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Семантика і прагматика гри в англомовних та україномовних газетних заголовках: зіставний аспект

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**Semantics and Pragmatics of Game in English and Ukrainian Newspaper
Headlines: A Contrastive Aspect**

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TABLE OF CONTENTS

INTRODUCTION

In the age of digital transformation, online publications and the media are becoming increasingly popular, but newspapers have not given up and have been on the verge of popularity for many years. Many newspaper publishers duplicate their articles on the Internet thus increasing the number of readers. The newspaper fully reflects the life of a nation. Structurally, the newspaper is made up of certain sections which highlight political issues news, sport events, scientific achievements, and even the news about celebrities. It turns out that the reader, having bought one newspaper, in a few minutes, can learn all the local or world news or event. However, today young people prefer online publications to newspapers, because it is much more convenient and you do not even need to leave the room to find out all the news in the world.

There are so many different sources of access to different information nowadays. Therefore, we need to be able to filter it and choose the information that really interests us. An important helper in this is the headline of the article, it plays the most important advanced role, because the reader first gets acquainted with the title of the article and decides whether it is worth attention or not. After all, due to the free access to a wide range of information at any time, the attention of potential readers is focused mainly on the visual perception of the headlines. That is, the task of editors is to find the right title and fascinate a potential reader in just a few seconds. And of course, in order to gain the reader's attention to their article, editors resort to tricks in forming the headline, namely the use of different types of language games.

As the title is viewed metaphorically as a face of the article (Іванов 2000, с. 222), it has its own tasks and functions. Generally, the article headline performs several key functions. Firstly, it attracts the reader's attention to the article. Secondly, it communicates the main purpose of the article just in a condenced way thus

summarising the content of the whole article. Thirdly, it arouses the reader's interest in reading the article. (Зайцева, 2003).

Definitely, the title is the most important structural element of the text of a newspaper publication which primarily impresses the potential reader, and its absence in the text may not fascinate the reader even before reading the article itself. The title helps us to study the topic of the article, quickly get information about its content , to highlight the main and secondary ideas. Therefore, it is safe to say that headlines significantly affect potential readers and their choice of the article. Sometimes, nevertheless, the headline can mislead the audience, as resonant, effective, and intriguing headlines cover up tedious and insignificant content, which frustrates, demotivates the reader, as well as takes their time. So, in order to have the skills to attract the reader's attention through a newspaper headline, you need to constantly improve your skills and learn this, because every day among the huge flow of information it is increasingly difficult for editors to draw readers' attention to their articles. Therefore, the skill to choose the right title correctly and accurately is the key to successful reading.

Additionally, newspaper headlines help to navigate the information flow, so they can be considered as certain signals or signs that should influence those who read them. After all, a well-chosen title can not only become a means of attracting attention and engaging the reader to read the whole text, but also emotionally or intellectually appeal to the target audience or even motivate to action. The creation of such headlines requires professional skills, linguistic competence, the ability to think critically and creatively (Лісовий, 2000).

Today, newspaper headlines, their distictive features, types, and functions in various media are comprehensively researched by linguists, both domestic and foreign (Лазарева, 1989;Andrew, 2007). As the pattern of the headline complex is rather flexible constantly changes, some structural models become more widely used, others cease to be used at all, reflecting significant modifications of the newspaper style and the role of the press in the information society. Thus, the problem of studying newspaper headlines is still relevant today (Тертычный, 2004).

In the works of domestic scholars (Іванов, 2000; Шевченко, 2004; Коваленко, 2014). The problems of newspaper headlines and their translations have been extensively studied from various perspectives. Thus, they discussed the structure of the newspaper article (Коваленко, 2014), its semantics (Майборода, 2003), cognitive (Лісовий, 2000), stylistic (Ронгинский, 1965), and functional aspects of headlines (Майборода, 2006); the interaction between the newspaper headline and the content of the newspaper (Коваленко, 2006). At present, there is also a significant interest of Ukrainian and foreign researchers in the problem of translatability of newspaper headlines (Ivanov, 2000; Timoshik, 2006; Shevchenko (2004), (Lazareva, 1989; Brinker, 2005; Burger, 2005). However, ludic potency of newspaper headlines has only scarcely been investigated. Additional consideration requires the contrastive aspect of newspaper headlines.

In order to create effective and eye-catching headlines writers often resort to diverse language games. The universality and comprehensiveness of the phenomenon of the language game has led to the emergence of different approaches to its interpretation and study (Сковородников, 2003, с. 786-803).

According to Wittgenstein (1999), who introduced this term, the language game is a special activity of native speakers which aims to create content that demonstrates the connection of language with the laws of nature and logic. In present day linguistic studies, the language game is associated with conscious and intentional manipulation of expressive language resources with the purpose of achieving comic effect(s) (Цикушева, р. 3). It is also emphasized the effectiveness of language game in attracting the reader's attention and structuring the advertising information (Ковалевська, Кондратенко & Кутуза, 2009). At the same time, the concept of language game needs additional specification. Besides, there is a considerable uncertainty with regard to ludic strategies employed in the newspaper headlines.

The **topically** of this research originates from the overall interest of contemporary linguistics in pragmasemantic aspects of online journalistic discourse, viewed at the crossroad of two languages. The topicality of the paper also stems from

the general tendency of current mass media research to reveal ludic characteristics of English and Ukrainian online newspaper discourse via ludic strategies which, in turn, require specific clarification.

The **object** of this paper is English and Ukrainian newspaper headlines.

The **subject-matter** of the research is semantics and pragmatics of language games in English and Ukrainian, viewed from a contrastive perspective.

The **aim** of the paper is to reveal pragmasemantic chracteristics of language games in English and Ukrainian newspaper headlines from a contrastive perspective. The aim set involves solving the following **tasks**:

- to bring out essential features of the headline as a component of the journalistic text;
- to outline major types of the present-day English and Ukrainian newspaper headlines;
- to examine dominant functions of the present-day English and Ukrainian newspaper headlines;
- to reveal the specifics of language game as a communicative strategy represented in the present-day English and Ukrainian newspaper headlines;
- to analyze the ludic strategy of creating tension through language games in English and Ukrainian newspaper headlines, using the contrastive aspect;
- analyze the ludic strategy of creating the effect of increased anticipation through language game in English and Ukrainian newspaper headlines, using the contrastive aspect;
- analyze the ludic strategy of creating the effect of false expectation through language game in English and Ukrainian newspaper headlines, using the contrastive aspect.

Research methods. To achieve the goal and solve the tasks of the research the following methods were employed: semantico-stylistic analysis, contextual-interpretative analysis, as well as the elements of contrastive analysis.

Semantico-stylistic analysis was employed to identify a range of lingual means used by the authors of the English-language and Ukrainian-language newspaper headlines and to comment on their stylistic functions.

Contextual-interpretative analysis was used to study the text of newspaper articles and their correlation with newspaper headlines; to examine whether there is a connection between the information presented in the article and its title and to show whether the reader can understand from the title what the article will be about.

The elements of the contrastive analysis were employed to compare English-language and Ukrainian-language newspaper headlines, to show which types of language games are used in newspaper headlines of two languages, what is their difference, in which language they are used more and to achieve which ludic effect. Also, the elements of the quantitative analysis were used for the presentation of the research results.

The material of the research were 12 headlines taken from the English-language newspapers of British and American publications (“The Times”, “The Sun”, “The Guardian”, “The News Letter” and “The Mirror”) as well as from the Ukrainian-language newspapers (“Волинь-Нова”, “BBC News Україна”, “Голос України” and “Економічна правда”). Additionally, 5 English-language and 7 Ukrainian-language articles and their headlines were used to analyze the usage of language game in newspaper headlines to achieve the ludic effects.

The scientific novelty of the research lies in the comparison of semantics and pragmatics of language games in English and Ukrainian-language newspaper headlines. Additionally, the paper elaborates on various ludic effects, such as tension, increased anticipation and defeated expectancy, achieved by language gaming in English and Ukrainian newspaper headlines.

Practical value of the study results is in their application in teaching courses in Stylistics of English and Ukrainian, Lexicology, Contrastive Studies, etc. The results can also be applied to writing students’ papers, diploma papers, and post-graduates’ researches.

Structurally, the paper consists of the Introduction, two chapters with conclusions to each of them. General conclusions, a Résumé in Ukrainian, a list of references (61 items), list of illustration material and Appendices. The total volume of the work is 73 pages.

In the **Introduction** the paper presents the object and the subject of the investigation, underlines the topicality of the problem under study, mentions the novelty of the gained results, sets the main aim and the tasks by which it is achieved, considers the methods of research used in the paper, and discusses the content of each chapter separately.

Chapter One presents general theoretical framework for the study of language games represented in English and Ukrainian newspaper headlines, discusses types and main functions of headlines in journalistic discourse, dwells upon the concept of language game.

Chapter Two focuses on semantics and pragmatics of language games in English and Ukrainian newspaper headlines, provides a contrastive study of lingual manifestations of language games in such text type.

General Conclusions gives a brief overview of the main results of the research and defines the scope for the future study.

CHAPTER ONE
THEORETICAL PERSPECTIVES ON GAMING IN ENGLISH AND UKRAINIAN NEWSPAPER HEADLINES

The first chapter of the paper considers in detail what a newspaper headline is, how scientists interpret it and what definition of headline is given by the dictionaries of the English and Ukrainian languages. Also, the types and functions of a newspaper headline are shown. In this paper, we will analyze the classification of headlines by foreign and domestic scientists, what criteria should have successful headlines and why the headline is so important not only for the article, but for the entire newspaper and even the publishing house. Also, we will consider the concept of language game, who is the founder of this concept, what role language game has on the headline, why it is used in newspaper headlines, what types of language game are there and it functions.

1.1 Newspaper headline as an integral part of newspaper text

The newspaper is regarded as one of the oldest forms of mass media (Здоровега, 2004). In order for the reader to learn quickly the latest world or state news, to know what is happening in cultural or political life, it is only necessary to pick up a newspaper. Modern journalism emphasizes that the headline is one of the main elements of the media text. Despite its outward simplicity, the title reflects various facets of reality: the author's personal priorities, editorial positions, political and ideological attitudes, cultural values, technical capabilities of the print publication, and so on. The headline, along with photographs and design, is a key element in print media. Neither a newspaper or a magazine can do without a

headline. This element affects the mind of the reader primarily. Therefore, it is the basis for motivating the audience. The headline of the article plays an important role in the newspaper, as it contains the main information of the message of the article and strongly influences its perception by the reader (Грицюк, 1989).

Researchers claim that headlines draw readers' attention to the pages of publications and their articles (Лазарева,1989. с. 96). They are one of the primary texts read on the page. Therefore, their design should be careful and attractive, and the content should be formulated appropriately. According to the well-known German scientist in the field of journalism Michael Haller, out of 100 users of the page, 90 view images and also captions under them, from 40 to 70 read headlines, from 20 to 60 read subheadings, from 15 to 60 begin read the text and only up to 50 read the text to the end. The different ranges are explained by different topics, locations and even the wording of the relevant elements. There can be no doubt: images and headlines attract the reader's attention to pages and their articles. For the vast majority of them, images, captions and headlines are the main impetus to start reading (Dernbach & Loosen, 2012).

A well-chosen title contains a great semantic charge. Commonly, the title develops the reader's skills of critical thinking, teaches to choose the most essential, important and value-significant for further acquaintance. Note that the effectiveness of a newspaper text is largely determined by its title, because it is undeniable that a well-composed headline is often easier to convince the reader than with the content. In addition, psychological researches show that about eighty percent of readers pay attention only to the headlines (Галлін & Манчіні, 2008).

There are many definitions of the term "headline" within the framework of contemporary linguistics (Тертычный, 2004), (Ронгинский, 1965). Kovalevska (2009) views a newspaper headline as a communicative unit which briefly informs the reader about the content of the newspaper, its meaning, the nature and severity of the events represented on the pages of the newspaper.

At the same time, Tertychny notes that the title is the main word of newspaper which should be spoken consciously, clearly and vividly, so that the reader

immediately understands that this is the text he wants to read. A text that does not have a correct title can be considered a finished work (Тертычный, 2004, с. 80).

According to Ronginsky (1965), the title is a sentence (or set of sentences) that serves as the title of the work (or part of it), occupying the first position and reflecting some aspect of its ideological and thematic content. Muzhev (1970) shares the above point of view and also does not separate the name from the concept of text. The title is an integral unit of the text that stands before the story, which indicates the content of this text and separates this segment of language from others.

Modern explanatory dictionary of the Ukrainian language provides the following definitions of *headline*: 1). the title of the work or part of it that is printed or written over text; 2). special initial descriptive and (or) identifying part of the message, table, block data (СТСУМ, с. 1008). In a way, both parts of this definition can be equated to the title in journalism. Cambridge Dictionary defines headline as a line of words printed in large letters as the title of a story in a newspaper. Newspaper headline, in turn, is regarded as a very short summary of a news report. It normally appears in large letters above the report (CD).

Nowadays, almost all texts and illustrations in newspaper-type publications are headlined. Today, no publication can do without a headline, but its role has grown significantly since the first headlines appeared. Now this is not only navigation, and not even information about the text, but a way to attract the attention of the reader and encourage him to read this or that material. Headlines are considered to be essential elements of the text inextricably linked with its content. The headline is the most important part of any text. We can say that the main purpose of the headline is to control the attention of potential readers. The headline gives more chances that the article will be read. After all, taking the newspaper, firstly we review the name of articles and then decide which one is interesting and worth paying attention to (Мужев, 1970, с.7).

Gurevich believes that the ability of newspaper designers to use headlines in the next issue often determines the reader's decision - to read those publications whose headlines aroused his interest, or to put the issue aside. Newspaper practice

provides numerous examples of how, as a result of an unsuccessful choice and design of headlines, the impact of important newspaper speeches on readers is sharply reduced: a meaningful article with an incorrectly chosen, inexpressive, illiterately designed headline is not noticed. Conversely, a bright headline that attracts the reader with its content and form prompts you to read the text that follows it or to look at the illustration underneath. He plays the role of a hook, swallowing which, the reader gets acquainted with his "catch" - the entire publication (Гуревич, 2004).

According to Nekrasova (2018), the reader mostly chooses his favourite article for bright, spectacular, colorfully decorated title (p. 27). Thus, the task of publicists and editors is to entice the reader with an interesting and intriguing headline.

The title is usually written at the top, in capital letters, often it can be colored or written in a different font - to stand out and attract the attention of readers. High-quality newspaper headline: expresses the unity of form and content of the material; ensures the relevance and specificity of the publication; conveys the attitude of the author and editors to the described events, processes, phenomena; emphasizes the importance of the reported fact, therefore, actively influences the reader (Бессонов, 1958, с. 62).

Nowadays, to interest the reader is not an easy task, because everyone has access to the Internet, where any information on any topic is free and available. The effectiveness of the headline directly depends on the author who can make this element interesting and intriguing, convey the content accurately and help the reader navigate a large amount of information – using a minimum of language material. Therefore, the author's task is to be able to put the most important thing in a small title and thus absorb readers and as if "forcing" them to read a particular article. Of course, the headline should be written in a simple, clear, and intelligible way, at the same time intriguing the potential reader, making him / her realize that this is the article he / she wants to read now. The title is a concentrated reflection of the main idea of the work, the author's opinion. Due to the poor design of the headline, the

demand for the newspaper decreases sharply: a meaningful article with a vague headline is not noticed and read. Therefore, when forming a title you need to know what to look for and what techniques to use (Здоровега, 2004, с. 268).

Publishers seek to provide maximum information on the pages of the press to win the heart of the discerning reader, which can not be done provided functioning of large headlines. However, the problem of creating a "correct" headline still exists. As it turns out, the author needs to take into account more than one factor to get a really good newspaper headline. There are some rules the author has to follow while making up a "correct" title. An effective headline can be identified by the following criteria:

- ***Conciseness***: the title should be short and sketchy. The conciseness of the titles or their development can be a sign of both individual journalistic handwriting and the style of the print publication in general. The length of the title sometimes depends on the genre specificity of the material.

- ***Informativeness and objective reflection of the thematic content of the text:*** it means that the title should contain as much information as possible on the topic of the article, so that after reading it the reader clearly understands what will be discussed. However, this is a very difficult task, since the title is limited in characters and should not be too long.

- ***Originality:*** This means that each heading should have its own peculiarity and be different from the others. Basically, authors make the title expressive by using capital letters, abbreviations or styling. However, one should not forget about filling the title and not deviate from the topic of the article.

- ***Economy:*** the principle of economy is manifested in the journalist's desire to facilitate information transmission, thus achieving the maximum communicative effect with minimal usage of language. The content of the title should be particularly capacious. Abbreviations, neologisms, word combinations, homonyms, etc. are used for economic creation of a newspaper headline.

- ***Unambiguity:*** it is more inherent in information genres, where the word appears in a literal uncomplicated sense. The role of this criteria is for the reader to perceive

the text is quickly. Moreover, there is no need to waste time guessing what the heading means so that the reader can see it and clearly understand what the article is about. The uniqueness inherent in informational titles is not at all necessary for the names of analytical and journalistic materials. Therefore, polysemy is sometimes inherent in headings expressed in sentences where there is no verb.

- ***Adequacy,*** which is based on the reader's ability to somehow predict the meaning of the text through its title. If this prediction is not possible, the reader turns to the work with interest. The adequacy of the perception of the text is directly related to the effect of increased anticipation, which depends on the content of the title. It is important not to break the semantic connection between the title and the text.

- ***Expressiveness:*** an inexhaustible source of expressiveness in the field of newspaper headlines is the system of figurative means of fiction and journalism: tropes, stylistic figures, colloquial vocabulary, phraseology, and so on. Effective means of creating expressive newspaper titles: the use of proverbs, sayings, phrases, quotes in the same form; elements of motivating, interrogative and conversational intonation (call, question, appeal to the reader, dialogicity, etc.); various ways of transmitting intimidating intonations that help to create an atmosphere of mutual understanding between the author and the reader on newspaper pages; approximation of header structures to the structures of spoken language.

- ***Advertising:*** there are several language means employed to create headlines: lexical, lexical-semantic, syntactic and punctuation. The advertising of the title should not be reduced to external attractiveness. Each publication should pay attention to the use of such headlines in the newspaper column only where it is necessary to attract the reader's attention. Promotional headlines act as a place for speculation, because it does not give the reader an accurate idea of publishing content, misleading and misinformed him/her, speculating on his/her curiosity (Куценко).

So, the list of characteristics of an effective title is as follows: unambiguity; maximum informativeness; conciseness; objective reflection of the thematic content of the text; originality; economy, expressiveness and advertising. Of course, not all criteria are described above, but the main ones. In order to influence the

consciousness and subconsciousness of the audience, it is necessary to use psycholinguistic data in the text of the headings, which will help to build a scheme of influence, correct the perception of a person and induce him to action, which the author plans. In our case, this action is reading the article. Also, it is worth noting that for the title, structural completeness and intonational expressiveness are also important; relevance and specificity of terminology and compliance with the content of the material. Also, it is worth noting that a short title works better, which energetically, sometimes aphoristically expresses the main idea of the material, and a long, stretched title tires the reader, requires effort to read it to the end.

1.2 Major types of headlines

The headline of a newspaper article is something the writers should pay particular attention to. The author's ability to choose an accurate and concise headline directly affects the effectiveness of the reader's perception of the article. Scholars suggest numerous classifications of the newspaper headlines highlighting various criteria for their differentiation. The headline is characterized by a double reference correlation with the text, on the one hand it gives the text a title, and on the other hand it indicates the topic and idea of the article (Ізотова, 2004). Let's consider some classification relevant for our research.

Linguists consider the title as an independent linguistic unit. It can use a variety of both lexical and syntactic tools, in particular such as proverbs, sayings, names of famous songs, colloquial elements. With regard to the communicative function of the newspaper headlines, they fall into those that fully inform about the theme of the text understandable before reading the publication; headings-signs of a certain element of the content, which only signal about it (dotted headings); headings that inform about the meaning that is not verbally expressed in the text, but implied in the text; the titles that become clear only after reading the text and are perceived retrospectively. Depending on what type of title the author chooses for his material,

he implements a communicative purpose. It is the title of the publication that actualizes the reader's perception (Лазарева, 1989, с. 96).

Concerning the content of the article, its layout and the position in the text headlines are divided into the following grounds: *content* (thematic simple - those that indicate the main topic of the article, thematic complex - those that confuse the reader and veiledly say what the article is about); *image form* (numbered - where numbers are used, letter – where letters are used, dumb - indentation between articles, without using signs); *place location* (on the title page, header with header, header in section with the text, title in the selection with the text, title by the window, title by the side) (Тимошик, 2006, с. 560).

Structurally, newspaper headlines can be divided into: *simple* headlines which usually consists of one sentence, expressing a definite complete thought. It can be not only affirmative, but also interrogative. For example, *"Next season's FA Cup final to be held in June for first time"* (The Times). From the title, the reader understands exactly that he/she will read about football and about the reasons for the FA Cup in June. Complicated title - differs from the "simple" in that it is formed of several independent, logically completed parts, which also carry a certain complete idea. For example: *Army rations? These people have suffered enough* (The Times). The headline consists of 2 separate parts, the first from which gives a reason to think and speculate. If the heading is divided into 2 parts, and only one of them is left, the meaning will be different.

For the purpose of emotional impact on audience, headlines can be divided into: intriguing, scary, shocking, scandalous, intimate (Тертычный, 2004, с. 80-82.)

Ukrainian scholar Ivanov distinguishes the types of newspaper headlines on several grounds. In particular, according to the method of printing, all headlines in the newspaper are divided into typesetting and cliched. In turn, typesetting headlines are divided into those performed by hand and machine set. Depending on the purpose, the role that the headlines play in the newspaper column, the researcher gives the following types: main heading, subheadings, internal subheadings, super headings, headings and caps (Іванов, 2000).

Depending on the design of the titles Shevchenko divides headlines into two types: font and image. Font headers can only be highlighted with title fonts or enlarged spaces, and can be drawn with rulers, frames, installed on dies, inverts, floor pictorial elements. Figurative title components are conventionally divided into three groups: text - hand-drawn letters, symbolic - in the form of emblems, images, logos and combined or pictorial-textual - montage of letters and illustrations (Шевченко, 2004, с. 389).

In terms of content headings, the Ukrainian researcher Zdorovega (2004) identifies the types of headline such: informational, motivational-orderly, problematic, ascertaining-descriptive, advertising- intriguing (с. 268).

Depending on how informatively complete or incomplete headline is, Ivanov (2000) defines titles: full-informative (which completely actualize the semantic component of the text) and incompletely informative (dotted, which is not complete actualize the semantic component of the text). It should be noted that the full informative headings are divided into: nominative (name the theme of the whole text) and predicative (represent a detailed thesis that contains subject of conversation and its predicate) (с.222).

In conclusion, headlines that exist in modern English and Ukrainian press can be divided into types on various grounds. Simple title usually consists of one sentence, which includes some complete thought. It can be by nature not only asserted, but also interrogative. Simple headlines, as a rule, open small-volume messages about some discrete events, which represent one "step" in the development of reality. Complicated headlines differ from "simple" ones in that they are "formed" from several independent, logically complete parts, representing a certain complete thought, statement or separate question, important for understanding the essence of this material. Title complex differ from each other not only in subject matter, but also in the way of reflecting reality, genre characteristics, complexity of content. Naturally, this can not but be reflected in the titles of various texts. Features of each type of newspaper make certain changes in their design. However, it should be

emphasized that, in the end, every nuance of the newspaper's design is dictated primarily by its content, functional purpose, type.

1.3 Functions of newspaper headlines

The headline is a full-fledged component of the newspaper text, which is included in its composition and is associated with other components that correspond to the whole work. The heading precedes the text and carries certain information about the content of the journalistic work. A headline that matches a newspaper page has an emotional connotation. They are designed to arouse the reader's emotional interest and grab his attention. The heading is perceived as a speech element that is outside the text and has a certain independence (Некрасова, 2018).

Scholars put forward various criteria for distinguishing the functions of newspaper headlines. For example, there are four pragmatic functions of a newspaper headline according to Shamelashvily (1982). They are: *informative, expressive-evaluative, motivational, advertising* (p. 26).

However, according to Suvorov (1965), the functions of headlines are as follows:

a) to isolate one message or one material from the subsequent;

b) to draw attention to particular information;

c) to briefly communicate the main content of the article;

d) to intrigue the readers;

e) to appeal to their emotions (p. 37).

However, it should be noted that the most important functions of the header are - evaluative, pragmatic, advertising/expressive, nominative, informative, integrative and appellate, as the figure 1.1. shows. (Здоровега, 2004)
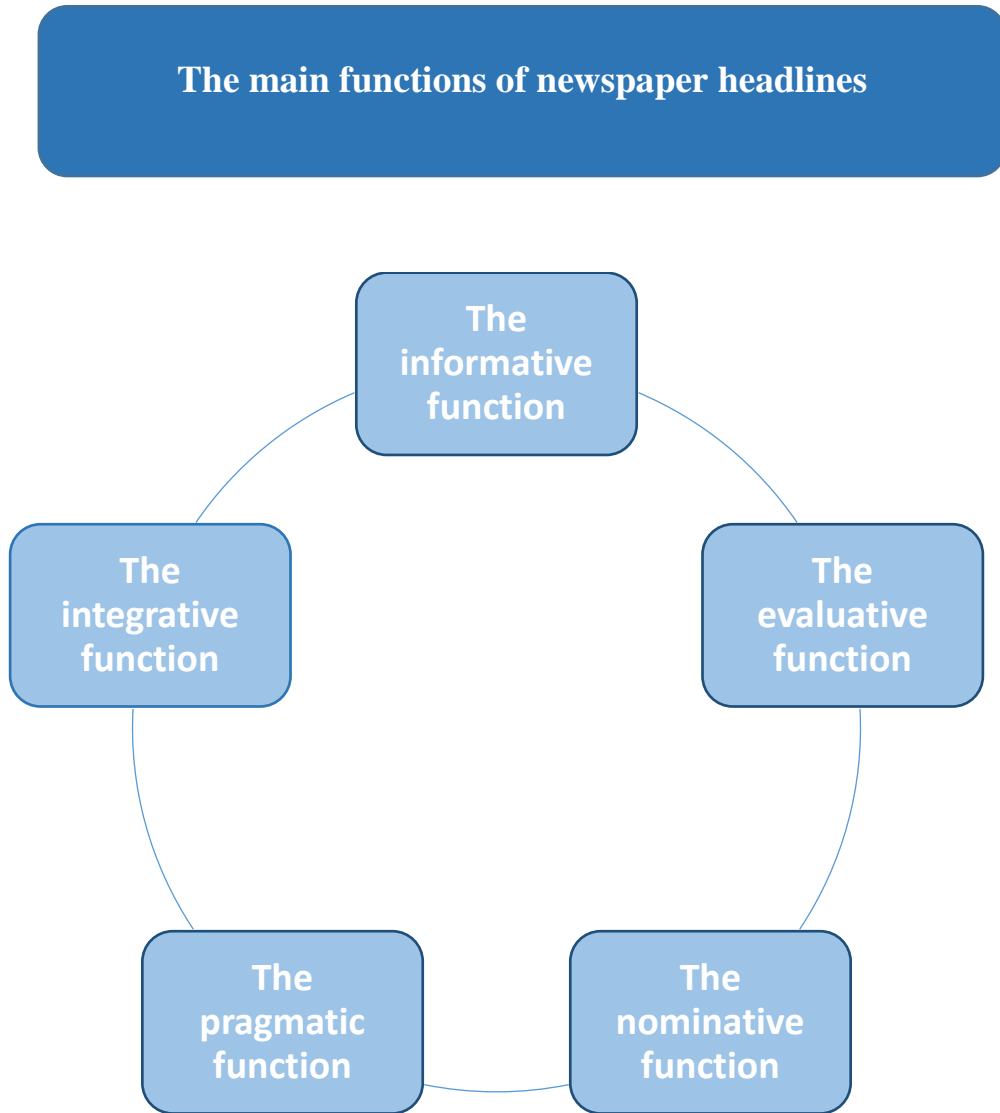
The main functions of newspaper headlines

The informative function

The integrative function

The evaluative function

The pragmatic function

The nominative function

Figure 1.1 The main functions of newspaper headlines

The evaluative function (Zdorovega, 2004) always appears to be leading in the title to the journalistic text. It expresses the author's position. For example, *"Looking for a new career? This could be the kickstart it needs"* (The Times).

The main function is considered **the pragmatic function,** because the purpose of the title is primarily to draw attention to the article, to create an incentive to read it, which is often achieved through the use of expressive language. For example, *"Rebels without a cause: has title win taken away Atlético Madrid's hunger?"* (The Guardian).

The advertising/expressive function (Zdorovega, 2004). Materials should be interesting, intrigue readers and attract attention. For example, *"Green bonds 'are next dotcom bubble'"*(The Times).

With the advent of journalism, the headline distinguished publications . **The nominative function** reveals itself through representing the subject of the article. For example, *"Sir Timothy Colman"* (The Times).

The informative function (Zdorovega, 2004) lies in reflecting a greater or lesser extent the meaning of the title work or rubric. Due to this function, it is assumed that after reading the heading, the reader immediately understands the question regarding which sphere of life is being discussed in the text to which this or that heading relates. The idea of the topic being discussed in the text, due to the heading, is usually narrowed down to an idea of some aspect of the given topic, in other words - to a specific problem. The name that a certain material has gives, first of all, an opportunity to understand the meaning that the publication carries. In this case, the header function is implemented as informative. . For example, *"What the fashion editors are wearing to go back to the office"* (The Times).

The integrative function (Zdorovega, 2004) makes easier for the reader's perception the text and it also plays a significant role in the organization of linguistic means. Cohesion is usually understood as a means that is used in order to achieve the integrity, fusion of the text. This allows us to consider the text as an independent unity. For example, *"Frida Kahlo estimated $30m self-portrait set to smash records"* (The Guardian).

The appellate function (Zdorovega, 2004) lies in the propaganda plane, with the help such a title, the editor and the author, of course, seek to influence the reader. Finally, the title can be advertising and serve to attract readers. For example, *"No more lockdowns, says the man tipped to succeed Merkel"* (The Times).

The headlines first of all highlight the materials on the column and separate them one from another. All headers do this task. That is, here we are talking about **the graphical function** (Lazareva, 1989). This function is the only one that is implemented non-verbal means: with the help of fonts, the use of color, graphics (lines, drawings) and others. But after the first acquaintance with the newspaper, when the reader has already highlighted certain headlines, he will also refer to the language of the title. Even when the reader switched to reading the text, the title remains in sight. These functions are best reflected in such a structural element of the text as the title.

The headline can also serve such functions as *story summarizing , interest generation, immediacy satisfaction, and attention direction* (Dor, 2003). Journalists use headlines as a means of briefly, concisely conveying information about a story (p. 695–697).

In summarizing an article, headlines can help readers understand the article within an established framework or genre. Headlines also serve **the function of interest**, their purpose - to arouse interest in the story. If the goal of an editor or journalist is to ensure that the article is read, then the headline should be of interest to "entice" potential readers (Smith, 1999). In particular, for online editors, generating interest is important for the commercial side of engaging - page views. Headlines also meet the immediate need for information. Communications researcher Daniel Dor (2003) explains that headlines act as optimizers of relevance, carrying a "contextual effect at a reasonable cognitive cost (p. 701). The main functions of the headings are not mutually exclusive. Many headlines try to generalize, arouse interest, meet the needs of immediacy and direct attention. The headline is the first impression for news readers about the information that will be provided.

Also, there are two effects in the reader's perception of the titles (Лазарева, 1989). The effect of heightened anticipation, which occurs when the title is unclear but attracts attention; and the effect of outraged anticipation when the title does not match the text. In both cases, the headlines perform **an expressive and regulatory function** due to the informative, but outraged or surprised readers may have an unpredictable reaction to the text - from enthusiastic reading to refusal to read the text and negative evaluation of the author or editor.

However, it is possible to consider the texts of newspaper headlines from a lexical point of view. This will help to see the other functions such as: *informational, educational, influence function, propaganda, educational, promotional, organizational and entertaining.*

Expressive function (influencing) is a function of persuasion the reader based on facts, evidence and insults. This function involves the formation of the worldview of the reader, including the formation of life (social, etc.) attitudes, motives, behavioral systems.

Communicative - information function - is the function of news reporting. It helps any periodical to report on the latest developments as soon as possible. This function is performed by headings, which in a concise form carry information about the content of the title text. These two functions are the most important for the language of the newspaper.

Next is **the expressive-evaluative function** assigned to the titles, in which the names of famous politicians, athletes, artists, musicians and scientists appear before the reader in a familiar form (Харченко, 1990).

The motivating function is inherent in headings that are clear a strong call to action. Such titles are most often the main proposals (Харченко, 1990).

If we talk about the **advertising function** of headlines, it should be understood that such headlines should be bright, unusual, such that can attract the reader's attention (Харченко, 1990, с 123).

Thus, the title forms in the reader a certain attitude to the event, evaluating it. The headline convinces the reader through the facts (presented in the title) and

through the author's assessment of these facts. The title forms in people the corresponding attitude to a public life and concrete affairs, actualizes problems of the present which are interesting for a society (political, economic, philosophical, moral, questions of culture, etc.). Influencing the reader, the title not only orients in events, but also forms the reader's opinion. In the approach to the titles, in their selection and evaluation, the moral position of the author is always revealed, which gives the expression an emotional color. In other words, newspaper headlines not only have the function of indicating the topic and summarizing the main content of the news text, but they also try to help the reader grasp the meaning of the text.

Since one of the most important functions of a headline is to control the reader's attention, it is worth noting that the location and size of headlines in newspaper articles are also a necessary feature. After all, these depend on its location - how quickly the reader will notice the title, read it and be interested in the article. Of course, the headline of a newspaper has a standard size, but as we can see today in the print media - the size of the headline can be different. Sometimes it is located across the width of the first column in one long line. This title is extremely effective and bright. However, in most newspapers, the headline occupies only part of the entire format of the column, and this placement option provides additional opportunities for the design of the title page.

Traditionally, the title of the article is placed at the top left, above the first columns of the first page, although in some newspapers, especially aimed at young people, it is increasingly placed in other places in the first column. Sometimes the title is shifted downwards, and an important message or an up-to-date information selection is placed at the beginning of the issue at the vacated place. However, placing the title very low is not recommended so as not to upset the balance of materials on the page.

1.4   Language game as a communicative strategy in newspaper headlines

Many researchers are interested in the newspaper headline in terms of many current linguistic problems, among which the linguistic features of the newspaper title deserve special attention (Грицюк, 1989). Language is constantly influenced by many external factors and as a result new words are often used in the media. Then such words are used in various stylistic devices. Language game is a popular trick for newspaper headlines. Language game means "conscious violation language norms, rules of speech communication, as well as distortion of language clichés in order giving the message more expressive powerwhere word play, ambiguity, collision several meanings - all this forces to "solve", and therefore, to intellectual work, successful the performance of which brings aesthetic pleasure, because it elevates a person in his own eyes. To such a text the recipient will never remain indifferent (Непийвода, 2001, с.22).

The concept of language game was introduced by Ludwig Wittgenstein (1953), a prominent Austrian-British philosopher, who viewed it as a philosophical concept, referring to simple examples of language use and the actions into which the language is woven (p. 3). Wittgenstein argued that a word or even a sentence has meaning only as a result of the "rule" of the "game" being played. In his work "Philosophical Investigations" (1953), Ludwig Wittgenstein regularly referred to the concept of language games. Wittgenstein used the term "language game" to denote forms of language simpler than the integrity of language itself, "consisting of language and the actions in which it is intertwined." The concept aimed to "highlight the fact that speech is part of an activity or form of life" that gives meaning to language. Also, Ludwig Wittgenstein points out that communicants do not always communicate with the help of narrative sentences, but often use orders, requests, express their thoughts and hopes, joke, which, in his opinion, are examples of using the language game. (Eklundh, 1982).

In other words, we can say that a language game is like a mistake that violates all language laws and rules (Грідіна, 1996). Therefore, in modern texts it is sometimes difficult to distinguish between mistake and the language game. Thus, in linguistic research of the last decades of the twentieth century the idea that the

relation "norm - mistake" is replaced by the relation "norm - another norm" sounds more and more persistently. "Another norms" are stylistic and contextual, or situational, what has traditionally been qualified as a mistake, for example, unjustified capitalization in modern advertising texts, in abbreviations, is perceived in this approach not as a violation of spelling, Thus, those researchers who believe that "the question of normativity comes from the field of codification, and the concept of right / wrong is increasingly being replaced by the concept of appropriate / inappropriate. The thesis "all that is expedient, appropriate" determines the reality of the communicative or situationally conditioned norm "It should be noted that a language error tends to turn into a language game After reviewing the definition of a language game, we can conclude that there is no comprehensive and comprehensive definition of a language game (Ізотова, 2018, c. 30-31).

Zhuravleva (2002) distinguishes three types of statements: statements that correspond to the language norm, statements that knowingly violate the language norm, and statements that contain errors. Representatives of traditional linguistics believed that the use of language games belong to a group of statements that contain a conscious deviation from the norm (p.21)

Language game can be defined as a two-dimensional process that manifests itself in a conscious violation of language norms, provided a full understanding of the laws of use of a particular language unit. The essence of the language game is actualized in the interaction of these plans. Particular emphasis is placed on the effects that "accompany" the language game - deceived hopes and comic shock. Comic is understood in this case as a deviation from the stereotypical form, which occurs as a result of a sharp transition from one plan to another (the collision of "usual" with "unusual") (Самохіна, 2010, c.518).

Language game is still one of the important and urgent problems of translators. The translation of a language game is always difficult, because the translator must reproduce a language unit that does not exist in literary language. Pun is the result of a violation of language norms in order to maximize the impact on the reader. For translators, this question remains relevant for many years, because

the methods of modeling a language game demonstrate constant dynamics and require new and new solutions. Methods of modeling a language game vary depending on the language levels that their resources are used to create of a phenomenon of warming, manifesting itself in lexical, syntactic, phraseological, morphological and lexicographic levels (Яблонська, 2005).

The basis of the language game is the leveling of language norms. During the translation of such a reception it is necessary to deviate from the rules that complicates the translator's tasks. Accordingly, the translator needs to simultaneously save the basic information of the text and play the language game.

In English newspaper headlines, the writers resort to various language games, including phonetic, syntactic, lexical, graphic, morphological, and figurative. Specifically, **phonetic games** in English newspaper headlines are manifested by assonance, alliteration, onomatopoeia, rhyme and parallelism (*"Snow dooms dome"*, *"Trump Triumphs"*) (The Times).

Lexical games, in turn, are represented mainly by omitting verbs to shorten the text of the headline and to attract the reader's attention. Lexically, English headlines are also characterized by a reduced number of special words which are a kind of "headline jargon". A distinctive feature of such "title vocabulary" is not only the frequency of their use, but also the universal nature of their semantics. The word *pact* in the present headline can mean not only "pact", but also "contract", "agreement", "transaction", etc. (*"Charlie Elphicke and his House of Cards marriage pact"*, *"Minella Indo – in Gold Cup"*) (The Times). The various use of names and titles in the newspaper-information style makes the article specific and correlates these data with certain persons, institutions or districts. A characteristic feature of the newspaper-information style of modern English is a large number of abbreviations.

Quite often in newspaper-information sources the names of certain organizations, parties and institutions are given in abbreviated form. Newspaper texts and their headlines are rich in special terms related to political and state life, often presented in the form of abbreviations and acronyms. For example: "OPEC =

(Oil Producing European Countries)", "DD = Defense Department", "NATO = (North Atlantic Treaty Organization)". Names and titles are often used in newspaper articles and their headlines in abbreviated form. Often such abbreviations may be unknown to a wide range of readers and their meaning is immediately deciphered in the note or message. Abbreviations or surnames of well-known politicians or public figures are often used: "JFK = John F", "Kennedy", "Rocky = Rockefeller", etc. (Грицюк,1989). But there are many such abbreviated titles to which newspaper readers have long been accustomed and which do not require explanation.

Despite all this, an English newspaper article usually has a certain political orientation. The newspaper text and headline are very rich in special terms related to political and state life; here we find the names of political parties, government agencies, NGOs and terms related to their activities, such as: "House of Commons House of Commons", "Trades Union Congress Congress trade unions ", etc. While technical terminology has a somewhat narrow scope and, in general, does not go beyond a certain specialty, socio-political terms are more widespread: they penetrate into all spheres of life and become common property (Паршин, 2000).

Graphical games English newspaper headlines are based on the play of font size, color, punctuation marks which update the message laid down by the author plan. (*"MAN – ON THE MOON", "Put The Kettle On comes to the boil to surprise Champion Chase field"*) (The Times). Norman (2009) claims that graphic selections create the possibility of double reading the name, where "in one the word combines two different but interconnected meanings" (p. 81). One of the most popular graphic techniques is the use of capital letters and abbreviations, which further helps to draw the reader's attention to the title. Also, the authors use different punctuation marks in the headlines (dash, colon, parentheses), which makes the newspaper headline even more interesting and attractive to attract the eye.

Morphological games English newspaper headlines can be exemplified by affixation, reduplication, compounding, grammatical agreement, neologisms and pun (*"It had to be chew!", "Flu York City. Epidemic spurs rush to hospitals"*) (The Times).

Figurative games are represented by various figures of speech. For instance, hyperbole, metaphor, personification, simile, synecdoche, etc. (*"On a wing and a prayer"*, *"Minister shoots herself in the foot"*) (The Times).

In the headline *"On a wing and a prayer"* the author uses a constant expression, an idiom, which means without much chance of success. This phrase has been popular since World War II. Moreover, there is a film with this title, and such a line is in one of the songs about the War. The term has evolved to take on a figurative meaning. So, choosing such a headline, the author will already attract the attention of many readers, because it is known to them and unintentionally there will be a desire to read the article.

In the headline *"Minister shoots herself in the foot"* the author uses also an idiom, which means to harm oneself in some way by doing something stupid or making a silly mistake. The author, using such an expression, in the political title certainly attracts the attention of readers, because many are interested to spy on someone's failure, especially if it is a famous person. Therefore, such an idiom is very appropriate in the title to attract attention.

Also, in modern linguo-poetic studios, three main paradigms for studying the game can be distinguished: intentional, text-centric and receptive. In context of intentional paradigm, the game is considered as a linguistic and poetic device, which consists in a stylistically motivated violation of the language and speech norms with the mat of creating an ironic or comic effect (Мороза, 2008, Норман, 2006, с.25). The international view of the game emphasizes its deliberate and conscientious nature (Сковородников. 2003, с.805). From the standpoint of text-centric direction, the game is interpreted as a principle of artistic text creation (Бабелюк 2009, с.156). And the receptive approach interprets the game as a certain communicative strategy, which is reflected in the textual instructions for playing with the reader (Рахимкулова, 2004, Любксембург, 1999, с. 25).

One of the defining features of the language game is its localization in specific spatio-temporal coordinates (Арутюнова, 2006, с. 14). Also, the game is characterized by tension and intensity, because it is characterized by certain

contradictions and the presence of hidden conflict (Казакова, 1999, с 103). It is worth noting such a feature as structure and script. This means that a particular game has a certain structure defined by its goals and objectives (Эльконини, 1999, с.103).

It is worth noting that the peculiarity of the language game is that in this way the author deliberately sharpens his own and at the same time focuses the reader's attention not only on what he portrays, but also on how he does it. (Скворцов, 2000, с.7).

Conclusions to Chapter One

1. A newspaper headline is the most important and integral part of any article. Moreover, the headline is that the reader first gets acquainted with and decides whether he/she is interested in the topic of the article or not. So it is very important to be able to choose the headline properly. It is important to provide space for the reader's thoughts, and not to write everything down directly, for this you need to have certain skills in the title.

2. The title must meet such requirements as: conciseness of the presentation in terms of informative richness; consistency with the main content of the text; selection of language tools with a focus on their intelligibility; reflection of the author's attitude to the content; stylistic expressiveness, which is achieved through the use of appropriate linguistic means: ambiguity of words, resources of word formation (author's neologisms), emotionally expressive vocabulary, combination of features of journalistic style with features of other styles (scientific, official-business, literary-artistic, conversational), due to diversity themes and genres; the use of pictorial and expressive means of speech, for example, means of stylistic syntax (rhetorical questions and exclamations, repetitions, inversion, parallelism of construction), etc. When formulating headlines, they take into account the psychological requirements for their names, namely resort to methods of suggestion and persuasion.

3. The headlines performs the following important functions: nominative, informative, communicative, as well as pragmatic, evaluative, advertising-expressive. For the journalistic text headline the evaluative function is of primary significance. The author will achieve the expected effect only when, choosing the title of the article, takes into account all these functions.

4. With regard to the communicative function of the newspaper headlines, they fall into those that fully inform about the theme of the text understandable before reading the publication; headings-signs of a certain element of the content, which only signal about it (dotted headings); headings that inform about the meaning that is not verbally expressed in the text, but implied in the text; the titles that become clear only after reading the text and are perceived retrospectively.

5. Language game is a very popular tool for use in newspaper headlines. Moreover, it is always a violation of the norm, something unusual forms that attracts the reader's attention. There are a lot of different types of language game and authors can use several types of it in one headline in order to achieve the desired effect and draw the reader's attention to the title. Headlines where a language game is used are more successful among readers, because something unusual, a violation of the norm always attracts attention and arouses interest, which is what the authors of newspaper headlines use.

CHAPTER TWO
LINGUAL MANIFESTATION OF LUDIC EFFECTS IN ENGLISH AND UKRAINIAN NEWSPAPER HEADLINES

In the practical part of the paper we will consider some ludic communication strategies in details on the example of English and Ukrainian-language newspaper headlines. We will also analyze them in view of the contrasting aspect and the aspect of language games. Ludic is defined as of, relating to, or characterized by play according to the Oxford Dictionary, ludic shows "a tendency to play and have fun" and is "spontaneous". Dearden (1967, p. 59) defines play as "a non-serious and self-contained activity which we engage in just for the satisfaction involved in it." He also says: "ludic is everything that allows the construction of knowledge in a more free and spontaneous way". The ludic element adds feelings of joy, satisfaction and enthusiasm, enabling at the same time knowledge and understanding of the world. We will consider which language games are used more in English-language newspaper headlines and which in Ukrainian-language ones. After all, the headline is an important factor in influencing the reader, and it communicates first with the reader.

2.1 The tension effect in headlines

Based on the theoretical material presented in the first part of the work, we can confidently say that, on the material of modern newspaper headlines, their main rhetorical functions in the "sender - addressee" system are determined - informative, evaluative, intriguing, nominative, communicative and others. Communicative

function means thinking and speech activity aimed at effective influential communication, expressed in a text message. Since a publicistic monologue is a specific model of dialogue between the subjects "addressee object and sub" addressee object, found in a written text, an important element of understanding. The understanding of its informativeness is the study of a complex of linguistic means and rhetorical methods of dialogization, the communicative functions of publicistic messages and will be considered further on the example of English and Ukrainian-language newspaper headlines (Лісовий, 2000).

Authors who write newspaper headlines have considerable knowledge of psychological influence and marketing, because their main task is to gain the attention of a potential reader (Шевченко, 2004). So, they use different techniques, including language games. Psychological functions of newspaper headlines affect the feelings and emotions that are interconnected, prevail over the impact on consciousness, persuade readers to read the material, which determines the importance and practical significance of their study (Шевченко, 2004). Among such methods, of course, the tension effect is used. After all, it immediately attracts the reader's attention, arouses interest, emotions and even wants to read the full text to understand what really happened or what is said in the article under this headline. At the first stage, the task of title's perception is to arouse the reader's attention and interest. This perception of the title is formed due to the fact that the graphic-nominative and advertising functions are realized. The main role of a newspaper headline is to attract the reader to the text, to encourage him to read the message contained in the journalistic material.

The term "tension", which is increasingly used in linguistics and literary studies, has not yet received a comprehensive definition. The nature of the concept itself remains controversial: some scholars attribute the concept of "stress" to language phenomena and others insist on its purely psychological nature (Юдина, 1990).

According to Leshchenko (2014), tension is an emotional reaction to certain information. Examples the usage of this effect illustrate the ability of tension to

attract audiences and arouse emotional reactions. Emotions are intertwined with the processes of foresight and divination, which are caused by explicit or implicit questions in the minds of the audience and which arise due to uncertainty about the outcome of the read article (p.56).

The tension is considered from psychological point of view as the tension of the reader, his intense anticipation. On the other hand on the other hand, tension is an emotional component of a literary story that forms the plot and separate plot movements, making the development of events conflicting and alternative (Zillmann, Hay & Bryant, 1975).

The effect of tension can be manifested in the headers -appears in newspaper headlines due to the adverse effects of reproduction of acute social problems: poverty, hunger, unemployment, epidemics, pandemics and other social ills in combination with the raised socially acute subject and lack of information. The authors resort to the use of different types of language games to achieve this effect (Задерій, 2015).

Emotional stress includes the initiating event or a situation that could potentially lead to significant consequences (good or bad) that arouses the reader's interest and desire to know the details (Klismith, 2014).

For example, the headline "*Tory party conference: Pay workers more to level up Britain, PM tells business" (TPC)* - immediately draws attention to money, to raising wages. That is interesting and keeps many people in Britain, because the question of money is always relevant. Also, we see that the author uses such method as an abbreviation "PM", which is a kind of language game. The author does not directly name Boris Jonson, just uses the abbreviation of Prime Minister, but only briefly indicates the position, thus drawing the reader's attention to the abbreviation. This can be explained by the fact that the author thus draws the reader's attention to the title, and also makes it not so long. After all, if you decipher the abbreviation or spell out the name and surname of the Prime Minister - the title will be much longer, which will not be very good for visual perception.

No less common are the titles - interrogative and rhetorical sentences. Such examples are also heterogeneous. According to the expected reactions of readers, they can be structured in the following ways: question-provocation - "*СКАНДАЛЬНЕ ВІДЕО – КОМПРОМАТ НА ДЕПУТАТА?*" *(СВ)* from the Ukrainian-language newspaper, you can see that a completely different method is used here. The author uses a provocative question that keeps the reader in suspense and arouses interest not so much to read the article, but to watch the video. The very topic of the title and the article, which concerns politics and the so-called failure, still plays a significant role. People are always interested in watching other people's failures or not very pleasant moments, so this title provides a significant audience coverage. Also, in this title, the author omits the verb and uses a dash instead, which is a graphic language game.

It is worth noting that the most successful topic for causing the effect of tension in the audience is politics, especially when it comes to elections and debates between politicians. In such titles, the authors use a variety of techniques. For analysis, let's take the Ukrainian-language title of 2019 *"Порошенко і Зеленський посперечалися по телефону в ефірі 1+1" (ПЗ).* There is tension in the article between two candidates vying for public office, as the headline suggests. The author aptly used one of the techniques of the lexical language game, namely, indicated only the names of politicians, without their names, which further sharpens the reader's attention. Seeing such a title, the reader understands that the article will be a fierce verbal struggle between candidates, and there is even more tension and desire to get acquainted with the content of the article. Also, from the title the reader understands that in the content of the article there may be tension against different points of view of candidates, and this creates internal tension in the central character - the reader. When a reader is faced with such a choice, namely who should be trusted by politicians, whose point of view he / she accepts and whom he / she supports. It is this acceptance of internal birth that creates tension in the reader himself. The author also used the graphic technique of the language game in the title, namely

using numbers and a "+" sign, which immediately stands out between the letters and primarily attracts the reader's attention.

Another feature of newspaper headlines is graphic and font selection. The title is always typed in a different font, it gives the first orientation regarding the content of the article. It is also worth noting that the effect of tension through the headline is very easy to get in the topic of sports, if you choose the right kind of language game. For example the headline *"TYSON FURY reckons Anthony Joshua should 'retire' if he loses his make or break rematch with Oleksandr Usyk." (TF),* which relates to the topic of boxing. The author skillfully highlighted this headline using a graphic language game, namely, he made the first part of the title in capital letters, and in the newspaper itself he also highlighted it in a different color to attract the reader's attention. Also, the author used the lexical tricks of the language game, namely, indicated the names of athletes, which already attracts the attention of their fans, as well as well-chosen vocabulary, which causes readers both anxiety and feelings and desire to view details.

So, today, headlines are usually built on non-traditional models for the press. This applies even to their length. For a long time there were principles according to which headlines should be concise and short, changed to the opposite. And in general, the time of "author's freedom" has come - the headlines include numbers, abbreviations, proper names, colloquial words and slang, fragments in English and others.

To conclude, in Ukrainian newspaper headlines, where the effect of tension is used, the graphic language game is more used to highlight the title among others, even before reading it. At the same time, in English-language headlines, the authors also use the graphic function, but still use abbreviations, which is an additional driver that attracts the attention of potential readers.

2.2 The effect of the increased anticipation

Readers' attention is lost in the sea of information without a headline, often bypassing the main, lingering on the insignificant. A good headline carries a lot of information. The theme by its nature is a "double" of the work. The title should not contain what is not in the text itself. Not indifferent title to the text and in terms of style. The nature of the title, its composition, melody, rhythm are important stylistic factors of further presentation. The title facilitates the perception of the text, playing a major role in the organization of language tools. In this case, it performs an integrative function. Integration (coherence) is understood as a means of achieving the integrity, indivisibility of the text, which allows us to consider it as an independent unity (Микитів, 2010).

The effect of heightened expectation can be built on the basis of content and linguistic means. Violation of the collocation of words in the title can be caused by the simulation of anomalous situations. The effect of increased anticiptation occurs immediately when the header is read. The reader's emotions of surprise, interest, curiosity persist until the perception of the nodal segment, after which the meaning of the title becomes clear. This element of the text (word, phrase, sentence, paragraph) can be found anywhere in the work - at the beginning, middle, end. Obviously, the option is more successful when the "resolving segment" is not at the very beginning of the publication, since in this case the reader's emotions are maintained for a long enough time, which makes it possible to actively perceive the text (Лазарева, 1989).

Indicators of stimulating the addressee's activity are constantly found in newspaper headlines: expressive syntax, rhetorical-interrogative sentences, appeals, rhetorical questions, ambiguous and expressive-emotional vocabulary, neologisms and allusions. A feature of journalistic style is the use of communicative strategies and tactics that effect the addressee. The function of the purposeful influence is directly related to the use of rhetorical methods of actualizing the reader's attention as the addressee. And the law of effective communication in journalistic material is quite effective. And not only at the level of the text, but also at the level of the title, which is a marker of the text, expresses both its specific content and the author's

attitude to what is said. And the latter expresses the rhetorical nature of journalistic expression as a communicative act.

The effect of the increased anticipation occurs when the headline attracts the reader's attention, intrigues him with an unusual title, evokes certain emotions, and, after reading the article, the reader's expectations come true.

The intriguing function is performed by the headlines, which motivate the reader to such an interpretation of the content, which creates surprise. At the same time, it is impossible to draw a conclusion about the content of the message in advance. For example, some headlines use a play on words, based on rethinking or combining consonant words, which attracts the reader's attention and creates intrigue: *"Відмінник у своєму класі" (ВС) (about tractors)*. Seeing such a headline, the reader immediately imagine in his mind what exactly will be in this article. From the headline it is possible to understand that a certain object or living being will be described and all its characteristics and advantages will be listed, of course only its best sides will be covered. Also, there may be comparisons with others, which will allow you to expand your knowledge and make comparisons. Such a title will not be interesting to everyone if it is written in parentheses, among which this object or living creature is the best, or if there is a picture nearby (which can serve as a graphic language game). This title will best play its role, without specific clarifications, because the author has chosen very accurate lexical items that will interest any reader. Also, after reading such an article, the reader will be satisfied, because it will provide the main characteristics of the content and thus his expectations will be met.

The moment of waiting for intrigue is often found in sentences with ellipsis: *"Віддали належне…подушці" (ВН)*. In this title, an important role is played by punctuation game, namely the use of three dots, which allows the reader to guess some of their options. but the title does not provide a detailed information about the event. This technique gives readers room for their own imagination, the author seems to hold a certain intrigue. And in fact, from the title itself you can only guess what the article will be about and this will interest readers even more. After reading the article, it becomes more clear that the title seems to bring the reader to the main goal,

namely the process of giving due in the form of a festival. The reader will learn from the article detailed information about the event and the cult of embroidered pillows, as art and tradition.

Quite often a newspaper headline includes a question sentence that encourages the addressee to draw his own conclusions about what has been said. Headings-questions are not the same type, and therefore differently actualize the reader's perception. Actually interrogative sentences can provide clarification of the statement (clarification question): *"Facebook outage: what went wrong and why did it take so long to fix after social platform went down?" (FO).* In this title, the author uses the unspoken and appeals to the reader, which motivates him to open the article. Given that the title is quite long, it will not go unnoticed by readers. It is worth noting that the article was published at that time, social networks did not work, and shares of global companies fell. Due to the lack of access to their accounts on social networks, readers actively followed the articles and such headlines were of great interest to them and gave them the opportunity to think about the issue in the headline itself. The author also used a phonetic language game, which also attracts the attention of readers. After reading such a newspaper headline, the reader already knows what this article will be about and expects to see the real causes of the problem. Having opened the article, the reader gets acquainted with the information he expected and thus satisfied his curiosity.

We can also analyze the headline *"Coronavirus: Now is getting serious" (CN).* The task is to touch the living, to turn the information for everyone into personal, to create psychological contact. If you look at the newspaper itself, potential readers are immediately struck by this headline. And this is not surprising, because the author highlighted the author who wrote this title in large, bold letters, which occupy the third part of the page. That is, correctly using a graphic language game, the author leaves the reader no choice but to read the title. Also, it is worth paying attention to the vocabulary, namely how the title begins with the word coronavirus, which in itself already attracts attention. The author also highlighted it with a colon, which also emphasizes the graphic language game. As for the content,

after reading this title the reader will want to know more information, because this is a topical issue that is important and interesting for almost everyone. It should be noted that this type of title corresponds to the nominative function. The headline capture the main content of the message, it contains supporting elements, while ignoring individual details. This encourages the reader to refer to the entire article. Information novelty is a means of activating readers' attention.

Such a title is a kind of deception; usually after him - not a sensation, but a fairly ordinary message. It is recommended for gloomy, not interesting enough materials. If we look at the headline *"Чи залишиться Донеччина краєм чорного золота?" (ЧЗД)*, we will see that here the author also uses a language game, namely the paraphrase and the title itself in the form of a question, which is already a communication with the reader. That is, the reader, seeing such a title, will involuntarily begin to look for an answer to it and think about it. The author used a paraphrase here, namely coal, which many Donetsk region called black gold, which is an interesting option, because often black gold is called oil, not coal. This can be seen as misleading the reader, and at the same time an additional way to draw attention to reading the article. Seeing such a title, you can understand what the article will be about. And after reading the article, we can say that the information is fully consistent with the title, because a whole interview was written, which details the remnants of coal, its extraction and other information. That is, the reader's expectations are fully met and the information is even more than expected.

Such newspaper headlines are mostly intentionally uninformative and intriguing to the reader. On the basis of such headings the effect of the strengthened expectation thanks to what the reader addresses the text is created. To create the effect of increased anticipation in Ukrainian newspaper headlines, as well as to achieve the effect of tension, the graphic language game is mostly used. However, Ukrainian title authors make them shorter than English-language ones and use the effect of conjecture and lowering objects in other words, which may mislead readers a bit. In English-language headlines, the authors use questions that create the effect of dialogue with the reader and give time for their own reflection to answer the

questions in the title. Also, in English titles to achieve the effect of heightened anticipation, more relevant topics have been used today, namely social networks and coronavirus, so the use of such well-known lexical items also affects the success of the title and the article as a whole.

2.3 The defeated expectancy effect

The topic participates in the formation of the emotional impact of a newspaper work, performing an evaluative-expressive function. Its importance for the newspaper is determined by the fact that the work must convince the reader of the provisions defended by the author. The theme is often included in the creation of stylistic text effects. It excites the emotions of readers, activates his imagination, focuses on certain semantic and evaluative parts of the publication.

The effect of "false expectation" occurs when we can not predict what the article is about while reading the headline. Effect false expectations arise when the article itself refutes an opinion formed after reading the title (Михайлин, 2002). But in order to understand how much the title actually describes the events and whether it causes such an effect in the reader, you must first familiarize yourself with the content of the article itself.

The effect of disappointed expectations can be created not at the content, as shown in the previous part, but at the linguistic level, when the words that make up the title are specially played out. Also, the effect of disappointed expectations can occur when a phraseological unit or a well-known expression is played up in the title, and this effect is also created due to the ambiguity of the title (Лазарева, 1989).

The defeated expectancy effect does not arise immediately when reading the heading, but only after the perception of that piece of text that "corrects" the preliminary forecast of the content, compiled by the reader based on the heading. Emotions of surprise and interest accompany the perception of this "corrective" segment of the newspaper publication. Then the meaning of the text is understood

in a new way, and in the future the presentation does not cause surprise (Лазарева, 1989).

Among the headlines of this kind, the most noticeable headline - a paradox, it arouses curiosity better than others, shocks readers or artificially enhances the significance of the message is not particularly prompt, important, for example *"McDonald's announces big changes to menus and restaurants to 'look after the planet'" (MDA).* The author uses such a figurative language game as metonymy, which is typical for English-language headlines. A language game is also used here, namely an inserted phrase in quotation marks, which also attracts attention. In my opinion, this title really causes the effect of a false impression, because it sounds very confident and loud, which makes readers think, and what changes will be made. Especially with regard to these changes in the menu of the institution, as it is a popular fast food and many people visit it regularly, seeing such a title they will start to worry that their favorite positions may take away, and therefore open an article to see the changes. However, reading the content of the article, we see that there will be no global changes, especially on the menu, only one position has been added, and the restaurants themselves are not waiting for changes, only the construction of new ones, which is the effect of false impression. That is, the title sounds very loud, which is achieved through the use of language games, but in fact the information in the article does not quite correspond to it.

It is worth paying attention to the Ukrainian theadline *"Метро в Одесі — не фантастика, а реальність найближчих років" (МОФ),* in which the author uses a technique such as the antithesis that is characteristic of a language game. Also, the author uses a graphic language game, because he avoids the verb in the title and replaces it with a dash, which dilutes the whole text and attracts the reader's attention. After reading this title, as a reader I immediately wanted to read the article and find out when they plan to build a subway in Odessa. However, if you read the article, we see that its content summarizes the topic of traffic and congestion on city roads. At the same time, the topic of subway construction is only mentioned, by the way, that is, no one has made exact terms or decisions on subway construction in Odessa.

As a reader, my expectations were not met, which led to the effect of a false impression.

Authors in the titles also often use vocabulary that is specific to a particular area, which gives the title extra attention. This form is inherent in the lexical language game. Here, for example, *"Китайський гігант нерухомості Evergrande на межі дефолту і тягне за собою інших. Чи варто готуватися до світової кризи?" (КГН),* the title shows that the vocabulary used in the field of finance is used here. Namely, "default" means bankruptcy, and the financial crisis - disorder of the financial system in the country. The author also indicated the name of the company in English, although the title itself is written in Ukrainian, this can be described as the use of a graphic language game to attract the attention of potential readers. Also, after reading the title, the reader has a dialogue with himself, begins to think about the crisis and what the consequences may be. Then the reader opens the article itself and gets acquainted with its content, where a lot of information, but all of it is not specified and does not give a clear answer. So, the question is open and it gives the reader time to think and make an internal decision.

Conclusions to chapter two

1. The effect of tension is used to cause the reader a state of shock, to make him think and to arouse interest and interest to get acquainted with the text of the article. Provocative headlines are often used to achieve this effect. After analyzing both English and Ukrainian titles, we can say that the authors use a graphic language game to attract the attention of a potential reader visually and draw his attention to such a title before reading it, and often use abbreviations, which also stands out from the general title and thus helps to pay attention to the newspaper headline.

2. The effect of heightened anticipation is mostly used in popular news here and now. This should be a topic relevant at the moment. To achieve this effect, the authors also resort to graphic language games, because it is, in my opinion, the most effective and fastest way to draw the reader's attention to the headline. Also,

many authors of both English-language and Ukrainian-language newspaper headlines resort to a lexical language game, namely using paraphrases. This method is also very beneficial, because seeing an interesting phrase, the reader can start reading the article only through it to learn the details.

3. To achieve the effect of false expectations, the authors of newspaper headlines mostly use loud headlines that sound very paradoxical, while the text of the article is about something else, or touches on the minimum described topic in the headline of the article. In both Ukrainian and English-language newspaper headlines, authors often use figurative language games and graphics. These two features help to achieve maximum attention to the title from readers.

Thus, a study of headlines in press discourse has shown their importance in writing an article. They perform nominative, informative and pragmatic functions. Much attention is paid to their writing, using different language tools and specific stylistic devices, because it is from the title that the acquaintance with the article begins and depends on whether the reader reads the article.

GENERAL CONCLUSIONS

The paper considers one of the important and interesting topics for study, namely the use of language games in English and Ukrainian newspaper headlines. Also, we looked at what a newspaper headline is, determined that it comes in different types and performs different functions. In the course of the work, the role of a newspaper headline was described, why it is so important and how to design it correctly, what conditions it should have.

The paper clarifies the essence of the concept of "newspaper headline", which is an important element of the text, on which the success of the entire publication depends. It is established that this concept has many different interpretations that are related to the role, purpose and structural features that the newspaper headline performs in the text. It was found that headlines play an extremely important role in newspaper periodicals: briefly inform the reader about the content of published materials, inform about the meaning, nature and importance of events reflected on their pages, express the main idea of the author's work and his position on a problem. Headlines should express the main purpose of the information message, to attract the reader's attention, to arouse interest in the content of the printed material, to help to orient in a variety of information. Headlines shape the reader's attitude before publication, contribute to the understanding of the author's position in the disclosure of a topic, coverage of the event, interpretation of a fact. The heading is viewed by many researchers in different ways. By separating it into a separate text, we got the opportunity to study it as a separate unit of general content. This approach demonstrates the importance and significance of a modern newspaper headline, allows us to consider it as the main mechanism for influencing the audience. Building on this finding, we also examined newspaper headline functions, which confirmed our hypothesis.

The aim of our work was to reveal the semantic characteristics of language games in the headlines of English and Ukrainian newspapers from a contrasting

point of view. First, we analyzed the literature on the topic and determined that there are many types of headlines, depending on which aspect to look at them. If you look at newspaper headlines based on a communicative function, they can be informative and understandable to the reader, semi-informative and contain only part of the information from the article, or even be difficult for readers to perceive before reading the article. Depending on the type of title, it can be digital, iconic, pictorial. If we consider the types of newspaper headlines from the structural side, they are simple and complex or complex. As for the emotional impact on the headlines, they can be intriguing, scary, shocking, scandalous, intimate and others.

Having considered the topic of newspaper headlines in more detail, we can say with confidence that they all perform a certain function. In the course of our research, we determined that a newspaper headline can perform the following functions: evaluative, pragmatic, advertising/expressive, nominative, informative, integrative and appellate. The language game helps the headline to perform such functions. Language game - violates certain rules, which attracts the reader's attention and helps the author to distinguish his text among others. The language game is very actively used in both English-language and Ukrainian-language newspaper headlines.

In order to fulfill the tasks set in the introduction, we used English and Ukrainian headlines of various newspapers, which allowed us to apply the constructive aspect of the analysis. In the study, in the process of studying the specifics of newspaper headlines, their structural features were analyzed and it was found that they often use a language game, in order to achieve this requires the author of the article effect. Among the analyzed Ukrainian and English newspaper headlines, it can be noted that the authors most often use nominative, communicative and expressive-evaluative functions. To accurately express the main idea of the article in the titles are widely used stylistic tools of different levels (phonetic: rhyme; graphic: capital letters, italics, quotation marks, individual words, phrases, sentences, lexical: neologisms, borrowed words and terms, colloquial words, professionalisms , abbreviations and acronyms;)

During the study, we found that the most popular ludic categories in newspaper headlines are – creating tension, the effect of "increased anticipation" and the effect of "false expectation". The authors use different types of language games, to achieve these strategies,. To achieve tension, the authors of English-language headlines in The Times and The Sun use a graphic language game and abbreviations, names of popular people. At the same time, Ukrainian authors in "Волинь Нова" and "BBS News Україна" use to a greater extent only a graphic language game, and also try to find lexical items that may shock the reader.

In order to evoke in readers the effect of increased anticipation, the authors of both Ukrainian-language newspaper «Волинь Нова» and «Голос України» and English-language newspaper *"The News Letter"* and *"The Guardian".* headlines resort to the use of a graphic language game, which helps to highlight the headline among the flow of information. However, the analysis showed that Ukrainian newspaper headlines are shorter than English ones. Also, Ukrainian authors use a lexical language game, and in English-language titles they use more interrogative sentences, which creates the effect of dialogue with the reader.

To achieve the effect of false expectation, again, all authors use the graphical function. In the analyzed English titles the authors use a figurative language game, which entices the reader to get acquainted with the text of the article, and in the Ukrainian titles the authors use paraphrases, specialized words that relate to a specific area.

Based on the research, it should be noted that newspaper headlines use sentences that differ in the purpose of expression (narrative, persuasive and interrogative sentences) and in their structure (simple one-syllable and two-syllable, compound and complex mixed types of sentences). At the same time, it should be noted that the headlines, expressed in complex sentences, are too cumbersome, so they are not often used in both Ukrainian-language and English-language newspapers.

The study found that among the twelve Ukrainian-language and English-language newspaper headlines, the following types of language games were most

often used to achieve communicative strategies: graphic in twelve headlines, lexical in six headlines, figurative in four headlines and phonetic in one headline. (Figure 1.)
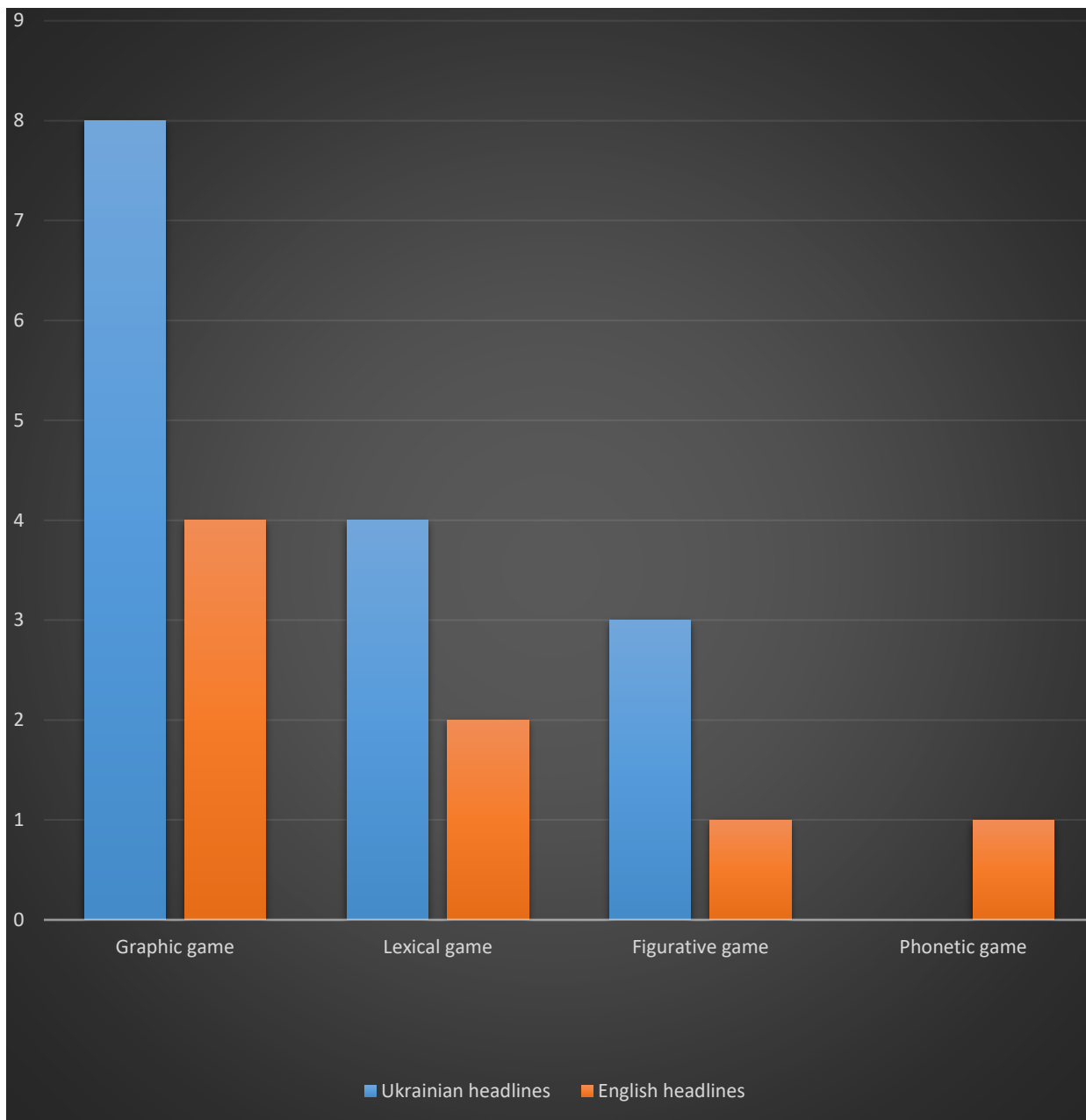
Figure 1. Types of language game in English and Ukrainian headlines

Thus, reviewing the results of the study, it is safe to say that different types of language games are used in both Ukrainian and English newspaper headlines to achieve communication strategies. It is a graphic language game that is most used for the formulation of both languages, because skillfully using it the author can

attract the attention of a potential reader only through the design of the title. Abbreviations, graphic symbols and the use of capital letters predominate in the analysis headings. Lexical language game is also in the lead, in half of the analyzed titles the vocabulary was correctly selected, thematic vocabulary was used and verb use was avoided. Thus, the skillful use of language games helps to achieve any intended effect on potential readers of newspapers.

РЕЗЮМЕ

Дослідження присвячено розкриттю семантичних і прагматичних особливостей мовної гри в англомовних і англомовних газетних заголовках, розглянутих в зіставному ключі крізь призму сукупності ігрових ефектів.

Газетний заголовок розглянутий у роботі як невід'ємна комунікативна одиниця, що коротко інформує читача про зміст статті розміщеної на сторінках газети. Семантична специфіка газетного заголовка полягає в тому, що в ньому одночасно відбувається конкретизація та узагальнення змісту статті. Газетний заголовок є значимим елементом газетної статті, що створює цілісність і композиційну завершеність публікації.

Мовна гра визначена як комунікативна дія, свідоме порушення норм, за умови повного розуміння закономірностей вживання мовних одиниць, для привернення уваги потенційного читача. В роботі проаналізовано фонетичні, синтаксичні, лексичні, графічні, морфологічні та фігуративні мовні ігри, які активно використовуються у англомовних та україномовних газетних заголовках.

Проведене дослідження англомовних та україномовних газетних заголовків виявило, що різноманітні мовні ігри, представлені в заголовках художніми засобами, спричиняють три основні ефекти: напруження, ошуканого та посиленого очікування.

Ефект напруження використовується у газетних заголовках для того, щоб ввести читача у стан шоку, звернути увагу на певну значущу подію, вмотивувати його до прочитання статті.

Автори газетних заголовків досягають ефекту ошуканого очікування за допомогою гучних та компроматних газетних заголовків. Такі заголовки привертають до себе максимальну увагу, при цьому не мають на меті повідомити важливу інформацію, здебільшого це парадоксальні заголовки, які слугують лише для привернення уваги та не містять в собі конкретики і користі.

Заголовки з ефектом посиленого очікування використовується здебільшого з метою повідомити щось актуальне на момент публікації. Проте такі заголовки часто звучать дуже голосно, але не несуть великого інформаційного навантаження.

Дипломна робота складається зі вступу, двох розділів, висновків, резюме українською мовою, списку використаної літератури та додатків. Обсяг роботи складає 60 сторінок. У списку джерел нараховується 61 джерело.

Перший розділ цієї роботи присвячений визначенню поняття «заголовок»; містить детальний аналіз видів та функцій газетного заголовку; узагальнює підходи до розуміння поняття мовна гра, розглядає типології мовних ігор та їх приклади у англомовних та україномовних заголовках.

У другому розділі встановлені лінгвальні засоби маніфестації ігрових ефектів напруги, посиленого та ошуканого очікування, які виникаю у результаті актуалізації мовних ігор в газетних заголовках англійської та української преси.

Ключові слова: газетний заголовок, мовна гра, ігровий ефект, комунікативна стратегія, ефект посиленого та ошуканого очікування, ефект напруження.

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APPENDICES

APPENDIX A

Tory party conference: Pay workers more to level up Britain, Boris Johnson tells business

Eleni Courea, Political Reporter

Tuesday October 05 2021, 3.05pm BST, The Times

Boris Johnson has insisted it is not his job to "fix every problem in business and industry" as he dismissed suggestions of a shortages crisis.

The prime minister said he was not worried about inflation resulting from

APPENDIX B

СКАНДАЛЬНЕ ВІДЕО — КОМПРОМАТ НА ДЕПУТАТА?

Напередодні 26-ї сесії Нововолинської міськради, що відбулася минулого понеділка, на електронні скриньки депутатів надійшов відеоматеріал про одного з їхніх колег із фракції «Батьківщина», який нібито бив людину біля нічного клубу «Донбас»...

APPENDIX C

Порошенко і Зеленський посперечалися по телефону в ефірі 1+1

12 квітня 2019

GETTY IMAGES, BBC

За десять днів до другого туру чинний президент Петро Порошенко прийшов на канал "1+1", де мав телефонну дискусію із Володимиром Зеленським.

Це була їхня перша публічна розмова за увесь час передвиборчої кампанії.

APPENDIX D

Sport > Boxing

'NEEDS TO WIN' Tyson Fury tells bitter rival Anthony Joshua to 'retire' if he loses make or break rematch with Olekskandr Usyk

Chisanga Malata
9:44, 6 Oct 2021 | Updated: 12:22, 6 Oct 2021

TYSON FURY reckons Anthony Joshua should 'retire' if he loses his make or break rematch with Oleksandr Usyk.

Ukrainian southpaw Usyk ended Joshua's second reign as unified heavyweight champion with a classy performance at the Tottenham Hotspur Stadium last month.

APPENDIX E

ВІДМІННИК У СВОЄМУ КЛАСІ

Загальні переваги міні-тракторів перед важкими машинами і навіть перед тракторами середньої потужності добре відомі більшості механізаторів...

f FACEBOOK	**🐦** TWITTER	**🟢** WHATSAPP	**🟣** VIBER

Загальні переваги міні-тракторів перед важкими машинами і навіть перед тракторами середньої потужності добре відомі більшості механізаторів. Однак вибір конкретної моделі з багатьох десятків, що пропонуються на ринку України, — справа далеко не така проста, як здається. Тест-драйви для тракторів чомусь не проводяться, і, швидше за все, вам вдасться лише спробувати поїздити на тракторі сусіда. Але хто сказав, що вибір сусіда буде найкращим і для вас?

Олександр ВОЛОДІН, Степан НАУМЕНКО, інженери–механіки

Щоб хоч трохи полегшити проблему вибору, пропонуємо вашій увазі цей огляд. Одразу зазначимо, що ми не будемо намагатися охопити неосяжне і розглянемо лише три машини – повнопривідні колісні трактори класичного компонування з двигунами потужністю 24 кінські сили.

Отже, ось вони, наші «три богатирі»: ДТЗ-244.4Р, Dongfeng-244Е і Jinma-244Е.

APPENDIX F

Голос України
ГАЗЕТА ВЕРХОВНОЇ РАДИ УКРАЇНИ

Безпека   Суспільство   Економіка   Світ   Регіони   Село   Життя   Сп

Віддали належне… подушці

У Попільні на Житомирщині відбувся другий відкритий обласний фестиваль декоративно-вжиткового мистецтва та народної творчості «Подушка Fest».

APPENDIX G

Facebook outage: what went wrong and why did it take so long to fix after social platform went down?

Billions of users were unable to access Facebook, Instagram and WhatsApp for hours while the social media giant scrambled to restore services

▲ Facebook, Instagram and WhatsApp all went down, and reappeared online after a six-hour global outage.
Photograph: Anadolu Agency/Getty Images

Facebook and its other platforms, including Instagram, WhatsApp and

APPENDIX H

APPENDIX I

Чи залишиться Донеччина краєм чорного золота?

Стан справ у вугільній галузі Донеччини ніколи не був простим, і на фоні поодиноких здобутків проблеми вуглевидобувних підприємств вочевидь переважають...

APPENDIX J

McDonald's announces big changes to menus and restaurants to 'look after the planet'

Fast food giant McDonald's have announced important changes to its menu and its restaurants as part of an ongoing commitment to achieving net zero emissions by 2050

APPENDIX K

Метро в Одесі — не фантастика, а реальність найближчих років

Київ, Одеса, Харків і Дніпро за підсумками 2020 року потрапили до топ-30 рейтингу міст із найбільшими заторами у світі.

APPENDIX L

Китайський гігант нерухомості Evergrande на межі дефолту і тягне за собою інших. Чи варто готуватися до світової кризи?

Чи спричинить банкрутство найбільшого забудовника Піднебесної фінансову кризу? Що сталося з компанією, чому її падіння може мати такий вплив на світову економіку і Україну зокрема, та чи може влада Китаю цьому зарадити?