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**English Newspaper Headlines: Pragmatic and Discursive Approaches**

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## CONTENTS

INTRODUCTION .....	4
CHAPTER ONE. THEORETICAL BASIS FOR INVESTIGATION OF JOURNALISTIC DISCOURSE.....	7
1.1. The problem of defining journalistic discourse.....	7
1.2. Journalistic discourse of modern English press .....	15
1.3. Newspaper journalistic sub-style.....	20
Conclusions to Chapter One .....	23
CHAPTER TWO. STRUCTURAL AND SEMANTIC FEATURES OF ENGLISH NEWSPAPER HEADLINES .....	25
2.1. Headline as a structural element of the text .....	25
2.2. Semantics of English newspaper headlines .....	33
Conclusions to Chapter Two .....	43
CHAPTER THREE. PRAGMALINGUISTIC FUNCTIONS OF ENGLISH NEWSPAPER HEADLINES .....	45
3.1. Headlines attention-getters.....	45
3.2. Functions of headlines .....	54
Conclusions to Chapter Three .....	64
GENERAL CONCLUSIONS .....	66
RESUME .....	69
LIST OF REFERENCES .....	71
LIST OF ILLUSTRATION MATERIAL .....	77
SUPPLEMENTS .....	80

## INTRODUCTION

The communicative task of the authors of journalistic texts is to inform, convince readers of the correct interpretation of the stated facts and events; in the infallibility of their assessment by the author, who expresses the views of a particular party, social, age group (youth newspapers, magazines), etc. or is a representative of an independent publication. Journalistic texts are subjective. Therefore, they are built taking into account the intention intended by the author (Anderson 2009: 23). Journalistic texts have a number of text-forming categories of intentional nature, which, providing a choice of language means, make it possible to solve strategic problems of journalism, namely, to influence the reader.

Scholars study the headline and text as separate units. Headline is considered “a name that precedes communicative intentions”, “proper name of the text” (Colleen 2010: 168). It is a laconic unit of the communicative act, which performs syntactic, semantic, pragmatic functions. In particular, its syntactic function is to define the boundaries of the text; semantic function – the headline informs about the content core; pragmatic function – the headline gives the text a name, hinting at the main content (Colleen 2010: 169). The headlines of journalistic texts can perform informative and appellative functions, act as independent informative units, but depend on the content of the texts. They make certain connections not only with the text, but also with the readers, attracting their attention, which ensures the proper functioning of the publication.

The **relevance** of this study is determined by the fact that the importance of the headlines in an article of any newspaper is inextricably linked with the demand for information offered by the printed or Internet publication. Now people have less time to look for the right material, let alone read the entire newspaper for its search. This means that the role of the headline in the media is growing many times, because it only depends on headline whether the article will be read and studied. Since the goal of any publication is its growing trend of popularity, the

increase in the number of print runs, it should undoubtedly be able to vividly present any material, despite the degree of relevance. The use of headlines as a means of language expressiveness in newspaper articles allows to achieve the task and complement the main material.

The **aim** of our research is a comprehensive study of the system of English newspaper headlines: its pragmatic and discursive approaches.

The aim of this research predicts the fulfillment of the following **objectives**:

- to consider theoretical basis for investigation of journalistic discourse;
- to consider the problem of defining *journalism*, *journalistic discourse* and *journalistic style*;
- to reveal specifics of journalistic discourse of modern English press;
- to investigate newspaper journalistic sub-style;
- to analyze headline as a structural element of the text;
- to characterize semantics of English newspaper headlines;
- to make research of pragmalinguistic functions of English newspaper headlines.

The **scientific novelty** of this work lies in the fact that journalism is a powerful tool for influencing public consciousness. The newspaper plays a large role in this regard, because the unity of the organizing-influencing function of persuasion and the information-content function of communication is that basic correlation, given extra-linguistically, which the literary language must serve in the newspaper. This is precisely the complex of tasks that the language of the newspaper faces, if it fulfills its main functions – to inform the public and have an effective impact on public consciousness. Currently, problems of this kind are being solved in the mainstream of pragmalinguistics, and pragmalinguistics is one of the most relevant areas of modern science. However, in the pragmalinguistic aspect, the language of the newspaper has not yet been studied enough. In full measure, this also applies to such an important component of a newspaper article as its headline.

The **object** of the research is the English newspaper headlines.

The **subject** of the research is pragmatic and discursive approaches to the study of English newspaper headlines.

**The methods of research** are definitional, comparative, structural and semantic, descriptive, lexicographic and statistical.

**The data sources** of the research are 346 English headlines taken from the printed and Internet magazines and newspapers.

The **theoretical value** of the research is to clarify the concept of the term, in particular the concepts *journalism*, *journalistic discourse* and *journalistic style*. The study of journalistic headlines allows to determine their structural and semantic features, as well as identify specifics of their pragmatics, grammar and lexicon. The research of newspaper headlines will be a definite contribution to the foreign linguistics. The results of the study can be used in writing scientific works on linguistics of the English language, in the practical research activities of linguists and other specialists related to this sphere.

The **practical value** of the research is that the results obtained can be used in theoretical and practical courses in English grammar, stylistics, translation studies. The proposed research is not only of thematic nature, its results can be useful for linguists and translators who want to improve their professional skills.

The logic of research predetermined **the structure** of diploma's project. The work consists of introduction, three chapters, conclusions to each chapter, general conclusions, list of references, list of illustration material, résumé, appendix.

# CHAPTER ONE

## THEORETICAL BASIS FOR INVESTIGATION OF JOURNALISTIC DISCOURSE

### 1.1. The problem of defining journalistic discourse

The study of publicistic or journalistic discourse of the press allows to make a synchronous cross-section of many areas of language use: socio-political, economic, cultural, language of sports, cinema, theater and colloquial language. It is the mass media and the press, in particular the electronic one, that respond most quickly to new phenomena of life. Various neologisms and borrowings are tested in the press, as well as new phraseological units, stock phrases appear and are fixed; many scientific and technical terms are popularized.

In the conditions of a huge number of periodicals, the determining factor for a potential reader is often his first impression of the page he visits (Калякіна 2007: 62). A special role in this is played by the design of the first page, the nature and form of the headlines. There are special requirements for their informative richness, clarity and conciseness, ability to emotionally influence the reader.

The language of journalistic publications is mainly based on common vocabulary (Арнольд 2013: 26). Here one may think that in this case the language of the press is not much different from the literary one, and, consequently, the use of words and the use of expressive and pictorial means are identical in them. Perhaps this statement is partly true, but one should not forget about the pragmatics of the journalistic text. Since it is designed to draw attention to information, to convey it to the reader, the language itself, the specifics of, for example, headlines, tends to catch the eye (Redeker 2010: 235). For this reason, even in articles of a political nature, polysemy tends to be used to create ambiguity in phrases, the so-called play on words. Thus, language styles of discourses are distinguished as certain systems in literary language, primarily for the purpose of communication.

Each discourse has a purpose that determines its functioning and its language features.

Journalistic discourse is a functional variety of literary language and is widely used in various spheres of public life: in newspapers and magazines, on television and radio, in public political speeches, in the activities of parties and public associations. To this should be added political literature for the mass reader and documentary films (JIЭC 2011: 12).

In various textbooks on stylistics and discourse studies, *journalistic style of discourse* is also called newspaper-journalistic, newspaper, socio-political discourse or style. The name “*journalistic discourse*” seems more accurate, because other variants of the name more narrowly define the scope of its functioning. The name “newspaper discourse” is explained by the history of the formation of it (Malone 2014: 184): its linguistic features took shape in periodicals and, above all, in newspapers. Today, however, newspaper discourse functions not only in printed matters but also in electronic media: it would also be fair to call it “television” discourse. Another name of “socio-political discourse”, more accurately indicates a close connection of this discourse with public and political life. However, it is worth mentioning that this discourse also serves non-political spheres of communication: culture, sports and activities of public organizations (environmental, human rights and others).

The name of journalistic discourse is closely connected with the concept of “publicistics” or *journalism*, which is no longer linguistic but literary, as it characterizes the ‘content’ features of works related to it. Journalism is a genre of literature that deals with current political, economic, literary, legal, philosophical and other problems of modern life in order to influence public opinion and existing political institutions, strengthen or change them according to a certain class interest (in class society) or social and moral ideals. The subject of a publicist is all modern life in its greatness and smallness, private and public, real or reflected in the press, art, and documents. This definition is given in the “Short Literary Encyclopedia” (KJIЭ 1999: 72).



In another encyclopedic edition one can find the following definition: journalism is a kind of works on topical issues and phenomena of current society. It plays an important political and ideological role, influences the activities of social institutions, serves as a means of public education, agitation and propaganda, a way of organizing and transmitting social information (ЛСД 2010: 14).

Journalism exists in various forms:

- in verbal (written and oral),
- graphic art (poster, caricature),
- photo and cinematographic (documentary, television),
- theatrical and dramatic,
- verbal and musical (ЛЭС 2011: 15).

Journalism is often used in literary and scientific works (Разинкина 2009: 109). Thus, the concepts of journalism and journalistic discourse, as can be seen from these definitions, do not coincide completely.

Journalism is a kind of literature, and journalistic style is a functional kind of language. Works of other discourses or styles can also be distinguished by journalistic orientation, for example, scientific articles on current economic issues (Meyrmanova 2019: 65). On the other hand, a journalistic text may not belong to this type of literature due to the purely informative nature or irrelevance of the issues under discussion.

Journalistic discourse is a discourse of public communication and public life. Journalism is like an intermediate sphere of artistic, business and scientific communication. It synthesizes some of the functions, linguistic features and means of literary, business and scientific discourses (Meyrmanova 2019: 66). The scope of journalistic discourse is socio-political, socio-cultural, production activities and training.

The main purpose is to serve the solution of socio-political issues, to actively influence readers, to convince of the justice of a certain idea, to encourage them to

creative activity, to promote progressive ideas, teachings, knowledge and a healthy lifestyle (Мацько 2010: 234).

The scope of use and purpose of journalistic discourse influenced the formation of its relevant features (Silverblatt 2009: 34): logic and emotional expressiveness, evaluation (socio-political, ideological, aesthetic or moral), passionate attitude to the subject of speech, content, information, combination of accuracy of information, scientific statements with emotionally expressive or imperative imagery of artistic concrete-sensory vision of a question or problem.

To the main *features of journalistic discourse*, according to L.I. Matsko, belong (Мацько 2010: 270): focus on novelty, dynamism, actualization of modernity, informativeness, political, social, moral and ethical assessment of what is written or said, synthesis of logic and imagery of linguistic expression, reminiscent of the closeness of journalistic discourse to scientific and literary ones, documentary and factual accuracy, declarativeness, appeal, combination of standard and expressiveness, author's passion, emotionality, simplicity, accessibility and persuasiveness. All these and other features create the impression of "multi-style" journalistic discourse, which is so growing and branching beyond the actual journalistic one so that the sub-discourses give to call them separate discourses (newspaper, magazine, television, etc.).

Content in speech communication is functional by its nature. The sender generates a text with a certain content in the final case not for the sake of transmission to the addressee, but to influence the addressee with this content. In other words, the content carries and performs certain functions of influence on the recipient. In particular, in the *motivational function* (function of influence), L.A. Zaitseva sees the purpose of language means to convey the will of the subject in order to motivate the addressee to a particular action or behavior (Зайцева 2009: 3). Approximately the same content I.V. Arnold links with the concept of "voluntary function" (Арнольд 2013: 14).

Thus, the motivational function is aimed to motivate the recipient to certain actions (orders, appeals, slogans, advertising, etc.). As noted by L.K. Latyshev, the *motivating function* can be realized in three different ways (Латышев 2011: 109):

- a) by resorting to rational thinking (e.g., military order);
- b) by appealing to emotions (for example, many slogans);
- c) in a mixed way, i.e. by addressing both rational thinking and emotions (for example, such advertisements, where along with the indication of the objective parameters of the product being sold, an attempt is made to influence the addressee by direct emotional ‘infection’).

As we can see, the motivational function to some extent repeats the intellectual-informative and emotional functions. According to the three ways of implementing the motivational function, it can be divided into three subtypes (Латышев 2011: 111):

- a) rationally motivating;
- b) emotional and motivational;
- c) rational and emotional-motivational.

For example, the dominance of the motivational function allows to create appropriate sets of texts, which are used by a certain socio-professional group, i.e. the motivational function generates a journalistic functional style or discourse (Perret 2014: 123).

In recent decades, approaches and directions of linguistic research of the language of mass media have been diversified. Consideration of the system of modern functional styles of literary language, their genre diversity is based on taking into account extralingual factors.

As Yu. Areshenkov notes, “the main factor in the formation of functional styles is the typical socio-speech situation, which makes it possible to establish criteria for classifying these styles based on the presence or absence of a clearly defined sphere of language communication within which the corresponding functional style functions” (Арешиенков 2010: 125). It is the scope of application, the specificities of the purpose and the specific situation of communication that

testifies to the existence of a journalistic style or, as researchers have recently clarified, an *informational style*. To define the stylistic features of certain genres more accurately, the term ‘information’ is the most optimal, because it finds its direct implementation of the linguistic function of communication and information, while in the actual journalistic texts the *appellation function* of language is actualized.

Journalistic or informational style was the object of domestic linguistics in the 1920s, but the problem of functional differentiation of language began to be developed intensively in the early 1950s. Classifying styles, or functional varieties of language, I. Cherednychenko writes about the style of the mass press, while distinguishing between informational and actual journalistic styles (Чередниченко 2009: 8). The academic “*Stylistics of newspaper genres*” (Солганик 2014: 126) deals with the informative and propagandistic function of the journalistic style, which distinguishes the genres of informational notes, reports, etc.

In the work “*Linguostylistics of the XX – early XXI centuries: the system of concepts and bibliographic sources*” (Бибик 2007: 127) the following terminological phrases used by researchers are recorded: newspaper communication, newspaper language, newspaper speech, newspaper discourse, newspaper genre, newspaper headline, newspaper style, newspaper text, newspaper cliché, newspaper and magazine genre, newspaper and informational style, newspaper and journalistic language, newspaper and journalistic discourse, newspaper and journalistic style, newspaper and journalistic text. The use of the terms “publicistic style, publicistic text” is also attested (Загнітко 2015: 128).

Given the practice of using different terminological phrases for the nomination of the same object, the names ‘journalistic’ and ‘informational’ (style) are used as synonyms. In the journalistic style, the linguistic function of influence is realized, which occurs in combination with informative (news reporting). The journalistic (informative) text reveals issues of a fairly wide range of topics of interest in society. These can be economic, political, moral, philosophical problems, as well as issues of culture, education, household and so on.

Informational style is used in socio-political literature, political speeches, etc. (Баранник 2008: 109)

Linguistics has some achievements in the study of the language of mass and business information, especially the language of periodicals. These achievements are associated with the names of such leading scientists as A. Stewart (2015), P. Ray (2015), S. Perret (2014), D. Williams (2014), G. Redeker (2010), I. Bilodid (1993), G. Solganyk (2014) and others. Among the specific features of the *informational style* researchers include the following (Stewart 2015: 171):

- organization of informational text according to clear standardized schemes (where, when, what happened, who informs about it, what are the preconditions and prospects of the described event, phenomenon, etc.);

- high frequency of use of language means of evaluative character, first of all evaluative vocabulary;

- active functioning of personality forms, especially in commentary speech;

- extensive use of expressive means – various tropes and syntactic constructions – in combination with the usual, standard for this style means of linguistic expression and so on.

- These peculiarities relate to the texts of the informational style, created to communicate, inform about current events in public life. Emphasizing the characteristic features of mass media styles, we can note that the style of information has a complex scope and objects of image. In this diversity the scope of information is close to the boundless field of literary style, but the linguistic means of the latter is much wider, more diverse and colorful. However, the style of mass political and business information requires from the speaker not only a thorough knowledge of the language inventory (lexicon in general, terminology, word formation, phraseology, various sentence constructions, a phrase in particular), but also “the ability to have good intonation of an expression” (Redeker 2010: 234).

It is generally accepted that a characteristic feature of informational or journalistic style is a combination of expression and standard. The implementation

of such language functions as communication, notification and influence is based on the specific properties of lexical, phraseological units as well as grammar of the national language. To determine and substantiate the specific features of the informational style, it is necessary to comprehend the features of the functioning of units of all language levels (Redeker 2010: 235).

It should be noted that in the texts of the informational style the functions of nomination and evaluation of lexical components are interconnected, which gives researchers grounds to distinguish two types of word usage (Colleen 2010: 169) within this style:

1) non-evaluative lexicon with subgroups of informative and “building” (the terminology by V. Kostomarov) words;

2) evaluative lexicon, which is divided into positively and negatively evaluative, in connection with which there is a need to study the phenomena of secondary nomination, characteristic of the informational style as such.

When it comes to the differential specifics of informational style, researchers use not only a set of certain language tools in this style, but also emphasize the importance of the principles by which these linguistic units are organized in specific texts. The debatable question about the role of a set of characteristic linguistic means or principles of their organization loses its sharpness when both criteria of selection of differential features of functional-stylistic varieties of language are taken into account, c.f.: “Among the linguistic features of functional varieties, researchers, according to academician V. Vinogradov, call the selection (or set) and organization of language means, and D. Shmelev and M. Panov say that the organization prevails over the set ...” (Шмелев 2012: 155). The researcher N. Fairclough develops V. Vinogradov’s opinion, emphasizing “norms of selection and combination of language means in them” (Fairclough 1998: 128). The importance of both the set of language means of informational style and the ways of their use is indisputable.

The basis for the selection and practical study of a particular informational style is a set of language means and their organization, including the function of

secondary nominations in the actually informational texts, which differ from the journalistic style and constitute the sub-style (variety) of this style.

## **1.2. Journalistic discourse of modern English press**

The informational style is represented by newspaper language. The language of the newspaper is a kind of language of the mass media in its written form. The regularity of the newspaper and informational sub-style is manifested in the alternation of language expressiveness and standard. Ch. Bally noted that in the newspaper “it is difficult to write quickly and correctly without using obscure expressions... The language of the newspaper is full of ready-made phrases, often of the whole small sentences” (Балли 1999: 385).

The study of the language of the newspaper has its own history in domestic and foreign linguistics. In the Ukrainian linguistic discourse, as noted by A. Zagnitko and I. Danyliuk (Загнітко, Данилюк 2015: 123), M. Gladkyj was the first to use the term “newspaper language” (2008). M. Johansen (2009), E. Pluzhnyk (2010), P. Filipovych (2011), F. Hantsov (2007), O. Kurylo (2013) as well as B. Parks (2009), J. Mascarella (2005), A. Boyd (2009) touched upon the properties of newspaper language.

The language of the newspaper reacts most sensitively to any changes in society, which affects primarily the so-called words, phrases that form the core of the lexicon of the newspaper language. This lexicon is related to the ideology, orientation of a particular publication (Colleen 2010: 169). The peculiar permeability of the newspaper’s language is conditioned by the realization of its informative function, the need to report on the most important events.

In the mass media, the newspaper has a particularly important role. The general constructive principle of a newspaper message is the alternation of factually concrete and generalized material, as well as figurative and abstract, logical and emotional. Unlike literary works, the newspaper rarely uses such a technique as fiction, although in general the degree of authorship depends on the

newspaper genre (Meyrmanova 2019: 66). In addition, the newspaper journalistic or informational style in its features is opposed to the scientific and official business styles, which are more characterized by the lack of linguistic means, marked by emotionally expressive coloring, colloquial, dialect elements, while the informational newspaper style limits terminological lexicon and phraseology inherent in official business and scientific styles, and increases the share of figurative emotionally-colored vocabulary (Шаповалова 2002: 314).

An important place in the development of the theory of informational style, the determination of its main features belongs to D. Barannyk, who paid much attention to the study of journalism in general (Баранник 2008: 109). According to the researcher, “the main property of a newspaper text is the pathos of effective concreteness and aggressiveness, objectivity and documentary”, which defines “the most common feature of newspaper language aesthetics: the purely communicative meaning of the word dominates its artistic, pictorial and imaginative meaning” (Ахманова 2012: 110). However, this does not exclude the affinity of the newspaper’s language with the literary language, as figurative means, in particular metaphors, metonymies, epithets, are peculiarities of newspaper speech, regardless of the genre.

S. Perret and D. Williams note: “Undoubtedly, informational texts have their own linguistic, in particular lexical and phraseological, specifics (business specificity and conciseness, restraint in the use of figurative means, often – a certain standardity of phrases and expressions). However, these texts, as could be seen, can sometimes be intensely influenced by artistic or journalistic genres (and this is a positive feature of modern newspaper language), as well as artistic and journalistic materials in the newspaper often change under the influence of information elements. After all, there are no pure genres and language styles, especially in a newspaper” (Perret, Williams 2014: 124). The validity of this statement is due to the fact that “characterizing the language style as a linguistic category, one usually takes into account the presence of appropriate, comprehensively expressed features that are manifested in the process of language



service of a sphere of social activity. Peculiar features are inherent in the informational style of language. In our opinion, it has clearer features than such styles as, for example, technical and productive or epistolary” (op.cit: 2014: 125).

Examining the informational style as a special language formation, we can conclude that the informational style of language exists in written and oral monologue forms, manifesting itself in the following basic situational options (Stewart 2015: 172): newspaper (written form), radio and television and face-to-face (oral forms).

Particular attention needs to be paid to the study of newspaper language as a kind of informational style, due to the complexity of this language formation, because “the language of the newspaper is not a separate integral stylistic category; it is also not in all its genres a kind of journalistic style of literary language, as is often stated in works on stylistics. The language of the newspaper is a combination of several stylistic types of language, the most important of which are journalistic, artistic with elements of journalistic and informational” (Stewart 2015: 173). Thus, the features of the informational style are most condensed in newspaper informational genres.

Linguists analyze the specifics of various genres of informational style, noting that in modern oral and written language practice there is a large group of genre forms of special purpose, which have acquired a very specific stylistic definition. This is primarily a significant part of newspaper materials, information programs on radio and television and oral communications. They cannot be included in any of the listed stylistic varieties of literary language (Malone 2014: 185). This is undoubtedly a peculiar style of literary language. According to the genre of materials presented in this style, it can be called “informational”. Although recently there has been a tendency to violate the stylistic demarcation of informational genres – under the influence, for example, genres of newspaper journalism. But this influence does not destroy the functional and stylistic originality of information. Elements of other styles, and in particular figurative semantics, only help to better convey to the reader the content of the message.

The need to study the specific imagery of informational style, in particular newspaper text (Malone 2014: 186), has been repeatedly emphasized, because in newspaper information materials figurative means of language can perform specific tasks (for example, to prepare the reader to perceive a message, sometimes – to arouse interest, draw attention to the message, make information relief), sometimes they are particularly consistent with the informational, critical or other text. But this does not create any generally new, “informational” specificity of artistic language means in comparison with, for example, the actual journalistic or artistic genres of literary language” (Redeker 2010: 240).

Thus, we can conclude that in developed languages a clearly defined features of the informational style have been formed. Initially, it existed in two situational varieties: newspaper (written) and face-to-face (oral).

Yu. Areshenkov notes that a number of scholars have paid attention to the qualitative difference between the actual journalistic and informational texts, which was reflected in the terms used to denote the considered functional style: newspaper journalistic (Rich 2010), newspaper informational (Шмелев 2012), style of mass political information (Meyrmanova 2019), informational style (Stewart 2015). Consequently, the realization that the usual framework of journalistic style can no longer withstand the increasingly powerful waves of new linguistic and stylistic phenomena generated by mass media language, forced the researchers to either expand this framework or completely take the language of newspapers, radio and television beyond the actual journalistic style” (Mascarella 2017: URL). It serves public relations and is used in newspapers, socio-political magazines, on radio, television and in documentary films.

The remarks allow us to conclude that the distinction between persuasive *oral speech* (the communicative task of which is carried out by journalistic style), and *reported speech* (the communicative task of which is realized by means of informational functional type of speech) in connection with press, radio and television acquires more clear, systemic features of a particular style (Boyd 2009: 430). So regardless of the form of its existence – oral or written – informational

style operates in the sphere of mass communication, aims to report on the most important current events primarily in socio-political life and is implemented through a number of specific language means.

Thus, we can say with certainty: the increase in the share and role of information speech in the communicative processes of society, its increasingly clear functional and stylistic determination, which has been confirmed in a number of studies, show that in the system of functional styles of modern English a special place is occupied by the so-called information style.

This kind of special language began to develop as a result of the intensification of mass information activities of society, which is carried out by various news agencies, editorial offices and creative associations. In the information style the linguistic function of the message is realized, while in actually journalistic texts the function of influence, or appellation (Boyd 2009: 433) is actualized.

Thus, we have good reason to include in the functional styles another special style – informational. This will make it possible during the study of relevant topics in discourse to more clearly present the system of functional styles of language, to theoretically substantiate the linguistic differences between informational and journalistic language. In fact, researchers proceeded from the factor of the existence of a separate functional style of literary language – informational, with all its inherent features (Perret 2014: 126). The language of the newspaper, implementing such various functions as communication and influence, cannot be limited to one style, and the consistent alternation of expression and standard, implemented in the newspaper text, provides very diverse and situationally reliable message to the reader both in informational content and emotional impact.

### 1.3. Newspaper journalistic sub-style

In the newspaper style, the function of influence (agitation and propaganda) of language is realized, with which the informative function is combined. The main features of the journalistic style include (Скребнев 2009: 124):

- 1) economy of language means, conciseness of presentation at informative saturation;
- 2) selection of language means with the main focus on their intelligibility (newspaper (including electronic) is the most common type of media);
- 3) the use of socio-political lexicon and phraseology, rethinking the vocabulary of other styles (terminological lexical units) for the purposes of journalism;
- 4) the use of language stereotypes characteristic of this style, as well as clichés;
- 5) genre diversity and stylistic use of linguistic means: ambiguity of words, resources of word formation (author's neologisms), emotionally-expressive vocabulary;
- 6) the combination of peculiarities of journalistic style with peculiarities of other styles (scientific, official business, literary-artistic, colloquial), determines the diversity of topics and genres;
- 7) the use of pictorial and expressive means of language, in particular means of stylistic syntax (rhetorical questions and exclamations, parallelism of construction, repetition, inversion).

The *function of the informativeness* determines the use of neutral, general style lexicon, in which a special role is played by political and economic vocabulary, because the main interest of journalism are socio-political issues. The *function of influence*, the most important for the newspaper journalistic style, causes an urgent need for evaluative means of expression (Silverblatt 2009: 127).

Journalism transforms words from different areas of language, giving them an evaluative meaning, while using special lexicon in a figurative meaning. It

should be emphasized that different stylistic characteristics of certain newspaper genres are related to their purpose. So, the reportage gives the reader a clear idea of the event. In the essay, the event is not only reproduced, but also is a reason for reflection. The feuilleton is distinguished by a satirical depiction of reality, a satirical analysis of phenomena, facts and persons (Williams 2014: 126). Thus, journalism is a special kind of literature, peculiar in form, method of approach to reality and means of influence. Journalism is thematically inexhaustible, and the strength of the impact on the reader is not inferior to fiction.

The language of newspaper articles is often emotionally saturated with similes, metaphors, idioms, elements of humor, sarcasm, irony, which brings it closer to the language of fiction. In addition, the newspaper text is full of political terms (Meyrmanova 2019: 67).

The newspaper text is characterized by the following specific features (Parks 2017: URL):

- a) frequent use of phraseological combinations that have the character of stock phrases;
- c) the use of phraseological expressions such as “verb + noun”;
- d) the use of neologisms formed by some productive suffixes;
- e) a widespread use of impersonal constructions as an introductory part of messages;
- f) a frequent use of abbreviations.

A widespread use of proper names in the newspaper informational style makes the message specific and correlates the information with certain individuals, institutions or districts. This involves significant prior (background) knowledge of the Receptor (Addresser), which helps him to associate the name with the object called (Мороховский 2010: 7).

Proper names are often used in newspaper and information materials in shortened form. Often these abbreviations can be unknown to a wide range of readers and their meanings are not immediately deciphered. However, there are many such abbreviated names to which newspaper readers have long been

accustomed, and therefore do not need to be interpreted. A large number of such abbreviations is a characteristic feature of the newspaper and information style of modern English.

These include the names of parties, various organizations and positions, the surnames of well-known political figures, geographical names (Морозова 2014: 176). Such abbreviations are found in newspaper articles, regardless of their subject matter. As for phraseology, the newspaper and information style is determined by the extensive use of ready-made formulas or clichés. Numerous interjections stand out here, pointing to the source of information, set phrases with erased imagery (Пиввуева 2016: 67).

In the quantitative and qualitative characteristics of newspaper vocabulary, researchers have noted a significant percentage of proper names: place names, anthroponyms, names of departments and organizations, etc., higher than in other styles percentage of numerals and words related to the lexical and grammatical field of plurality, as well as a significant number of dates. From the etymological point of view, newspapers have a large number of international words and a tendency to innovations, which quickly turn into clichés (Левицький 2009: 17).

Considering the lexicon in denotative aspect, many authors note a large percentage of abstract words, although the information is usually specific. In terms of connotations, there is a significant amount of not so much emotional, but evaluative and expressive vocabulary. Journalists, particularly English-speaking ones, are often accused of using pretentious vocabulary that hides biased judgments and sublime archaic military lexicon designed to emotionally win the reader over to the publisher's side (Cindy 2014: 187).

From lexical and phraseological perspective of the newspaper text it is necessary to note replacement of a simple verb by a set phrase that creates impression of smoothness. In such phrases, verbs with broad semantics, combined with abstract nouns and adjectives, are most often involved. They are often used in passive form (Fairclough 1998: 81). A researcher of mass media discourse Silverblatt identifies six basic requirements for the language of the press

(Silverblatt 2009: 56): accuracy and correctness, conciseness, clarity, liveliness, plasticity and coloring.

Thus, the authors resort to various techniques in order to convey a certain idea quickly, vividly and very concisely to instantly attract the reader's attention and encourage him to read the whole article. The concept of accuracy refers to a reliable and truthful statement of facts, and the criterion of correctness is actually linguistic in nature. Conciseness as a criterion of the language of the press seems clear and justified, because a newspaper article seeks to express a large number of opinions with a small number of words (Пиввуева 2016: 67). Therefore, preference is given to short sentences. The oversaturation with words that do not contain a large semantic load and are generally not necessary is completely rejected. The use of nominative sentences gives the expression clarity and conciseness.

In today's printed and Internet media, the classic style of sentence construction has been replaced by light, simple and modern. This change is explained by the authors' desire for entertainment and sensationalism in the presentation of a particular news. The English press constantly shows a tendency to simplify the style of presentation of the material at both lexical and syntactic levels. The language of the mass media tends to colloquial, sentences become shorter, simpler in structure. In addition, one of the features of modern English articles is the oversaturation of neologisms and borrowings from other languages. Most often, such borrowings occur in the headlines of periodicals.

### **Conclusions to Chapter One**

The results of the study allow us to formulate the following conclusions.

1. Journalism is a kind of literature, and journalistic style is a functional kind of language. Works of other styles can also be distinguished by journalistic orientation, for example, scientific articles on current economic issues. On the other hand, a text that is journalistic in style may not belong to this type of

literature due to the purely informative nature or irrelevance of the issues under discussion.

2. Journalistic style is a style of public communication and public life. Journalism is an intermediate sphere of artistic, business and scientific communication. It synthesizes some of the functions, linguistic features and means of artistic, business and scientific styles. The sphere of use of journalistic style is socio-political and socio-cultural branches. The main purpose of this style is to solve socio-political issues, actively influence readers and promote progressive ideas.

3. The scope of newspaper and magazine variety of journalistic style (as its sub-genres) influenced the formation of its relevant features: logic and emotional expressiveness, evaluation, passionate attitude to the subject of speech, combination of the accuracy of information, scientific positions with emotionally expressive or imperative imagery of the artistic vision of the problem. The authors of the articles resort to various techniques in order to quickly and concisely convey the idea to instantly attract the reader's attention.



## CHAPTER TWO

### STRUCTURAL AND SEMANTIC FEATURES OF ENGLISH NEWSPAPER HEADLINES

#### 2.1. Headline as a structural element of the text

The headline is a mandatory structural and compositional category of any journalistic (newspaper) text. It transmits the most important communicative load. The headline is inextricably linked to the heading and content of the article. It should be within the thematic and stylistic range of the heading and convey the idea of the article in a concise form [ЛСД 2010: 72]. According to I. Mykhailyn, the headline should be “expressive, concise, meaningful, interesting, easy to fit into the memory of readers” [Михайлин 2016: 225]. Above the main headline is a column that certifies the thematic block of the publication. Headings can be combined with each other, forming a heading complex, which includes:

1) the usual headline, which reflects the content of the article: *“PANDEMICS OF THE PAST. Reflections on pandemics, lockdown, fears, and Divine providence”* (5.21.2020: URL). The heading contains information about the pandemic in Rus’;

2) a sub-heading that clarifies and specifies the content of the main headline: *Epidemics of the past centuries; Lockdowns; Riots for... piety’s sake; Injections and vaccines; We are not abandoned by God* (5.21.2020: URL);

3) heading or section determines the thematic direction of the material: *Orthodoxy Around the World* (5.21.2020: URL);

4) ‘lead’ (“be ahead”) is the first paragraph of the introductory meaning, which indicates the key fact of the message. The lead is placed after the headline and before the main text: *Pandemics emerge in the world regularly — every ten to fifty years. There has been no end to them throughout our history. Reading about countless pandemics in the chronicles, you can’t but marvel how our much-suffering nation has survived all of them, how it hasn’t died out, how Russian*

*people continued to have children, develop crafts, build churches, win battles; and how Russia expanded so rapidly* (5.21.2020: URL).

I. Mykhailyn reminds of the rule according to which “material longer than 100 lines must be accompanied by the lead” (Михайлин 2016: 211). The scientist distinguishes two functions of this component of the heading complex: first, **informational** (according to which ‘lead’ should expand the name informationally) and, secondly, **motivating** (it is designed to intrigue (sometimes shock) the reader, outline the motive for reading the text) (ibid: 211). V. Rizun calls the **leads** reference points that show the most important textual information (РізуН 2021: 194), because they (as well as the headlines) serve as a support for the reader in understanding the text. I. Mykhailyn, emphasizing that lead should have a font, warns that leads can not be considered “typed in bold the first paragraphs of the articles” (Михайлин 2016: 211), as in most newspapers, “which have mastered the form, but are still far from comprehension of the content of the phenomenon” (ibid: 211)

The headlines of newspaper articles of the analyzed edition perform the following main functions:

1) **nominative (nominal, signal)**. After reading the headline, the reader forms an idea of the topic discussed in the article, i.e. the headline in condensed form conveys the main problem, which is stated in the text. An example is the headline in “Toronto Star” from February 7, 2015, “*The Chestnut Blossomed in Kyiv*” (Toronto Star 2015: 12). The headline of the small article in a concise form conveys the essence of the problem, which is detailed in the short lead: “The leaves on the tree almost fell, only the lower branches are green and abundantly covered with flowers” (ibid: 13). The material is illustrated by a photograph of the author of the article, which shows a resident of the city giving an interview about the described phenomenon, near a flowering chestnut tree;

2) **informative**, which reflects a brief acquaintance with the content of the article: the headline briefly conveys the information, to the full coverage of which the article is devoted. For example, the headline “*Pavlo Kovalyov Has Died*”

briefly informs about the content of the article (Toronto Star 2015: 24). More detailed information about the sad event is given in a small article, which is accompanied by a photo of the journalist;

3) **advertising**, which is to draw readers' attention to the article: the apt title helps the reader to be interested in the content of the article and read it. For example, those readers who have been served in the specified bank, will get acquainted with the content of the article "*The Prosecutor's Office took care of Privat*" (National Post 2017: 8). It can be argued that the headline of the printed material performs an advertising function, because it attracts the attention of the readership, because it is relevant to recipients. The second aspect of the advertising function of the article is direct advertising. An example of a newspaper article entitled "*Ukrigasbank: loans have become more affordable*" (National Post 2017: 7) is an article about the activities of one of the Ukrainian banks, which is published in the subsection "*Advertising*", and in the concluding part there is a proposal: "*More about financing conditions you can find out...*" (ibid: 7) and the NBU license number in accordance with the current legislation in the sphere of mass media;

4) **contact**, the task of which is to establish contact with the reader through the development of the need to read the article and prepare the recipient for the perception of newspaper material. In the English-language press, the contact function is implemented by the headlines of articles that raise topics that are relevant for readers as local residents. The examples of such media texts are: "*Peatlands burn – people suffer*" (USA Today: 11), "*Wolfdogs destroy goats?*" (ibid: 17). It should be emphasized that the connection with the recipients can be traced in the form of a newspaper article, such as interview with readers. Another aspect of providing this function is the correspondence on the pages of the publication. For example, the editorial board's response to the reporters' appeal is an article entitled "*Not on the Front Lines, so in the Rear*" (USA Today: 9). The lead states: "*Readers are increasingly asking where to turn to reliably pass aid to*

*military in Syria...*” (ibid: 10). Then the article begins: “*Answer: in Washington...*” (ibid: 11);

5) **distributive**, which contributes to a clear organization of the material on a thematic basis. The analysis showed that the topics of the articles, briefly identified in the headlines, correspond to the stated headings. For example, in our opinion, the following newspaper material has been compiled thematically well: the column “*Top Stories*” is the headline of the article: “*Battalion Commander John Crieg: ‘If not Us, then Who?’*” (The Express: 18);

6) **connective**, which determines the place of the journalistic article and unites the publications of common headings. For example, in the heading “*Top Stories*” there are thematically joint articles entitled: “*BYuTs forge victory: theirs – in elections, and for the country – in war*” (The Observer: 3) and “*There is no time to postpone reforms*” (The Observer: 5);

7) **search** or **regulatory**, which provides convenience in finding sample information and its simplification. Markers for finding the necessary or interesting information for readers can be individual words such as proper names, socio-political vocabulary, and so on. For example, Yuri Boyko’s supporters will search for newspaper articles with his name in the headline, such as: “*Everything needs to be changed – quickly and decisively!*”, *Yuriy Boyko is convinced*” (The Globe and Mail 2016: 2), “*How to save Donbass? Boyko’s plan*” (ibid: 23), “*Boyko or oligarchs*” (ibid: 4), “*The first: Boyko presented his candidature*” (ibid: 9). Headlines as signs of the text (along with headings and sub-headings) help to orient in the content, and then – in the selection of the publications for careful reading. In this case, the heading complex implements a regulatory function;

8) **marking** or **distinguishing** function, with which the material is graphically separated from the general context. A striking example of the implementation of the distinguishing function is the heading complex, published in “The New York Times Magazine” on August 5, 2015. In it, the headline is written in traditional black letters on a white background of large size, and the sub-heading

is decorated with so-called ‘inversion’ i.e. white letters on a black background (already smaller font size);

9) *decorative*, which is responsible for the compositional and graphic placement of newspaper materials.

Thus, the headlines of modern printed and electronic periodicals represent a whole system of functions, the provision of which together contributes to the success of the media product through the formation of its positive image and attracting a wide readership.

Structurally, all headlines, selected from periodicals, are built on the model of a sentence or phrase (rarely). The names of media texts in the form of word-combinations narrowly mean a certain opinion, the publication of which is widely considered, for example: *Web Protest* (The Observer: 10); *Business Bytes* (USA Today: 10); *One for all* (The Globe and Mail 2016: 16); *Gudermes after Grozny* (National Post 2017: 7); *The Re-privatization Epoch* (The Guardian: 7).

Headlines formed on the model of sentences are a variety of language constructions (Bell 2013: 136). Let us consider them on specific examples:

#### I. Simple sentences.

##### 1.1. In the presence / absence of secondary parts of the sentence.

Extended: “*Brothers were born on The Day of Pokrova*” (Toronto Star: 4), “*Peace in the East will establish a dialogue*” (The Globe and Mail: 18), “*The store was burned by poachers*” (The Observer: 12).

Unextended: “*Burn and smoke!*” (The Guardian: 9), “*The sun blazes down upon us – we burn*” (The Express 2013: 17), “*Bread plunged in value*” (The Express 2013: 12), “*Schumacher came out of the coma*” (The Observer: 3).

##### 1.2. In the presence / absence of mandatory parts of the sentence.

Complete: “*Our pyrotechnics have returned from the war zone*” (The Globe and Mail: 2), “*Who will serve the people?*” (The Globe and Mail: 9), “*You must decide whether or not to eat meat products*” (The Express 2013: 12), “*What prime minister and government do we need?*” (The Express 2013: 4).

Incomplete: *“The photographer on the lens”* (The Express 2013: 8), *“Lightning – in a tree, a tree – on a car”* (The Express 2013: 6), *“Our power is in ourselves!”* (National Post 2017: 9), *“Poison in a Tube”* (USA Today 2015: 7), *“Lightning Fires”* (The Express 2013: 10).

1.3. By the presence / absence of the principal parts of the sentence.

Two-member: *“The gas crisis started in the countryside”* (USA Today 2015: 7), *“The heavens are crying for them”* (The Guardian 2012: 5), *“Lomachenko and Lopez will fight on December 8”* (The Globe and Mail 2016: 17).

One-member: *“Consecrated a new church”* (The Times 2014: 3), *“People and birds”* (The Express 2013: 12), *“Here save hearts”* (The Express 2013: 8), *“War and women’s affairs”* (The Globe and Mail 2016: 9), *“Keep the euro stronger”* (The Express 2013: 4), *“Fabulous “Heaven”* (The Times 2014: 8).

1.4. By the presence / absence of complications in the sentence.

Complicated: *“Returning from treatment, killed a neighbor”* (The Express 2013: 10), *“Azarov plans to increase pensions despite the crisis”* (The Globe and Mail 2016: 12), *“We not drink and steal”* (The Guardian 2012: 5), *“Dear residents of the region, I appeal to you!”* (Toronto Star 2015: 12), *“It would seem to be an ordinary fracture”* (The Express 2013: 12).

Uncomplicated: *“Battalions will not ask!”* (National Post 2017: 17), *“One day Juliet will be 130 years old”* (The Guardian 2012: 5), *“Golos” leads a new team to the elections”* (The Globe and Mail 2016: 11), *“In Kyiv, Oschadbank has been forgotten?”* (The Globe and Mail 2016: 14).

II. Composite sentences.

Compound sentences: *“Gas at the boss, and we with firewood”* (The Guardian 2012: 15), *“We do not want war, but...”* (The Observer 2013: 8), *“Kievans conquered America... and the American – the Great Wall of China”* (The Globe and Mail 2016: 12).

Complex sentences: *“Vote for a deputy who cares about his voters not in words but in deeds”* (National Post 2017: 3), *“When the guns roar – the muse is*

*not silent!*” (The Globe and Mail 2016: 22), “*A holiday that never happened*” (USA Today 2015: 17).

Asyndetic composite sentences: “*A Reminder: beware of heat stroke*” (Toronto Star 2015: 8). A separate structural variety of headlines are the names that consist of one word, for example: “*Growing*” (Toronto Star 2015: 8), “*Focus*” (The Times 2014: 20).

There are double headlines in the newspaper, for example: “*Do the Russians want war?*”, *Or Notes from the ATO zone*” (The Globe and Mail 2016: 7), “*Living with pain, or How to survive a disabled person in his own home?*” (The Guardian 2012: 20), “*The village will say how the oligarch will be bound, or How long can such arbitrariness be tolerated?*” (The Times 2014: 21).

In the structural organization of the headlines the dialogic formation is interesting: “*School is closing? No*” (The Globe and Mail 2016: 20). The original are the names of articles, the content of which is within the linguistic competence of the recipients. For example, the nomination of the media text “*The white-red-white has increased in Bobruisk*” (Toronto Star 2015: 23) appeals to the ethnocultural knowledge of Belarusians, as it emphasizes the color feature of national symbols.

In addition to the headlines of the articles, the heading complexes also include *header*: “headline above the headline of the strip or number”, *headings* “headline above the headline of the publication or selection of primary texts”, *sub-headings* “title under the main headline” and *internal header* that is “inside the text” (Dirven 2012: 193). The examples of sub-headings are: “*Batkivshchyna*” will hold a referendum on Ukraine’s accession to NATO despite the government’s ban” to the headline “*Referendum on NATO membership is our response to Putin, Europe and the Ukrainian government*” (The Globe and Mail 2016: 5).

Internal headlines contain the following media texts: “*On the war in Donbass*” (“*On the secret ballot*”, “*On inconspicuous de-escalation*”, “*On futile expenses*”, “*On sofa strategists*”, etc.), etc. (The Globe and Mail 2016: 6).

An important component of the pre-text subsystem of the heading complex is the *lead* as one of the “advanced” elements of the media text. For example, an article entitled *Coronavirus: Experts warn of bioterrorism after pandemic* (25.05.2020: URL) is filed with ‘insert’: *The Council of Europe has warned of a potential increase in the use of biological weapons, such as viruses or bacteria, in a post- coronavirus world. Terrorists would not forget “lessons learned” during the pandemic* (25.05.2020: URL).

Names as components of the heading system are hierarchically distributed in the following sequence: header – heading – headline – subheading – internal headline (Fowler 2012: 19). In the absence of a header, this logical chain is: heading (“*Political advertising*”), headline (“*Cleaning inside out*”), subheading (“*Lustration” noodles for soldiers*”), internal headings (“*Lustration or masquerade?*”, “*Mother of the fighter was not given word*”) (Toronto Star: 3). The header, in our opinion, can be considered the construction “*Reader – newspaper*” to the heading “*My stories*” in the issue of May 18, 2014 (Toronto Star: 3) .

Analyzing the pretexts as advanced minitexts that briefly convey the content of the printed material, we can determine the following logical hierarchy of these components: announcement/preview – epigraph – indent – text (Mardh 2012: 195). For example, in the article “National Post” from January 13, 2017, entitled “*He is from the generation that went under the knife*”, an announcement was made: “*To the 100th anniversary of the poet’s birth*” (National Post 2017: 7).

Considering the two subsystems of the heading complex (headlines and pretexts), it is necessary to outline their functional difference: headlines represent the content of the text, performing expressive and regulatory functions, and pretexts summarize the content according to the rules of information compression, thus implementing the informative function.

Thus, the headline in a journalistic text is a kind of linguistic chain between the heading and the text. On the one hand, it acts as an independent linguistic construction, which attracts and sharpens the reader’s attention, and on the other, it is part of the following text.



## 2.2. Semantics of English newspaper headlines

In order to actualize the attention of the recipient, journalists use a variety of language means in creating the headlines of their publications. We have identified the following semantic and stylistic resources as the most used in journalistic (newspaper and magazine) articles:

1) borrowings from well-known literary and journalistic works, which acquire modifications in the headlines. In such names, the signals that stimulate the language competence of readers are lexemes from literary works, songs, TV shows, phraseological units. For example: *“Murder with a few Unknowns”* (USA Today: 7), *“The Enchanted Soul”* (The Globe and Mail 2016: 6), *“The Prosecutor Came to Us”* (The Globe and Mail 2016: 2), *“Old-timer” Sounds Proud* (Toronto Star 2015: 12), *“Fighters of the Economic Front”* (Toronto Star 2015: 8), *“Rinat and his team”* (National Post 2017: 12), *“Rescuers Chief”* (The Express 2013: 9), *“Beautiful unmarried woman”* (National Post: 19);

2) rhyming or play on words: *“The Brand New Land Rover did not Travel Long”* (The Express 2013: 13), *“Fortune chooses “Times”, presents prizes”* (The Express 2013: 4), *“A very lone oak stands wide...”* (The Globe and Mail 2016: 19);

3) citation: *“Ostap Drozdenko: “Medical reform must be started from the end!”* (The Globe and Mail 2016: 14), *“Yu. Boyko: “The principle is simple – take it and do it!”* (The Globe and Mail 2016: 5), *“Putin is helped by the fifth column and our idiots in politics”, Yuriy Lutsenko* (National Post: 16);

4) involvement of antonyms: *“Laws of capitulation”: Poroshenko – “for”, “Fatherland” – “against”* (National Post: 7), *“Two victories, two defeats”* (The Times 2014: 7), *“New people against old problems”* (The Times 2014: 8);

5) tautology: *“Radical decisions, radical changes!”* (The Times 2014: 5), *“Defended Maidan – will defend the country!!!”* (National Post: 10), *“Never trouble till trouble troubles you”* (The Express 2013: 2);

6) neologisms and new catch phrases: *“Alley of oaks named after the Heavenly Hundred Heroes”* (Toronto Star 2015: 5), *“New wave” of Lenin’s fall* (ibid: 3), *“Leniniana”* (ibid: 19), *“Heroes do not die”* (ibid: 16);

7) the use of stylistically reduced vocabulary (jargonisms): *“Recruited girls “on the street” ...”* (National Post: 6), *“For pike perch one can “fall for” 600 hryvnia”* (ibid: 6), *“Domestic disputes” in broad daylight?”* (The Express 2013: 12);

8) use of paronyms: *“When reforms are not proforms”* (The Times 2014: 15);

9) poetisms: *“On the clear stars, on quiet waters...”* (The Globe and Mail 2016: 15);

10) appositions: *“Apples-miracles”* (The Globe and Mail: 24).

Expressive distinctiveness is emphasized in the headlines by punctuation marks, encouraging the recipient to read the media text. This expressive function is performed by:

1) question mark: *“How will life without light be like?”* (The Globe and Mail: 7), *“Chelsea bargains for Kovalenko?”* (ibid: 8), *“Who paints on the ground?”* (ibid: 11). The headline in the form of a question encourages the reader to understand a certain problem;

2) exclamation mark: *“There is funds, will be kindergarten!”* (Toronto Star: 12), *“The President is the best!”* (USA Today 2015: 11), *“Rewards, Congratulations and Thanks!”* (ibid: 8), *“Thank you for the hospital!”* (Toronto Star 2015: 3).

A separate group consists of headlines that contain certain warnings, such as: *“Caution: “viral danger”!”* (USA Today 2015: 12), *“Attention! Scammers!”* (USA Today 2015: 3), *“Warning: Political Fraud!”* (The New York Times Magazine 2015: 4);

3) a colon gives the headline energy, for example: *“Experts: Zelensky has a chance to win the election”* (USA Today 2015: 5), *“Kyiv: compatibility test”*

(Toronto Star: 14), “*District 78: the main thing for the candidate – work with people and for people*” (ibid: 6);

4) dots are one of the methods of updating a newspaper headline, making it intriguing and arousing the reader’s interest. For example: “*Jeep, two ‘ambulances’ and medical equipment...*” (The Observer 2013: 14), “*One man falls...*” (The Times 2014: 16), “*He has diabetes, a half-sick pancreas and... many hectares of land*” (The Times 2014: 18), “*Promised to return alive...*” (The Observer 2013: 12).

Headlines in the form of exclamatory sentences arouse interest in the topic of the message. Expressively appealing, sometimes advertising, are the titles of articles in the form of an appeal, such as: “*Thank you for your support!*” (25.05.2020: URL), “*Dear residents, I appeal to you!*” (The Globe and Mail: 7), “*I bow down to you, my doctors!*” (25.05.2020: URL). A separate variety in this group of linguistic constructions are vocative sentences, for example: “*Dear compatriots!*” (The Globe and Mail: 4). Such headlines provide psychological contact with the audience.

A systematic approach to the study of the text allows us to consider it as a kind of set of alternatives. For example, when constructing a text, its producers choose certain variants from the available language forms, a set of lexical, grammatical and syntactic potentials: passive sentence in favor of active one, narrative instead of interrogative or imperative (Meinhoff 2011: 16). Their choice is influenced by linguistic factors, such as the type of newspaper, column, genre, and socio-cultural factors, i.e. the structure of the target audience, the intentions of producers as well as the context of communication. Not only the selected options remain informative, but also those that were not made, because there are certain reasons why those language means had been used, and not others.

According to I.S. Gritsay [Грицай, URL], in the language of newspapers to a greater or lesser extent there are elements of all functional styles of speech:

- socio-political vocabulary and phraseology:

*Currency speculators set free...but who'll feed the pensioners?* (The Guardian: 9)

*Is US ambassador to Germany Richard Grenell set to step down?* (24.05.2020: URL).

*Mortgage Market Competition* (The Times: 19).

- socio-political terms:

*Hryvnia surgery ... without anesthesia* (The Globe and Mail: 9).

*Seeking an amicable end ...to a re-privatization dead-end* (The Globe and Mail: 2).

*The opposition is for recount* (ibid: 7).

*Among the arrivals there is a Chairman of the State Committee for Communications and Information of the USA* (ibid: 8).

- semantic and lexical neologisms:

*State "watchdogs" cannot act as legal counsel* (The Guardian: 12).

*In the land of "telecom" giants!* (The Guardian: 5)

- popular words:

*Who will control Maidan?* (The Globe and Mail: 3)

*The February Bureaucratic Revolution* (USA Today: 11).

- slogans (usually in the headlines):

*Back to work – to kill the bill* (The Times: 11).

*Expect no change in North Korea* (The Observer: 9).

- words of foreign origin:

*Kosher cuisine* (The New York Times Magazine: 2).

*Consortium for Tunnels* (The Times: 22).

*Premier is in a 'disaster' region* (Toronto Star: 23).

- emotionally colored vocabulary:

*Snuffing out shoddy pseudo-insurers* (ibid: 25).

*I'm too old for marriage: Oprah Winfrey* (The Express: 16).

The core of the newspapers' language, however, remains the socio-political vocabulary, given the topics that are most often covered in them. The language of

the newspaper is most sensitive to any changes in society, which affects primarily the so-called words that form the core of the vocabulary of newspaper language (Morley 2010: 187). This lexicon is connected with the ideological orientation of the publication, and the peculiar permeability of the language of newspapers is conditioned by the realization of its informative function.

The language of newspapers is characterized by the use of a large number of references to names, as this gives more specificity to the message. At the same time, this technique requires readers to have a certain level of background knowledge. As it is assumed that, having met the name of the company in the newspaper, the reader understands who or what it is about (Oliveira 2008: 17). For example:

*Moscow's cold embrace...in the "heated" gas race!* (The Globe and Mail: 5)

*A planet named Province* (ibid: 8).

*Darkness descends on the Toronto* (The Guardian: 2).

*Skyscraper project sliding into the Dover* (The Guardian: 4).

Names and proper names are often used as abbreviations. At the same time, shortenings that have come into use relatively recently are usually explained. While there are those to which readers have long been accustomed and there is no need to explain them. A large number of such abbreviations is a characteristic feature of the newspaper and information style of modern English. These include the names of parties, various organizations and positions. Similar shortenings are found in newspaper articles, regardless of their subject matter (Metcalf 2013: 78):

*NBU fast on the warpath* (National Post: 6).

*State Consumption Standard is arival to NGOs* (The Guardian: 10).

*Parliament is indifferent to NGO initiatives* (National Post: 4).

*Sending out an SMS ....to car thieves!* (USA Today: 10).

*IMF becoming flexible* (National Post: 8).

Emphasis should be placed on the widespread use of such types of phraseological units as language clichés and ready-made formulas in the headlines

of journalistic texts. “There are numerous insertions indicating the source of information (it is reported, it is claimed, according to well-informed resources), set phrases with erased imagery (to set the tone, to throw light, to give the lie)” (Ott 2011: 444), for example:

*Experiment gone awry* (National Post: 25),

*French breakthrough of Italian “Iron Lady”* (The Express: 17).

*Who is at the Helm of the French economy?* (The Times: 12)

*Breakthrough of the week* (The Times: 12).

Continuing the question of the functionality of names, the scientist V. Ivanov points to the following properties of headlines (ИВАНОВ: 2014 109): “1) maximum awareness; 2) an objective image of the thematic content of the text; 3) originality; 4) journalistic sharpness and expressiveness; 5) structural completeness and intonation distinctiveness; 6) accuracy of terms”.

In view of this, among the headlines in English-language journalistic texts can be distinguished such that:

1) carry the maximum awareness:

*“Why don’t peasants want to work?”*, *“Do we need a federation?”*, *“On state law courses”*, *“How to make money”*, *“Re-elections in Zhytomyr region”*, *“Village in winter”*, *“In the Taurian steppes”*, *“Primary school in England”* (National Post: 11);

2) objectively depict the thematic content of the text:

*“We are self-determined”*, *“I am as a consul”*, *“600 years of Ottoman captivity”*, *“To the Memories of a great humorist”*, *“Dream and reality”* (The Globe and Mail: 3) ;

3) are original and distinctive: *“Running” cases*, *“Zones “Meant for the Chosen Few”* (USA Today: 6), *“Enamels and Time”* (The New York Times Magazine: 8-9).

4) carry journalistic sharpness and expressiveness, express feelings and thoughts of the author:

*“Be my poet”, “Once upon a time there was the Life!”, “On Our (not their) land”* (The Globe and Mail: 9).

Researchers G. Prantseva and G. Sazonova distinguish headlines-themes, headlines-rhemes and “artistic headlines”, which include names-metaphors, names-antitheses and names-oxymorons (Пранцева 2002: 32). Taking into account the division by G. Prantseva and G. Sazonova, in journalistic texts there are the following headings-themes that indicate:

1) proper name:

*“Iranian Barbie” with national values* (The Globe and Mail: 8).

*Ex-Yugoslavia is connected* (ibid: 2).

2) space, place of action:

*Guest’s in the house* (ibid: 10).

*Eurovision mystery* (ibid: 23).

3) the event: *“To an unknown land”, “How it happened”, “Bomb Found”, “Agitation”* (The Times 2014: 21);

4) the phenomenon: *“On independent prisons”, “Desire”, “Dream”, “Doubt”, “Hesitation”, “Uncertainty”, “In bad weather”, “Song of Love”, “Suddenly in a minute began a violent storm”* (Toronto Star: 9).

Headlines-rhemes, expressing the idea, the main concept of the work, characterize:

1) person:

*Owners – law, debtors – duties* (ibid: 4).

*Winners of the week* (The Times: 20).

2) event:

*Lord, let’s go, Be my poet* (Toronto Star: 16).

3) state:

*“In word and deed”, “For God’s sake, in a good way”, “With Taste and Style”* (The Guardian: 12), *“Happiness is ...”* (The New York Times Magazine: 7).

Headlines-rhemes in journalistic texts also contain:

1) problems:

*“Whose fault?”*, *“Who is to blame?”*, *“The price of paradise”* (The Times: 12-13),

2) conclusions, guidances:

*“Enough”*, *“God’s house is to the executive committee”* (The Guardian 2012: 8).

The headline is a mandatory element of the text and occupies a so-called strong position, which, by contrasting the whole text, is an effective means of focusing the addressee’s attention on important points. The headline is always the organizing element of the text. After reading the text, a recipient comprehends the headline in connection with the whole text. Besides its interpretation may undergo significant changes under its influence. As noted by O.Yu. Bogdanova, in most cases, a full understanding of the headline is possible in a megacontext, as many headlines contain allusions and require the reader to know mythology, literature, history of religion, etc. (Богданова 2006: URL). Thus, the correct interpretation of the following headlines requires the addressee’s knowledge of the biblical testament, the novel by Ken Kesey *“One Flew Over the Cuckoo’s Nest”* and the novel by Colombian writer Gabriel Garcia Marquez *“One Hundred Years of Solitude”*:

*One Flew Over the Khrushchovka’s Nest* (National Post: 24).

*One hundred years of the Art Museum* (The Observer: 15).

*CHRIST SAID: THERE WILL BE PESTILENCES... Reflections on pandemics, lockdown, fears, and Divine Providence* (5. 19. 2020: URL).

The headline appeals to the reader’s previous experience and can fulfill its main purpose only in inseparable connection and unity with the whole, complete text, because only the text is the carrier of the concept. The main and often the only authorial wording of this concept is contained in the headline. That is why the headline can be considered *“the quintessence of the author’s idea”* (Swan 2009: 457). Thus, the headline, unambiguous or ambiguous, can be understood only as a result of the perception of the text as a structural and semantic unity, characterized by integrity and coherence.



The most common is a short concise form of the headline, which most meaningfully reflects the semantics of the text. The headline can be a person's name, geographical name, location or event:

*At work with pleasure* (Toronto Star: 8).

*And one out of step* (The Globe and Mail: 13).

*Spend wisely* (ibid: 11).

Headlines indicating the time and place of the action are used by the addressers to create space and time in the text. Thus, the headlines of the articles *The Nuremberg war crimes tribunal* (The Observer: 7) and *A hermitage on the outskirts of New York* (The New York Times Magazine: 8) are the names of the geographical location, and the headline *New appointment after two months* (National Post: 1) is a temporal pointer.

The more concise the headline, the more semantically capacious it is. Since the headline is designed not only to establish contact with the reader, but also to arouse his interest, to make an emotional impact on him, the headline can use the expressive capabilities of language means of different levels: tropes, repetitions, unusual grammatical forms and more. Thus, the headline *235,000 Mini Coopers recalled over fire risk 235,000* (The Express: 14) contains lexical repetition, and the headline *Fishing in a Pool of Fantasies* (Toronto Star: 8) is a metaphor.

Long headlines such as “*WE CAN FEED DOCTORS*” *Vladislav Cheburashkin on how we can help doctors in quarantine* (5.15.2020: URL) and *Coronavirus: Experts warn of bioterrorism after pandemic* (25.05.2020: URL) are aimed at an experienced adult audience. The use of such headlines is explained by the peculiarity of the psychological perception of the relevant information by the whole community.

When characterizing the lexical content of headlines, linguists also take into account the degree of representation of the conceptual-thematic line of the text and divide the headlines into *autosemantic* (perform an informative function and allow to draw conclusions about the content of the text) and *synsemantic* (do not express content-factual information (Talbot 2012: 32).

Here are some examples of autosemantic headlines. So, the semantics of headlines *Criminals for an hour?* (The Guardian: 8), *Just stay calm* (The Globe and Mail: 15), *Purchasing Real Estate in Europe* (The New York Times Magazine: 5) and *60 part-time nursery pupils* (The Observer: 8) allows the recipient to correctly interpret the message and associate the content of the headline with the text on explicit or implicit levels. The recipient will interpret the headlines literally.

The semantics of synsemantic headlines do not express meaningful and factual information and do not allow to combine the content of the headline and the text. For example, the headlines *Crowds of absurdity as a cure to boredom* (The Observer: 5), *There was a political earthquake in Kishinev* (Toronto Star: 6), *Herds of physiological robots instead of the couples* (Toronto Star: 7), *A little protection never hurts* (The Express: 18) are incomprehensible to the addressee, who needs to read the entire text for its correct interpretation.

Internally directed names activate the combinatorial and paradigmatic possibilities of the language and work at the semantic and compositional levels of text organization. The sources of the formation of semantic and compositional relationships in them are (Worton 2016: 127):

- 1) combinations of words from semantic groups related to additional distribution: *“Mossy Minister”* (USA Today 2015: 16);
- 2) the use of oxymoron: *“Shine of Darkness”* (USA Today 2015: 18);
- 3) antonymimous constructions with the conjunction *“and”*: *“Funny and sad”* (USA Today 2015: 12);
- 4) the activation of internal semantic relations between words (often connected in the headline with conjunction *“and”*) and the projection of these relations on the compositional level: *“General and his logic”* (USA Today 2015: 4).

Thus, the headline summarizes, concentrates the main content of the text, reflects its essence, is a kind of code, which deciphering reveals the author’s intentions regarding the headline and the text as a whole, and opens the possibility of ‘meaningful’ work of the reader with the text. The headline plays an important

role in the structure of the text and the figurative/imaginative system of the journalistic text. It identifies the essential features of the text, establishes links between different images and situations. The headline is also related to the chronotope of the text. It reveals hidden meanings that are important for the interpretation of the text; serves as a key to its subtext and actualizes its intertextual connections.

A wide range of properties and functions indicates the multifaceted nature of the heading complex as an integral part of the journalistic text. Thus, when creating headlines, journalists, editors and proofreaders use a wide range of linguistic means that diversify the lexical and semantic presentation of newspaper materials, emphasize their expressiveness and stylistic functions.

The heading complex is one of the textual means of architectonics of the periodical. It contains several components, which, being well selected, systematically represent the journalistic media product.

### **Conclusions to Chapter Two**

1. Thus, the formal and structural organization of the headings of English journalistic texts is closely related to their semantics. Specific language techniques used by the authors are aimed at expressing a negative assessment. Such, in our opinion, are the structural and semantic varieties of headings found in periodicals. Of course, headlines involved in the sphere of journalistic discourse, primarily fulfill the task common to any headlines of this communicative medium. At the same time, as we can see, the revealing nature of the publication implies the realization by the heading of yet another specific task, which can be considered one of the private varieties of the manipulative function, namely, the formation in the reader's mind of a negative attitude to individuals or events, described in the publication.

2. The whole variety of creative language transformations used by journalists is subordinate to this goal. Indeed, each modification, by virtue of its novelty, attracts

the attention of the reader and naturally brings him to the question: why the author used such an unusual means. The answer to this question becomes the projection of the hidden meaning laid down by the author on a verbal level. On the other hand, the headline is called to the implementation of another important task i.e. to serve as a kind of key to the explication of the implicit meanings embodied in the publication, due to the fact that, as a rule, it contains the idea of the author's intention, the general concept of the text in the most generalized form.

## CHAPTER THREE

### PRAGMALINGUISTIC FUNCTIONS OF ENGLISH NEWSPAPER HEADLINES

#### 3.1. **Headline as an attention-getter**

Emphasizing the rather significant functional load of a newspaper headline, it should be noted that the headline is the first signal that motivates us to read the material or put the newspaper aside. Preceding the text, the headline explains certain information about the content of the journalistic work. At the same time, the headlines of a newspaper column or newspaper issue have an emotional coloring, arouse the reader's interest, and attract attention. Research by psychologists has found that about eighty percent of readers pay attention only to headlines (Cook 2008: 23). Therefore, the manipulative effect of the headline is quite significant.

Realization of this influence is promoted by multilevel language means: lexical, semantic, phraseological and syntactic. A number of linguistic mechanisms used to achieve a pragmatic effect is quite large. We will focus on the lexical-semantic and syntactic levels, the means of which, as the analysis of factual material proves, belong to the most frequent and powerful pragmatic markers.

Pragmatically marked newspaper headline helps to form in the reader a certain impression of the printed material, determines its further actions: put the newspaper down or continue reading.

The language of a newspaper headline, as well as the language of a newspaper article, today demonstrates a variety of techniques aimed at 'capturing' the reader's attention, influencing his principles, worldview, and so on. Let us consider the artistic means of pragmatic organization of the headline of modern English-language media. Artistic means give the headline text a bright expression, clarity and imagery. According to V. Kostomarov, "the return expression to the

headlines, largely lost in previous years, can be considered the main trend of their development” (Kostomarov 1999: 181). “Headlines become structurally more complex and diverse, which makes it possible to call a characteristic feature of modern headlines a broad appeal to the laws and possibilities of poetics...” (ibid: 185).

In the modern English media we can observe a representation of such tropes that pragmatically mark the headline.

Epithet (represented in 9.8% of headlines) gives a figurative description of the subject, attracting the reader’s attention:

*In a “baker’s dozen” of candidates there is a very original one* (The Times 2014: 5);

*Oil market: rusty existence against the background of mega-profits* (Toronto Star: 4);

*Old story* (New York Times 2012: 16);

*The bitter taste of cheap oil* (The Times 2014: 11).

Repetition and tautology are one of the effective means of focusing the reader’s attention and forming a certain attitude to the announced events (8.3%):

*Hell of a hell with four suspects;*

*Today, the court will continue hearing the criminal case of “terrorists”* (New York Times 2012: 6);

*“Trifles” of restructuring;*

*Builders are destroying historic buildings thanks to ... new legislation* (New York Times 2012: 7).

Simile is found in 7.5% of headlines in modern English media. Acting as one of the means of the world cognition, simile helps the author of media headlines to focus the reader’s attention in the right direction, relying on his experience:

*Ukrainian nationalism: the patient is alive rather than dead* (Toronto Star: 14);

*Why a sofa is better than a chair* (ibid: 17);

*Several high-rise apartments can be brought down like a house of cards* (ibid: 16);

*Worse than in the barracks* (New York Times 2012: 15).

Hyperbole is realized by modern authors in 7.2% of media headlines:

*Drawing for the whole of Ukraine;*

*The city set a national record – the largest handmade painting that decorated a reinforced concrete fence* (The Globe and Mail: 18);

*Milk has brought to a hundred years* (ibid: 9).

Personification pragmatically marks 6.9% of our previously analyzed newspaper headlines:

*Pennies ask for silence* (The Times 2014: 7);

*Bankers expect a new surge in dollar this week* (New York Times 2012: 5).

The well-defined pragmatic orientation of the media headline is given by the irony represented in 9.8% of the headlines. Ironically presented, serious information makes a greater impression and has a greater impact on the reader:

*What if the photographer didn't notice?*

*The opposition figure promises to sell his expensive watch for seriously ill children* (New York Times 2012: 17);

*Keep pedaling ... and the term will be shorter* (New York Times 2012: 6);

*Portrait painted with charcoal* (Minneapolis Star 2012: 18);

*On the eve of 2013, the best snake will be chosen in New York* (Minneapolis Star 2012: 20).

The metaphor is presented in 8.6% cases of the analyzed headlines:

*Physicians, educators, and students may be left without a salary in December – the budget lacks 10 billion hryvnias* (National Post: 14);

*The court is tired ...* (Minneapolis Star 2012: 3).

Allegory and paraphrases in 8.9% of the headlines illustrate various phenomena and their features, provide a certain assessment in order to influence the reader. For example:

*Work, like a wolf, can run away* (The Times 2014: 4);

*The Black Hole of the Miner's Capital* (The Globe and Mail: 8);

*The subway does not carry people, but is a mortal danger to a city of millions* (New York Times 2012: 8);

*For the first time, the regular session of the parliament did not start on the first Tuesday of February* (The Globe and Mail: 1).

Occasionalisms and potential words (8.6%) perform a certain pragmatic function. Let us compare:

*Temporary budget or budget of 'temporary lads'?* (New York Times 2012: 2);

*Time to Overcome 'Leaderism'* (New York Times 2012: 4);

*Members of the presidium of our party call on the party's political council to solve intra-party problems in principle* (Minneapolis Star 2012: 4).

Paraphrasing of proverbs, sayings, aphorisms, catch phrases, quotes are often (8.3%) used in headlines. The structure of the precedent text is preserved:

*Poetic justice, or with a light euro!* (The Globe and Mail: 4);

*Pyrrhic victory of Netanyahu* (Toronto Star: 5);

*Sisyphus vacation* (The Times 2014: 4);

*The opposition will gather for its own extraordinary session. That is a meating* (Minneapolis Star 2012: 2).

It is worth noting that along with the tropical means of pragmatic organization of newspaper headlines, the graphic game, a combination of different codes, rhyme and rhythm are quite actively used.

Graphics play a significant role in the pragmatics of the English newspaper headline (8%). The larger the font size of the headline, the faster the reader pays attention to it. The realization of the author's intention is facilitated by the use of different language codes, different font sizes, etc. in one headline. Cf.:

*PPick On everyone!* (New York Times 2012: 8);

*DON Pion. Smell of a Million* (The Times 2014: 9);

*MARy bought flowers for official events with the participation of the President for a record amount* (National Post: 15);



*cONVENIENT budget* (New York Times 2012: 3);

*taRIFFS* (The Times 2014: 4);

*Mum vs mother, or On the centrifugal force of antimagnetic law* (Minneapolis Star 2012: 5).

Rhyme and rhythm are one of the conditions for increasing the impact. Headlines of this type (7.5%) not only provide the reader with certain information, but bring aesthetic pleasure, thereby enhancing the impact:

*Work, or be lazy ...* (New York Times 2012: 4);

*Everybody's happy on friendly Jersey!*,

*Smile as you say Hi!* (Minneapolis Star 2012: 19),

*Lady Helen cuts a dashius with her Cassius* (The Globe and Mail: 11).

Artistic means in the headlines realize the pragmatic potential, helping the author to attract the reader's attention, to arouse his interest in reading the whole article, as well as to partially form a certain attitude to the described events, facts and phenomena. For example, the reader can not be indifferent with headlines like:

*Toothy Neighbor* (New York Times 2012: 7 18);

*During the quarrel, the guest bit off the hostess's finger* (The Globe and Mail 2014: 16);

*MONsters of black transplantation* (ibid: 5);

*The King of Beasts* (The Times 2014: 11);

*The capital's zoo has a new 'old' director* (New York Times 2012: 11);

*Think seven times, name once* (Minneapolis Star 2012: 6).

Pragmatic markers in such headlines emphasize and enhance the importance of the reported facts, contribute to the realization of the author's intention and achieve a perlocutionary effect. At the same time, after reading a pragmatically marked headline, the recipient may have his own version of understanding the content of the headline and unread text, which does not always coincide with the true content of the article, as opposed to an informative headline that provides clear and concise information about the content of the article (Martin 2012: 415). Newspaper headlines with pragmatic markers are protected by the fact that they

have a greater impact than informative headlines, intrigue, arouse interest that can excite and even impress the reader, adjust to the general tone of the article, i.e. positive or negative.

Through a continuous sample of online and printed English-language periodicals, we have selected 346 text fragments to denote tropes and other stylistic phenomena that pragmatically mark the headlines. The results of the study have been rather heterogeneous (see Table 3.1.).

*Table 3.1.*

Stylistic and pragmatic features of English press headlines

Вид	Кількість	%
1. Epithet	34	9.8
2. Repetition, tautology	29	8.3
3. Simile	26	7.5
4. Hyperbole	25	7.2
5. Personification	24	6.9
6. Irony	34	9.8
7. Metaphor	30	8.6
8. Allegory and paraphrase	31	8.9
9. Occasionalisms and potential words	30	8.6
10. Transformation of phraseologisms, proverbs, aphorisms	29	8.3
11. Rhyme, rhythm	26	7.5
12. Graphics	28	8.0
Total:	<b>346</b>	100

The results of the table show that the largest number of stylistic devices presented in the headlines of English periodicals are epithets (9.8%) and irony (9.8%). Allegory and periphrasis (8.9%), as well as metaphorical expressions (8.6%), occasionalisms and potential words (8.6%) have been no less common. The third place is occupied by repetitions and tautology (8.3%), as well as paraphrasing of phraseological units, proverbs and aphorisms (8.3%). Graphics take up 8% and are also quite common. Among stylistic and pragmatic means less common in the headlines are simile (7.5%), rhyme, rhythm (7.5%), hyperbole (7.2%) and personification (6.9%).

Thus, effective means of actualizing the pragmatic orientation of modern newspaper headlines include epithets, similes, hyperbole, personification, metaphor, allegory, periphrasis, occasionalisms, graphic game, rhyme, rhythm, etc. They are represented in the headlines with different frequency, acting as a powerful means of pragmatic labeling of headlines, successfully implement the author's intentions, projecting the reader's attention to the text of the article. A bad headline can devalue an entire article.

The semantic units that are the linguistic equivalents of the participants in the situation are called semantic roles. Proponents of the predicate-argument approach rely on the notion of a sentence to describe the objective content of it. Ch. Fillmore interprets a sentence as a set of relations between verbs and nouns (or subordinate clauses). A sentence in its deep basis is interpreted by him as consisting of a verb and one or more noun groups, each of which is associated with a verb by a certain Case. Semantic roles are semantic units that are the linguistic equivalents of the participants of a situation. Nominal groups are the bearers of role meanings; the set of semantic roles of the sentence together with the meaning of the action constitute the semantic configuration of a sentence, i.e. its semantic minimum (Fillmore 1981: 37).

F. Fillmore's semantic roles include Agent, Object, Result, Tool, Source, Purpose, Experienced (Fillmore 1981: 45). The shortest list of semantic roles proposed by J. Anderson is nominative-ergative and locative (Anderson 2009: 55).

One of the longest lists belongs to William Martin, who introduces a separate meaning of cases for nouns in combination (Martin 2012: 413). M. Halliday distinguished almost the largest number of types of roles of simple sentences, the meaning of which is determined by situations, and the carriers of role meanings are nominal groups (Halliday 1980: 106). The list of semantic roles is not yet complete enough, but the following semantic roles are outlined quite clearly: Agent, Nominative, Patience, Factive, Instrument, Locative (Почепцов 1999: 241).

The main provisions of the theory of semantic roles were also used to analyze the texts of newspaper notes (Cook 2008: 22). Describing some semantic roles in online and printed newspaper headlines, we refer to the list and definition of semantic roles by G. Pocheptsov (Почепцов 1999: 245).

1) Agent (initiator of the situation or executor of certain actions). In a sentence, the Agent performs the function of a subject or an object:

*Supreme Court will hear church-state case over prayers at public meetings*  
(Minneapolis Star 2012: 5)

*Wife of Al Qaeda Leader Praises Muslim Women for Role in Uprisings*  
(New York Times 2012: 7)

2) Nominative (subject of sensory perception, place). In the sentence it performs syntactic role of the subject:

*Israel's Fading Democracy* (New York Times 2012: 9)

3) Patience (determines the object of action, a passive participant in the situation). In a sentence, Patience performs the function of a subject, an object. The term 'Patience' refers to a participant involved in a situation that he does not control and does not create.

Patience cannot be the cause, the source of action, it only defines the object of action, which in an extralingual situation is the denotative equivalent of objects of both animate and inanimate nature. This is the "typical semantic role of the passive participant in the situation described in a sentence" (Cook 2008: 24):

*A Refuge Silent Enough to Hear God's Whisper* (New York Times 2012: 4)

4) Factitive (determines the result of an action). In the sentence it performs the function of the subject or an object:

*Religious Violence Increases Despite Curfews in Nigeria* 20.08.12 (New York Times 2012: 5)

5) Tool (conscious, intentional action). In the sentence it performs the syntactic role of a subject or an object:

*Libya Parliament approves New Premier's Cabinet* (New York Times 2012: 7)

6) Locative (spatial meanings, in particular, with the meaning of location). In a sentence it performs the function of an adverbial modifier or an object. Semantic configurations of sentences can be represented as follows: Locative – Agent; Agent – Locative (Cook 2008: 25):

*Youth in north city of Gao stage 1st protest against France's military tactics in Mali* (Minneapolis Star 2013: 6);

*Prayer in the Town Hall* (New York Times 2013: 4).

According to the syntactic and semantic-role structures of English-language newspaper headlines, there is a ratio of sentences that make up such semantic-role structures as Agent – Locative, Agent – Patience, Agent – Nominative, the presence of one semantic role in a sentence structure, agentless sentences.

Thus, English newspaper headlines often emphasize the circumstances of events and the nature of their development. This indicates the priority of information about the actions of participants in political situations, their location, destination, place of action, the direction of action on the object. The conducted analysis gives grounds to determine the dominant types of semantic-role configurations in the headlines of English-language periodicals as the leading characteristics of the formation of their content in the English language.

We have analyzed the means of pragmatic organization of headlines, represented by lexical-semantic and partly syntactic language level. Perspectives for further research are a detailed study of pragmatic actualizers of headlines of the

modern English press, represented by other language levels, and therefore in a comprehensive analysis of pragma-linguistic markers of newspaper headlines.

### **3.2. Informative, communicative, expressive and other functions of headlines**

The most important functions of journalistic discourse are informative and influential. The *informative function* of texts related to this kind of discourse is that the authors of such texts aim to inform as wide a range of readers, viewers, listeners about important issues for society and the views of the authors on these issues (Серебрянников 2012: 78).

The informative function is inherent in all styles or discourses of language. The specificity of the informative function in the journalistic discourse lies in the very core of information, its source and recipients. Television programs, newspaper and magazine articles inform the society about various aspects of its life: parliamentary debates, economic programs of governments and parties, events and crimes, the state of the environment and everyday life of citizens.

Let us describe and analyze the most distinctive features of journalistic genre. Information in journalistic texts not only describes the facts, but also reflects the thoughts, attitudes, comments and reflections of the authors. This distinguishes it from scientific information. Another difference is due to the fact that journalistic works are not tasked with a complete comprehensive description of a phenomenon. The publicist seeks to write, above all, about what is of interest to certain social groups, highlighting those aspects of life that are important to his potential audience (Тыраева 2010: 109).

Informing citizens about the state of affairs in socially significant areas is accompanied in journalistic texts by the implementation of the second most important function of this discourse – the function of influence. The purpose of the publicist is not only to tell about the state of affairs in society, but also to convince the audience of the need for a certain attitude to the presentation of facts and the

need for certain behavior. The journalistic discourse is characterized by open bias, polemics, emotionality, which is precisely caused by the desire of the publicist to prove the correctness of his position.

The function of *influence* is system-forming for the journalistic discourse. It is this that distinguishes the discourse among other varieties of literary language. Although this function is also characteristic of the official business and colloquial discourses, it actively influences the selection of language means in journalistic texts. In various journalistic genres, one of these functions can act as leading. Besides, it is important that the function of influence does not replace the informative function. In addition to informative and influential functions, journalistic texts, of course, perform all other functions inherent in language (Boyd 2009: 423): *communicative*, *expressive* and *aesthetic*.

A special place in the creation of *expressiveness* belongs to occasionalisms with the structure of composite words. Composite words for stylistic purposes are widely used in the language of the media, because they allow “to express a variety of subjective and expressive shades of thought by combining different bases and roots. They have enormous stylistic possibilities, evaluative power, conceptual, cognitive and aesthetic capacity” (Martin 2012: 414)

This method of forming new lexical units (and, accordingly, new meanings and connotations), as stem-composition or compounding, is quite actively used by authors of modern media texts. It allows to combine within one nomination (sign of one, albeit complex, concepts) stem components of often incompatible nature. The semantics and connotation of such units arises on the basis of the discrepancy that arises between the meanings of basic units and semantic structure of a composite derivative. The result is a ‘fresh’, expressive construction that immediately attracts attention.

The pragmatic potential of such a unit is enhanced when the occasionalism-composite (compound) appears in the structure of the headline (Fairclough 1998: 32):

*An Internet swindler was detained in Prykarpattia* (Toronto Star: 5),

*Don't believe the 'triggermen'-bloggers!* (New York Times 2013: 5),

*Give up the teacher-bribe* (New York Times 2013: 4).

Nouns are most often occasionalisms in this type of the headlines. Compound nouns, which are characterized by semantic capacity and condensed meanings in the language of the modern English press, play an important role. They serve as a means of creating expressiveness, emotionality, evaluation, characterization, expression, comparison/opposition, images and microimages, lyricism and irony. Undoubtedly, the whole expressive potential of the analyzed units in the media context is subordinated to the performance of such pragmatic tasks as attracting attention and influencing the addressee of information.

The *advertising function* of the headline is especially significant for our research, which is manifested in the producer's desire to attract the reader's attention as much as possible, to intrigue him with emotionality, a special subjective assessment. In a broad sense, the concept of advertising function includes graphic-distinguishing, the implementation of which is carried out through multimodality, i.e. the simultaneous use of units of different sign systems (Fairclough 1998: 27). For example, the creolized advertising text of professional counseling services contains a verbal text as well as a multimodal headline. The headline consists of a verbal part – *UP SKILLS* (The Daily Telegraph 2014: 5), as well as such paralingual means as a vertical arrow pointing up, which enhances the idea of professional growth, contrasting use of colors, variation of font sizes to focus readers' attention on important content.

Researchers of structural-pragmatic and content features of the language of newspapers M. McCarthy (McCarthy 2006), N. Fairclough (Fairclough 1998), F. O'Dell (O'Dell 2006), A. Bell (Bell 2013) pay attention to certain typical features that differentiate the language of the headlines. Thus, the headlines used on the pages of English-language newspapers are characterized by the following features:

- omission of structural words, such as articles, prepositions and auxiliary verbs:

*Bright's dark on Olympic dangers* (The Daily Telegraph 2014: 11);



- use of elliptical structures:

*Police ready for riot* (The Daily Telegraph 2014: 15);

*Got something to sell?* (The Sydney Morning Herald 2014: 46);

*Looking to sell your home?* (The Daily Telegraph 2014: 46);

- use of the Present Indefinite instead of the Past Indefinite in order to create the effect of proximity / relevance of the proposed information or story:

*Town in danger as crude oil train explodes* (The Daily Telegraph 2014: 18);

- use of a simple verb form:

*Prince prepares for life on land* (The Daily Telegraph 2014: 18).

- use of the infinitive to convey the fact of an action that should happen in the future, instead of the traditional form of the verb in the future tense:

*President to visit mine* (The Daily Telegraph 2014: 14).

As for the lexical content of the headlines' language, they are characterized by the use of shorter and pragmatically much more dramatic words than ordinary English words. For example:

*Hope grows from the ash of despair, texting a fatal error in teenage tragedy* (The Daily Telegraph 2014: 15);

*Terrorist dagger in Olympics heart* (The Daily Telegraph 2014: 19).

In general, in the language of newspapers we can trace the use of pragmatically strong, but at the same time simple words, with the help of which the necessary idea or opinion is briefly and vividly conveyed. Quite often in the headlines we can find lexemes of the low stylistic register, harsh words, military terms, which are used to achieve a more dramatic, emotionally stronger impact on the readership:

*Terrorists to target Aussies* (The Daily Telegraph 2014: 9).

At the same time, words with obscured or fuzzy semantics are typical for the language of headlines. In the initial use of such lexical units, their meaning is not clear from the context of the headline, and therefore they intrigue the reader and encourage him to read the proposed article or story.

The language of the headlines is also characterized by appeal to authoritative persons or recognized referents. In the headlines of English-language newspapers we can often find references to members of the royal family, the ‘powers’ or various celebrities, reference to which arouses the reader’s interest and encourages him to read the proposed media product. For example:

*Princess Margaret’s ‘Secret Son’ Closer to Seeing her Sealed Will* (The Telegraph 2013: 3).

Many English newspapers gain readers’ attention through the play on words they use to jokingly name the text following the headline. For example:

*Global Warming Activists still Trapped by Inconvenient Ice* (The Daily Telegraph 2014: 10).

Stylistic means such as alliteration are often used in newspaper headlines:

*TV Star Tragic Target* (The Daily Telegraph 2014: 13), which allows producers to make the headline sound more melodious and easier to remember.

Thus, the language of the media is a special type of speech that tends to economy and expressiveness, violation of certain norms of literary language. The choice of language means is regulated by informational, ideological and sociocultural factors with mandatory consideration of the target audience.

An important pragmatic and communicative role is played by headlines expressed in exclamatory sentences. The emotionally expressive assessment inherent in such headlines is subjective and layered on the actual substantive meaning of the sentence, which is created by the appropriate lexical structure and grammatical means of its organization in a certain syntactic structure (Wilson 2014: 606). These are mostly incomplete sentences that require additional information, which is almost always offered by correspondents in the leads:

*It will be hot!* (headline)

*Weather forecasters predict a very hot summer* (‘lead’) (Daily Telegraph 2014: 101);

*Oh, how it smells* (headline)

*The largest exhibition of roses in Ukraine has opened in Crimea, numbering about a thousand varieties* ('lead') (The Globe and Mail: 3);

*That's the smell!* (headline)

*Ticks sense a person approaching at a distance of one and a half kilometers* ('lead') (The Sydney Morning Herald 2014: 8).

Exclamatory intonation in the studied units conveys:

a) warning:

*Don't miss the parade!* (headline)

*After sunset on Sunday and Monday, the planets will be visible in the sky* ('lead') (The Sydney Morning Herald 2014: 3).

b) order:

*Do not turn your back!* (headline)

*The Prime Minister 'broke off' another civil action in the Cabinet: this time – a journalistic one* ('lead') (National Post: 5);

c) wishes:

*Arm yourself if you want!* (headline)

*The government proposes to simplify access to traumatic weapons for the majority of the population* ('lead') (ibid: 16), etc.

The use of interrogative sentences as headlines is a kind of expressive and stylistic technique. Interrogative sentences form a specific paradigm of communicative units of various intrastructural modifications that meet all the necessary needs of oral and written communication (Wilson 2014: 609). The most important means of expressing the pragmatic and communicative specifics of interrogative sentences include intonation, word order and special lexical and grammatical units:

a) interrogative pronouns: *Whose loaf?* (The Sydney Morning Herald 2014: 9),

b) adverbs: *And where is the cheapest gas?* (The Sydney Morning Herald 2014: 12),

c) particles: *Why then school?* (The Sydney Morning Herald 2014: 10).

If we remember that interrogative sentences perform a direct (primary) and figurative (secondary) function (Wilson 2014: 623), then half of the headlines we have singled out are based on a communicative task, which is to get an answer from the interlocutor:

*Can the heroism of the UPA be punished?* (The Globe and Mail: 5);

*There will be no trade in the city center?* (The Sydney Morning Herald 2014: 6);

*Will he pay for the car that was broken by a fallen tree?* (Toronto Star: 6).

The second half performs secondary functions and can express:

a) expressive denial of the rhetorical question:

*Could the president eat for 2 hryvnias?* (headline)

*In hospitals there are hungry children* (lead) (The Sydney Morning Herald 2014: 7);

b) polite request-motivation to action:

*Well, can I have at least one?* (headline)

*Children from one year should not be given more than two strawberries a day* (lead) (The Sydney Morning Herald 2014: 21);

c) various emotional reactions to certain events or life circumstances:

*Why we are always dissatisfied* (The Sydney Morning Herald 2014: 1).

The headline occupies a stylistically strong position and its task, more precisely the task of the author of the headline, is to attract attention and interest the reader. Along with this, headlines also perform two main functions of mass media – informational and influence function, with a clear predominance of the latter.

Having analyzed the correlation of headlines with their main text (in terms of stylistics and content), we can clearly trace the main feature of headlines – their expressiveness, which is created either by escalating the political situation or by an author's assessment.

Ways to stir up the situation in the headline of newspaper articles (346 headlines of newspaper articles have been analyzed).

1. Quoting of politically ambitious statements by politicians, famous people, and heads of state institutions:

*Inhabitants of the Southeast are destined for slavery: Lev Vershinin* (Toronto Star: 3)

The author made a categorical statement by a political scientist in the headline, which expresses his subjective point of view, but which is formulated as an objective given.

2. Understatement, withholding on the part of information in the headline: the author does not put out part of the information in the headline (word or phrase), as a result of which the headline has a distorted or opposite sense to the article itself:

*Because of the Crimea, food prices have jumped in the world* (The Globe and Mail: 2).

The main text of the article indicates the unfavorable weather conditions in the USA and Brazil as root cause of food price hikes, and only then the geopolitical tensions in the Black Sea region. That is, the author in the headline did not focus on the main reason, but on the secondary one, due to which he created a negative attitude towards Crimea and Russian politics.

3. Hyperbolic author's generalization: affirmative generalizing headline of the author of the article with an exaggerated assessment of the situation:

*NATO military will come to Ukraine* (The Globe and Mail: 19).

The author's predictions about the possibility of Ukraine joining NATO are expressed in the text of the article. The probability of this forecast is unknown, but in the headline it sounds like a statement, not as an assumption.

Presenting a possible future situation as affirmative creates a more serious reader's attitude to the message and inspires greater faith in what will happen exactly as the headline says. In reality, the author's forecasts and conjectures may not come true, but this is already reported in the main text of the article, and attention is not focused on this.

4. Distorted, “twisted” presentation of facts / situations: by creating a headline, the author can place emphasis on facts and opinions in different ways, as well as combine them in different ways to create a general picture of the situation:

*Situation in Crimea: All Ukrainians in Crimea will be required to obtain a residence permit. Or kicked out* (Toronto Star: 21).

By the word “all”, the author of the article means those residents of Crimea who want to retain Ukrainian citizenship, and not all residents of Crimea. There are no phrase “or kicked out” in the main text as the author added it, predicting the result of non-compliance with this law and deliberately exaggerating the consequences of such an outcome of the situation. Formally, the author is right: all Ukrainians in Crimea are all Crimean residents with Ukrainian citizenship. But given that recently almost all residents in Crimea were Ukrainians, by inertia the reader may continue to think so, or the reader may not know how many Ukrainians live in Crimea at the moment, and he will think that “all Ukrainians in Crimea” are almost the entire population of Crimea. Due to the rearrangement of emphasis on facts, one picture of the situation is created in the headline, another – in the article itself.

5. Negative verbs: the use of “no” verbs with a negative particle in the headlines gives the reader the impression of resisting or refusing something (it’s logical: there is ‘a given’ and this ‘given’ is denied):

*British and American defense ministers do not believe Shoigu* (Daily Telegraph 2014: 101).

With the words *they do not believe* in relation to Russian politician, the author creates a negative assessment for him – ‘they do not trust this politician’.

**Author’s assessment** is a characteristic feature of newspaper articles, as the author in the process of analyzing facts describes his vision of the situation, makes assessments and expresses his opinion. To form the author’s assessment, in particular in the headlines, a variety of linguistic means are used, but the most common are metaphor and evaluative lexicon. For example:

a) evaluative words:

*Psychopaths and fools from Washington will start a war* (Daily Telegraph 2014: 100).

b) metaphor, evaluative word, pun:

*On Officer Honor – and Officer Evil* (New York Times 2013: 4).

There are also stylistically neutral headlines, that is, those that do not contain evaluative or expressive elements. For instance:

*Putin, Korea, Ukraine* (New York Times 2013: 7);

*Things are as usual* (New York Times 2013: 3).

Separately, it is also worth mentioning the political intriguing headlines:

*This is what NATO will do if Putin moves southeast* (The Times 2014: 4).

*The decision of the President of Lithuania alerted all of Russia* (The Times 2014: 5).

The goal of this type of headline is to click on them, but not to convey information to the audience and not to influence political views. Therefore, the reliability and quality of this information that contain such messages is out of the question.

Political news and analytical articles convey important messages about political events and facts to a wide audience, together creating an overall picture of the situation. The general picture of the political situation in the readers' mind depends on how and from what point of view the media will present the information. That is, just how the media "shows" the situation, so the readers will see it. If they show it in an unfavorable light, criticize it – it will be perceived as bad, which should be avoided; if they will show it as something good, necessary and useful – it will be perceived as good, what we should strive for and what should be imitated.

In this regard, based on the analysis of headlines, it is important to note that different mass media 'draw' different pictures of the world, including political ones. On different (especially for political views) websites, the headlines devoted to the same event differ in the way the material is presented: in some cases, the headlines are as objective as possible, and in other – they convey the opinion and

attitude of the author to the limit. The coverage of political and social events is also different: some events and details (those that diverge from the political point of view of the publication) are not mentioned.

Thus, the headline is the introductory phrase of the text, which is the most important element of the information message. On average, more people read the headlines than the main text. Therefore, in order for the headline to perform its functions, it must contain novelty, be concise and original, be unambiguous and clear, be correct and competently designed.

In the media (newspaper), headlines are integral components and are created according to different patterns, depending on the content of the article and the author's wishes. Among the headlines we have described, a significant proportion are citation constructions, which allows the reader to better navigate the material and find the most interesting for themselves. Exclamatory, interrogative and persuasive headlines also occupy a prominent place. Due to the headlines of the motivational modality, the language of the press is distinguished by one of the characteristic features – the expressiveness of the utterance in order to achieve maximum impact on the reader.

### **Conclusions to Chapter Three**

1. The headline performs important tasks at the first stage of acquainting the reader with the text, i.e. to attract his/her attention and arouse interest. The level of attention is the first involvement of the reader in the newspaper product, when there is a temporary situational interest. This is possible through the implementation of expressive, nominative and advertising functions, which are realized graphically. In addition, the important role of the headline is to encourage the reader to read the actual text of the publication, which becomes possible through the informative function, because it is in the headline that its content is condensed or compressed. The headline also plays an important role in shaping the emotional impact on the reader, performing evaluative and expressive as well as integrative functions that ensure the integrity and appeal of the publication.



2. The headline facilitates the perception of a newspaper publication and thus plays a compositional role, predicting the division of the text into parts. After reading the newspaper material comes the third, final stage of the perception of the text, in which the headline performs a nominative function, i.e. under the condition of accuracy and brightness of the headline, the reader remembers the publication itself.

3. Summarizing this study, it should be noted that Internet users do not read most of the articles in full, but only view the headlines. Due to this, the general picture of the political situation among the readers consists precisely of the headlines. The fact that most of the headlines of newspaper articles create the feeling of pressure the situation and contain an assessment of the author implies their main goal – to discredit a political opponent and his policy, to show him in an unfavorable light and thereby turn readers against him, as well as to confirm that they are right.

4. It is important for readers to understand that the media is an intermediary in delivering information to its consumer. We as consumers of information do not have access to the real truth. We are manipulated by the writers in the way they want to show us the situation. That is why, we need to personally witness the events, to make some conclusions about the particular information, event or fact.

## GENERAL CONCLUSIONS

Summing up the above, it is necessary to note the following.

Journalistic discourse is a separate type of discourse, which has its own pragmatic goals and linguistic means of achieving them, borrowed from other types of discourse (including: political, economic, diplomatic, legal, artistic) and integrated into a holistic system of journalistic discourse. Journalistic discourse and newspaper discourse as its variety reflects socio-political processes, determines the interaction of society with the government, is both informative and advertising, and aims to form a worldview and social position in the readership.

The headline in the newspaper discourse serves an informative function and is intended to arouse interest among readers in the event referred to in the message. Among the main grammatical features of the headlines of newspaper discourse are the following: omission of articles, the use of elliptical passive constructions, the use of a simplified paradigm of grammatical tenses of the English language, the predominance of verb headlines. Among lexical features of the expression of communicative content in the headline of the newspaper discourse, the use of polysemous lexemes of common use, metaphORIZATION of lexical units, extensive use of idiomatic expressions to attract readers and achieve communicative influence through increased expression of an utterance attracts great attention.

The study of available research and analysis of the headlines of English-language publications of socio-political content suggest that the headline is in most cases a mirror image of the article. The headlines have a certain style, which is characterized by a special expressiveness of structural and semantic, lexical and grammatical as well as pragmatic means. Therefore, in addition to external means of attracting attention of the readership (large font, graphic marking), a number of techniques of lexical and grammatical presentation of the message in the headline are used.

These include, firstly, the omission of articles in the headline of the information message. As we know, in the headline the definite article develops,

supplements, clarifies or simply repeats what is already known and indicates the selection of the subject from the class of homogeneous objects. In addition, to draw the reader's attention to the main idea of the message and to save language means in the headlines of Internet messages, articles are usually omitted.

Secondly, the use of the elliptical form of the Passive voice. An important feature of headlines in English-language socio-journalistic or newspaper discourse is the widespread use of the elliptical form of the passive voice with the omission of the auxiliary verb 'to be' to describe events both in the past and in the present. The action is usually expressed in the forms of Indefinite or Continuous. Thirdly, the specifics of the use of grammatical tense. Imperfect tenses are usually used in the headlines of newspaper articles. When it comes to events that have occurred in the recent past, Present Indefinite Tense is used. Past Indefinite Tense is used in headlines that relate to past events and in cases where the headline contains an adverbial modifier of time, or if the readership knows that the event in question occurred in a certain past tense.

Fourth, the use of English verb headlines, which is due to the purpose and informative and advertising functions performed by the headlines. The headline informs the readership about a certain event or phenomenon. Since messages of socio-political content usually cover one fact, they need a concise headline, which should reflect the essence of the content and attitude of the author to this fact. From the point of view of informativeness, the verb headline can give a clearer summary of the text, inform about a certain event succinctly. The verbal headline may involve the use of such rhetorical figures and tropes as ellipses, metaphors, etc., in order to attract the attention of readers, to form interest in the event in question. The preference for verb headlines is also due to the fact that their style and structure are similar to everyday speech, and this strategy allows to make the information message closer to the perception of the recipient.

Fifth, the lexical and semantic means of conveying the message in the headline. The headlines of English-language journalistic (newspaper) discourse are characterized by the use of special words, which constitute a kind of 'headline

jargon', characterized not only by the frequency of their use, but also by the universal semantics. In addition to the use of polysemous lexemes of general use, it is also necessary to emphasize the processes of metaphorization of lexemes used in the headlines.

The results of the research show that the largest number of stylistic devices presented in the headlines of English periodicals are epithets (9.8%) and irony (9.8%). Allegory and periphrasis (8.9%), as well as metaphorical expressions (8.6%), occasionalisms and potential words (8.6%) have been no less common. The third place is occupied by repetitions and tautology (8.3%), as well as paraphrasing of phraseological units, proverbs and aphorisms (8.3%). Graphics take up 8% and are also quite common. Among stylistic and pragmatic means less common in the headlines are simile (7.5%), rhyme, rhythm (7.5%), hyperbole (7.2%) and personification (6.9%).

The issue of analysis of journalistic discourse headlines is a problem that can be the subject of research by a wide range of experts. The research of structural-semantic, lexical-grammatical and pragmatic features of the headlines of English-language newspaper discourse is not limited to this study, and each of the identified features can be the subject of a separate more detailed analysis.

## RESUME

Дипломну роботу присвячено дослідженню особливостей англійських газетних заголовків, прагматичному та дискурсивному підходах до їх дослідження.

У ході роботи висвітлено основні етапи наукової думки в галузі філології та перекладу, описано теоретичні основи вивчення публіцистичного дискурсу, проблеми визначення понять «публіцистика», «публіцистичний дискурс», «публіцистичний стиль»; проаналізовано особливості публіцистичного дискурсу та визначено його роль у сучасній англійській пресі; досліджено газетний стиль як різновид власне публіцистичного стилю.

У другому розділі проаналізовано структурно-семантичні особливості англійських газетних заголовків, розглянуто заголовок як структурний елемент тексту; вивчено семантику англійських газетних заголовків.

У третьому розділі розглянуто прагматичні особливості англійських газетних заголовків; проаналізовано функції заголовків, зокрема функцію привертання уваги до тексту читацької аудиторії, інформативну, комунікативну, експресивну, маніпулятивну та інші функції.

Комунікативне завдання авторів публіцистичних текстів полягає у інформуванні, переконанні читачів у правильності трактування викладених фактів, подій; у безпомилковості їхньої оцінки автором, який висловлює погляди певної партії, соціальної, вікової групи тощо чи є представником незалежного видання. Публіцистичні тексти мають суб'єктивний характер, тому вони будуються з урахуванням бажаної автором інтенції. Публіцистичні тексти володіють цілою низкою текстоутворювальних категорій інтенціонального характеру, які, передбачаючи вибір мовних засобів, уможливають вирішення стратегічних завдань публіцистики, а саме, впливають на читача.

Науковці досліджують заголовок і текст як окремі одиниці. Заголовок вважають назвою, що передує комунікативним намірам, власним іменем тексту. Він виступає лаконічною одиницею комунікативного акту, яка виконує синтаксичні, семантичні, прагматичні функції. Зокрема, його синтаксична функція полягає у визначенні меж тексту; семантична функція – заголовок інформує про змістове ядро; прагматична функція – заголовок дає тексту ім'я, натякаючи на головний зміст. Заголовки публіцистичних текстів можуть виконувати інформативну й апелятивну функції, діють як самостійні інформативні одиниці, але за змістом залежать від текстів. Вони реалізують певні зв'язки не лише з текстом, але й з читачами, привертають їхню увагу, що забезпечує нормальне функціонування видання.

*Ключові слова: оцінна лексика, публіцистичний дискурс, газетний дискурс, публіцистичний стиль, публіцистика, заголовок.*

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## LIST OF ILLUSTRATION MATERIAL

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20. The Guardian. June 9, 2012. P. 1 – 20.
21. The New York Times Magazine. Aug., 2015. P. 1 – 21.
22. The Times. May 18, 2014. P. 1 – 23.
23. The Express. July 26, 2013. P. 1 – 19.
24. USA Today. Dec. 29, 2015. P. 1 – 20.
25. The Observer. Oct. 12, 2013. P. 2 – 15.
26. Toronto Star. December 28, 2015. PP. 2 – 25.
27. National Post. January 13, 2017. PP. 1 – 19.

28. The Globe and Mail. June 2, 2016. PP. 1 – 24.

## SUPPLEMENTS

- 1) PANDEMICS OF THE PAST. Reflections on pandemics, lockdown, fears, and Divine providence (5.21.2020: URL)
- 2) Epidemics of the past centuries; Lockdowns; Riots for... piety's sake; Injections and vaccines; We are not abandoned by God (5.21.2020: URL)
- 3) Orthodoxy Around the World (5.21.2020: URL)
- 4) Pandemics emerge in the world regularly — every ten to fifty years. There has been no end to them throughout our history. Reading about countless pandemics in the chronicles, you can't but marvel how our much-suffering nation has survived all of them, how it hasn't died out, how Russian people continued to have children, develop crafts, build churches, win battles; and how Russia expanded so rapidly (5.21.2020: URL)
- 5) The Chestnut Blossomed in Kyiv (Toronto Star 2015: 12)
- 6) Pavlo Kovalyov Has Died (Toronto Star 2015: 24)
- 7) The Prosecutor's Office took care of Privat (National Post 2017: 8)
- 8) Ukrgasbank: loans have become more affordable (National Post 2017: 7)
- 9) More about financing conditions you can find out... (ibid: 7)
- 10) Peatlands burn – people suffer (USA Today: 11)
- 11) Wolfdogs destroy goats? (ibid: 17)
- 12) Not on the Front Lines, so in the Rear" (USA Today: 9)
- 13) Readers are increasingly asking where to turn to reliably pass aid to military in Syria... (ibid: 10)
- 14) Answer: in Washington... (ibid: 11)
- 15) Battalion Commander John Crieg: "If not Us, then Who?" (The Express: 18)
- 16) BYuTs forge victory: theirs – in elections, and for the country – in war" (The Observer:
- 17) There is no time to postpone reforms (The Observer: 5);



- 18) “Everything needs to be changed – quickly and decisively!”, Yuriy Boyko is convinced (The Globe and Mail 2016: 2)
- 19) How to save Donbass? Boyko’s plan (ibid: 23)
- 20) Boyko or oligarchs (ibid: 34)
- 21) The first: Boyko presented his candidature (ibid: 39)
- 22) Web Protest (The Observer: 10)
- 23) Business Bytes (USA Today: 10)
- 24) One for all (The Globe and Mail 2016: 6)
- 25) Gudermes after Grozny (National Post 2017: 7)
- 26) The Re-privatization Epoch (The Guardian: 7)
- 27) Brothers were born on The Day of Pokrova (Toronto Star: 4)
- 28) Peace in the East will establish a dialogue (The Globe and Mail: 18)
- 29) The store was burned by poachers (The Observer: 12).
- 30) Burn and smoke! (The Guardian: 9)
- 31) The sun blazes down upon us – we burn (The Express 2013: 17)
- 32) Bread plunged in value (The Express 2013: 12)
- 33) Schumacher came out of the coma (The Observer: 3)
- 34) Our pyrotechnics have returned from the war zone (The Globe and Mail: 2)
- 35) Who will serve the people (The Globe and Mail: 9)
- 36) You must decide whether or not to eat meat products (The Express 2013: 12)
- 37) What prime minister and government do we need? (The Express 2013: 4).
- 38) The photographer on the lens (The Express 2013: 8)
- 39) Lightning – in a tree, a tree – on a car (The Express 2013: 6)
- 40) Our power is in ourselves! (National Post 2017: 9)
- 41) Poison in a Tube (USA Today 2015: 7)
- 42) Lightning Fires” (The Express 2013: 10)
- 43) The gas crisis started in the countryside (USA Today 2015: 7)
- 44) The heavens are crying for them (The Guardian 2012: 5)
- 45) Lomachenko and Lopez will fight on December 8 (The Globe and Mail 2016: 17)

- 46) Consecrated a new church (The Times 2014: 3)
- 47) People and birds (The Express 2013: 12)
- 48) Here save hearts (The Express 2013: 8)
- 49) War and women's affairs (The Globe and Mail 2016: 9)
- 50) Keep the euro stronger (The Express 2013: 4)
- 51) Fabulous "Heaven" (The Times 2014: 8)
- 52) Returning from treatment, killed a neighbor (The Express 2013: 10)
- 53) Azarov plans to increase pensions despite the crisis (The Globe and Mail 2016: 12)
- 54) We not drink and steal (The Guardian 2012: 5)
- 55) Dear residents of the region, I appeal to you! (Toronto Star 2015: 12)
- 56) It would seem to be an ordinary fracture (The Express 2013: 12)
- 57) Battalions will not ask! (National Post 2017: 17)
- 58) One day Juliet will be 130 years old (The Guardian 2012: 5)
- 59) "Golos" leads a new team to the elections (The Globe and Mail 2016: 11)
- 60) In Kyiv, Oschadbank has been forgotten? (The Globe and Mail 2016: 14)
- 61) Gas at the boss, and we with firewood (The Guardian 2012: 15)
- 62) We do not want war, but... (The Observer 2013: 8)
- 63) Kievans conquered America... and the American – the Great Wall of China (The Globe and Mail 2016: 12)
- 64) Vote for a deputy who cares about his voters not in words but in deeds (National Post 2017: 3)
- 65) When the guns roar – the muse is not silent! (The Globe and Mail 2016: 22)
- 66) A holiday that never happened (USA Today 2015: 17)
- 67) A Reminder: beware of heat stroke (Toronto Star 2015: 8)
- 68) "Growing" (Toronto Star 2015: 8)
- 69) "Focus" (The Times 2014: 20)
- 70) Do the Russians want war?, Or Notes from the ATO zone (The Globe and Mail 2016: 7)

- 71) Living with pain, or How to survive a disabled person in his own home? (The Guardian 2012: 20)
- 72) The village will say how the oligarch will be bound, or How long can such arbitrariness be tolerated? (The Times 2014: 21)
- 73) School is closing? No (The Globe and Mail 2016: 20)
- 74) The white-red-white has increased in Bobruisk (Toronto Star 2015: 23)
- 75) “Batkivshchyna” will hold a referendum on Ukraine’s accession to NATO despite the government’s ban (The Globe and Mail 2016: 5)
- 76) Referendum on NATO membership is our response to Putin, Europe and the Ukrainian government (The Globe and Mail 2016: 5)
- 77) On the war in Donbass (The Globe and Mail 2016: 6)
- 78) On inconspicuous de-escalation (The Globe and Mail 2016: 6)
- 79) On futile expenses (The Globe and Mail 2016: 6)
- 80) On sofa strategists (The Globe and Mail 2016: 6)
- 81) On the secret ballot (The Globe and Mail 2016: 6)
- 82) Coronavirus: Experts warn of bioterrorism after pandemic (25.05.2020: URL)
- 83) The Council of Europe has warned of a potential increase in the use of biological weapons, such as viruses or bacteria, in a post- coronavirus world. Terrorists would not forget “lessons learned” during the pandemic (25.05.2020: URL).
- 84) Political advertising (Toronto Star: 3)
- 85) Cleaning inside out (Toronto Star: 3)
- 86) “Lustration” noodles for soldiers (Toronto Star: 3)
- 87) Lustration or masquerade? (Toronto Star: 3)
- 88) Mother of the fighter was not given word (Toronto Star: 3)
- 89) My stories (Toronto Star: 3)
- 90) He is from the generation that went under the knife (National Post 2017: 7)
- 91) To the 100th anniversary of the poet’s birth (National Post 2017: 7)
- 92) Murder with a few Unknowns (USA Today: 7)
- 93) The Enchanted Soul (The Globe and Mail 2016: 6)

- 94) The Prosecutor Came to Us (The Globe and Mail 2016: 2)
- 95) “Old-timer” Sounds Proud (The Globe and Mail 2016: 2)
- 96) Fighters of the Economic Front (Toronto Star 2015: 8)
- 97) Rinat and his team (National Post 2017: 12)
- 98) Rescuers Chief (The Express 2013: 9)
- 99) Beautiful unmarried woman (National Post: 19)
- 100) The Brand New Land Rover did not Travel Long (The Express 2013: 13)
- 101) Fortune chooses “Times”, presents prizes (The Express 2013: 4)
- 102) A very lone oak stands wide... (The Globe and Mail 2016: 19)
- 103) Ostap Drozdenko: “Medical reform must be started from the end!” (The Globe and Mail 2016: 14)
- 104) Yu. Boyko: “The principle is simple – take it and do it!” (The Globe and Mail 2016: 5)
- 105) “Putin is helped by the fifth column and our idiots in politics”, Yuriy Lutsenko (National Post: 16)
- 106) “Laws of capitulation”: Poroshenko – “for”, “Fatherland” – “against” (National Post: 7)
- 107) Two victories, two defeats (The Times 2014: 7)
- 108) New people against old problems (The Times 2014: 8)
- 109) Radical decisions, radical changes! (The Times 2014: 5)
- 110) Defended Maidan – will defend the country!!! (National Post: 10)
- 111) Never trouble till trouble troubles you (The Express 2013: 2)
- 112) Alley of oaks named after the Heavenly Hundred Heroes (Toronto Star 2015: 5)
- 113) “New wave” of Lenin’s fall (ibid: 3)
- 114) Leniniana (ibid: 19)
- 115) Heroes do not die (ibid: 16)
- 116) Recruited girls “on the street”... (National Post: 6)
- 117) For pike perch one can “fall for” 600 hryvnia (ibid: 6)
- 118) “Domestic disputes” in broad daylight? (The Express 2013: 12)

- 119) When reforms are not proforms (The Times 2014: 15)
- 120) On the clear stars, on quiet waters... (The Globe and Mail 2016: 15)
- 121) Apples-miracles (The Globe and Mail: 24)
- 122) How will life without light be like? (The Globe and Mail: 7)
- 123) Chelsea bargains for Kovalenko? (ibid: 8)
- 124) Who paints on the ground? (ibid: 11)
- 125) There is funds, will be kindergarten! (Toronto Star: 12)
- 126) The President is the best! (USA Today 2015: 11)
- 127) Rewards, Congratulations and Thanks! (ibid: 8)
- 128) Thank you for the hospital! (Toronto Star: 3)
- 129) Caution: “viral danger”! (USA Today 2015: 12)
- 130) Attention! Scammers! (USA Today 2015: 3)
- 131) Warning: Political Fraud! (The New York Times Magazine 2015: 4)
- 132) Experts: Zelensky has a chance to win the election (USA Today 2015: 5)
- 133) Kyiv: compatibility test (Toronto Star: 14)
- 134) District 78: the main thing for the candidate – work with people and for people (ibid: 6)
- 135) Jeep, two ‘ambulances’ and medical equipment... (The Observer 2013: 14)
- 136) One man falls... (The Times 2014: 16)
- 137) He has diabetes, a half-sick pancreas and... many hectares of land (The Times 2014: 18)
- 138) Promised to return alive ... (The Observer 2013: 12)
- 139) Thank you for your support! (25.05.2020: URL)
- 140) Dear residents, I appeal to you! (The Globe and Mail: 7)
- 141) I bow down to you, my doctors! (25.05.2020: URL)
- 142) Dear compatriots! (The Globe and Mail: 4)
- 143) Currency speculators set free...but who’ll feed the pensioners? (The Guardian: 9)
- 144) Is US ambassador to Germany Richard Grenell set to step down? (24.05.2020: URL)

- 145) Mortgage Market Competition (The Times: 19)
- 146) Hryvnia surgery ... without anesthesia (The Globe and Mail: 9)
- 147) Seeking an amicable end ...to a re-privatization dead-end (The Globe and Mail: 2)
- 148) The opposition is for recount (ibid: 7)
- 149) Among the arrivals there is a Chairman of the State Committee for Communications and Information of the USA (ibid: 8)
- 150) State “watchdogs” cannot act as legal counsel (The Guardian: 12)
- 151) In the land of “telecom” giants! (The Guardian: 5)
- 152) Who will control Maidan? (The Globe and Mail: 3)
- 153) The February Bureaucratic Revolution (USA Today: 11)
- 154) Back to work – to kill the bill (The Times: 11)
- 155) Expect no change in North Korea (The Observer: 9)
- 156) Kosher cuisine (The New York Times Magazine: 2)
- 157) Consortium for Tunnels (The Times: 22)
- 158) Premier is in a ‘disaster’ region (Toronto Star: 23)
- 159) Snuffing out shoddy pseudo-insurers (ibid: 25)
- 160) I’m too old for marriage: Oprah Winfrey (The Express: 16)
- 161) Moscow’s cold embrace...in the “heated” gas race! (The Globe and Mail: 5)
- 162) A planet named Province (ibid: 8)
- 163) Darkness descends on the Toronto (The Guardian: 2)
- 164) Skyscraper project sliding into the Dover (The Guardian: 4)
- 165) NBU fast on the warpath (National Post: 6)
- 166) State Consumption Standard is arrival to NGOs (The Guardian: 10)
- 167) Parliament is indifferent to NGO initiatives (National Post: 4)
- 168) Sending out an SMS ....to car thieves! (USA Today: 10)
- 169) IMF becoming flexible (National Post: 8)
- 170) Experiment gone awry (National Post: 25)
- 171) French breakthrough of Italian “Iron Lady” (The Express: 17)
- 172) Who is at the Helm of the French economy? (The Times: 12)

- 173) Breakthrough of the week (The Times: 12)
- 174) Why don't peasants want to work? (National Post: 11)
- 175) Do we need a federation? (National Post: 11)
- 176) On state law courses (National Post: 11)
- 177) How to make money (National Post: 11)
- 178) Re-elections in Zhytomyr region (National Post: 11)
- 179) Village in winter (National Post: 11)
- 180) In the Taurian steppes (National Post: 11)
- 181) Primary school in England (National Post: 11)
- 182) We are self-determined (The Globe and Mail: 3)
- 183) I am as a consul, 600 years of Ottoman captivity (The Globe and Mail: 3)
- 184) To the Memories of a great humorist (The Globe and Mail: 3)
- 185) Dream and reality (The Globe and Mail: 3)
- 186) "Running" cases (USA Today: 6)
- 187) Zones Meant for the Chosen Few (USA Today: 6)
- 188) Enamels and Time (The New York Times Magazine: 8-9)
- 189) Be my poet (The Globe and Mail: 9)
- 190) Once upon a time there was the Life! (The Globe and Mail: 9)
- 191) On Our (not their) land (The Globe and Mail: 9)
- 192) Iranian Barbie with national values (The Globe and Mail: 9)
- 193) Ex-Yugoslavia is connected (ibid: 2)
- 194) Guest's in the house (ibid: 10)
- 195) Eurovision mystery (ibid: 23)
- 196) To an unknown land (The Times 2014: 21)
- 197) How it happened (The Times 2014: 21)
- 198) Bomb Found (The Times 2014: 21)
- 199) Agitation (The Times 2014: 21)
- 200) On independent prisons (Toronto Star: 9)
- 201) Desire (Toronto Star: 9)
- 202) Dream (Toronto Star: 9)

- 203) Doubt (Toronto Star: 9)
- 204) Hesitation (Toronto Star: 9)
- 205) Uncertainty (Toronto Star: 9)
- 206) In bad weather (Toronto Star: 9)
- 207) Song of Love (Toronto Star: 9)
- 208) Suddenly in a minute began a violent storm (Toronto Star: 9)
- 209) Owners – law, debtors – duties (ibid: 4)
- 210) Winners of the week (The Times: 20)
- 211) Lord, let's go, Be my poet (Toronto Star: 16)
- 212) In word and deed (The Guardian: 12)
- 213) For God's sake, in a good way (The Guardian: 12)
- 214) With Taste and Style (The Guardian: 12)
- 215) Happiness is ... (The New York Times Magazine: 7)
- 216) Whose fault? (The Times: 12)
- 217) Who is to blame? (The Times: 13)
- 218) The price of paradise (The Times: 13)
- 219) Enough (The Guardian 2012: 8)
- 220) God's house is to the executive committee (The Guardian 2012: 8)
- 221) One Flew Over the Khrushchovka's Nest (National Post: 24)
- 222) One hundred years of the Art Museum (The Observer: 15)
- 223) CHRIST SAID: THERE WILL BE PESTILENCES... Reflections on pandemics, lockdown, fears, and Divine Providence (5. 19. 2020: URL)
- 224) At work with pleasure (Toronto Star: 8)
- 225) And one out of step (The Globe and Mail: 13)
- 226) Spend wisely (ibid: 11)
- 227) The Nuremberg war crimes tribunal (The Observer: 7)
- 228) A hermitage on the outskirts of New York (The New York Times Magazine: 8)
- 228) New appointment after two months (National Post: 1)
- 229) 235,000 Mini Coopers recalled over fire risk 235,000 (The Express: 14)



- 230) Fishing in a Pool of Fantasies (Toronto Star: 8)
- 231) “WE CAN FEED DOCTORS” Vladislav Cheburashkin on how we can help doctors in quarantine (5.15.2020: URL)
- 232) Coronavirus: Experts warn of bioterrorism after pandemic (25.05.2020: URL)
- 233) Criminals for an hour? (The Guardian: 8)
- 234) Just stay calm (The Globe and Mail: 15)
- 235) Purchasing Real Estate in Europe (The New York Times Magazine: 5)
- 236) 60 part-time nursery pupils (The Observer: 8)
- 237) Crowds of absurdity as a cure to boredom (The Observer: 5)
- 238) There was a political earthquake in Kishinev (Toronto Star: 6)
- 239) Herds of physiological robots instead of the couples (Toronto Star: 7)
- 240) A little protection never hurts (The Express: 18)
- 241) Mossy Minister (USA Today 2015: 16)
- 242) Shine of Darkness (USA Today 2015: 18)
- 243) Funny and sad (USA Today 2015: 12)
- 244) General and his logic (USA Today 2015: 4)
- 245) In a “baker’s dozen” of candidates there is a very original one (The Times 2014: 5)
- 246) Oil market: rusty existence against the background of mega-profits (Toronto Star: 4)
- 247) Old story (New York Times 2012: 16)
- 248) The bitter taste of cheap oil (The Times 2014: 11)
- 249) Hell of a hell with four suspects (New York Times 2012: 6)
- 250) Today, the court will continue hearing the criminal case of “terrorists” (New York Times 2012: 6)
- 251) “Trifles” of restructuring (New York Times 2012: 7)
- 252) Builders are destroying historic buildings thanks to ... new legislation (New York Times 2012: 7)
- 253) Ukrainian nationalism: the patient is alive rather than dead (Toronto Star: 14)
- 254) Why a sofa is better than a chair (ibid: 17)

- 255) Several high-rise apartments can be brought down like a house of cards (ibid: 16)
- 256) Worse than in the barracks (New York Times 2012: 15)
- 257) Drawing for the whole of Ukraine (The Globe and Mail: 18)
- 258) The city set a national record – the largest handmade painting that decorated a reinforced concrete fence (The Globe and Mail: 18)
- 259) Milk has brought to a hundred years (ibid: 9)
- 260) Pennies ask for silence (The Times 2014: 7)
- 261) Bankers expect a new surge in dollar this week (New York Times 2012: 5)
- 262) What if the photographer didn't notice? (New York Times 2012: 17)
- 263) The opposition figure promises to sell his expensive watch for seriously ill children (New York Times 2012: 17)
- 264) Keep pedaling ... and the term will be shorter (New York Times 2012: 6)
- 265) Portrait painted with charcoal (Minneapolis Star 2012: 18)
- 266) On the eve of 2013, the best snake will be chosen in New York (Minneapolis Star 2012: 20)
- 267) Physicians, educators, and students may be left without a salary in December – the budget lacks 10 billion hryvnias (National Post: 14)
- 268) The court is tired ... (Minneapolis Star 2012: 3)
- 269) Work, like a wolf, can run away (The Times 2014: 4)
- 270) The Black Hole of the Miner's Capital (The Globe and Mail: 8)
- 271) The subway does not carry people, but is a mortal danger to a city of millions (New York Times 2012: 8)
- 272) For the first time, the regular session of the parliament did not start on the first Tuesday of February (The Globe and Mail: 1)
- 273) Temporary budget or budget of 'temporary lads'? (New York Times 2012: 2)
- 274) Time to Overcome 'Leaderism' (New York Times 2012: 4)
- 275) Members of the presidium of our party call on the party's political council to solve intra-party problems in principle (Minneapolis Star 2012: 4)
- 276) Poetic justice, or with a light euro! (The Globe and Mail: 4)

- 277) Pyrrhic victory of Netanyahu (The Globe and Mail: 4)
- 278) Sisyphus vacation (The Times 2014: 4)
- 279) The opposition will gather for its own extraordinary session. That is a meeting (Minneapolis Star 2012: 2)
- 280) Pick On everyone! (New York Times 2012: 8)
- 281) DON Pion. Smell of a Million (The Times 2014: 9)
- 282) MARY bought flowers for official events with the participation of the President for a record amount (National Post: 15)
- 283) cONVENIENT budget (New York Times 2012: 3)
- 284) taRIFFS (The Times 2014: 4)
- 285) Mum vs mother, or On the centrifugal force of antimagnetic law (Minneapolis Star 2012: 5)
- 286) Work, or be lazy ... (New York Times 2012: 4)
- 287) Everybody's happy on friendly Jersey! (Minneapolis Star 2012: 19)
- 288) Smile as you say Hi! (Minneapolis Star 2012: 19)
- 289) Lady Helen cuts a dashius with her Cassius (The Globe and Mail: 11)
- 290) Toothy Neighbor (New York Times 2012: 18)
- 291) During the quarrel, the guest bit off the hostess's finger (The Globe and Mail: 16);
- 292) MONsters of black transplantation (ibid: 5)
- 293) The King of Beasts (The Times 2014: 11)
- 294) The capital's zoo has a new 'old' director (New York Times 2012: 11)
- 295) Think seven times, name once (Minneapolis Star 2012: 6)
- 296) Supreme Court will hear church-state case over prayers at public meetings (Minneapolis Star 2012: 5)
- 297) Wife of Al Qaeda Leader Praises Muslim Women for Role in Uprisings (New York Times 2012: 7)
- 298) Israel's Fading Democracy (New York Times 2012: 9)
- 299) A Refuge Silent Enough to Hear God's Whisper (New York Times 2012: 4)

- 300) Religious Violence Increases Despite Curfews in Nigeria 20.08.12 (New York Times 2012: 5)
- 301) Libya Parliament approves New Premier's Cabinet (New York Times 2012: 7)
- 302) Youth in north city of Gao stage 1st protest against France's military tactics in Mali (Minneapolis Star 2013: 6)
- 303) Prayer in the Town Hall (New York Times 2013: 4)
- 304) An Internet swindler was detained in Prykarpattia (Toronto Star: 5)
- 305) Don't believe the 'triggermen'-bloggers! (New York Times 2013: 5)
- 306) Give up the teacher-bribe (New York Times 2013: 4)
- 307) UP SKILLS (The Daily Telegraph 2014: 5)
- 308) Bright's dark on Olympic dangers (The Daily Telegraph 2014: 11)
- 309) Police ready for riot (The Daily Telegraph 2014: 15)
- 310) Got something to sell? (The Sydney Morning Herald 2014: 46)
- 311) Looking to sell your home? (The Daily Telegraph 2014: 46)
- 312) Town in danger as crude oil train explodes (The Daily Telegraph 2014: 18)
- 313) Prince prepares for life on land (The Daily Telegraph 2014: 18)
- 314) President to visit mine (The Daily Telegraph 2014: 14)
- 315) Hope grows from the ash of despair, texting a fatal error in teenage tragedy (The Daily Telegraph 2014: 15)
- 316) Terrorist dagger in Olympics heart (The Daily Telegraph 2014: 19)
- 317) Terrorists to target Aussies (The Daily Telegraph 2014: 9)
- 318) Princess Margaret's 'Secret Son' Closer to Seeing her Sealed Will (The Telegraph 2013: 3)
- 319) Global Warming Activists still Trapped by Inconvenient Ice (The Daily Telegraph 2014: 10)
- 320) TV Star Tragic Target (The Daily Telegraph 2014: 13)
- 321) It will be hot! Weather forecasters predict a very hot summer (Daily Telegraph 2014: 101)

- 322) Oh, how it smells The largest exhibition of roses in Ukraine has opened in Crimea, numbering about a thousand varieties (The Globe and Mail: 3)
- 323) That's the smell! Ticks sense a person approaching at a distance of one and a half kilometers (The Sydney Morning Herald 2014: 8)
- 324) Don't miss the parade! After sunset on Sunday and Monday, the planets will be visible in the sky (The Sydney Morning Herald 2014: 3)
- 325) Do not turn your back! The Prime Minister 'broke off' another civil action in the Cabinet: this time – a journalistic one ('lead') (National Post: 5)
- 326) Arm yourself if you want! The government proposes to simplify access to traumatic weapons for the majority of the population (ibid: 16)
- 327) Whose loaf? (The Sydney Morning Herald 2014: 9)
- 328) And where is the cheapest gas? (The Sydney Morning Herald 2014: 12)
- 329) Why then school? (The Sydney Morning Herald 2014: 10)
- 330) Can the heroism of the UPA be punished? (The Globe and Mail: 5)
- 331) There will be no trade in the city center? (The Sydney Morning Herald 2014: 6)
- 332) Will he pay for the car that was broken by a fallen tree? (Toronto Star: 6)
- 333) Could the president eat for 2 hryvnias? In hospitals there are hungry children (The Sydney Morning Herald 2014: 7)
- 334) Well, can I have at least one? Children from one year should not be given more than two strawberries a day (lead) (The Sydney Morning Herald 2014: 21)
- 335) Why we are always dissatisfied (The Sydney Morning Herald 2014: 1)
- 336) Inhabitants of the Southeast are destined for slavery: Lev Vershinin (Toronto Star: 3)
- 337) Because of the Crimea, food prices have jumped in the world (The Globe and Mail: 2)
- 338) NATO military will come to Ukraine (The Globe and Mail: 19)
- 339) Situation in Crimea: All Ukrainians in Crimea will be required to obtain a residence permit. Or kicked out (Toronto Star: 21)

- 340) British and American defense ministers do not believe Shoigu (Daily Telegraph 2014: 101)
- 341) Psychopaths and fools from Washington will start a war (Daily Telegraph 2014: 100)
- 342) On Officer Honor – and Officer Evil (New York Times 2013: 4)
- 343) Putin, Korea, Ukraine (New York Times 2013: 7)
- 344) Things are as usual (New York Times 2013: 3)
- 345) This is what NATO will do if Putin moves southeast (The Times 2014: 4)
- 346) The decision of the President of Lithuania alerted all of Russia (The Times 2014: 5).