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In addition to sources of video information, I recommend the quality textbooks [2; 3] available in the public domain and the open access.

List of literature used

1. Filippenko, A. *Understanding the Universe: An Introduction to Astronomy* / A. Fillipenko. – San Francisco : The Teaching Company, 2007. – 2275 p.
2. Carroll, B. W. *An Introduction to Modern Astrophysics* / B. W. Carroll, D. A. Ostlie. – San Francisco: Pearson International Edition, 2007. – 1351 p.
3. Owocki, S. *Fundamentals of Astrophysics* / S. Owocki. – New York: Cambridge University Press, 2021. – 304 p.

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RHETORICAL DEVICES IN ARTICLE TITLES OF WECHAT PUBLIC ACCOUNTS FROM THE PERSPECTIVE OF RELEVANCE THEORY

This article is devoted to the rhetorical devices used in the article titles of WeChat public accounts from the perspective of Relevance Theory. In today's China, WeChat public account has played a significant role in posting news updates, publicizing latest ideas and promoting reader-author communication. It is known that titles take an important position in WeChat articles. Titles are vital for WeChat articles, through which readers are interacting with the author while reading them. In this paper, the author analyzes the requirement, formation and functions of rhetoric devices from the perspective of Relevance Theory to prove that rhetoric can improve the expression effect of article titles of WeChat public accounts.

With the popularity of mobile phones, WeChat public accounts have become a crucial way for the development of information dissemination. The public can quickly obtain all kinds of information they are interested in through this convenient way. Due to the limitation of layout, the title and text of WeChat articles do not appear on the same board, and the title can be accompanied by relevant pictures. When the title is extraordinary enough to attract the audience's attention, the audience will click on the link to read the full text. Using rhetoric devices can help to create vivid and attractive titles. In attempt to apply rhetoric devices properly, it is necessary for us to understand the requirement, formation and functions from the Relevance Theory.

In 1986, Dan Sperber and Deirdre Wilson, based on cognitive theory, put forward Relevance Theory to explore the issue of discourse communication. The relevance of discourse depends on two factors: first, cognitive/contextual effects. The second is cognitive/processing effort [1, p. 270]. The relationship between the three can be expressed as: $\text{relevance} = \text{cognitive effect} / \text{processing effort}$ [2]. Cognitive effect refers to the change of the receiver's old mental representation and belief of the world caused by new information. There are three situations of change: first, the new information

strengthens the old cognition of the receiver; Second, new information and old cognition contradict each other, and new cognition negates old cognition; Third, new cognition is generated under the interaction of new information and old cognition. The greater the cognitive change brought by information, the higher its relevance. The greater the cognitive effort required to process information, the lower its relevance. Therefore, inputs with significant impact and easy to process will be considered highly relevant [1, p. 46–49].

Based on Relevance Theory, the current research mainly focuses on news headlines, analyzing their expressive ways of explicit stimulation and interpreting their rhetorical devices. For example, Chen Huiling pointed out that the explicit stimuli in Tencent's social news headlines are usually expressed as numbers, suspense setting, metonymy, etc. [3]. However, it is assumed that more rhetoric devices can be found and analyzed.

The relevance of headline rhetoric is in direct proportion to the context of article titles, and in inverse proportion to the efforts of the audience. The stronger the degree of relevance is, the more direct the author's discourse will be, and the less brain power will be consumed in cognition, and the less cognitive load is brought to the listener; The weaker the relevance is, the more implicit the author's words are, the greater the mental power is consumed, and the greater the cognitive load of is brought to the listener.

(1) Be adapted to the theme. According to Relevance Theory, the rhetorical devices vary in the types of news. Rhetoric devices such as parallelism and rhetorical questions can be applied to the article that needs to express strong emotions; For entertainment news, which are humorous and relaxing, homo-phonetic puns is welcomed; As for literary and artistic articles, renovation and parody can be used, which are elegant and unique. It is necessary for us to be adapted to the theme.

(2) Be guarantee about the truth. The core of news is truth, and the general title must also be convincing. Therefore, when using rhetorical devices for headlines, do not overstate or fabricate, or the understanding of the audience will be different from the truth of the news, which will lead to unpredictable consequences.

(3) Be easy to understand. The news title shows the outline of the article, and the public can have a quick understanding of the general content of the news at a quick glance. Therefore, the news title should be close to the people's life and easy to understand, as well as attaching importance to the news value, conforming to the main purpose of the news, and adapting to the cultural ideology of today's society.

Examples of Relevance Theory used to analyze rhetoric devices in the article titles of WeChat public accounts.

(1) Simile & Metaphor. Simile is a rhetoric device that tenor and vehicle appearing in a sentence simultaneously, with symbols “like”, “as if”, “as” etc. The rhetorical effect is that it is concise and lively, and it is easy to visualize, concretize and popularize the things described. For instance: Title: Love for heroes is like a tide: A couple of teachers tried their best to save their lives in order to protect their students from 10 gangsters. This case uses the tide as a simile for love, which vividly shows the love and care of social groups for heroes who fight against gangsters and give their lives to save students' lives, and also makes readers understand the power of justice and love; This kind of emotion is like a surging tide, which has a strong resonance in people's hearts. When it comes to metaphor, it creates implicit comparisons without the express use of “like” or “as”. Metaphor is a means of asserting that two things are identical in comparison rather than just similar. Its tenor and vehicle are closer than "similarity", which is further than simile. The rhetorical effect of directly describing tenor as a vehicle is more positive than that of simile, and the similarities that are strongly emphasized are more prominent. Take the following title as an example: Charging: a double-edged sword pointing to the market. A double-edged sword is used to compare the two sides of the influence of fees in the market – if reasonable fees are charged, it will be conducive to the stability of the market order. Unreasonable charges will affect the normal operation of the market mechanism. This is an annotated metaphor. Replacing the figurative word "is" with a colon is concise, concise and vivid.

According to Relevance Theory, whether it is a simile or a metaphor, discourse is not directly presented, and readers have to generate reverie and understand a series of hidden meanings beyond the surface. The vehicles "tide" and "double-edged sword" are the core information in the titles. When you read these words, you will subconsciously associate this information with the tenors "Love" and "Charging", arousing a series of self-interpretations, and then draw relevant logical conclusions by yourselves. Most of the audience have seen "tide" and been well aware of "double-edged sword". The emotional understanding of these two words may far exceed that of "Love" and "Charging", which triggers a series of associations in readers' mind. These are what the authors are hoping.

(2) Personification. Personification refers to the personification of inanimate objects with human language, actions, characteristics and thoughts in order to meet the needs of expression. According to Relevance Theory, the contextual effect produced by the use of anthropomorphic rhetoric in the title is the way that new and old information interact with each other to produce a new contextual meaning. Here is an example: "The construction of Chebei Expressway is a 'slowcoach'". The title said that after the Chebei Expressway in Jiujiang was put into use, a sound-proof wall had to be installed, and the installation work was carried out in the daytime, which led to the queuing of vehicles on the expressway, resulting in serious traffic congestion. The 10-minute journey turned into 1 hour's torture. Chebei Expressway has no personal characteristics, but the title personifies it as a slowcoach. According to Relevance Theory, the audience's thinking line when reading this title is as follows: ① Expressway has no character (encyclopedia knowledge); ② But the Expressway may be congested (encyclopedia knowledge); ③ Drive slowly on the road (logical information); ④ There are many reasons for congestion, most of which are man-made (encyclopedia knowledge); ⑤ Construction will cause congestion (encyclopedia knowledge); ⑥ Construction and maintenance should be carried out at the wrong time to reduce congestion (logical conclusion).

The content of the title seems to be contrary to the background knowledge context of readers, but because the information of ① and ② can produce a new understanding, that is, the content of ③, which can gradually deduce the true intention of the title, that is, the logical conclusion of ⑥. This inference is related to the congestion caused by construction of the expressway. In this way, the encyclopedic knowledge and communication context in the audience's mind are constantly changing, expanding and producing, both the old information and the new information deduced from the old one. As for the effect of the title, the readers, attracted by the hilarious title, deduce from the relevant information, and finally draws the conclusion.

(3) Exaggeration. Exaggeration is to obviously expand or narrow a certain aspect of the quality or characteristics of the objects reflected in the article titles with the help of imagination, so as to deepen or expand readers' understanding of these objects, which is unexpected and impressive. For example, "A pupa is killed in winter and ten thousand moths are lost in spring". This is an article that reflects the collective digging of eggs by citizens. When readers see this title, the process of understanding is as follows: ① One pupa will not produce ten thousand moths (encyclopedia information); ② Even if a pupa is destroyed, there will not be less than 10,000 moths next spring (logical information); ③ If a pupa is killed in winter, there will not necessarily be fewer moths next year. (logical information); ④ This is the news (encyclopedia information) calling for killing eggs; ⑤ Killing eggs can greatly reduce moths in the coming year (encyclopedia information); ⑥ Everyone should take an active part in this activity, so as not to suffer from insects and moths (logical conclusion).

Based on Relevance Theory, ② is contrary to the content of news headlines, which is obviously not the intention of news writers. However, according to ④ and ⑤, the intention of the title is obvious, and at this point, the audience can deduce the conclusion of ⑥. Exaggeration is a rhetorical device that deviates from the facts, but it is this deviation that does not conform to the facts, which will arouse the curiosity of the audience and arouse their interest in continuing seeking answers. This self-active search will leave a deep impression on the readers, and they will be convinced of the effect and purpose of the title, so as to respond positively, which is exactly the intention of the writer.

(4) Irony. It means using derogatory terms to describe things. Through this figure of speech, it carries the sense of humor, thus shortens the distance between the author and the reader. Furthermore,

it makes the title more attractive, thereby gaining his trust. Take the following as an example: “The ‘one treasure’ in eight-treasure porridge turned out to be sharp glass splinters”. This news reflected that a citizen bought a can of eight-treasure porridge but found sharp glass splinters inside when he was eating. The news headline said it was "one treasure"(since glass splinters shines like a treasure), but it was actually "one harm". After reading this title, readers have the following contextual effect analysis reasoning: ①Glass splinters are not food (encyclopedia information); ②Food is beneficial to the body (encyclopedia information); ③There are generally at least 8 kinds of food in eight-treasure porridge that are beneficial to the body (Vocabulary information); ④Misplaced glass splinters in food will cause serious adverse consequences (encyclopedia information); ⑤Glass splinters will do harm to the body (encyclopedia information); ⑥Glass splinters in eight-treasure porridge is a harm (logical conclusion). Based on the common sense of life in ①, ②and ③, it is unbelievable for readers to associate "treasure" with "glass splinters", so that they will be related to ④and ⑤, and finally deduce the conclusion of ⑥, which is called "treasure" but turns out to be "harm". The speaker wrote this ironic news headline to warn food producers to guarantee their product quality, and also to remind consumers to pay attention, achieving good results in an ironic tone.

Relevance Theory holds that any discourse is relevant, and the process of understanding discourse is the process of finding relevance [4]. The degree of relevance depends on two factors: the contextual effect of the discourse and the efforts made in dealing with the discourse. The contextual effect is a relationship between the information provided by the discourse and the context, which is directly proportional to the relevance of the discourse; The effort expended in dealing with discourse – the consumption of time and energy – is inversely proportional to the degree of relevance. Communication is a cognitive process. The reason why both sides of communication can cooperate with each other is that there is an optimal cognitive model – Relevance [5]. The whole process of language communication should be the process of establishing the premise and deriving the conclusion from it. This is also the general principle that people follow when recognizing things.

The author believes that the article title of WeChat official account is closer to daily life. Since the title is the “window” and “eye” for readers to understand the content, the title producers usually think more when reading the title. The proper use of rhetoric devices will make the title vivid, humorous, specific and relevant, thus increasing the pragmatic effect of the article, bringing readers unique feelings, and attracting readers to click their phone and continue reading. By using rhetorical devices in the title, in the same context, the maximum relevance that the reader seeks and the best relevance that the title editor presupposes can be well understood and transcended. Therefore, many authors have adopted various means in the titles to attract readers to read the full content. While attracting readers to read, they also provide substantive information, which has also won a large number of fans for the official account and promoted the spread of information. It can be seen that the application of rhetoric devices is an indispensable finishing touch for the whole article.

List of literature used

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