

## PHILOLOGY

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### **Destructive behavioral model of generation Z: linguistic-pragmatic analysis of media texts**

Analysis of the destructive behavioral model of Generation Z was conducted on the basis of media texts (2016-2021) published in the print and electronic press, and media messages from social networks and messengers with a destructive component (murder, suicide, violence, revenge) to identify an objective speech behavioral model of Generation Z as a new identity "online brain" in the format of the transformation of the axiosphere of teenage discourse and the role of teenage digital person in this information field. It is analyzed 12 scenarios of destructive behavior where a digital communicator (messenger, blog, social network, etc.) acted as a part of communication. The axiological shifts in the assessment of the fundamental phenomena "life" / "death", "aggression" are presented. The conducted pragmalinguistic experiment has demonstrated the great potential of destructiveness vector in the behavioral model of Generation Z: the users of the "online brain" formation do not create a fake-image with a destructive component, but show a real-image that reflects destructive behavioral model.

**Key words:** media-text, destructive behavioral model, generation Z, digital communicator, aggressive-destructive content, pragmalinguistic experiment.

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