

1. () / // : . / [] . – ∴ : , 2005. – . 99–114.
 2. . – ∴ , 2008. – 116 . /
 3. . / // . / [∴ : „ (), . . .]. – ∴ „ . “ . , 2000. – . 323.
 4. . / // : . / [] . – ∴ : , 2005. – . 58–66.
 5. . / // : . / [] . – ∴ ; , 2008. – . 479–495.
 6. : / . . – ∴ „ - “, 2008. – 79 .
 7. / . . – ∴ , - . , 1995. – 191 .
 8. () / // : . / [] . – ∴ : , 2005. – . 13–30.
 9. / . . – [3- , . . .]. – ∴ , 2006. – 232 .
 10. / // : : . / [] . – ∴ ; , 2008. – . 471–478.
 11. / // . – , 2003. – . 11. – . 489–497.
- „
- ‘
- ∴ () , () “.

The functional specificity caused by social, cognitive and communicative-pragmatic factors of the Ukrainian modern language in the beginning of the XXI century is analyzed in the article.

Keywords: *press language, cognitive factors, communicative-pragmatic category, triad of the speech act: “addresser (author) – notification (publication) addressee”.*