PATTERNS OF THEME AND RHEME IN PRESS TEXTS

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Research purpose. The topic of this research paper is the theme and rheme in the press texts and how they have to be coherent so that the message of a press release would be understandable. The problem question is how the arrangement patterns of the theme and rheme create well-developed, readable, and coherent press texts in written communication. And consequently, the research aims to reveal how theme and rheme arrangement patterns are exploited while creating well-developed readable and coherent press texts.

Keywords: coherence, patterns, press texts, rheme, theme

Research Methodology. The press release samples used in the research's second part were found online. The platforms used for sample selection were official sites of brands such as *Adidas, Apple, Samsung* and *Starbucks* because these brands had a separate section for press releases and had the best examples of theme–rheme patterns. These press releases were specifically chosen because they had the needed patterns for this research. The theme–rheme patterns defined in the theoretical part were the patterns called (a) linear progression, (b) the constant theme, (c) multiple themes and (d) split progression. The total number of press releases was 6 texts. They represent different patterns of theme and rheme structures: two texts with linear progression patterns identified, two texts of constant theme pattern and three of the multiple theme pattern structure.

The objective of the theoretical part was to review the concept of the theme and rheme in functional grammar and identify the theme and patterns that could be applied in written texts to achieve the effect of coherence. To achieve this set goal theoretical analyses were made using the method of analysing the theoretical sources. The second part of the research was dedicated to achieving the objective aims to analyse press releases in written form. These samples made it possible to see how different patterns of theme–rheme are used in actual press releases for them to be coherent. and descriptive linguistic analysis

Results / Findings. The quality of a well-developed written text and the skilful application of appropriate patterns of the theme and rheme are interrelated and allow text coherence. When it comes to press release coherence comes when the correct pattern of theme and rheme is used. Since the beginning of press texts, coherence was needed because readers focus more on the information than the text flow. The analysis of online press release texts revealed how different themes and rheme patterns are exploited and what impact the coherence of each text they make.

Originality / Practical implications. The research is relevant to students of the English language as well as public relations specialists who may want to improve their skills in using appropriate theme patterns and rheme for developing advanced press texts.