

SHOCK STATEMENT IN THE NEWS OF THE FRENCH PORTAL “LE FIGARO”

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ABSTRACT

The article examines the actual problem of the modern development of the media, associated with the use of shock statement technology by journalists. The purpose of the article is to study the specifics of the use of shock statement in the materials of the French portal “Le Figaro” in 2022. The scientific and practical significance of the study lies in the development of scientific knowledge on this issue, the possibility of using the results of the study in dissertations and monographs. The research materials are useful in the work of journalists and the editorial policy of the media. The research methodology is based on the use of special methods: linguoculturological analysis of the texts of the French portal “Le Figaro”, contextual analysis of the use of shock statement tools, the study of the contextual applications of the representatives of this technology in the news. The author of the article comes to the conclusion that the vast majority of the materials analyzed contain elements of shock statement to increase the rating of publications that have a destructive effect on the mass consciousness, but solve the problem of maximizing the involvement of readers. The author believes that in order to change the situation, the development of more ethical means of increasing media ratings is required.

KEYWORDS: *Shock Statement, News Materials, French Portal “Le Figaro”, Media Ratings, Digitalization.*

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