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## **THE FOUNTAINHEAD: STYLISTIC DEVICES FOR GALE WYNAND'S ARTISCTIC IMAGE ACTUALIZATION**

**Annotation:** The given piece is an attempt to analyze some stylistic devices used by an American writer Ayn Rand in the novel “The Fountainhead” to actualize and verbalize the artistic image of Gale Wynand’s. In the course of the research the author comes to the conclusion that among many other stylistic devices Ayn Rand uses repetitions for the expressiveness of language, rhetorical questions for enhancement of statements, etc.

**Key words:** artistic image, stylistic devices, expressive means, repetition, rhetorical question.

## **ДЖЕРЕЛО: СТИЛІСТИЧНІ ЗАСОБИ РОЗКРИТТЯ ХУДОЖНЬОГО ОБРАЗУ ГЕЙЛА ВАЙНАНДА**

**Анотація:** Дане дослідження є спробою проаналізувати стилістичні засоби, які використовує американська письменниця Айн Ренд у романі «Джерело» для актуалізації та вербалізації художнього образу Гейла Вайнанда. В ході дослідження авторка доходить висновку, що, наряду з багатьма іншими, Айн Ренд використовує повтори для виразності мови, а також риторичні питання для посилення висловів тощо.

**Ключові слова:** художній образ, стилістичні засоби, експресивні засоби, повтор, риторичне питання.

“The Fountainhead” by an American writer and philosopher Rand was published in 1943. One of the main themes of the novel is individualism against collectivism, though not in politics, but in the soul of a human being; psychological motivation and the basic preconditions that form the characters of the individualist and collectivist [2]. The author avoids direct discussion of political issues in this literary work. The only exception might be the scene in court, where Howard Roark (male protagonist of the novel) defends the American concept of the rights of the individual. A historian James Baker once stated that in “The Fountainhead” it is difficult to find a reference to politics or economics, apart from the fact that the novel appeared in the 1930s. There is no mention in the novel of the events taking place in the world, although this literary work was created during the Second World War [1, c. 51].

Apart from Howard Roark, who is definitely the brightest male character of the novel, Gale Wynand is worth attention as well. A relentless media tycoon who sells his integrity for power, he arrives from the slum in New York and represents a man with great natural talents, but without systematic education. Gale Wynand sought power so he could rule an incompetent and corrupt society, but in acquiring wealth he became like them and, thus, lost his individuality. His faith in humanity is restored when he encounters Howard Roark, who is inept, and he becomes a great ally and a sincere friend of Roark’s, however eventually Gale betrays him anyway. [3].

Ayn Rand introduces repetitions for the expressiveness of the language expressed by the speaker in a state of emotional stress:

***“He felt no relief, no despair, no fear”***

Gale did not feel any emotions when he wanted to commit suicide/ For him, there are no prohibitions in the field of entertainment and everyday life, therefore, it can be said that he does not care what infatuation captures him for some time in his turbulent life;

***“He could study the stars over his head, or see the flashes of lightning, or watch the rain smashed into furious...”***

His home is constructed in such a way that he can contemplate both beautiful, charming, calm nature, and violent, cruel, indifferent natural phenomena;

***“It had no case, no wrapper”***

Gale Wynand did not have either patience or tact with women, changing them at will, like gloves. He did not think about the probability that he would remain alone, because his social position a priori would not allow him to be without women's attention. He is influential, rich, courageous – the man that every woman is doomed to love.

***“So ordinary, so unexciting”***

Before the suicide, Gale thought, there should be some kind of event, either enthusiastic, or the destruction of ideals; so he put off his death for a while;

***“He was looking at the yellow boards of the new houses, at the vacant lots, at the cranes and derricks, at the few towers”***

His childhood passed in the poor criminal district of Hell's Kitchen, and this left a permanent mark on his future life. However, he always sought to be among the rich, among the elite and his desire was correlated with actions and deeds.

***“He felt no bitterness to the world of wealth, no envy and no fear”***

Gale possessed such strong leadership qualities that he eventually took control over the criminal gang of the area and held them in subjection under his power, his authority, his leader's figure.

The writer used several stylistic devices at once:

***“He had no wish to remain on that spot; he had no wish to move from it”***

The repetition of the nouns emphasizes that in private Gale has already stomped his life; he has his popular newspaper; influential position and glory of a charming man; opposite verbs ***“to remain ...; ... to move from”*** form a stylistic device ***antithesis*** aimed at creating imagery, emotionality on the basis of contrasting concepts, positions, images, states in artistic text. Gale Wynand is similar in terms of character to Howard Roark, but his brilliant career and social status hold him within a certain framework from which he cannot take an extra step left or right. What he has

sought throughout his life has created for him a cage and in this cage there are rules of existence he cannot break in order to stay in the game.

***“There was no order in his reading, but there was a order in what was left of it in his mind”***

From childhood he was a purposeful boy and able to study. Gale absorbed everything as a sponge, but the resulting material found its application in practice/

***“They preferred the three hours of overtime to ten minutes of working under his silent observation”***

Wynand approached his newspaper and work in the newspaper very seriously: until he checked the material that was ready for printing, nobody had the right to switch on a printing press. There were cases when an article could be printed without Gale’s permission, but later the author would pay dearly.

***“The wires seemed to be quiver; the body was motionless”***

His courage and firmness of spirit helped Gale from the very youth – he was invincible, even when three guys went to teach him a lesson. A fellow has always defended his opinion, regardless of the situation;

***“The people behind the thin walls they passed did not hear their steps. Gale Wynand heard them a block away”***

Before an unequal fight, all his feelings were grouped and the state of tension was on the verge of human forces, but he defended his interests became the leader of the gang.

***“They were not fighting a man. They were fighting a bodiless human will”***

Gale demonstrated his leadership abilities and showed himself from the side of a strong, independent, purposeful leader. He deserved undoubted authority among gang members and ruled them at his own discretion.

The author uses rhetorical questions to enhance the meaning of the statement, to give it more significance:

***“Why has not anyone ever said that this is the ultimate horror?”***

The inner language of the character helps to analyze the image of Gale Wynand and form an idea of his character. He knows that it is too early to go from

life, that something must happen, something meaningful to him and for someone who will become his friend, which he then will lose.

***“What was today? Did anything happen that would help me now and give meaning to this moment?”***

Suicide must be carried out on a particularly important day of human life; Gale awaits such a day, for existence for Wynand has become routine, gray, and not significant lately.

***“Why should that particular title appear continuously, in the most inappropriate places?”***

Gale could not stand if someone wanted to make a fool of him, especially in his own newspaper. He had unsurpassed intuition, but he did not always know who might be a danger, because quite often underestimated his rivals.

***“Good God, Toohey, am I as obvious as that?”***

Wynand had to deal with Ellsworth Toohey because of the popularity of his column, did not take into account his influence among the masses and turned to him outright disrespectfully and ironically.

The actualization and representation of an artistic image is one of the most difficult tasks for the author. For deep and full revelation of a literary character it is worth using a great number of stylistic devices. In this piece only a few of stylistic devices that were used by Ayn Rand for Gale Wynand's artistic image actualization have been addressed.

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