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Term Paper **«Stylistic Specificity of English Headlines in Present–day Russian-Ukrainian War Media Discourse»**

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INTRODUCTION

Mass communication continues to play an important role in modern society. It is an element of the ideological, political, and socio–economic systems. In the modern era, the media are increasingly used to persuade the public. To achieve certain political, social, economic, religious, and cultural goals. Propaganda in some societies is dominant and strongly influences public consciousness.

The **relevance** is to study the structure of headlines that give the reader all the necessary information.

Given recent events, Ukraine, and the civilized world as a whole need to study the stylistic features of headlines in military media discourse. After all, it is through the media, the Internet, and posts on social media that facts that have a positive impact on the fate of Ukraine are communicated.

The object of the study is English–language headlines on military topics.

The subject is the stylistic specificity of English–language headlines in military media discourse.

The term paper aims to reveal the stylistic and functional specificity of English–language headlines in military media discourse.

Research objectives:

1. To define the notion of "*media discourse"*
2. To analyze the specifics of military media discourse and to name its goals and functions.
3. To elicit the linguistic specificity of English–language headlines in military media discourse.
4. To outline the functional specificity of English–language headlines in military media discourse.

The theoretical value of the work is to create a theoretical basis for further research in the field of stylistics, a more detailed study of the problem of English–language headlines in military media discourse.

The practical value of the study is due to the possibility of applying its results in teaching courses on stylistics for students of higher educational institutions.

The research paper is organized as follows:

The introduction explains the choice of the research topic, defines the object and subject of the study, its purpose and objectives.

The first chapter is devoted to the definition of discourse and media discourse and its specific features.

The second chapter analyzes the stylistic features of English–language headlines in military media discourse.

The General Conclusions summarize the results of the study, formulate theoretically valuable conclusions and outline the main prospects for further study of the problem under consideration.

CHAPTER ONE
THEORETICAL FOUNDATIONS OF MODERN MILITARY MEDIA DISCOURSE

Today, the media are firmly entrenched in the life of human society. They are a powerful means of influencing the human mind. Being dynamic in nature, the language of the media reacts most quickly to all changes in the public consciousness, reflecting the state of the latter and influencing its formation. It is in the language of the media it is easy to see new trends in approaches to language learning that can be traced in modern linguistics (Алексєєва, 2009).

Classification of media discourse has become an important issue for modern linguistics. The study of this task – classification of media discoursecontributes to solving many topical issues of media linguistics: clarifying the essence of the media phenomenon itself and its hierarchy, more clearly defining the structure of this type of discourse, understanding the interaction of its components, and systematizing knowledge about functional features (Мірошниченко, 2016). The study of media discourse allows us to determine the peculiarities of thinking of individual speakers and groups of people who consume certain media products and methods of influencing the audience. On the other hand, modern media discourse is a sphere of language functioning in which intensive development and a steady tendency to new transformational processes exist. Reacting to any innovative processes taking place in society, media discourse indicates the development of society and its positive and negative changes in a certain period.

1.1 The concept of media discourse as an active element of the communication environment

The choice of a particular language unit, grammatical form or unit, grammatical form or construction not only indicates the language taste, language preferences, and habits of individuals but also signals the language skills of individual classes and social groups, i.e. the whole society of a certain historical period (Суська, 2006).In modern conditions, media discourse is increasingly aimed at influencing and stimulating the recipient due to the growing role of different types

of discourse in the media space. The media sphere involves moral and international legal relations that reveal the actions and motives of subjects. With the help of selected value–important concepts, the target audience is formed in an emotional state that is necessary for the addressee. Before proceeding to the analysis of media discourse, it is necessary to clarify the essence of the concept of discourse. The works on cognitive linguistics raise a wide range of issues that correlate with the concept of discourse, which was singled out as a result of the debate over the need to perceive the text as a phenomenon of language or speech. It is obvious that the linguistic aspect of text perception, and thus discourse, is the focus of linguistic research (Потапенко 2009) .

Hence, modern media discourse studies focus on critical discourse analysis and functional approach, which emphasize the intentional and linguistic–cognitive factors of communication. Let us consider and analyze several interpretations of the term "discourse".

Discourse is one of the most complex and least clearly defined concepts in modern humanities research, which indicates the different attitudes of linguists to this concept. Many studies are devoted to the study of discourse, the authors of which interpret this phenomenon in such a variety of scientific systems that the term "discourse" itself has become broader than the term "speech" (Бацевич, 2004). The ambiguity of the concept of "discourse" is due to the history of its formation and a certain uncertainty of the place of discourse in the system of existing categories and modes of language manifestation. In Latin, the word "discursus" means "conversation about something". In classical Latin, it is known as "communication", and in medieval Latin, it acquires an additional meaning – "reasoning". In the European Renaissance, at the end of the 16th century, "discursus" began to be used to refer to an oral or written discussion about something. At the same time, "discourse" and "discourse" appeared to denote the process of understanding, explanation, and reflection by a subject, mainly in the form of a formal speech or discussion (Cutting, 2002).

P. Serio distinguishes eight meanings of the term "discourse":

1) the equivalent of the concept of "speech", i.e. any specific expression;

2) a unit that is larger than a phrase;

3) the impact of a statement on its recipient, taking into account the situation;

4) an utterance within the framework of pragmatics;

5) conversation as the main type of utterance;

6) speech from the speaker's position as opposed to a story that does not does not take into account such a position

7) the use of language units, and their linguistic actualization;

8) a socially or ideologically limited type of speech;

9) feminist discourse;

10) a theoretical construct designed to study conditions;

11) text production (Бацевич, 2004).

After a detailed consideration of the concept of "discourse", it is advisable to familiarize ourselves with the next concept, one of the leading types of discourse, "media discourse". The concept of "media discourse" is derived from the general concept of discourse. Media discourse is a set of processes and products of speech activity in the field of mass communication in all the richness and complexity of their interaction (Бакало, 2006). Media discourse (or discourse of mass information) is a coherent text in combination with extralinguistic, pragmatic, socio–cultural, psychological factors, etc.; it is the most relevant in the modern media space, as it reflects not only communicative and informational, but also political, economic, and cultural moods and trends in modern society. Thus, media discourse is a global overarching category of modern communicative discourse that serves as a certain background and reflects the current moods of society in various spheres of activity – politics, economics, culture, as well as dynamic modern processes, such as rephrases, lexical novelties, catchphrases, semantic neologisms, "reanimated" archaisms, borrowings from other languages (Потапенко, 2009). In modern linguistics, there are at least two approaches to defining the term "media discourse". According to the first one, media discourse is a specific type of linguistic and

thinking activity that is characteristic of the information field of the mass media (Алексєєва, 2009). In this sense, one should distinguish between the media discourse and other independent types of discourse, such as political, religious, scientific, etc. The differences between them are determined by modifications of parameters of discourse: different language practices and communicative situations of their realization. According to the second approach, media discourse is understood as any kind of discourse that is realized within the framework of mass communication produced by the media. Thus, we can talk about political, religious, pedagogical, and other media discourses. What is meant by this in mind that these types of institutional discourse require a relatively stable set of practices for the production, broadcasting, and interpretation of mass information (Шевченко, Морозова, 2005). Consider the following interpretation of the term. Media discourse is a coherent, verbal or non–verbal, oral or written text in combination with pragmatic, socio–cultural, psychological, and other factors, expressed by the means of mass communication, and represents an action. After analyzing the term "media discourse," we can conclude that media discourse is a broad, multidimensional concept that has not been fully understood; media discourse is derived from the general concept of discourse. Therefore, it requires special attention to the main content, classifications, features, and key concepts in its interpretation.

1.2 Specifics and Features of military media discourse

Alongside the fighting in the world's hot spots, psychological and information wars are taking place in parallel. This leaves an imprint on the means of representing a military event in the media discourse. Quite often, the topic of war is now presented indirectly, through the actualization of metacommunication factors. This phenomenon requires a comprehensive study. To do this, it is first of all necessary to take a thorough approach to the study of the war media discourse itself. Although discourse is a very common phenomenon in the scientific community, the methods and methodology for studying different types of discourse are still

underdeveloped. Therefore, it seems quite relevant to apply different disciplinary approaches to the study of military media discourse.

Military discourse is an institutional type of discourse. This means that the sender of the message does not act as a representative of a "military" social institution, and therefore forms the media message differently, given that the recipient of this message is an uninformed person of this message is person who is not aware of military specifics. To create a media product that would be correctly understood and adequately interpreted by the consumer, it seems necessary to apply a linguistic–cognitive and semiotic approach to military media discourse, as well as the methods of discourse analysis and critical discourse analysis.

It is known that the cognitive approach is based on the following basic principles: representation of knowledge as a central concept; modeling as a cognitive mechanism; use of metaphors; study of objects/phenomena in terms of their structure; study of human interaction with reality in terms of environmental adequacy; understanding of the "human factor" as a cognitive open system that actively adapts to the environment; understanding of the truth of knowledge as its adaptive (heuristic) usefulness; ignoring interdisciplinary barriers; information approach as a leading methodology (Van Dijk, 2006).

The application of these principles to the study of military media discourse will allow us to develop mechanisms for maximizing the convergence of the contexts of the sender and the recipient of the message.

The semiotic approach in media studies brings to the fore aspects that are somehow related to signs and allows us to operate with such categories as "thinking", "consciousness", and "language" (Бутиріна, 2009).

That is, in the semiotic study of military media discourse, all its phenomena are considered sign systems that become understandable only in their comparison with a certain semiotic code.

As a sign system, military media discourse acts as a tool for reflecting, cognizing, or creating the world. By actively operating with signs, it creates new

meanings – systems of reference values with which a particular sign is correlated. The modeling and subsequent interpretation of the world picture with the help of military media discourse is primarily related to how and who represents and decodes the military message.

In military media discourse, the traditional understanding of any sign can change under the influence of the context, i.e. in a "peaceful" situation, this sign is understood differently than in a "military" situation, or its connotative content changes. To decode all signs correctly, the recipient of a message must operate with the same code as the sender of the message. In military media discourse, the sender's code often does not match the recipient's code, which makes the decoding process becomes more complicated. This is primarily because the recipient of a military message is separated from the military reality by space and sometimes time.

The semiotic approach will allow us to reveal the myth–making potential of military media discourse and develop the mechanisms by which military media discourse constructs myths, and the audience correctly decodes a certain image of war.

Speaking about the main disciplinary approaches to the study of military media discourse, we cannot ignore the almost classical method of discourse analysis.

An approach that is derived from discourse analysis but allows us to go beyond the speech and thought activities of the participants in a communicative event is critical discourse analysis.

The most promising for a comprehensive study of military media discourse seems to us to be the synthesis of discourse analysis and critical discourse analysis. Such a synthesis of approaches will allow us to consider military media discourse as a communicative event that includes speech interaction, written text, associative aspects, typographic plan, images, and other "semiotic" and multimedia values of meaning and represents a certain military situation.

Conclusions to Chapter One

Today, the media are firmly rooted in the life of human society. Media is a powerful tool of influencing people's minds. Media language, with its dynamic nature, reacts most quickly to any changes in people's consciousness, reflects the human condition and influences its formation. New trends in language learning approaches, as in modern linguistics, are easily visible in media language

Classification of media discourse is an important task for modern linguistics. The study of this task contributes to the solution of many topical problems in media linguistics, such as the classification of media discourse, clarifying the nature and hierarchy of media phenomena, more clearly defining the structure of this type of discourse, understanding the interaction of its components and systematizing knowledge about its functional features . Studying media discourse can reveal the peculiarities of thinking of individual speakers and groups of people who consume certain media products and the ways they influence their audience. On the other hand, contemporary media discourse is a linguistic functional area of intensive development and a constant tendency towards new transformative processes. Reacting to any innovative process occurring in society, media discourse shows the development of society and its positive and negative changes over a certain period of time.

CHAPTER TWO

ANALYSIS OF THE STYLISTIC SPECIFICITY OF ENGLISH–LANGUAGE HEADLINES IN CONTEMPORARY MILITARY MEDIA DISCOURSE

The lexical content of news headlines in English is made with taking into account the target audience, purpose, subjects and linguistic competence of the writers. English newspapers are gradually developing their own lexical features to achieve the ABC principle (Accuracy, Brevity, and Clarity) – Accuracy, Brevity, and Clarity. Some words acquire new meanings because they are frequently used in certain types of news headlines, and they gradually become idiomatic expressions. These words tend to be short and striking.

One of the principles of the newspaper business is to achieve accuracy. However, sometimes it is sometimes difficult to draw clear lines between things or facts. When journalists cannot portray a situation exactly as it is, fuzzy words become a more reasonable option, especially when avoiding possible controversy over some sensitive issues. Hence, the news headline becomes more reasonable, reliable and acceptable to the public when the news writer chooses more hedging words.

The translation is one of the most problematic issues in modern linguistics. The translation of newspaper and Internet headlines from the source language into the target language is recognized as an important task on par with the translation of newspapers. Headlines contain the main informative role of any article. You can attract readers with the help of headlines to read the article. Headlines help readers learn about the article, get a quick idea of the article, and highlight keywords. It is important to understand the nature of a headline, its proper design, content, and content. The brightness and amount of information, the nature and correct formatting of the headline determine whether the article will be read or not.

Translation of English newspaper headlines can be very interesting and should arouse great interest. The main task of a headline is to attract the reader's attention, to impress the reader, and only then to provide the reader with a summary

of the article. Developing the ability to understand and correctly translate newspaper headlines is an important aspect of information awareness.

2.1. Headlines of English–language articles in military Media Discourse in the first days of Russia's military invasion of Ukraine

Since the beginning of Russia's full–scale invasion of Ukraine, the world's media have published many articles and the headline itself has been important. Let is take a closer look at some of the English–language headlines. On 24 February 2022, one year ago today, the world heard about the outbreak of a full–scale war in Ukraine. A few weeks before, the media had begun to spread information about the possibility of a Russian invasion, and reactions to these warnings varied both inside and outside Ukraine.

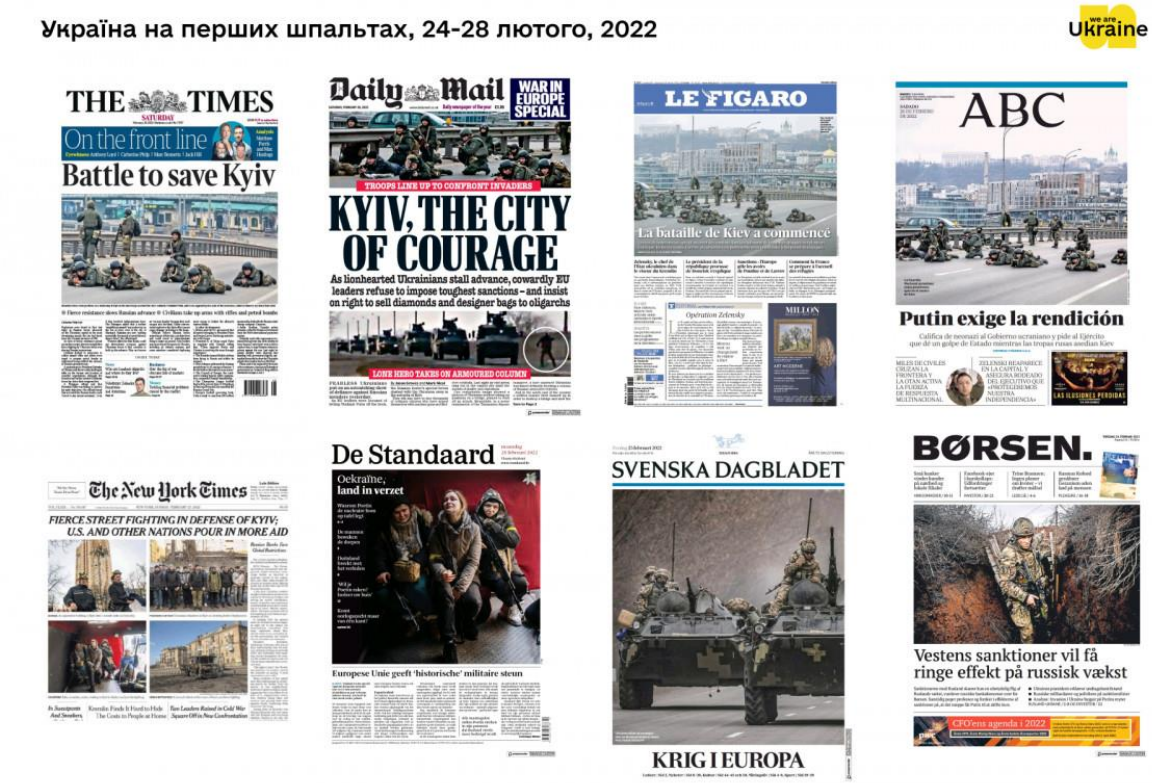
At the beginning of the invasion, almost every day the front pages in different parts of the world were all about Ukraine. The last time we experienced such a boom in attention was during the Revolution of Dignity in 2014, the annexation of Crimea, and Russia's invasion of Donetsk and Luhansk. Despite the proliferation of the internet, print media often remain the most influential in terms of the news agenda – their covers still determine which news stories deserve the most attention. For example, Time magazine, which has a special eye for covers and always gets to the heart of public sentiment and humanity's problems, featured Ukraine seven times in 2022, creating a clear image of our country. The magazine's editor-in-chief, Edward Felsenthal, believes that the strength of spirit shown by Ukrainians cannot be faked, and you cannot determine in advance whether we have such resilience until we need it.

The first days were a state of horror, but also of resistance, which showed Ukraine's resilience – this is exactly what the world saw about us through the front pages of the newspapers. This was often not even seen by Ukrainians themselves, who became the heroes of the world's most famous photographs, saving their own

lives, defending their homes, and becoming victims and superheroes at the same time. At the end of February 2022, editors from all over the world were faced with the need to cover the events in Ukraine. Access to hotspots was limited. Everything that journalists and photographers managed to capture in the early days was disseminated by most of the world's publications. This formed a clear image of the events in Ukraine at the time.

The front pages of 24 February in many countries were disappointing, predicting the fall of Kyiv, the occupation of a large part of Ukraine, and the establishment of the Putin regime. However, on 26 February, the narratives began to change. The vision of Ukraine as a country of resilient people capable of standing up to one of the world's largest armies began to be redefined. In the English–language media segment, Ukraine began to be associated with the word resistance/resist. Personal stories of people and stories of the heroic struggle of the military during the defense appeared on the covers. For the headlines, the British media chose vivid epithets to reflect the heroism of Ukrainians: lionhearted, fearless, and courageous. The main narrative was We are not afraid, which was reinforced by quotes from the President of Ukraine: "We will fight as long as it takes to liberate our territories".

Picture 1



Picture 2

Of course, there were also images of civilians. Despite the image of resilient Ukrainians, the world also saw images of injured citizens, people in despair, their bloody faces, photos of evacuation, and children forced to say goodbye to their parents.

In the early days of the war, the media focused on different aspects, depending on their foreign policy priorities and the threats their countries faced because of the war. For example, Polish media outlets immediately wrote that they stood by Ukrainians and supported them while calling Putin a criminal. Central European publications in Italian, French, German, Czech, Danish, and other languages stated that a war had broken out in Europe, described Putin's desire to establish his world order, asked the rhetorical question of who could stop him, and called for sanctions and decisive action. At the same time, for example, publications in the Western Balkans in Croatian and Bosnian compared Ukraine's situation to Afghanistan actively mentioned the nuclear threat and saw Putin's aggression as a chance for the Balkans. From the very first days, the United States and the United Kingdom expressed strong support for Ukraine, dedicating every cover to the resilience of Ukrainians and the personal stories of those who first faced the war. In contrast, publications in the Arab world, far from Ukraine, did not openly support either side, calling for diplomacy and the protection of civilians. In general, the word "Ukraine" was the most used in the headlines and introductory sections of front–page stories, followed by the names of the Russian dictator, the Ukrainian president, and military terms.

Picture 3

More than 60 media outlets from 26 countries ran headlines about Putin's arrest warrant on the front page. And while in the UK or the US, several outlets reported this news at once, the Austrian media did not cover the news for two days.

The Scottish newspaper The Scotsman writes in its Saturday edition: "Wanted: Putin's arrest warrant" and provides a caption under the photo: "The International Criminal Court has broken new ground... by issuing an arrest warrant for Russian President Vladimir Putin for war crimes".

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SNP meltdown as media chief resigns amid members row

Party in further turmoil as pressure on chief executive Murrell mounts

By CONOR MATCHETT and ALISTAIR GRANT

The SNP was plunged into further turmoil last night after its head of media resigned over statements made to the press about the number of party members.

In a move that will place renewed pressure on the position of SNP chief executive Peter Murrell, party media chief Murray Foote announced his resignation in a statement on Twitter. The statement was issued following controversy over the party's membership figures, released on Thursday after days of demands from the candidates fighting to become First Minister for them to be made public.

After initially refusing to release them, the figures confirmed the party had lost around 30,000 members compared with previously available

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Picture 4

The Independent published an article about the life of the royal family under the headline: "Wanted for war crimes... and abduction of Ukrainian children. International Criminal Court issues emergency arrest warrant for Vladimir Putin" (Чернявський, 2022).

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The INDEPENDENT

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The Duke of Sussex's letter was revealed by court documents in his libel case against The Mail on Sunday

WANTED for war crimes... and stealing Ukraine's children

Vladimir Putin issued extraordinary arrest warrant by International Criminal Court

TARA COBHAM AND CHRIS STEVENSON

An arrest warrant for Vladimir Putin was issued yesterday by the International Criminal Court in The Hague, accusing him of war crimes by taking hundreds of Ukrainian children from orphanages. The court says that Mr Putin and Maria Alekseyevna Lvova-Belova, his children's rights commissioner, are involved in the "unlawful deportation" of children "from occupied areas of Ukraine to the Russian Federation". Mr Putin becomes only the third serving president in history to be issued a warrant, after Sudan's Omar al-Bashir and Libya's Muammar Gaddafi. Prosecutor Karim Khan said many of the children have been given up for adoption in Russia. "We cannot allow children to be treated as if they are the spoils of war," he said. The Kremlin said it does not recognise the warrants, and former Russian president Dmitry Medvedev called them "toilet paper".

Picture 5

The wide range of definitions can be attributed to the dual nature of the headline. On the one hand, it is a linguistic structure that represents the text (placed above or before the text) and therefore can be perceived as a linguistic element. is outside the text and has a certain independence. On the other hand, a headline acts as a full–fledged component of the text and forms a single system with it.

2.2. Specific functions of Headlines in Anglophone Russian–Ukrainian war media discourse

Media discourse plays an important role in the cultural and social and political life of mankind. It is not only an indicator of political, economic, cultural, and social problems of society, a kind of "mirror" of the events taking place around us but also an assistant to people in choosing life meanings, guidelines, and priorities. In publications, the headline plays a key role as it is an effective means of influencing the reader. The headline is intended to express the main purpose of the information message, attract the reader's attention, arouse his or her interest, and help him or her to navigate the variety of information. It shapes the reader's attitude to the publication and helps to understand the author's position in disclosing a particular topic, covering an event, and interpreting a particular fact.

A well–chosen headline carries a great deal of meaning and load develops the reader's critical thinking skills, and teaches them to choose the most essential, important, and value–added information for further reading. The effectiveness of a media text is largely determined by its title. its title, because it is an indisputable fact that a well–written title is often easier to convince the reader than the content. In addition, research by psychologists shows that about eighty percent of readers pay attention only to headlines (Галлін ,. Манчіні, 2008). Headlines can be attributed to specific linguistic phenomena, which are increasingly becoming the subject of research by linguists. Researchers identify specific features that should have high quality, close to unambiguity, maximum informativeness, conciseness, objective reflection of the thematic content of the text; originality and originality; journalistic sharpness and expressiveness, expressiveness of feelings, and thoughts; structural completeness and intonational expressiveness; relevance and specificity; relevance to the content of the material; accuracy of terms.

A scholar I. L. Mykhailyn, who studies the problems of media development, has identified the following main features of a headline: it should be "expressive,

concise, meaningful, interesting, and easily retained in the memory of readers" (Михайлин, 2002).

The more compactly the main idea of the work is formulated, the more powerful the media headline will be and the easier it will be to perceive. Based on the structure of headlines, they can be divided into certain types. In this context, there are three main types of headlines:

1. A "simple" headline – usually consists of one.
   The sentence that expresses a certain complete thought;
2. "Complicated" headline – differs from a simple headline in that it is formed from several independent, logically complete parts that also carry a certain complete thought;
3. "headline complex" – this includes the main headline and subheadings of varying complexity and purpose.

Headlines can also be divided into types according to the purpose of emotional impact on the audience: intriguing, scary, scandalous, intimate, etc. Quite often, exclamatory sentences, rhetorical questions, a figurative use of words, and metaphors are used in such headlines.

As noted by Ukrainian researcher Y.E. Kiyko, the wording of the headline depends on the functions it is supposed to perform. Among them, the researcher identifies the following main functions of the headline:

– Informing, when the headline conveys the main content of the text – the information core. In this case, the reader can find out what the text is about from the title.

– Interest, when the author tries to attract the recipient's attention with an extraordinary "mysterious" headline.

The topic of the article is not entirely clear to the addressee, which will encourage him or her to read the entire text.

– Structuring, when headlines are used to distinguish texts and their parts to facilitate the perception of information.

A headline usually performs several functions, i.e., it has a dominant and a secondary function. From the point of view of visual facilitation of perception, the headline constantly performs the function of structuring, while other functions may be manifested to varying degrees, depending on the genre (Кійко, 2017).

V.V. Rizun believes that the function of the title is to mark the text, i.e. to constitute the text as a commodity. Therefore, each title has several simultaneous meanings (Різун, Непийвода, Корнєєв, 2005).

V.V. Rizun, studying headings, called them "anchor points" that represent the most important textual information and direct the reader to understand the content. It is these "highlighted" elements of the text that serve as a support for the reader in understanding the content (Різун, Непийвода, Корнєєв, 2005)..

At the present stage, almost all texts and illustrations in publications are published with headings, which are an organic element of a textual publication, inextricably linked to its content.

2.3. Analysis of stylistic features in English–language headlines of military media discourse

Headlines are certainly a feature of newspaper materials. These are short messages with a small number of words that convey information in such a way as to attract the reader's attention, make him or her interested in buying the newspaper and reading this particular article. For these reasons, a variety of stylistic devices appear in newspaper headlines, which form their special style. The stylistic analysis of a newspaper headline has always been a necessary basis for translation.The purpose of the article is to systematize the main genre and stylistic features of English–language headlines. The object of the study is an English–language newspaper headline, and the subject is the genre and stylistic features of the headline. The main stylistic features of an English–language headline are: epithets, rhyme, pun, allusion, repetition, metaphors, proverbs and phraseological turns. The headline is intended to express the main purpose of the message, establish contact with the reader, attract

his or her attention, and arouse interest in the topic of the material. At the same time, the headline actualizes the most important information of the message. The press has developed a separate style of newspaper headline with its own lexical, grammatical and stylistic features (Мовчан, 2013).

I propose to analyze what stylistic devices are used in the headlines of the articles I found and what function this or that stylistic device serves.

In the first days of the war, Media Sapiens magazine published an issue with the headline *"Her Blood on His Hands*" with real photos of a woman with the consequences of a harsh rocket attack. (Скляревська, 2022)

This headline used a stylistic device called *figurative meaning.* It implies that putin is to blame for the deaths.

Picture 6

The next headline of the article is "*Kyiv is a city of courage*". In this headline, the author wanted to emphasize the courage and heroism of the people who withstand attacks and do not lose heart. That is why the method of personification is used here. That is, the city is given the characteristics of living people.

Picture 7

Another equally important stylistic device is the use of a pun or, as it is also called, a play on words. The picture shows an example of this device. Two words that differ in spelling by only one letter have completely different meanings. A pun is used to enhance the reader's emotional state and, in this case, to ridicule one of the characters.

Picture 8

Conclusions to Chapter Two

One of the principles of the newspaper business is to strive for accuracy. But sometimes it can be difficult to draw clear lines between events and facts. When journalists cannot accurately describe a situation, ambiguity is a more reasonable option, especially to avoid possible controversy on sensitive issues. News headlines are therefore more plausible, credible and acceptable to the public when news writers choose more guarded language.

Translation is one of the most problematic issues in modern linguistics.

Translating newspaper and internet headlines from the source language into the target language is considered to be a task comparable to translating newspapers. Headlines contain the main informative role of any article. With the help of headlines you can attract readers' attention and make them read the article. Headings help the reader to learn about the article, get a quick overview of the content of the article and highlight keywords. It is important to understand the nature of headlines, their proper design, content and context. The brightness and quantity of information, the quality of the headline and the correct formatting will determine whether the article will be read or not.

Translations of headlines in English newspapers can be very interesting and should arouse great interest. The main task of the headline is to attract the reader's attention, to impress the reader and to provide the first-time reader with a summary of the article. Developing the ability to understand and correctly translate newspaper headlines is an important aspect of information awareness skills.

GENERAL CONCLUSIONS

The concepts of "media discourse", "discourse", and "military media discourse" were defined. The specifics of military media discourse were analyzed .The aims and functions of military media discourse are named. The linguistic aspects of the English–language headlines of military media discourse are studied . The functional specificity of English–language headlines is investigated.

Therefore, we can draw the following conclusions:

The study of media discourse allows us to determine the peculiarities of thinking of individual speakers and groups of people who consume certain media products and methods of influencing the audience. On the other hand, modern media discourse is a sphere of language functioning in which intensive development and a steady tendency to new transformational processes exist. Reacting to any innovative processes taking place in society, media discourse indicates the development of society and its positive and negative changes in a certain period. The choice of a particular language unit, grammatical form or unit, grammatical form or construction not only indicates the language taste, language preferences, and habits of individuals but also signals the language skills of individual classes and social groups, i.e. the whole society of a certain historical period. In Latin, the word "discursus" means "conversation about something". In classical Latin, it is known as "communication", and in medieval Latin, it acquires an additional meaning – "reasoning". In the European Renaissance, at the end of the sixteenth century, "discursus" began to be used to refer to an oral or written discussion about something. At the same time, "discourse" and "discourse" appeared to denote the process of understanding, explanation, and reflection by a subject, mainly in the form of a formal speech or discussion. Thus, media discourse is a global overarching category of modern communicative discourse that serves as a certain background and reflects the current moods of society in various spheres of activity – politics, economics, culture, as well as dynamic modern processes, such as rephrases, lexical novelties, catchphrases, semantic neologisms, "reanimated" archaisms, borrowings from other languages. Military discourse is an institutional type of discourse. This

means that the sender of the message does not act as a representative of a "military" social institution, and therefore forms the media message differently, given that the recipient of this message is an uninformed person of this message is person who is not aware of military specifics. To create a media product that would be correctly understood and adequately interpreted by the consumer, it seems necessary to apply a linguistic–cognitive and semiotic approach to military media discourse, as well as the methods of discourse analysis and critical discourse analysis. Translation is one of the most problematic issues in modern linguistics. The translation of newspaper and Internet headlines from the source language into the target language is recognized as an important task on par with the translation of newspapers. Headlines contain the main informative role of any article. Media discourse plays an important role in the cultural and social and political life of mankind. It is not only an indicator of political, economic, cultural, and social problems of society, a kind of "mirror" of the events taking place around us but also an assistant to people in choosing life meanings, guidelines, and priorities. In publications, the headline plays a key role as it is an effective means of influencing the reader. The headline is intended to express the main purpose of the information message, attract the reader's attention, arouse his or her interest, and help him or her to navigate the variety of information. It shapes the reader's attitude to the publication and helps to understand the author's position in disclosing a particular topic, covering an event, and interpreting a particular fact. Headlines can be attributed to specific linguistic phenomena, which are increasingly becoming the subject of research by linguists.

РЕЗЮМЕ

Дослідження присвячено стилістичній специфіці англомовних заголовків у сучасному воєнному медіа–дискурсі.

Масова комунікація продовжує відігравати важливу роль у сучасному суспільстві. Вона є елементом ідеологічної, політичної та соціально–економічної систем. У сучасну епоху ЗМІ все частіше використовуються для переконання громадськості для досягнення певних політичних, соціальних, економічних, релігійних та культурних цілей. Пропаганда в деяких суспільствах є домінуючою і сильно впливає на суспільну свідомість.

Актуальність дослідження полягає у дослідженні специфіки заголовків, які дають читачеві необхідну інформацію про зміст статті.

З огляду на останні події, Україна та цивілізований світ загалом потребують вивчення стилістичних особливостей заголовків у військовому медіа–дискурсі. Адже саме через ЗМІ, Інтернет, дописи в соціальних мережах доносяться факти, які позитивно впливають на долю України.

Практична цінність роботи полягає у подальшому використанні матеріалів для написання статей, рефератів та використанні досліджень для засвоєння розділу Стилістики.

Робота складається з двох розділів. У першому розділі розглядається воєнний медіа–дискурс , його специфіка та особливості. У другому розділі досліджується лінгвістична та функціональна специфіка англомовних заголовків. Загальні висновки підсумовують результати дослідження та окреслюють перспективи для подальшого опрацювання розглянутої проблематики.

Ключові слова : дискурс, медіа–дискурс, англомовні заголовки, стилістична специфіка заголовків, функціональність англомовних заголовків, лінгвістичні аспекти заголовків.

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