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Term Paper

Adjectives as a means of attracting and maintaining the addressee's attention in
English online news texts

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INTRODUCTION

The digital age has revolutionized the dissemination and consumption of news, making online news texts a vital medium for information exchange globally. The **relevance** of studying the linguistic elements in these texts, particularly adjectives, lies in their significant role in attracting and maintaining the reader's attention. Understanding how adjectives function in online news can provide valuable insights into effective communication strategies in digital journalism.

The **object** of this study is English online news texts, namely BBC news texts.

The **subject** of this work is the role of adjectives in English online news texts, with a focus on how they function as a means of attracting and maintaining the addressee's attention.

The **aim** of this research is to analyze the use of adjectives in English online news texts to understand their role in engaging readers. To achieve this aim, the study has set the following **objectives**:

1. To explore the theoretical foundations of adjectives and their functions in language.
2. To examine the structural principles of news articles as outlined by Teun A. van Dijk.
3. To identify and analyse the use of adjectives in headlines and body texts of online news articles.
4. To evaluate strategies used in online news texts for maintaining reader attention through adjectives.

The **methods** used in this paper include qualitative content analysis of English online news texts, focusing on the frequency and context of adjectives. Additionally, a structural analysis based on van Dijk's framework is employed to understand how adjectives are integrated into the overall news structure.

The **material** of the research consists of a selection of online news articles from BBC News.

The **theoretical value** of this work lies in its contribution to the linguistic study of adjectives and their practical applications in media communication. By examining the strategic use of adjectives in online news texts, this research enhances our understanding of effective linguistic techniques for attracting digital audiences.

The **practical value** of this work is evident for journalists, editors, and content creators who can apply the findings to improve the attracting and maintaining of readers attention.

The course paper has the following structure: introduction, part one “Theoretical foundations of studying adjectives as a means of attracting and maintaining the addressee’s attention in online news texts”, part two “Adjectives as a means of attracting and maintaining the addressee’s attention in BBC’s news texts”, conclusions.

PART I. THEORETICAL FOUNDATIONS OF STUDYING ADJECTIVES AS A MEANS OF ATTRACTING AND MAINTAINING THE ADDRESSEE'S ATTENTION IN ONLINE NEWS TEXTS

This part examines the theoretical foundations of studying adjectives as a means of attracting and maintaining the addressee's attention in online news texts.

1.1 English online news texts

English online news texts are news articles and content published and disseminated via online platforms. These texts are specifically written for digital consumption and are intended to be reachable to a global audience with internet access (Alzubi 2022).

Unlike traditional print newspapers, online news is presented in a digital format, often on news websites, apps, or other online platforms.

Overall, English online news texts represent a dynamic and evolving form of journalism that leverages digital technologies to deliver news content to a diverse and global audience.

1.1.1. Function. English online news texts serve several important functions, responding to the needs and preferences of modern digital audiences.

The primary function of online news is to disseminate timely and relevant information to a global audience. News websites provide up-to-date coverage of local, national, and international events, allowing readers to stay informed about current affairs (Vermeer 2020).

Online news texts enhance accessibility by reaching a vast audience globally. Anyone with internet access can read news articles, breaking down geographical barriers and providing information in real-time.

English online news texts are often multimodal, which means they include a mix of multimedia elements such as text, images, videos, infographics, and

interactive features. This multimodal approach aims to enhance engagement and provide a more comprehensive news experience (Bakhtiary, Behzadi 2013: 8-10).

Online news platforms often include features for user engagement, such as comments sections, polls, and social media sharing. This fosters a sense of community and allows readers to express their opinions, contributing to a dynamic exchange of ideas.

Many online news websites use algorithms to personalize content based on users' preferences and browsing history. This customization ensures that readers receive content tailored to their interests, creating a more engaging user experience (Thurman, Schifferes 2012).

Online news provides real-time updates and push notifications, keeping readers informed about the latest developments. This feature is especially important when it comes to breaking news and time-sensitive events.

Online news texts create a digital archive that allows users to access and search for past articles. This archival function enables readers to retrieve information from the past and provides a comprehensive resource for research and reference.

Online news articles frequently include hyperlinks to related stories or external sources, allowing for cross-referencing and providing readers with additional context. This interconnectedness helps to provide a more complete understanding of the news (Stroobant 2018).

Online news platforms generate revenue through advertising, sponsored content, and subscription models. This financial support allows news organizations to continue producing quality journalism and maintaining their online presence (eSoft Academy 2024).

News stories are widely shared on social media platforms, which contributes to the virality of news stories. The incorporation of social media allows readers to share articles, express opinions, and participate in discussions, amplifying the impact of news content.

In summary, English online news texts are dynamic, interactive, and easily accessible sources of information that cater to the evolving needs of a digital audience (Hossain 2023).

1.1.2. Structure. Teun A. van Dijk (Dijk 1985) views the structure of the news stories as a complex text of a hierarchical layout that includes several elements that interact with each other. The main components of a news article structure according to van Dijk's approach include:

Headline is the first element of news that attracts the reader. It should be short but informative, conveying the main idea or key fact of the article.

The **lead** is an important element that provides basic facts and answers key questions: who, what, when, where, why and how. This element is designed to interest the reader and to give a general idea of the essence of the article.

Headline and Lead are both “printed ‘on top’, ‘first’, in large, bold type and if there are more columns, across several columns.” (Dijk 1985: 87).

Main Event is the object of consideration. It provides details, facts, and other information concerning the main topic.

Previous Event may be important to understand how the main event fits into a wider context. Van Dijk believes that connection with previous events is important for the formation of interpretations.

Following Event may occur as a result of the main event, helps the reader to imagine the possible development of events.

Commentary of experts, witnesses or other key figures may be included in providing additional analysis, evaluation or interpretation of events.

Context helps to understand the wider framework of the event, including socio-cultural, historical, or political context that can affect interpretation.

This structure helps to organize information in the news so that the reader can effectively obtain key facts and understand the context of events (Dijk 1985: 86).

Below is a partial analysis of the BBC news text “*Ukraine war: Nato pledges more advanced air defences to Kyiv*” according to this structure:

Headline: “*Ukraine war: Nato pledges more advanced air defences to Kyiv*”

Lead: “*Nato will give Ukraine more advanced air defences after urgent Kyiv pleas and deadly Russian attacks, military bloc head Jens Stoltenberg has said.*”

Main Event: “*The Nato chief said there were Patriot and other advanced air defence systems available in stocks of Nato countries that could be given to Ukraine - but he gave no details about what exactly Kyiv might get.*”

Previous Event: “*His comments come after a crisis Nato-Ukraine summit on Friday.*”; “*Last week, Germany pledged to supply Kyiv with a third US-made Patriot battery out of its military stocks.*”

Following Event: *There is no such in this story.*

Commentary: “*Ukrainian President Volodymyr Zelensky said Kyiv needed "seven more Patriots or similar air defence systems" to defend the country's cities.*”; “*Seven people, including two children, were killed in Russian missile strikes on Friday, Ukrainian officials said.*”; “*Speaking after the Nato-Ukraine Council summit held by video link, Mr Stoltenberg said: "Nato defence ministers have agreed to step up and provide further military support, including more air defence."*”; “*He said the 32-member bloc "has mapped out existing capabilities across the alliance and there are systems that can be made available to Ukraine".*”; “*"So I expect new announcements on air defence capabilities for Ukraine soon," he added.*”

Context: “*In other key developments on Friday: Ukraine claimed it had downed for the first time a strategic long-range bomber deep in Russian territory. Moscow blamed a technical malfunction for the crash; After months of delay, the US Congress moved a step closer to passing a \$60.8bn (£49bn) aid bill to Ukraine*”; “*Ukraine currently has several Patriot systems, but not enough to defend its cities from massive Russian attacks.*”

1.1.3. Means of distributing the addressee's attention in the news texts.

Effectively distributing the addressee's (reader's) attention in news texts is critical for conveying information and maintaining engagement. Various linguistic and rhetorical devices are used to direct and control the reader's attention.

News story always follow the inverted pyramid structure, placing the most important information at the beginning and gradually providing additional details (Schade 2018). This structure allows readers to grasp the main points even if they only read the first few paragraphs. Continuing this thought, every news article starts with the headline, then goes the lead, and then – all the secondary elements.

Headlines are crucial in capturing the reader's attention. They use concise and impactful language to highlight the main point or significant aspect of the news story, directing the reader's attention to the key information (Dijk 1985).

The lead, or introduction, sets the tone and provides the most essential information. By presenting the main facts and answering key questions early on (who, what, when, where, why, how), the lead guides the reader's attention to the core of the news story (Dijk 1985).

Clear and concise paragraphs help organize information logically. Each paragraph typically focuses on a specific aspect of the story, allowing readers to navigate through the content easily.

Some news stories have subheadings that break down the content into sections, making it easier for readers to scan and find specific information. They provide a roadmap for the reader's attention, especially in longer articles.

Including commentary or direct quotations from relevant individuals or sources can capture the reader's attention and provide a human element to the news. Commentaries frequently convey key messages and perspectives, guiding the reader's attention.

Visual elements are effective tools for drawing attention. Images, captions, and graphics can be used to highlight key points, elicit emotions, and supplement textual information, guiding the reader's visual focus (Palacios, Díaz Noci: 32-34).

Hyperlinks can guide readers to additional information or related articles, allowing them to explore specific topics in more depth. These links serve as markers that direct the reader's attention to relevant content (Fitzsimmons 2019).

The conclusion of a news story often restates key points and may offer implications or a call to action. This helps to leave a lasting impression on the reader and directs their interpretation of the news story.

By strategically employing these means, news writers can effectively control and guide the reader's attention, ensuring that the most crucial information is highlighted and easily accessible.

1.2. Structure of headlines as a means of attracting and maintaining attention

Every element of headline's grammatical structure is essential to delivering information, attracting and maintaining reader's attention. There are three positions in the structure of a headline:

- the **attraction position** is located at the beginning of the headline, and is usually occupied by the subject or the subject group;
- the **keeping position** is located in the middle of the headline, represented by the predicative or the predicative group;
- the **nudging position** is the rest of the headline.

Accordingly, depending on the position in which the adjective is located, it can attract or maintain reader's attention.

These are some examples of adjectives used in the attraction position: e.g. *“**Good** progress on M25 works, says highways agency”*, *“**Deadly** heroin batch is putting lives at risk here”* *“Workers at **nuclear** power station to strike over pay”*, *“Georgia’s **future** path at stake as protests divide nation”*, *“**Deadly** Dubai floods made worse by climate change”*.

Here are some examples of adjectives in the keeping position: e.g. *“Alfie Lewis murder accused was **usual** self” before stabbing, court told*”, *“People **hungry** for **good** news about city - publisher”*, *“Singer Libianca on **horrific** threats”*

over Cameroon war”, “New scheme encourages **older** people to share home”, “Brothers **proud** of killed aid worker’s legacy”.

With the help of such a structure, the headline effectively fulfills its function of attracting and maintaining the addressee’s attention.

1.3. Textual role of adjectives

The term adjective is a label for words that are descriptive words that denote what some people call ‘properties’, such as size and colour (Dryer 2007: 168).

Adjectives play an important textual role in language by providing additional information about nouns (or pronouns) and contributing to the overall meaning and vividness of a text.

1.3.1. Classification. According to Khamyng S. adjectives can be divided into **eleven** types (Descriptive, Proper, Quantitative, Numeral, Demonstrative, Interrogative, Possessive, Distributive, Emphasizing, Exclamatory and Relative) (Khamyng 2007: 174-179).

1. **Descriptive Adjectives** perform the function of qualifying people, things or places to describe their characteristics, e.g. *Big, pretty, modern*.
2. **Proper Adjectives** are originated from proper nouns, and modify noun in terms of the nationality, e.g. *French, Italian, Ukrainian*.
3. **Quantitative Adjectives** modify noun for particular details in quantifying, e.g. *Much, many*.
4. **Numeral Adjectives** perform a function of describing a noun in terms of its precise quantity (cardinal numbers), hierarchy (hierarchical numbers), and multiplicative numbers (double numbers). Cardinal, e.g. *six, two*; hierarchical, e.g. *first, eights*; multiplicative: *double, triple*.
5. **Demonstrative Adjectives** indicate whether the noun they modify is singular or plural, and they also indicate the proximity of the noun to the speaker or writer, e.g. *This, that, these, those*.

6. **Interrogative Adjectives** modify noun as a questioning form, e.g. *Which, whose, what.*
7. **Possessive Adjectives** show possession or ownership, e.g. *My, her, our.*
8. **Distributive Adjectives** refer to individual members of a group separately, e.g. *Every, each, neither.*
9. **Emphasizing Adjectives** are used to lay stress on the noun they modify, e.g. *Very, own.*
10. **Exclamatory Adjectives** modify noun by using interjection words, e.g. *What...!*
11. **Relative Adjectives** modify nouns and connect sentences that are related to each other by bridging the information between the first and second sentences, e.g. *That, what.*

1.3.2. Functions. Adjectives serve several important functions in the English language, enhancing the richness and precision of communication. The following are the primary functions of adjectives:

- Adjectives' primary function is to describe or provide additional information about nouns or pronouns. They describe the noun's qualities, characteristics, or attributes, resulting in a clearer and more detailed picture, e.g. *Beautiful woman, red dress.*
- Adjectives express quantity or degree by indicating how much or how many of a particular thing there is, e.g. *Many sweets, few books, little money.*
- Adjectives help distinguish between similar or identical nouns by emphasizing specific characteristics, e.g. *Blue sweater - green sweater.*
- Adjectives have comparative and superlative forms that allow them to be compared to two or more entities, e.g. *Smarter - the smartest, better – the best.*

- Adjectives help in the identification or specification of a specific individual or group within a larger category. Specific individual within a category, e.g. *that, my*; group within a category, e.g. *young adults, French cuisine*.
- Adjectives can be used to draw attention to a specific quality or aspect of a noun by emphasizing it, e.g. *Delicious meal, remarkable achievement, vibrant colours*.
- Adjectives express opinions, evaluations, or subjective judgements about the nouns they modify, e.g. *Boring film, interesting book, funny game*.
- Adjectives can attribute a noun with a quality or characteristic, providing additional information, e.g. *Soft pillow, sunny day, noisy neighbors*.
- Adjectives can be used to indicate which specific item or items are being referred to, e.g. *My laptop, that house, his car*.
- Adjectives can indicate the origin or material of a noun, e.g. *Italian pizza, wooden furniture, silver jewelry*.
- Adjectives convey the state or condition of the noun that they modify, e.g. *Dirty dishes, broken window, wet clothes*.
- Adjectives can be used to denote a specific time-related characteristic, e.g. *Daily ritual, monthly subscription, yearly tradition*.

In summary, adjectives play a versatile role in language by adding precision, detail, and nuance to our descriptions. They make a significant contribution to the expressiveness and clarity of communication.

Conclusions to Part I

Firstly, English online news texts play an important role in disseminating timely information globally, catering to the preferences of digital audiences. The incorporation of multimedia elements, user engagement features, and

personalization through algorithms demonstrates online news' adaptability to the needs of modern readers.

Secondly, Teun A. van Dijk's structural analysis of news articles provides a useful framework for understanding how information is organized in order to capture and maintain the reader's attention. The hierarchical layout, which includes headlines, leads, main events, commentary, and context, ensures effective communication and interpretation of news stories.

Thirdly, adjectives in language, act as powerful tools for description, quantification, and differentiation. The classifications and functions of adjectives highlight their ability to add nuance, precision, and expressiveness to communication.

In summary, this part contributes to a comprehensive understanding of the interaction between adjectives, online news structures, and the effective distribution of the addressee's attention. It emphasises the dynamic nature of digital journalism, the structural principles guiding news articles, and the linguistic richness provided by adjectives in language.

PART II. ADJECTIVES AS A MEANS OF ATTRACTING AND MAINTAINING THE ADDRESSEE'S ATTENTION IN BBC'S NEWS TEXTS

This part examines the use of adjectives as means of attracting and maintaining the addressee's attention on the example of BBC's news texts.

2.1. Adjectives as a means of attracting attention in the headlines

Adjectives are effective tools for creating attention-grabbing headlines, which helps news organisations like BBC draw viewers in amid an abundance of conflicting information. Headlines may attract readers to click and continue reading by using adjectives that convey emotion, urgency, or intrigue; and placing those adjectives in the attraction position, that is, at the beginning. It is clear from examining BBC headlines that adjectives are purposefully used to attract attention.

2.1.1. Most frequent adjectives. Among the most frequent adjectives used in BBC headlines are those that evoke strong emotions. Words like “big” (e.g. *“Starliner: The US space industry’s next big thing”*, *“Big tensions remain in SNP as Swinney takes leadership”*, *“Europe risks dying and faces big decisions - Macron”*), “new” (e.g. *“New scheme encourages older people to share home”*, *“New arrest over 2020 car park shooting murder”*, *“Delay in opening new school for autistic children”*), “good” and “the best” (e.g. *“Good progress on M25 works, says highways agency”*, *“People hungry for good news about city - publisher”*, *“Seven of the best Met Gala looks”*), “nuclear” (e.g. *“Environmental impact inquiry at new nuclear plant”*, *“On the brink of nuclear war: Castro interview”*, *“Workers at nuclear power station to strike over pay”*), “deadly” (e.g. *“US blames Rwanda and rebels for deadly camp strike”*, *“80th anniversary of deadly D-Day rehearsal marked”*, *“Deadly Dubai floods made worse by climate”*) are commonly found, grabbing the reader's attention right away and attract them to read more about the highlighted event or issue.

These adjectives work by tapping into the reader's emotions, sparking empathy, concern, or curiosity. They prompt readers to prioritize the article over other content.

2.1.2. Least frequent adjectives. On the other hand, some adjectives are used less frequently in BBC headlines. These may include more objective or factual descriptors like “usual” (e.g. “*Alfie Lewis murder accused was ‘usual self’ before stabbing, court told*”), “simple” (e.g. “*A simple guide to the Angela Rayner house row*”) or “pure” (e.g. “*Six homegrown stars who could be sold for pure profit*”). Although these words are still used occasionally, the fact that they are not as common in headlines indicates that they are not as good at attracting readers as more intense or emotive descriptions are.

2.2. Adjectives as a means of attention maintaining in headlines

Beyond merely capturing attention, adjectives play a crucial role in keeping readers interested in a news story from start to finish. In headlines, adjectives are used not only to initially attract attention but also to maintain interest and encourage to keep reading. So when an adjective is placed in the middle of a headline, it keeps attention more than it attracts it.

For example, in the headline “*Alfie Lewis murder accused was ‘usual self’ before stabbing, court told*” the adjective *usual* being part of a predicative phrase is maintaining the attention.

Also, after seizing the reader's attention with adjectives, headlines often employ additional adjectives strategically to maintain interest.

For example, in the headline “*Deadly Dubai floods made worse by climate change*” the adjective *deadly* attracts reader's attention, but the adjective *worse* maintains attention.

Some other examples are:

- “*People hungry for good news about city - publisher*” where *hungry* attracts the attention and *good* maintains it;
- “*New scheme encourages older people to share home*” where *New* attracts the attention and *older* maintains the attention;

2.3. Adjectives as a means of attention maintaining the text bodies

In addition to headlines, adjectives have a crucial role in maintaining readers’ attention within the body of news story. This section explores how adjectives serve as a means of attention maintenance in the text bodies of BBC news stories.

As already mentioned in this work, several adjectives are often included in the headline of the news text to increase the attention-grabbing and -maintaining effect. Similarly, the body of the news text uses the method of multi-stage attention maintaining. This means that several adjectives are placed one after each other in the news story. It helps to emphasise the importance or intensity of events. Depending on the number of adjectives such attention maintaining can be two-stage, three-stage, and, even, four-stage.

2.3.1. Two-stage attention maintaining. A typical tactic seen in BBC news stories is a two-stage attention maintenance through adjectives.

On the first stage adjectives are used to attract the reader’s attention. These adjectives are often placed in headlines to create an emotional or cognitive impact.

In the second stage, adjectives help maintain the reader's attention and interest encouraging a deeper level of involvement.

Here are some examples of two-stage attention maintaining in the BBC news texts:

- “*Good progress on M25 works, says highways agency*” – the adjective *good* attracts reader’s attention on the first stage of the attention maintaining method. Then in the text body the same adjective is used the second time to intensify and maintain attention: “*National*

*Highways said on Saturday it was "all looking **good**" on the first full day of the weekend closure."*

- *"Georgia's **future** path at stake as protests divide nation" – the adjective **future** is used in the headline to attract the addressee's attention. And it used again the article itself to keep the reader's attention on the article: "At stake is Georgia's **future** path."*
- *"**Deadly** Dubai floods made **worse** by climate change" – there are two adjectives in this headline: **deadly** in the sentence attraction position and **worse** in the keeping position. The second time they are both used in the lead keeping the reader's attention on the article: "**Deadly** storms that left Dubai under water and killed more than 20 people in Oman were likely made **worse** by climate change, scientists say."*
- *"New scheme encourages **older** people to share home" – the adjective **older** in the headline attracts the attention to the story. Used in the body of the story it maintains this attention: "A woman has launched a scheme that encourages **older** homeowners to share their houses to bring people together."*
- *"Alfie Lewis murder accused was '**usual** self' before stabbing, court told" – in this headline the adjective **usual** creates a contradiction with the noun *murder* which attracts the addressee's attention. With the usage of this biased adjective for the second time the attention of the reader is maintained: "A teenager accused of murder was his **usual** "bubbly and chatty" self before stabbing another boy through the heart after school, a court has heard."*

2.3.2. Three-stage attention maintaining. The BBC's news texts often use a strategy of three-stage attention. This method works on the same way as the two-stage method. Only in this case the adjective is used three times throughout the article to reinforce the impact on the reader.

Consider the following BBC news stories as an example of this strategy:

- “***Deadly** heroin batch is putting lives at risk here*” – the adjective *deadly* at the beginning of the headline effectively attracts addressee’s attention. Then in the very first sentence of the news text body it keeps readers attention on the issue: “*A **deadly** batch of heroin cut with synthetic opioids is putting lives at risk in a city, a drug support worker claimed.*” Used for the third time it nudges reader proceed reading: “*Essex Police officers told the BBC that vulnerable drug users were being warned about the “**deadly**” heroin circulation.*”
- “*Workers at **nuclear** power station to strike over pay*” – the adjective *nuclear* in the headline grabs attention conveying potential danger. It is used for the second time to maintain the interest: “*More than 500 members of the Unite union at the Dounreay **nuclear** power complex have voted to strike in a dispute over pay.*” “*Dounreay on the north Caithness coast near Thurso dates to the 1950s and was the site of Scotland's first operational nuclear reactor - the Dounreay Materials Test Reactor.*”
- “***Big** tensions remain in SNP as Swinney takes leadership*” – the adjective *big* in the headline performs the function of attracting attention. Later in the text, it maintains the reader's attention: “*This is a **big** moment in Scottish politics, not least for John Swinney himself.*” And to the last does not allow the reader to lose interest: “*There are also **big** delivery challenges with long waits for many NHS patients, a sense of decline in some areas of education and major budget pressures to be addressed.*”
- “*Brothers **proud** of killed aid worker's legacy*” – the adjective *proud* has a positive connotation, and used in the headline it immediately attracts the addressee’s attention. In the story, it is used two more times in the same phrase *very proud*, which effectively maintains and

strengthens the reader's interest in the text: *“Brothers Dan and Matt Henderson said they were “very **proud**” of Jim and the legacy he left behind.”; “I don't really think we knew how wide a scope of Jim's friends and people that he had real connections with until something like this happens... it makes us very **proud**,” he said.”*

Conclusions to Part II

In the realm of headline creation, certain adjectives, such as those evoking strong emotions like “deadly” or “nuclear”, are frequently employed to immediately capture attention. Conversely, less intense or objective descriptors, such as “usual”, “simple” and “pure” are used less frequently, indicating their lesser effectiveness in attracting readers.

Moreover, adjectives not only attract attention but also play a vital role in maintaining interest throughout the entirety of news stories. Within headlines, adjectives are not only capture initial attention but also sustain it by introducing new perspectives or emphasizing important details. This multi-stage approach ensures that readers remain engaged from start to finish.

Similarly, within the body of news stories, adjectives are utilized in a multi-stage manner to maintain attention. That is, by using the adjective twice (Two-stage attention maintaining), or even three times (Three-stage attention maintaining) in a news story, you draw more attention to it. Whether through two-stage or three-stage strategies, adjectives serve to deepen readers' understanding, evoke emotional responses, and emphasize the significance of the topic at hand.

CONCLUSION

The term paper discusses the intricate relationship between adjectives and online news texts, particularly focusing on their role in attracting and maintaining the attention of readers, using BBC news texts as a case study.

Firstly, English online news texts are a crucial medium for disseminating timely information globally, adapting to the preferences of modern digital audiences. These texts leverage multimedia elements, user engagement features, and personalization through algorithms, demonstrating their adaptability to contemporary readers' needs.

Teun A. van Dijk's structural analysis of news articles provides a useful framework for understanding how information is organized to capture and maintain reader attention. The hierarchical layout – comprising headlines, leads, main events, commentary, and context – ensures effective communication and interpretation of news stories.

Adjectives in language serve as powerful tools for description, quantification, and differentiation. Their classification (descriptive, quantitative, numeral, demonstrative, interrogative, possessive, distributive, emphasizing, exclamatory, relative) and functions highlight their ability to add nuance, precision, and expressiveness to communication. Adjectives enhance the richness of the text by providing additional information about nouns, making communication more vivid and detailed.

In online news texts, adjectives are strategically employed to attract and maintain readers' attention. Headlines often use adjectives to create an emotional or cognitive impact, making them compelling enough for readers to click and continue reading. Adjectives like "big," "new," "good," "nuclear," and "deadly" are frequently used in headlines to evoke strong emotions and capture attention immediately.

Beyond merely capturing attention, adjectives play a crucial role in maintaining interest throughout the news story. This is achieved through a multi-stage approach where adjectives are used not only in headlines but also within the

body of the news text. This method ensures that readers remain engaged from the headline through to the conclusion of the article. For instance, adjectives in the body text are used to emphasize the importance or intensity of events, thus reinforcing the impact on the reader.

Two-stage and three-stage attention maintenance strategies are common in BBC news texts. In the two-stage method, an adjective used in the headline to attract attention is repeated in the body text to maintain interest. The three-stage method further reinforces this by using the adjective multiple times throughout the article. This strategic repetition helps to keep the reader engaged and emphasizes key points.

In conclusion, this study highlights the dynamic nature of digital journalism, the structural principles guiding news articles, and the linguistic richness provided by adjectives. Adjectives are essential in both attracting and maintaining the addressee's attention, ensuring that news stories are engaging and impactful. This comprehensive understanding underscores the importance of carefully chosen adjectives in enhancing the effectiveness of online news texts.

RESUME

Курсова робота «Прикметники як засоби привернення та утримання уваги адресата в текстах англомовних інтернет-новин» досліджує теоретичні основи та практичне застосування прикметників у текстах онлайн-новин, особливо зосереджуючись на їхній ролі в залученні та утриманні уваги читачів. У Частині I створено теоретичну базу, обговорюючи функції та структуру англійських текстів онлайн-новин, а також текстову роль прикметників. Частина II присвячена практичному аналізу новинних текстів BBC, досліджуючи, як прикметники використовуються в заголовках і в тексті статей, щоб захопити та підтримувати зацікавленість читачів. В анотації підкреслюється значення прикметників у формуванні впливу та ефективності новинного контенту, особливо в цифровому медіа-ландшафті.

Ключові слова: заголовок, прикметники, привернення уваги, утримання уваги, новини.

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