

Міністерство освіти і науки України
Київський національний лінгвістичний університет
Кафедра англійської філології і філософії мови

Курсова робота на тему:
"Структура англомовних новинних заголовків та їх переклад
українською".

Студентки групи Па 16-20
факультету германської філології
Заочної форми навчання
спеціальності 035 Філологія
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Національна шкала _____
Кількість балів _____
Оцінка ЄКТС _____

Київ 2023

Ministry of Education and Science of Ukraine
Kyiv National Linguistic University
Department of English Philology and Philosophy of Language

Term Paper

**The structure of English news headlines and their rendering into
Ukrainian**

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Kyiv 2023

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Introduction

Headlines are a crucial element of news articles, capturing readers' attention and conveying the essence of the story in a concise and impactful manner (Dor, 2003). English news headlines follow a specific structure, carefully crafted to engage the audience through the use of the attraction, keeping, and nudging positions. However, when it comes to reaching Ukrainian readers, effective rendering of English headlines into Ukrainian requires a thoughtful approach that considers linguistic nuances, cultural sensitivities, and the desired response. This course work delves into the structure of English news headlines and explores the strategies for accurately and effectively rendering them into Ukrainian, ensuring that the headlines resonate with the target audience and effectively convey the key messages. By understanding this process, we can unlock the power of headlines to capture attention, maintain interest, and prompt action in the dynamic landscape of Ukrainian news consumption.

. The theoretical basis of the work was the basic research of papers by Deikun, O. (2021), Firas, A. (2020), Marynenko, (2019).

The **topicality** of the material is conditioned by the fact that English news headlines occupy a leading position in the world information flow both in terms of volume and degree of influence.

The **aim** of the paper is to find main distinguishing features in rendering of English and Ukrainian headlines.

The main **objectives** are:

- to develop theoretical principles of studying the headlines structure;
- to characterize the headlines structure;
- to analyze the peculiarities of rendering the English and Ukrainian headlines.

Object of the research – news headlines.

Subject of the research – structure of the headlines.

Methods of the research: systematization and classification method; interpretation, analysis and synthesis.

Novelty of the research is the research structure of English headlines, its classification and subdivision.

The theoretical value is the use of the material in Pragmatics and Speech-act theory.

The practical value is the use in writing lectures and summaries.

Structure of the work. The paper consists of two chapters: 'The art of headlines:crafting engaging and effective news headlines' and 'Rhetorical structure of English and Ukrainian headlines in contrast' and conclusions to each chapter, general conclusion, list of reference sources.

CHAPTER ONE: THE ART OF HEADLINES: CRAFTING ENGAGING AND EFFECTIVE NEWS HEADLINES

English news headlines are an important part of the media landscape, providing readers with a quick and concise summary of the day's news. They are designed to capture the reader's attention and convey the most important information as Scacco and Muddiman (2015) demonstrated. They are carefully crafted to convey the key points of the story, while also encouraging the reader to continue reading. In this topic, we will explore the structure of English news headlines in more detail, examining some of the key techniques used to create effective and engaging headlines.

1.1. The definition of headline

Headline (noun)- 1) words set at the head of a passage or page to introduce or categorize; **2) a:** a head of a newspaper story or article usually printed in large type and giving the gist of the story or article that follows; **b: headlines plural:** front-page news as Merriam Webster dictionary (Merriam-Webster, 2011) demonstrated. The terms “head” and “headline” are used invariably to mean a Headlines item as (Butkovska 2021) demonstrated.

1.2. Structure of headlines

The structure of headlines in news articles is designed to quickly and effectively convey the most important information from the article, while also grabbing the reader's attention and creating a sense of interest or urgency. A headline of any structure and length is considered to be a sentence. According to structural classification of the sentences, all headlines are divided into simple and complex sentences. Simple syntactic structures are common both for printed media headlines as well as for online media. Such titles contain the main information about the material, mostly in the neutral tones (Marynenko, 2019).

Headlines are also split into two sorts based on sentence construction:

sentential headlines and non-sentential headlines.

Noun strings, particular tense systems, article drops, special usage of passive voice,

omission of auxiliary verb to-be, and omission of introduction. There are different syntactic aspects shown in the headlines in comparison to the typical structure.

1.2.1. Syntactic structure. Headlines with regular sentence structure, i.e. headlines with a subject and a finite verb phrase occurred the most frequent, dominated by simple sentences containing one independent clause, so-called, sentential headlines. The headline «*Ferragamo launches Fiamma bag*» (Vogue.com) is constructed from one single independent clause with one subject which is the NP Ferragamo and one finite verb phrase launches Fiamma bag.

Concerning the clause types, the most frequent type is S-V-O. The probable reason for favoring this type could be the fact that it best describes in the best suitable way “who did what”. The headline «*As awareness grows, victim comes forward*» (yourbasin.com) represents a complex sentence construction with an independent clause and a dependent clause. The NP *victim* and VP *comes forward*, subject together with finite verb phrases, make up the main clause. On the other hand, the second clause is marked with subordination by the conjunction *as* and maintains its role as the immediate constituent of the main clause. The clausal juncture pattern emerged in its construction.

The subject is almost always present, clearly enhancing the readers’ understanding of the “do-er” (Maharan, 2009).

There are also non-sentential headlines.

In headlines with non-finite construction, an auxiliary verb is always omitted—the subject is always present, the verb is non-finite, and a form of the verb be may be added between them. This way, these headlines can be turned into regular sentences. This type of headlines is used to describe either a past event, which means that the omitted auxiliary is usually in the past or present perfect tense, or a future event, signifying that it is necessary to insert the auxiliary verb in the form of will, be going to or be to (Maharan, 2009). For example: "*Clashes at Trump's Phoenix rally*" (BBC News). This headline follows the structure of a non-sentential headline. The subject is "Clashes," and the verb phrase is "at Trump's Phoenix rally." The auxiliary verb is omitted, which is a common characteristic of non-sentential headlines. This concise structure allows the headline to convey the essential

information while omitting unnecessary details.

To sum up, the syntactic structure of headlines is diverse and can vary based on the style, language, and publication. However, there are some common patterns and elements frequently used in headline construction.

Sentential headlines follow a complete sentence structure and convey a specific message or information. They often consist of a subject, verb, and object, presenting news or updates in a concise manner. Sentential headlines can use various sentence types, such as declarative, interrogative, or imperative, to deliver information, ask questions, or issue commands. Non-sentential headlines, on the other hand, deviate from traditional sentence structure and may omit certain grammatical elements. They focus on conveying information in a condensed form, relying on phrases, noun phrases, verb phrases, or other syntactic constructions.

1.2.2. Rhetorical structure. Rhetorical structure refers to the way that language is organized in order to convey a message or to persuade an audience. It involves the use of various linguistic techniques, such as repetition, parallelism, and contrast, in order to create a certain effect on the reader or listener.

The rhetorical structure of headlines serves as a "window" into the content of the article and sets the tone for the reader's perception of the story.

Headlines serve as a powerful tool for shaping readers' perceptions of news stories. They identify several rhetorical functions of headlines, including attracting the reader's attention, summarizing the content of the article, and framing the story in a particular way, the so-called attracting, keeping and nudging positions.

The inclusion of the most essential words or phrases at the opening of the headline is a popular practice in English news headlines. This is known as the "front-loading" method, and it is designed to capture the reader's attention and offer a clear notion of the article's theme or subject.

For example, a headline that reads "*President announces new policy on climate change*" (whitehouse.gov) places the attention-grabbing phrase "President announces" at the beginning, in order to highlight the importance of the announcement and draw the reader's attention.

Ultimately, the structure of English news headlines is intended to be brief, catchy,

and informative. Headlines may successfully convey the most crucial information to readers and persuade them to read the entire article by employing these rhetorical methods (Shahnaz & Imtiaz, 2014).

At the invention level, the selection of news headlines is influenced by human needs, including physiology, which relates to an individual's existence, safety, which relates to security, belongingness, which refers to being a part of a group, reputation, which is related to social respect, and self-actualization, which relates to people's growth. Belongingness is therefore the most crucial requirement for the organization of media discourse in general and of its news type in particular.

The nudging position is often at the end of the headline. It is rather about emotional engagement. Emotional appeal can invoke certain emotional responses to the audience and the outcome of it can be positive or negative, depending on the message it is trying to deliver.

Here are some examples of emotional appeal as a nudging position in news headlines:

Fear: Headlines that use fear to nudge readers towards a particular action or viewpoint. For example, "*Is your child at risk of this hidden danger?*" (verywellfamily.com). Nudging position in this example sounds like "*child is at risk of danger*". Dangerous situation for the child is terrifying for every parent.

Anger: Headlines that use anger to nudge readers towards a particular action or viewpoint. For example, "*Unbelievable: This company is scamming its customers!*" (ftc.com). Nudging position in this example sounds like "*company is scamming its customers*".

Hope: Headlines that use hope to nudge readers towards a particular action or viewpoint. For example, "*New breakthrough in cancer research gives hope to millions*" (weforum.org). Nudging position in this example sounds like "*New breakthrough gives hope*".

Overall, these examples of headlines combine elements of attraction, keeping, and nudging to capture readers' attention, maintain their engagement, and encourage them to take the desired action. However, it's important to adapt the rhetorical structure to the specific context, target audience, and content being presented.

1.2.2.1 Attraction position. The main aim of the author is to "catch" readers' attention. It is not so easy in the modern world, where almost everyone has Internet access and can gather information from worldwide sources. Readers are really picky nowadays, and they are quite hard to impress. It raised a question: "how to attract the reader to click the specific headline and read the specific topic?"

Authors most often refer to basic human needs, because different people have different spheres of interests, but all readers are human beings and have the same basic needs. Each of us is concerned about the security issues, that's why news about the war in Ukraine attracts the essential part of readers' attention. Such news also gets a lot of attention from people all around the world, who understand how many products grow and produce in Ukraine. This interest can be explained by triggering two basic human needs: to stay safe and be confident in their future. It is one of the examples of grabbing people's attention, but there are really a lot of them that can be freely found in the WorldWideWeb. Some of them write about giving an emotional positivity and happy thoughts, so you can get more clicks, some of them advise the opposite: to write about negativity and give a lot of psychological proofs for their theory.

The obvious advice is to keep the headlines short, simple and specific. Questions are a great way to engage the reader's brains and get them thinking (Corley, Rauscher, 2013). The brain is hardwired to seek answers to questions. Authors can harness this natural curiosity in writing by using a question mark to pique the reader's interest and encourage them to read on (Lee, 2015). This psychological trick will only work for asking a question that the reader can't answer with a simple yes or no. The question should be a WH- question (what, when, where, who, etc.) requiring a more detailed answer. The reader will be more likely to click to find the answer by doing this.

This is because readers tend to scan headlines quickly and make snap judgments about whether or not to read the article based on the first few words (Nicholson, 1998). By placing the most important information at the beginning, news organizations can increase the likelihood that readers will engage with the article and continue reading.

Here are some examples of headlines with their attracting positions highlighted:

"Breaking News: Major Scientific Discovery Shakes the Foundations of Physics"(quantamagazine.org). Attracting position: *"Breaking News: Major Scientific Discovery"*) In this example, the attracting position emphasizes the timeliness and significance of the news, immediately capturing readers' attention with the phrase *"Breaking News"* and hinting at a groundbreaking scientific discovery.

The attracting position serves to immediately engage readers by presenting a captivating or intriguing aspect of the content. It aims to create curiosity, evoke interest, or convey the uniqueness of the information being presented. The specific placement of the attracting position may vary depending on the headline structure and the emphasis placed on certain elements to maximize its impact on the target audience.

1.2.2.2 Keeping position. If the headline stands out from the other ones and already grabbed the reader's attention, the next step is to persuade the reader that he/she really needs this information.

When we talk about keeping position in English news headlines, we are referring to the placement of the most important words or phrases in the headline. In order to maintain the readers' interest to the article, such tips are used:

Cliffhanger: Headlines that end with a provocative or suspenseful statement, encouraging the reader to continue reading the article (Kilgo and Sinta, 2014), e.g. *"Celebrity couple's secret wedding: Who was on the guest list?"* (Theknot.com). The keeping position is *"Who Was on the Guest List?"*. The keeping position appears towards the end of the headline and serves to maintain readers' interest by introducing a question that piques curiosity. It implies that the content will provide information about the attendees of the celebrity couple's secret wedding, which can be an intriguing aspect for readers interested in celebrity news and events.

New information: Headlines that hint at new or previously unknown information, encouraging the reader to continue reading in order to learn more. For example, *"Exclusive interview reveals shocking details about high-profile scandal"* (finance.yahoo.com) The keeping position is *"Shocking Details About High-Profile Scandal."* The keeping position appears towards the end of the headline and is designed to maintain readers' interest by teasing the revelation of shocking details.

It suggests that the content of the interview will provide new and compelling information related to a high-profile scandal. The use of the adjective "shocking" adds an element of surprise or intrigue, making readers curious to learn more about the scandalous revelations.

Overall, maintaining consistency in word order and sentence structure, as well as strategically placing important words and phrases within the headline, can help to make English news headlines more effective at capturing the reader's attention and conveying the most important information.

1.2.2.3 Nudging position. The term "nudging position" refers to the place in a news headline that encourages the reader to take a certain action or to adopt a particular perspective on the story. As a rule, the nudging position in a headline often appears towards the end of the sentence. This placement is strategic because readers tend to focus more on the latter part of a sentence and it can leave a stronger impression, as we can see in the examples: "*Get Started Today and Transform Your Narrative Skills with Expert Guidance*" (Samhsa.gov). Nudging position is "and Transform Your Narrative Skills with Expert Guidance".

Headlines often use quotes or endorsements from experts in order to persuade the reader of a particular viewpoint e.g., "*Climate experts warn of catastrophic consequences without urgent action.*"(The Guardian.com). Nudging position in this example sounds like "*experts warn of catastrophic consequences*".

Headlines use language to emphasize the urgency or timeliness of the story. For example, "*Breaking news: Major earthquake strikes city*" (Reuters.com) emphasizes the immediate importance of the story, while "*New study shows long-term effects of air pollution*"(CNN.com) emphasizes the ongoing significance of the story.

To sum up, the nudging position enhances the impact of headlines and influence on readers. Timeliness can be a powerful factor in nudging the position of headlines. In the fast-paced world of news and content consumption, readers are often drawn to headlines that convey a sense of immediacy and relevance. By highlighting the timeliness of the information or news in the headline, publishers can capture readers' attention and increase the likelihood of engagement. But the decision to include expert

opinions in headlines should be based on the relevance and significance of the expert's viewpoint to the topic being covered, as well as the overall editorial guidelines and standards of the publication. (Fondevila-Gascón, 2013)

1.3 Rhetorical structure of English and Ukrainian headlines in contrast

Taking into consideration attracting, keeping and nudging positions in the headlines, they may be located differently. If an English headline contains attracting or keeping position in the beginning, in Ukrainian it may be located in the end and vice-versa.

The rhetorical structure of English and Ukrainian headlines can differ in several ways. Here are a few key differences:

Word Order: In English headlines, the most important information is often placed at the beginning of the headline. This is known as front-loading, attracting position, which we discussed earlier. In contrast, Ukrainian headlines often use a different structure, placing the most important information in the middle of the headline, keeping position. This is known as center-loading.

The example of center-loading can be seen in the following examples:

English: "*President Announces Major Policy Shift*"(Latimes.com)

Ukrainian: "*Президент заявив про важливий зсув в політиці*"(Unian.ua)

Punctuation: English headlines often use a colon or a dash to separate the headline into two parts, with the second part providing more information or elaboration on the first part. In contrast, Ukrainian headlines may use a comma or a semicolon to separate the parts of the headline. For example:

English: "*New Study Reveals Surprising Results: Dogs Can Talk!*" (the Telegraph)

Ukrainian: "*Нове дослідження показало несподіваний результат, собаки можуть говорити!*" (Focus.ua)

In the English headline, the colon is used to separate the surprising results from the main topic of the article, that dogs can talk, (the Telegraph). In the Ukrainian headline, a comma is used to separate the main topic from the surprising result.

"*Breaking News: Scientists Discover New Planet Beyond Our Solar System*" (cnn.com) vs "*Експерти виявили нову планету за межами нашої Сонячної*"

сустему" (rbc.ua).

In the English examples, the headlines focus on conveying the main information in a concise and attention-grabbing manner. They often utilize wordplay ("Breaking News," "Unbelievable", etc). In the Ukrainian examples, the headlines provide more descriptive information, spelling out full names and details. They prioritize clarity and factual representation of the events or news without relying heavily on wordplay or abbreviations. As we can see in all our examples, all words in English headlines are capitalized, but Ukrainian headlines capitalize words, according to Ukrainian grammar rules.

Overall, the rhetorical structure of English headlines typically includes an attracting position to grab attention, a keeping position to maintain interest, and a nudging position to encourage specific actions or behaviors. Rhetorical structure can vary depending on the language, culture, and context in which they are used. By understanding these differences, we can gain a deeper appreciation for the nuances of each language and the ways in which they shape the news.

Conclusion to chapter 1

There are some key takeaways about the structure of headlines.

The syntactic and rhetorical structure of headlines is a key aspect of their effectiveness in conveying information and attracting readers.

Syntactically, headlines often use a subject-verb-object structure that is different from traditional sentence structure. This allows for a more concise and impactful presentation of information. Additionally, headlines may use fragments, abbreviations, or other unconventional grammar to further compress the message.

Rhetorically, headlines contain elements of attraction, keeping, and nudging to capture readers' attention. Headlines also often use attention-grabbing language, such as puns, wordplay, or emotional appeals. This is because headlines must compete with a wide range of other media and information for the reader's attention. Effective headlines also use rhetorical strategies to encourage readers to engage with the news, such as the use of questions, repetition, or unexpected language.

Overall, the rhetorical structure of English and Ukrainian headlines can differ in subtle but important ways, reflecting the differences in language and culture

between the two languages.

CHAPTER 2. RHETORICAL STRUCTURE OF ENGLISH HEADLINES AND ITS RENDERING INTO UKRAINIAN

The rhetorical structure of English headlines often includes an attracting position, a keeping position, and a nudging position. When rendering English headlines into Ukrainian, the general structure and intent can be maintained, but certain aspects may differ due to linguistic and cultural variations (Marynenko, 2019). Here's an overview of the rhetorical structure and its rendering:

Attracting Position:

In English, the attracting position aims to grab attention through concise and impactful language. In English headlines, the attraction position refers to the initial part of the headline that captures the reader's attention and entices them to continue reading. This can be achieved through various techniques such as wordplay, intriguing statements, or posing questions. When rendering into Ukrainian, the attracting position may focus more on straightforward language, descriptive elements, or intriguing facts to captivate the readers' interest (Firas, 2020).

Keeping Position:

The keeping position in English headlines refers to the information that follows the attraction position and is necessary for maintaining the reader's interest by providing additional information or creating curiosity. It often expands on the main idea or presents a captivating angle. When translating into Ukrainian, the keeping position can retain its purpose of sustaining interest but may involve more explicit and descriptive language to convey the key details effectively.

Nudging Position:

The nudging position in English headlines encourages specific actions, prompts further engagement, or provides a call to action. The nudging position is the final part of an English headline that aims to prompt the reader to take action or elicit a specific response. When rendered into Ukrainian, the nudging position should consider cultural nuances and employ appropriate language to evoke the intended response or action from the readers.

Throughout the translation process, it's crucial to adapt the language, cultural

references, and rhetorical devices to ensure the effectiveness and impact of the headline in the target language. The goal is to capture the essence of the original headline while considering the linguistic and cultural context of the Ukrainian audience (Andrienko, 2019).

2.1 Rendering units in the attraction position

Rendering the attracting position of English headlines into Ukrainian involves capturing the attention of readers through compelling language, descriptive elements, or intriguing facts (Deikun, 2021). Here are some examples of how the attracting position can be rendered:

English Headline: "*Mind-Blowing Discoveries About Space Travel*" (Stacker.com) Ukrainian Rendering: "*Захопливі відкриття щодо подорожей у космосі, що розум обдурюють*" (Epravda.com.ua). The Ukrainian rendering maintains the attention-grabbing nature of the English attraction position by using the phrase "захопливі відкриття" (captivating discoveries) to create intrigue. The use of the phrase "що розум обдурюють" (that deceive the mind) adds an element of surprise and wonder, enticing the Ukrainian audience to delve into the article.

"*The Ultimate Guide to Financial Independence*" (Amphy.com). Ukrainian Rendering: "*Найкращий посібник до фінансової незалежності*" (Businessyield.com). The Ukrainian rendering maintains the impact of the English attraction position by using the phrase "Найкращий посібник" (The ultimate guide) to convey a sense of comprehensive and valuable information. The phrase "до фінансової незалежності" (to financial independence) resonates with the Ukrainian audience's desire for financial stability and freedom, making it an enticing headline.

These examples showcase the adaptation of the attraction positions into Ukrainian while maintaining their attention-grabbing nature. By using captivating phrases, culturally relevant language, and appealing vocabulary, the Ukrainian renderings aim to engage the target audience effectively and entice them to explore the content further.

In the Ukrainian rendering, the attracting position maintains the captivating elements of the English headlines by using descriptive language and highlighting the intriguing aspects of the news or event. It aims to immediately draw the attention of

Ukrainian readers by presenting the information in an engaging and compelling manner (Andreichuk, 2019).

2.2 Rendering units in the keeping position

The keeping position in a headline refers to the part that follows the initial attraction position and is responsible for maintaining the reader's interest and providing additional information or context. It serves as a bridge between the attention-grabbing element and the overall message of the headline, as we can see in our examples: "*New Research Reveals Surprising Benefits of Meditation*" (Geisinger.org) and its Ukrainian Rendering: "*Нові дослідження розкривають несподівані переваги медитації*" (Akwatur.com).

The Ukrainian rendering effectively conveys the essence of the English keeping position by using the phrase "нові дослідження розкривають" (new research reveals) to highlight the fresh and informative nature of the content. The phrase "несподівані переваги медитації" (surprising benefits of meditation) maintains the reader's interest by indicating that there is more to learn about the topic.

"Tips for Healthy Eating on a Busy Schedule" (Apwuhp.com).

Ukrainian Rendering of the abovementioned headline will sound like this: "*Поради щодо здорового харчування при перевантаженому розкладі*" (Epravda.com.ua)

The Ukrainian rendering effectively carries forward the message of the English keeping position by using the phrase "поради щодо здорового харчування" (tips for healthy eating) to provide a clear focus. The phrase "при перевантаженому розкладі" (on a busy schedule) adds relevance and addresses a common concern, ensuring that the Ukrainian audience remains engaged.

These examples demonstrate how the keeping position can be effectively rendered into Ukrainian. By maintaining the focus on the main topic or promise of the headline and using language that is clear and concise, the Ukrainian renderings ensure that the readers' interest is sustained, encouraging them to continue reading the content.

The keeping position plays a crucial role in headlines as it expands on the initial claim or promise made in the attraction position. It provides necessary details, highlights key points, or presents supporting information to keep the reader engaged

and encourage them to continue reading the article, advertisement, or piece of content.

2.3 Rendering the units in the nudging position

Rendering the nudging position of English headlines into Ukrainian involves crafting a compelling closing statement that prompts the reader to take action or elicits a desired response (Deikun, 2021), as we can see it from our examples: “*Don't Miss Out on the Opportunity of a Lifetime! Register Today!*” (Unitednationscareers.com) vs Ukrainian Rendering: “*Не втрачайте шансу життя! Зареєструйтесь вже сьогодні!*” (Ukr.net)

The Ukrainian rendering maintains the sense of urgency and calls for action present in the English nudging position. The phrase “Не втрачайте шансу життя” (Don't miss out on the opportunity of a lifetime) appeals to the reader's desire for seizing valuable opportunities. The use of the imperative “Зареєструйтесь вже сьогодні” (Register today) creates a sense of immediacy and motivates the Ukrainian audience to take action promptly.

English headline: “*Unlock Your Potential and Start Achieving Your Dreams Now!*” (Stupiddope.com) vs Ukrainian Rendering: “*Розкрийте свій потенціал та почніть досягати мрій вже зараз!*” (Gradeup.org.ua)

The Ukrainian rendering effectively conveys the motivational tone of the English nudging position. The phrase “Розкрийте свій потенціал” (Unlock your potential) inspires the reader to explore their capabilities. The addition of “та почніть досягати мрій вже зараз” (and start achieving your dreams now) encourages immediate action and empowers the Ukrainian audience to pursue their aspirations actively.

To sum up, these examples demonstrate the adaptation of the nudging position into Ukrainian, aiming to prompt the desired response from the audience. By using persuasive language, invoking emotions, and presenting a clear call to action, the Ukrainian renderings encourage readers to engage, participate, or take the intended course of action presented in the headline.

2.4 Rendering the headline as a whole

Rendering the headline as a whole involves considering the attraction,

keeping, and nudging positions and crafting a cohesive and impactful headline in Ukrainian (Marynenko, 2019). Here's an example of a headline, highlighting all of the above mentioned positions.

English Headline: "*Discover the Secrets of Successful Entrepreneurs and Start Building Your Own Empire Today!*" (Livingwithdivatude.com) vs Ukrainian Rendering: "*Відкрийте таємниці успішних підприємців та розпочніть будувати свою власну імперію вже сьогодні!*" (Epravda.com.ua)

The Ukrainian rendering effectively captures the essence of the English headline by combining the attraction, keeping, and nudging positions.

The attraction position is conveyed through "Відкрийте таємниці успішних підприємців" (Discover the secrets of successful entrepreneurs), which immediately grabs the reader's attention by promising valuable insights and knowledge.

The keeping position is presented through "та розпочніть будувати свою власну імперію" (and start building your own empire), which expands on the initial attraction by offering a concrete action and outcome. It provides the readers with a clear benefit and empowers them to take charge of their entrepreneurial endeavors.

The nudging position is reflected in "вже сьогодні" (today), which creates a sense of urgency and prompts the reader to take immediate action. It emphasizes that the opportunity to start building their empire shouldn't be delayed.

By combining these elements, the Ukrainian rendering of the headline captures the attention of the audience, maintains their interest, and nudges them to take action towards their entrepreneurial goals.

CONCLUSION TO CHAPTER 2

To sum up, rendering English headlines into Ukrainian involves skillfully adapting the attraction, keeping, and nudging positions while considering linguistic and cultural nuances. It requires capturing the reader's attention with captivating phrases, maintaining their interest with relevant and concise information, and prompting them to take action or elicit a desired response.

When rendering the units in the attraction position, it is crucial to create intrigue,

generate curiosity, or highlight the main point of the headline in a way that resonates with the Ukrainian audience. The goal is to entice readers to delve further into the content.

In the keeping position, the focus is on expanding upon the initial claim or promise, providing additional information, and emphasizing the value or benefits that the readers can gain from engaging with the content. Maintaining clarity, relevance, and brevity is key to sustaining the reader's interest.

The nudging position acts as a call to action, urging the readers to take the desired course of action presented in the headline. It should be persuasive, creating a sense of urgency, and motivating the audience to engage, participate, or pursue the opportunities highlighted.

Rendering headlines from one language to another requires a deep understanding of both languages and cultures involved. It involves not only the accurate translation of words but also the adaptation of tone, relevance, and persuasive techniques to resonate with the target audience. The goal is to create headlines that captivate, inform, and inspire readers, enticing them to explore the content further and take the intended action.

Ultimately, successful headline rendering requires a balance between staying true to the essence of the original headline and tailoring it to effectively engage the audience in the new language.

GENERAL CONCLUSIONS

In the online era, headlines are becoming increasingly essential. They not only pique the reader's interest, but they also function as source material for search engines. A reader nowadays is just as likely to come upon an article by scrolling through a list of search engine results as by flipping through a newspaper page.

Headlines should be clear and detailed, telling the reader what the topic is about while also enticing them to read the piece.

The structure of English news headlines follows a specific pattern that includes the attraction, keeping, and nudging positions. The attraction position grabs the reader's attention, the keeping position provides additional information or context, and the nudging position prompts the desired response or action.

Rendering English news headlines into Ukrainian requires careful consideration of linguistic, cultural, and contextual factors. It involves accurately translating the key elements while adapting the language, tone, and style to resonate with the Ukrainian audience.

Rendering headlines, it is important to maintain relevance, clarity, and conciseness. Adapting cultural references and idiomatic expressions ensures that the rendered headlines connect with the Ukrainian readers in a meaningful way.

Additionally, the use of persuasive language and appeals to emotions can enhance the impact of the rendered headlines. Creating a sense of urgency, highlighting benefits, and empowering the audience to take action are effective strategies in capturing the interest and engagement of Ukrainian readers.

By understanding the structure of English news headlines and applying effective rendering techniques, headlines can be successfully adapted into Ukrainian, effectively communicating the main message, and engaging the target audience.

In general, the purpose of news headlines is to summarize the material. We may utilize succinct wording to identify the most important content in news stories, increasing the speed with which consumers get information. In order to increase the quality of English news headline translation, news translators must accurately comprehend the major features of English news headlines and make full use of diverse translation talents.

RÉSUMÉ

Омельяненко Анна Костянтинівна

Резюме

Тема роботи – "Структура англомовних новинних заголовків та їх переклад українською".

Структура роботи: В першому розділі ми розглянули поняття заголовка, його синтаксичну та риторичну структури. Риторична структура включає позицію привернення, утримання та примусу. У другому розділі ми розглянули приклади перекладу заголовків в цілому, переклад одиниць привертальної позиції, переклад одиниць утримувальної позиції, переклад одиниць примусу.

Проводячи аналіз, ми дійшли висновку, що привертальна позиція зацікавлює читача, позиція утримання звертає увагу читача на найважливіші моменти, а позиція примусу переконує читача до певних дій чи висновків.

Мета цього дослідження була досягнута. Ми проаналізували основні відмінності у перекладі англомовних та україномовних заголовків.

Основні завдання:

- розробити теоретичні принципи вивчення структури заголовків;
- охарактеризувати структуру заголовків;
- проаналізувати особливості перекладу новинних заголовків англійською та українською.

Об'єкт дослідження - новинні заголовки.

Предмет дослідження - структура заголовків.

Практична цінність в написанні лекцій та конспектів.

Ключові слова: заголовок, позиція привернення, позиція утримання, позиція примусу, переклад.

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