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"Publicist of pravdist training": creative manner of V.V. Ovchinnikov

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Abstract. The focus of attention in the article is the books of V.V. Ovchinnikov's "Sakura Branch" and "Oak Roots", which are considered masterpieces of Russian journalism due to the brightness of their

language, expressiveness of the style, depth and power of thought. The subject of reflection is the principles and creative techniques of a publicist, revealing the originality of his manner of thinking and writing. Publicistic works of Vsevolod Ovchinnikov are in the field of view of researchers [Dokuchaeva, 2012; Shcheglova, 2014; Hasanova, 2018; Gukasov, 2018], however, the demand for understanding the originality of his personality and creative individuality, his methodology for recognizing the world, the totality of his creative techniques and the range of worldview ideas has not yet been removed. The creative manner of Vsevolod Ovchinnikov reveals the main thing in the work of a publicist - the desire to give the reader new knowledge that motivates him not only to expand his horizons and deepen his emotional experience, to understand the diversity of cultural contexts and practices of modern man, but also to form a verified methodology of their recognition, on which they depend prospects for the development of society. Due to the brightness of their language, the expressiveness of the syllable, the depth and power of thought, the methodology of cognizing the culture of different peoples, the books "Sakura Branch" and "Oak Roots" are considered a masterpiece of national journalism.

Key words: publicism, journalism, competence, honesty, respectfulness, creative techniques, retrospection, repetition, rhetorical amplification.

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