers, Generation X, Generation Y (Milllennials) and Generation Z. Having analyzed the news, strategies and tactics of text structuring have been created with reference to human basic needs and as a result five strategies have been formulated, namely: the strategy of appealing to physiological needs that is represented by two tactics of satisfying this group of needs and its neglecting, the strategy of safety needs that structures the news with the help of three tactics: tactic of potential threat, tactic of safety loss and tactic of safety renewal, the strategy of belongingness and love needs that is represented by three tactics of belonging to global community, family and closely integrated community, the strategy of esteem need that constructs news from the perspective of two tactics of high and low levels of reputation and the strategy of self-actualization need that includes two tactics of development and its lack. The results are presented below.

The baby-boomers generation was described in 14 news stories by 49 constructions. The strategy of appealing to physiological needs (6 constructions) shows that the tactic of neglecting these needs prevails (4 constructions) in news because of boomers’ starvation, insomnia and poverty. As for strategy of security needs (16 constructions), the generation is mostly presented from the perspective of safety loss (9 constructions) as deathly illnesses, i.e. cancer, alcohol and drug misuse, coronavirus, heart diseases, and lack of money thrive. Coming to strategy of boomers’ belongingness need (8 constructions), tactic of belonging to global community dominates (4 constructions) as connection to friends and lack of affiliation to family are mentioned less frequently than boomers feelings of isolation, loneliness and deficiency of interaction. As for strategy of esteem need (11 constructions), boomers are characterized by low evaluation (6 constructions) being described as disrespectful, scornful, hassled and misunderstanding. Finally, the strategy of self-actualization (8 constructions) shows that the tactic of development is prevalent (6 constructions) as this generation uses up-to-date technologies, discover world and contribute to cognition.

The generation X was mentioned in 11 news stories from which 54 constructions have been selected. The strategy of appealing to physiological needs (10 constructions) points to their neglecting these needs (7 constructions) because of unhealthy way of living, lack of housing and poverty. As for security needs (13 constructions), the tactic of safety renewal prevails (5 constructions) because of Xers’ desire to improve their health by seeking and getting help and external measures taken to lower amount of suicide cases. Talking about the strategy of belongingness needs (12 constructions), the tactic of belonging to family (7 constructions) is the dominant one as the lockdown has made Xers responsible for ageing parents’ wellbeing and children’s homeschooling. Moreover, the described generation is the only one who benefits from being isolated. The strategy of esteem need (9 constructions) shows Gen X’s low level of reputation (6 constructions) because of being indolent, screwed and hesitant. The last strategy of self-actualization (10 constructions) represents Xers as well-developed, flexible, forceful cohort with the fascinating career perspectives (6 constructions).

The generation Y was evoked in 14 news stories where69 constructions were picked. The strategy of millennials’ physiological needs (14 constructions) is mostly represented by the tactic of their neglecting (7 constructions) because of notable problems including junk food passion, obesity, lack of housing and money and low sexual desire. The strategy of security need (21 constructions) is dominated by the tactic of safety loss (10 constructions) as millennials struggle with Covid-19, mental diseases, financial instability and online fraud. Besides, the strategy of belongingness and love needs (16 constructions) is represented by the tactic of attitude to family (7 constructions) because millennials are the first who mention external and internal reasons for incomprehension of necessity of having a family. As for the strategy of evaluation need (8 constructions), Echo-boomers have low level of reputation (5 constructions) being designated as indolent to work, selfish and struggling. The final strategy of self-actualization (10 constructions) is mostly represented in news with the help of tactic of development (6 constructions) being full of opportunities for professional growth, developing skills and broadening knowledge. Moreover, this generation is the one who profits from international experience.

The generation Z was described in 16 news stories by 68 constructions. To begin with, this generation is the only one whose strategy of physiological needs (13constructions) is dominated by tactic of satisfying these needs (7 constructions) by following healthy lifestyle, saving money for housing, renting clothes and beneficial attitude to intimacy. The strategy of security needs (19 constructions) of this generation mainly refers to the tactic of safety renewal (10 constructions) due to zoomers’ earnest attitude to health and environment, accuracy towards techs usage and spending money. As for the strategy of belongingness and love needs (16 constructions), the described generation is reflected in the tactic of being a part of a global community (9 constructions) with their significant opinions toward politics, tackling inequity and demonstrating identity. Unsurprisingly, the strategy of esteem need (10 constructions) is mostly represented by the tactic of high reputation (7 constructions) as zoomers are perceived as creative, educated people who are more diligent and aspiring. Finally, the strategy of self-actualization (10 constructions) constructs news mostly from the perspective of tactic of development (8 constructions) as despite young age Gen Z-ers are motivated, active, inventive and focused on improving themselves.

## GENERAL CONCLUSIONS

The difference in opinions and attitudes that occurs between people of different age groups concerning every aspect of our existence has always been explained through the notion of generation gap. However, though peculiar features of each demographical cohort have been thoroughly studied, the general image of elements that vary depending on the age have never been investigated. The fact that generations are often referred to in news stories allowed us to compare them and their present ways of living. The generations represented in the following work are Generation of baby-boomers (born in 1943-1960), Generation X (born in 1965-1980), Generation Y (born in 1984-2000) and Generation Z (born since 2000).

Moreover, the content of every piece of information, i.e. its linguistic filling, has always been considered to be significant part of persuasive function of the language that includes formation, change or consolidation the ideas. Thus, while creating written of oral content of information that is to be transmitted to the audience, the presenter should take into account five canons of rhetoric: invention (implying search of arguments and topics), disposition (deals with structuring the material), elocution (means choosing appropriate language means), memory (learning the speech) and delivery (presenting the info).To reach the aim of the master’s paper the attention is paid to the elocution, i.e. linguistic units chosen by the reporter. In the case of our work generations are linguistically described with the help of different constructions.

The notion of construction is defined as correspondence of form and meaning that exists independently of particular verbs. All of the constructions are classified into three types: immediate, that encompasses two independent words, modified, that adds units to the immediate one, and extended, containing two immediate constructions. All of the constructions are divided into groups that represent strategies and tactics of text structuring.

As for the strategy, it is used to construct the events presented in the content blocks of the news stories. Tactics, however, are specific speech actions, ensuring that the addressee achieves the goal of communication. The strategies for representing the generations are created with the reference to basic human needs: physiological needs, safety needs, belongingness and love needs, esteem need and need of self-actualization.

As a result, 55 news stories have been analyzed and 240 constructions have been selected. Having distributed these constructions in accordance to basic needs, five strategies and corresponding tactics were formulated: the strategy of appealing to physiological needs that encompasses two tactics of satisfying this group of needs and its neglecting, the strategy of safety needs that constructs the news with the help of three tactics: tactic of potential threat, tactic of safety loss and tactic of safety renewal, the strategy of belongingness and love needs that structures news from the perspectives of three tactics of belonging to global community, family and closely integrated community, the strategy of esteem need that is represented by two tactics of high and low levels of reputation and the strategy of self-actualization need that has two tactics of development and its lack. The strategies and tactics are similar for all generations but the content differs.

As for the generation of baby-boomers, they are described by 49 constructions. Starting with physiological needs (6 constructions), the tactic of neglecting these needs dominates as they live on the edge of poverty, struggle with insomnia and have no food because of the lockdown. The strategy of boomers’ security (16 constructions) can be described by the tactic of safely loss because of bad habits of drinking and taking drugs, deathly illness like heart attacks and cancer and need to economize due to austerity. Dwelling on the strategy of need to be a part of society (8 constructions), the tactic of belonging to global community is prevalent as boomers mention their feelings of being lonely and isolated from the society and lack of communication that they require. Furthermore, as for the strategy of esteem need (11 constructions), they are mostly negatively evaluated by people around being described as selfish, conservative, scornful and stubborn. However, despite all of the negative aspects, boomers are said to be self-actualized (8 constructions) as they develop their mental abilities, investigate the world and acquire skills of using modern technologies.

Talking about Generation X, 54 constructions have been found. The attitude to the first strategy (10 constructions) coincides with the one of the previous generation because of housing crisis, not meeting living standards and way of living. The strategy of security (13 constructions) is represented by the tactic of renewal because Xers started to care about mental health and they get permanent physiological support that has helped to prevent suicide cases. As for belongingness need (12 constructions), despite their enjoyment of spending time on their own, tactic of belonging to family dominates as the pandemic made them appreciate their families and be responsible for parents, who are in the risk group, and children, who were urged to study at home. According to the evaluation need (9 constructions) Xers as they are lazy, self-doubting and have a lot of life’s regrets. However, they managed to actualize themselves being ambitious, helpful, full of professional opportunities and purposeful and empathic (10 constructions).

Generation Y or millennials are described by 68 constructions. As well as in the mentioned generations strategy of physiological needs (14 constructions) is presented by the tactic of their neglecting due to eating unhealthy food, plumpness, lack of housing, money and intimacy. As well, as boomers, millennials see critical situation connected to safety need (21 constructions) as they contract different versions on the virus, damaged brain and its consequences, mental issues, financial instability and online cheating. Their strategy belongingness need (16 constructions) is focused on the tactic of belongingness to family because of the shift in family value as they show unwillingness and financial unreadiness for it. Moreover, their reputation (8 constructions) is similar to the reputation of previously mentioned generations being at the low level because of being selfish and work-shy. The final strategy, i.e. self-actualization, (10 constructions) also coincides being high as they have career perspectives, develop skills, are educated and they are the only generation mentioning the importance of international experience.

The youngest generation Z is represented by 68 constructions. Z-ers comprises the only generation who meet physiological need (13 constructions) by healthy diet, having savings to buy houses, rent clothes and are not in a hurry to have intimacy. Their safety need (19 constructions) is renewed because of taking care of health, ecological situation and using modern gadgets. Strategy of belongingness need (16 constructions) is represented on global level as zoomers thrive to tackle inequalities, political issues and showing identities. Moreover, they are the only generation who are highly evaluated by people being more creative, ambitious and quick-witted (10 constructions in the strategy of esteem need). Besides, they have opportunities for development being empowered and highly motivated (10 constructions in the strategy of self-actualization need).

As it can be seen, though in some aspects generations coincide, each of them is represented in a unique way.

# АНОТАЦІЯ

Сучасні новини дуже часто ілюструють способи життя людей різних вікових груп, які носять назву покоління. Поняття дослідження сучасних покоління включає характеристику, опис та порівняння основних аспектів існування чотирьох поколінь: покоління бейбі-бумерів (народженні в період 1943-1960), покоління Х (народженні в період 1965-1980), покоління Y(народженні в період 1984-2000) та покоління Z (народженні з 2000).

Аналіз теоретичного матеріалу допоміг ознайомитися з визначеннями конструкції, що являє собою відповідність форми, значення та функції. Серед підходів до класифікацій цієї мовної одиниці, основним є поділ за парадигматичними та синтагматичними відносинами. У даній роботі конструкції, які використовуються для позначення поколінь, поділяються за синтагматичним підходом на безпосередні, модифіковані та розширені.

Проаналізувавши 68 англомовних новин було обрано 240 конструкцій. Вони були розділені на групи, що уособлюють стратегії та тактики структурування текстів з опертям на базові потреби людини. Базовими називають такі 5 потреб: фізіологічні, потреба в безпеці, в приналежності та любові, в повазі та потреба самоактуалізації. Стратегія апелювання до першої групи потреб представлена тактикою їх задоволення лише в покоління зумерів. Стратегія безпеки бумерів та міленіалів представлена тактикою її втрати, в той час як в інших поколінь тактикою її відновлення. У стратегії приналежності домінуючою тактикою для покоління Х та міленіалів є відношення до сім’ї, а для інших належність до світової спільноти. Стратегія потреби в повазі представлена тактикою хорошої репутації лише для покоління Z, проте для стратегії самоактуалізації тактика розвитку є переважаючою для всіх поколінь.

**Ключові слова**: покоління, конструкція, базові потреби, стратегія, тактика, англомовні тексти новин.

# SUMMARY

Modern news stories often refer to the ways of living of different age groups, i.e. generations. The investigation of modern generations presupposes characterizing, description and comparison of the main aspects of existence of four of them: Generation of baby-boomers (born in 1943-1960), Generation X (born in 1965-1980), Generation Y (born in 1984-2000) and Generation Z (born since 2000).

The analysis of the theoretical foundations has helped to study construction that is defined as a paring of form, meaning and function. Among various approaches to classification of the named linguistic unit, the main one is connected to paradigmatic and syntagmatic relations between constructions. In the given work constructions that are used to designate modern generations are divided according to syntagmatic approach into immediate, modified and extended.

240 constructions selected from 68 English news texts are distributed between groups that represent strategies and tactics of text structuring with reference to basic human needs. These needs include: physiological, safety needs, belongingness and love, esteem need and need of self-actualization. Strategy of appealing to the first group of needs is represented by the tactic of their satisfying only in text about zoomers. Strategy of security needs is shown by the tactic of safety loss for boomers and millennials and by the one of safety renewal for Xers and zoomers. In the strategy of belongingness need the tactic of belonging to family is dominant for Xers and millennials while the tactic of belonging to global community is prevalent for boomers and zoomers. In the strategy of esteem need the tactic of high level of reputation is topical only for boomers while the strategy of self-actualization need is represented by the tactic of development for all of the described generations.

**Keywords**: generation, construction, basic need, strategy, tactic, English news story.

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