

PHILOSOPHY

Marina V. Samofalova¹, Elena M. Slivnaya²

(^{1,2}Southern Federal University, Rostov-on-Don Russian Federation)

Quantification in English socio-political headlines: mechanisms of speech influence and cognitive potential

The features of the actualization of quantifying lexical means in newspaper headlines as a tool of speech influence in English-language socio-political communication are studied. It is shown that the quantitative assessment of the surrounding reality has great pragmatic potential and is actively used in the media as a method of speech influence, since this type of evaluativeness can be applied at all levels of cognitive perception, including both material objects and actions, states, signs and qualities. It is argued that the quantifying function of language plays a key role in creating the effect of persuasiveness and the impact of the text on the reader, since the choice of methods for denoting quantitative characteristics has a significant impact on the perception of information.

Key words: newspaper discourse, pragmatic impact, headline, English-language media, category of quantity.

January 31, 2026
