

Shpak I.V.
Associate Professor
Dnipro National University of Railway Transport

THE FOUNTAINHEAD: STYLISTIC DEVICES FOR GALE WYNAND”S ARTISTIC IMAGE VERBALIZATION

Gale Wynand – one of the central characters of the novel “The Fountainhead” by Ayn Rand – a millionaire who has earned his capital without any help and today owns a vast realm of real estate and media. He is a rich and influential man who owns the New York Banner newspaper, which employs Dominique Francon and Ellsworth Toohey (other important characters of the novel). He made his way from the bottom, that is, he knows what poverty is and how to deal with this poverty. According to Jeff Britten, Gale Wynand has much in common with Howard Rork, but his success depends on the ability to please public opinion, which ultimately leads Wynand to collapse and demise. Gale could also be an individualist, but his achievements and price for a decent life prevented him from being like Howard [1].

Gale Wynand submits to himself the masses of ordinary, identical, non-remarkable people who read his newspaper with pleasure. He has a clientele, and it will exist and absorb the whole world with monotony [2].

Ayn Rand reveals Gale Wynand’s artistic image with an anaphor that gives sharpness and expressiveness to the literary text, emphasizing the importance of meaning:

“Not screams, pleas or convulsions. Not the indifference of a clean emptiness”

The young man has never begged for help, did not ask for any favors. He was able to present himself in such a way so people came and offered him his support in some kind of activity;

“He had no desire to read on. He had no desire ever to make another effort”

Gale Wynand is a public figure and naturally he is interested in social life, however, sometimes even he has a sense of helplessness and alienation to his own life.

“He had taught himself to read and write at the age of five. He read everything he found. He could not tolerate the inexplicable. He had to understand anything known to anyone?”

In spite of the fact that he grew up in the poor, working area of New York , he had the intelligence to enroll in school, to do his best on the lessons, to be capable in every subject, to read the literature of different genres – all this he could take and do with ease, teachers did not have to explain the material several times. He wanted to absorb as much knowledge as possible;

“He learned his first mathematics from the engineers. He learned geography from the sailor. He learned civics from the politicians”

He first learned from “so-called teachers” and this gave him the first impetus for new knowledge. Where he earned his living, he heard a variety of travel stories, stories about the political situation, theoretical knowledge about exact sciences.

The writer introduces a comparison to assimilate one object to another by any sign in order to establish a similarity:

“He looked like the decadent”

Concerning the moral qualities of Gale Wynand, then, being the owner of the newspaper “New York Banner”, is out of the question. His life is flooded with rich decor, bizarre pleasures and luxurious rest. Having achieved such a social influence, it becomes clear that it is impossible to get for nothing, one has to come over the dead bodies.

“Like a piece of expensive steel”

His appearance spoke for itself; Gale was the first came in with all his immense masculine appeal, and then he was followed by the millions that he earned thanks to his wits and intelligence.

“His presence was as unobtrusive as an electric shock”

With years the employees were accustomed to his unexpected appearance, but internal insecurity and a state of fear or scare could never be overcome and concealed from the boss/

“As if the chair had just been occupied by a ghost”

Gale did not like to interrupt meetings with his appearance, for which he always was late or delayed for no more than five minutes. For him, the work process is the most important mechanism through which all his machine works/

“The GW at the end stood like a streak of blue flame”

Even his two-letter signature spoke of his confident authority over employees who were afraid of him and respected his absence at the office.

“He was like a new kind of lethal instrument”

Gale was adamant to the cowards or the weak in spirit people, or individuals without moral principles; for him they did not exist and seemed to be insects that must be suppressed;

“As if a catapult had sent him a flight of miles”

During a fight with his rivals, Gale gathered all his strength and demonstrated it in practice.

“The arms had vanished like the spokes of a speeding wheel”

Gale had a great power to resist his enemies; it was so during the fight as well. After the fight he became the leader of the gang – showed his physical abilities and savvy.

“It was like a steamroller to press handkerchiefs”

He worked hard for his living and was not afraid of any kind of work. He suffered all the difficulty of work, so he could achieve career heights and conquer the city.

“No self-respecting gang had ever looted anything as pointless as books”

For Gale books were the material of active consumption; he read everything incessantly, but his brain filtered the information received and disposed of it correctly, wisely, therefore, he managed to achieve such a prosperous life;

“As a simple animal transaction”

For him, the relationship with women was nothing but a physical contact, which had no development, had no future. He truly loved just this one time and he

never had any personal emotional connection to any woman again – however, this was not in the least his weak spot.

The author uses anadiplosis to logically link the sentences into a single integral semantic group that emphasizes the importance of the moment in the language:

“Then he stopped. He stopped short”

Sometimes he dreamed, his thoughts were always far beyond the Hell's Kitchen area – the young man imagined that once he will also be among those chosen, and he – Gale will conquer this world and take away their calm, power and privilege.

Ayn Rand makes Gale Wynand's artistic image colorful with the help of epithets that give emotional tone, endow the character with certain artistic qualities, revealing, in turn, its features:

“A great joy or a healthy terror”

The reason for suicide must be special: especially joyful or especially terrible, but certainly not very routine.

“A glass cage”

Gail has achieved everything that he dreamed about, what he sought, but he, without thinking, with his own hands created the cruel conditions of being in this golden world, locking himself in his own influential social position.

The writer uses metaphors aimed at aesthetic perception of artistic text and supersedes the original meaning of the word:

“A the spasm of dread”

Gale begged for help only once and felt a minute's fear for his life, which had passed right before his eyes. He realized that it was too early for him to die because he hadn't done anything important and meaningful yet.

“The effect of a death ray”

A case when he was exsanguinating was not in vain: he as if dd some rethinking, something changed, stopped working and then started working with the new force. It was illumination of some sort, however not by something good, but by something terrible.

To verbalize an artistic image any author is bound to use a great number of stylistic devices and in the current piece the attention was paid to some of the devices that Ayn Rand used to reveal Gale Wynand's artistic image.

References

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2. Merrill Ronald E. The Ideas of Ayn Rand. — La Salle, Illinois: Open Court Publishing, 1991.
3. Ayn Rand, “The Fountainhead”, [Електронний ресурс]. – Режим доступу: https://archive.org/stream/TheFountainhead/The-Fountainhead_djvu.txt