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Nominative means of attracting and maintaining the addressee's attention

in English on-line news texts

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TABLE OF CONTENTS

INTRODUCTION

The appearance of on-line texts greatly influenced the formation of media content, making changes not only in the texts themselves but also in their visual complement (Володина, 2007, p. 55). Besides, human life has also changed, now it is more mobile with more information surrounding it. The emergence and widespread dissemination of on-line mass media attracts the attention of consumers of information (Заигрина, 2015, p. 90).

The function of online media is manifested not only in the content of the messages but also through their selection (Lim, 2011, p. 58), commenting, location in a certain sequence (Kress, 2017, p. 15). The study of the impact function of the news becomes possible thanks to the development of communication, one of the central concepts of which is "mediation", emphasizing the intermediary role of news in the formation and transformation of the information image of reality (Kress, 2014, p. 55). The functions of the online media have a fundamentally different content in connection with the specific characteristics of the latter, such as hyper-textuality (interconnectedness), multimedia, interactivity, responsiveness, measurability, personal approach (Заигрина, 2015, p. 90).

The indicated functions of the online media have fundamentally different content in connection with the specific characteristics of the latter, such as hyper-textuality (Добросклонская, 2005; Заборовская, 2003), multimedia (Chang, 1992), interactivity (Leon, 2014; McQuail, 2011), responsiveness (Почепцов, 2001), measurability (Задровская, 2014), personal approach (Manovich, 2001).

The **relevance** of the study is brought about by the role of the media in the life of modern society since they select and transmit information attracting and sustaining the addressee's attention.

The object of the study is English on-line news texts.

The subject of the investigation is the nominative means of attracting and sustaining the addressee's attention.

The aim of the research is to determine the peculiarities of nominative means of attracting and maintaining the addressee's attention in English on-line news texts.

The objectives of the research are as follows:

− to define nominative means of attracting and maintaining the recipient's attention;

− to single out nominative means of attracting and maintaining the recipient's attention;

− to specify the structure of English on-line texts;

− to outline means of attention grabbing in headlines;

− to specify means of the attention maintaining in texts.

The paper has used the following **methods**: *content analysis* to consider media texts on different platforms, a *comparative method* to identify common features of texts and their differences, to identify the features of communication and visual components.

The **novelty** of the paper is in an integrated approach to the analysis of the nominative means of attracting and maintaining the addressee's attention in the English-language texts of Internet news, as well as correspondence of the title to the text.

The material of the research consists of the articles from *The New York Times*, *The Washington Post*, *The Times*, *The Denver Post*, as well as news releases of the CNN, BBC, Fox News news agencies.

The **results** of the study were discussed at the conference "Ad orbem per linguas" (Kyiv National Linguistic University, 17 June 2020).

The theoretical significance of the work lies in expanding knowledge in the field of effective media communication. The paper takes a new approach to the analysis of the texts of Internet news and ways to achieve a pragmatic effect from the standpoint of media studies.

The practical significance of the work lies in the fact that its results can be used in lecture courses and practical classes in stylistics of modern English, text

interpretation, English lexicology, in special courses in discourse studies, media linguistics.

The thesis has the following **structure:** introduction, chapter one "Nominative means of grabbing and keeping addressee's attention in on-line texts", chapter two "Role of nominative means of attracting and maintaining attention in different parts of English online news", conclusions, list of reference materials and data sources.

CHAPTER ONE. NOMINATIVE MEANS OF GRABBING AND KEEPING ADDRESSEE'S ATTENTION IN ON-LINE TEXTS

This Chapter discusses the nominative means of attracting and maintaining the addressee's attention in the structure of English on-line texts: headlines, lead, text body.

1.1. Nominative means: definition

One of the most important problems of linguistics is the definition of a word, its delimitation, on the one hand, from a morpheme, on the other hand, from a phrase and a sentence. According to V. Galperin's definition a word is the shortest unit of language, independent in its meaning and form (Гальперин, 2009, p. 44). The most detailed definition of the word seems to have been given by V. Vinogradov (Виноградов, 2007, p. 16): a word is a limit (that is, no longer decomposable into grammatically separate and at the same time lexically integral units of speech) linguistic "symbol" which:

−   serves as a designation (nominative sign) of one or another content, emotion, attitude for a certain social environment. It is some kind of "subject" in the world of reality, in the world of material culture or social ideology and psychology, often expressing an assessment, attitude of this social environment to reality and, therefore, the understanding and perception of reality inherent in this social environment;

−   can be a receptacle of several meanings common to the whole and, in this regard, embodying the principles of combining ideas, emotions and "things" (processes, signs, etc.) in the life and worldview of this collective and,

−   it is a structural-speech unity, forming speech, statement, message or separation of its members and, in turn, divided into phonemes and morphemes and entering into syntactic coupling according to the laws of the grammar of a given language" (Виноградов, 2007, p. 16).

Each language unit is primarily determined by its function. The word has a nominative function reflected in its ability to act as a nomenclature for real phenomena. However, this property is not represented by the entire corpus of words. First of all, in important words, the word directly and independently points to a real phenomenon. It is the largest and most representative class of words and forms the basis of the vocabulary. So a *nominative unit* is a stable sequence of characters in which one character (modifier) defines another (actualizer) (Chang, 1992, p. 178).

From this complex definition, we single out the main features that define a word as a unit of language:

–   it is an integral, ultimate, semantically and grammatically indecomposable unit;

–   it serves as a nominative sign of the social environment;

–   it contains several meanings;

–   it promotes the formation of speech;

–   it enters into syntactic relations.

The modern English language system shows a positive trend towards analyticity. This dynamic process includes all its structural ranks, including the system of nominative units subject to functional displacement (Chang, 1992, p. 179). Functional redirection refers to a specific process that, over time, transforms a particular linguistic unit into a new semiotic quality. Rethinking the traditional categorical semantics, syntactic links, practical orientation of linguistic units and their permutation of symbols is an indicator of functional reorientation (Исмайлова, 2014, p. 146).

As a result of the implementation of the functional capabilities of the language unit, this happens in the process of communication.

Among the factors influencing the nomination process are the following:

–   experience,

–   language skills,

–   human psychology and the role of the individual,

–   the role of society,

–   the influence of external conditions,

–   language system,

–   thinking and environment,

–   reality connection (Виноградов, 2007).

The last of these factors seems to be the most interesting in light of the current mainstream cognitive trends in linguistics, where the question of the relationship between linguistics and thinking is the main one (Lim, 2011, p. 58).

Language units always have meaning and are mediated by thought. People not only name objects, phenomena, etc., but also form an idea of them and establish certain connections and dependencies between them. The result of the language naming process is a nominative language unit. It may be appropriate here to clarify which linguistic unit is considered a *nominative function* (Lim, 2011, p. 63).

According to Kubryakova, to be a naming unit, a linguistic sign must meet one requirement: to specify, to name an entity, to perform a nominative function. In other words, it should depict selected object in an act of nomination in the language, and then replace this object with this name in speech activity and mental manipulations (Кубрякова, 1986, p. 15).

These properties were associated primarily with the names and proper names of objects and thus constituted a field of research in onomasiology (Исмайлова, 2014, p. 148). As a result, a special role in the theory of nomination was assigned to the noun as a class of words (Lim, 2011, p. 65). However, with the development of onomasiological research, nominative functions were found with other classes of words, and linguists began to refer to nominative units and word combinations (Виноградов, 2007).

In the course of further research, linguists came to the understanding that not only individual objects, phenomena or properties are nominally represented in language, but also the connections between them, integral events, and the naming of reality can occur not only within words and phrases, but also within whole statements and suggestions (Lim, 2011, p. 67).

Consequently, these linguistic units began to be considered as nominative units (having a nominative function) and entered the circle of objects of research in the theory of nomination. As a result, scholars realized close relationship between communicative and nominative activities (Lim, 2011, p. 52).

Words and phrases are nominative units that primarily represent a specific object or phenomenon, while sentences are two-sided units, both nominative and communicative (Исмайлова, 2014, p. 149). The level of the language before the sentence is the basis of the nominative case, and the level of the sentence (utterance) is the basis of its communication.

A nominative unit that acts in a language as a word of full meaning and as a separate name for a word is also called the sign of the basic meaning or (in fact) the nominative case. It differs from messages, which are classified as predicates and statements of secondary meaning, statements. Nominative signs are useful in the field of the nominative case (Воротникова, 2005, p. 55).

Being a unit of the language system, a nominative unit can be considered in two aspects, which allow revealing its features, thus, words are related or different in form and meaning. Determining the meaning of a word is not easy because the nature of the meanings of words of different classes is different. If words perform a nominative function, that is they refer to phenomena of objective reality, then functional words have purely grammatical meanings. Nevertheless, some meaning is required for each word: without meaning there can be no word (Воротникова, 2005, p. 16).

An ordinary word (a notional part of speech) in its meaning represents a concept, more precisely, individual signs of a concept (Кузьминская, 2015, p. 17). However, the nominative unit most often has not one meaning, but several. This makes the concept of "meaning of the word" even more complex.

The semantics of the nominative unit includes not only the name of the phenomenon but also social assessment, its expressive-emotional characteristic. (Chang, 1992, p. 178).

In addition to the lexical meaning, the grammatical meaning also enters the plan of the word content. It determines whether a word belongs to separate grammatical classes of words in a language, to a part of speech, denoting its general categorical significance: objectivity, process, attribution, etc. (Шостак, 2007, p. 28).

Lexical meanings are subordinated to more abstract grammatical meanings; they include, however, a grammatical characteristic (Исмайлова, 2014, p. 151). It is necessary to distinguish cases when the word is used with an unusual meaning, in an unusual context from the meaning attached to it, the content. This is often found in texts of fiction and journalistic literature. This phenomenon is called the occasional use of words.

The generalizing and mediated role of the verbal sign lies in the fact that the object named or designated can simultaneously be:

a) a specific (real) object (referent),

b) a typed idea of the whole class of objects in their form, purpose, falling under this class (denotation),

c) concept – differential signs of a given class of objects (significatum). (Исмайлова, 2014, p. 153).

A typified idea of a class of objects, inherent in the names of specific objects, things, artifacts, etc., is called denotation (ideal as opposed to a material one is a referent in a single statement), or object relatedness of a verbal sign (Lim, 2011, p. 50). Subject relatedness can be defined as "the potential for attributing a word to a certain object or phenomenon, a statement of the fact that this object is included in the class of objects designated by this word" (Манькова, 2008, p. 19).

From the point of view of logic, subject relatedness can be equated to the scope of a concept, i.e. to the circle of objects falling under the concept indicated by this verbal sign (Lim, 2011, p. 57). The nominative verbal sign is connected by an onomasiological relation not only with the denotation, which outlines its object relatedness, but also with the concept (significatum) that constitutes its "conceptual relatedness" (Lim, 2011, p. 58). Taking into account the existing systematization of

various types of meaning, we will distinguish the following aspects of lexical meaning:

1) meaning as a specific linguistic form of a generalized reflection of extra-linguistic reality;

2) meaning as a component of a lexical unit, i.e. structural element of the lexical-semantic system of the language;

3) meaning as an expression of the attitude of speakers to the words used (signs and the effect of words (signs) on people and

4) meaning as an actual, specific designation, naming of an object, phenomenon (situation) (Kronrod, 2011, p. 10).

Before characterizing of each of the types of lexical meaning, it is necessary to make a general comment. In semiotics various types of meaning are defined within its aspects (semantics / syntax, pragmatics, sigmatics) as a different kind of relationship respectively:

– a sign and mental content (concept),

– a sign and other signs,

– a sign and a person using the signs of a given language,

– sign and object (subject) (Kronrod, 2011, p. 15).

This definition emphasizes, first of all, the functional relationship (dependence) of the components (factors) that determine one or another type of meaning.

In a semiological examination, the meaning of a word is a reflection of the objective world by human consciousness in the word. The word, in this case, is considered as a sign – a substitute for the appearance of reality (object, sign, process, relationship) in mental and speech activity (Луканина, 2011, p. 38).

To sum up, nomination is a process of formation of language units, which are characterized by a nominative function, ie serve to name and dissect fragments of reality and the formation of relevant concepts about them in the form of words, combinations of words, phrases and sentences.

1.2. Nominative means and attention

Nominative means of language (from Latin *Nominatio* (naming) are an important linguistic unit, vocabulary, united by important words of the totality of all grammatical forms and the general term "lexeme". Nominative means include variants and stable phrases. Attention is the direction and focus of consciousness towards an actual or ideal object, suggesting an increased level of individual sensory, intellectual or motor activity (Chang, 1992, p. 180).

1.2.1. Nominative means of attracting attention. The journalist shows all his creativity, tries to get away from the standard, the stereotype, to show creativity, while often sins against the truth in an effort to attract the attention of the addressee to read his material (Ляпина, 2012, p. 50). *Attention* is the process of consciously or unconsciously selection of one information coming through the senses and ignoring the other (Kronrod, 2011, p. 15).

This issue has been little studied both in our country and abroad. As the main sources in this work there is research by I.Artamonova (2008), T.Dobrosklonska (2005), S.Zaborovska (2003), L.Mankova (2008), S.Potapenko (2009), Z.Turaeva (2009), G.Kress (2014), J.Leon (2014), L.Manovich (2011), T. van Dijk (2000), etc.

Here is a summary classification of the tools used to attract the attention of addressees in order to distinguish a text from the mass of other texts.

Emotionally evaluative vocabulary is used to attract the reader's attention. Almost all headline researchers who are interested in means of attracting readers' attention and ways of influencing potential recipients consider primarily emotional vocabulary (Kronrod, 2011, p. 16). The external categoricality of a directive headline aims to grab the attention of the recipient, stand out from the sequence of other headlines and produce an intended effect (Chang, 1992, p. 178). Thus, the headlines set out in the form of a slogan express the imperatives formulated by the addressee that are related to the socio-economic and socio-political spheres of the activities of the participants in the communication.

The desire to ascertain the existence of a certain community of the addressee and the recipient and their involvement in the reality are expressed in the formulation of the headline in the form of a call to action, e.g. *Get yourself a bike, perico!': how cycling is challenging Santiago's social barriers (https://www.theguardian.com/cities/2016/jul/21/cycling-challenging-santiago-chile-social-barriers)*

Analytical newspaper texts are one of the most important elements of modern mass media. They add a shady of a particular worldview to the content being conditioned by the context of one or another ideology (Варзапова, 2015, p. 5). That is, it performs more ideological or influential functions of the media.

In addition, the author of the news (seeks to establish a special psychological connection with the recipient to form a particular opinion or opinion. Linguistic means of expressing opinions and ratings in this type of text include emotional elements, evaluative and predictive judgments (Ляпина, 2012, p. 53).

The rating of newspaper texts in the analytical genre is most obvious in the headlines. Text headlines in this genre are an important element because it is involved in the formation of emotional influences in newspaper articles (Ляпина, 2012, p. 54).

When analyzing the semantics of headlines, the differences in their functions should be taken into account. They are reflected by two lexemes of the English language, *title* and *headline*, for the differentiation of which the following terms are proposed:

‒ identifying headlines and

‒ orienting headlines.

The first of them are intended to identify individual printed works, which is reflected in the etymology of this word. Originally it meant a tag attached to the outside of a papyrus roll, making it possible to identify different works when stored in containers.

There is the identifying function of the headline that gives linguists reasons to consider it as the name of the text and to identify it with a proper name, by analogy

with which the headline is perceived as an index mark indicating the "body" of the text before it is read, and turns into a conditional motivated sign that indicates the content of the text after meeting the latter (Ляпина, 2012, p. 54).

The headline and the beginning of a text in media are strong positions, which are understood as the specific organization of the text, ensuring the highlighting of the most important meanings of the text, establishing a hierarchy of meanings, focusing attention on the most important, enhancing emotionality and aesthetic effect, establishing meaningful connections between adjacent elements and remote, belonging to the same and different levels of ensuring the coherence of the text and its memorability (Арнольд, 1978, p. 23-24).

The headline implements informational and evaluative potential, which seems to the author of the newspaper material the most significant for a certain context or task that he sets for himself. The functional typology of evaluative meaning objectifies three essences in a sign at the same time: an object, the concept of its meaning (predicate) and a subject, which provides a triad of signs representing it:

- signs-functions (functional evaluation) *Life is good* as an evaluative nomination is represented by a word, the meaning of which contains an evaluation in the semantic structure of the word as a sememe, "built-in" into the dictionary and grammar of the language;

- connotation signs (connotative evaluativeness): *Life is like a fairytale* is the evaluative nomination expressed by a word, the direct meaning of which does not predetermine anything in relation to the speaker to the object of evaluation, the figurative metaphorical meaning of the evaluation is created by the conditions for using the associative potential of the word in the context (*good, amusing, sweet*);

- signs-pragmemes (pragmatic evaluativeness): *Life is like hell* is here the objective and evaluative meaning in the word "glued together, rigidly connected" at the level of the hierarchy of semes as part of one sememe, their lexical nature can be represented in the form of the "syntax of the components of judgment", where the subject seme corresponds to the designated

denotation object (hell – "the place where the souls of sinners after death are given eternal   torments"), and the evaluative seme corresponds to the predicate-signification, (hell – "difficult, intolerable conditions state, chaos, horror"). (Варзапова, 2015, p. 5).

The evaluation-pragmeme is a disguised evaluative predicate that contains both subject and evaluation. With the help of pragmatic assessment, the journalist makes a soft attack on the reader and gives an overlooked analysis of the event: *Demagogues reach beyond bigotry.*

(https://www.ft.com/content/b3a935ea-8a38-11e6-8aa5-f79f5696c731)

Headlines should be, first of all, bright, attractive, youth slang, "head jargon" (the term of V. Komissarov, 2007) can be attributed here, emotional vocabulary that has an offensive meaning and terms of socially-condemned reality (wahhabism, racism, extremism). For example: *Stephen Phillips, one of May's own MPs, who supported Britain leaving the EU, incidentally, could nevertheless smell the faint but sharp <u>stink</u> of Putinism coming from Downing Street.*

Journalists play with words to search fresh and unusual nominations for people and facts, breaking traditional models of word formation, grammar, and breaking the taboo of word combinations. A new organization of linguistic elements, unconventional nomination methods, involves exploring the depth of meaningful expression and overcoming automation in the recognition of linguistic facts. There is submission of the real to the rules of the game with words, otherwise – "writing" this real according to the rules of the game, in a peculiar way organizes all the information.

Searching for nominations in these languages is especially important, allowing you to identify situations and pay attention to your messages, even if you have already passed through other information channels. At the same time, the new signer can move the peripheral components of the actual event to the center of the media event. Therefore, the focus of the informational message on the decision to resign from the Japanese government was the "history of the incident", "the game

manipulation of the prime minister's critical health (stroke) and the crisis within the ministers (stroke): *The Japanese government did not survive a stroke.*

Techniques that help convey the flavor of a language game dominate today in terms of frequency of use in media texts. And the ability of the writing journalist to participate in it becomes an indicator of skill.

Various cliches that arouse the interest of the reader and grab his attention. As noted by Chang (Chang, 1992, p. 178), the peculiarity of media texts is "in the clarity and comprehensibility of information", designed for the reader's direct reaction to the immediate result, which is achieved by cliches. For example:

Only time will tell.

Let's wait and see.

All is well that ends well.

Every cloud has a silver lining.

To enhance the function of attracting attention, journalists also use general linguistic metaphors with a feature of muted imagery, "discoloration". Their figurative meaning is often perceived as constant, the only possible one. Such a metaphor is perceived only as part of a phrase. This makes them somewhat similar to phraseological units that are often subjected to creative processing by journalists: they introduce unexpected elements into established structures or replace them with antonyms or synonyms.

It is appropriate to exemplify the expressive potential of a number of metaphors in newspaper text:

...a fruit(not polite)...(a gay person (not polite).

*... big banana(not polite)...(*boss (not polite).

...the apple of my eye... (my most cherished person).

...chicken... (scared / frightened person).

...dog... (a bad man, ugly woman).

...snail... (physically very slow person) (Заборовская, 2003, p. 19).

Metonymy is also used for grabbing the attention of the reader and it is the use of the word in a figurative sense, the phrase in which one word is replaced by

another, as in metaphor, with the difference that this substitution may be made only by the word that denotes the object (phenomenon), in particular connection with the subject.

Obviously, in all sentences we are talking about people, but each case emphasizes a particular aspect of a person. In the sports context, the first sentence can be traced to the model of *physical strength*, which is associated with the *body* category; in the University context model *intelligence*, which is associated with the *head* category (Кузьминская, 2015, p. 74).

Irony is virtual image of negative phenomenon into a positive, so by reduction ad absurdum of the possibility of a positive assessment to ridicule and discredit this phenomenon, to draw attention to the flaw, which in an ironic image is replaced with a corresponding dignity (Жажиева, 2014, p. 11).

Here are several ironic examples that have an emotional impact on the addressee, due to their ironic nature:

There is always death and taxes; however, death doesn't get worse every year.

It's easier to fight for one's principles than to live up to them.

In just two will be yesterday.

Neologisms. The creation and sometimes borrowing of new words and expressions concerning their frequency in print headlines in terms of the potential for their speech impact. Attention grabbing is characteristic of neologisms which destroy stereotypes of perception, make it possible to more fully and accurately express thoughts and feelings, assess what is happening, enhance the emotional expressiveness of speech, and save language resources. Along with neologisms, the reader's involuntary interest is also aroused by individual stylistic neologisms – occasionalisms – which we refer to as one way of attracting attention in the headlines (Сычев, 2009, p. 15), for example:

Blair gets Corried away (carried + Coronation Street);

Beckingham Palace threat (Buckingham Palace + Beckham);

Abbreviations, the brevity of the headline. The headline as a whole should not have many words, its advantage is to save the reader's time since its purpose is to arouse interest in the content of the article itself.

We can identify the following types of abbreviations, which are the most characteristic of modern English, based on the study of various linguists:

- initial abbreviation (sequence of initial letters): *BBC – British Broadcasting Corporation, MTV – Music Television, EU – European Union, VCR – video-cassette recorder.*

- acronyms (a sequence of sounds, indicated by initial letters, which are read as ordinary words); there are also homoacronyms (which coincide in form with a common word, sometimes semantically associated with an object which name is reduced) and anacronyms (acronyms that are not perceived as shortening): *UNICEF – United Nations Children's Emergency Fund, NATO – North Atlantic Treaty Organization, scuba – self contained underwater breathing apparatus, VIP – very important person, ASH – Action on Smoking and Health*, etc.;

- phonological abbreviations (in which the semantics of the object, which name is shortened, exists in its form): *ICU – I See You, ICQ – I Seek You, etc.*

- graphic abbreviations (which are used in texts for economy of the space: *Mr. (Mister), m. (Mile, meter), ft. (Foot, feet), v. (Verb), sec. (Second), sq. square;*

- Latin abbreviations, they aren't sometimes pronounce as Latin words, but as separate letters or are expressed by their English equivalents, e.g. *(exempli gratia – for example, for instance), etc. (etcetra, et cetera – and so on), A.M., a.m. (antemeridiem – before midday, in the morning), A.D. (anno Domini – our era), v.v. (Vice versa – on the contrary); P.S. (post scriptum).*

Abbreviations have a large creative potential, because they can create a lot of neologisms. Literal abbreviations also take part in the derivation of the compound words. G. Kress, speaking about the peculiarities of English headlines, also notes the presence in the headlines of a tendency to compress language units of all levels:

for example, ellipsis as a method of syntactic compression, and at the vocabulary level – the use of abbreviations of all types (Kress, 2014, p. 25).

Abbreviations in headlines not only save time but are also used as a means of attracting attention. So, T.Chang notes that "to attract the attention of readers, as well as to enhance the visual and associative perception of the material graphic games with abbreviations are actively represented on the pages of modern print media" (Chang, 1992).

Quotations and other precedent texts and their transformations. Quotes, as noted by L. Karytska, are the most common technique for attracting attention in headlines among modern authors (Карицкая, 2008, p, 11).

Not only citations of literary works, well-known statements by scientists, politicians, cultural figures, but also proverbs, sayings, biblicalisms, lyrics of popular songs, movie names, advertising texts, jokes, etc. are used in the headlines, for example:

"The former land of peace and serenity, <u>flowing with milk and honey</u>, has become a land flowing with blood and tears".

"Nicolas Sarkozy's rapid <u>fall from grace</u> is unprecedented in the history of the Fifth Republic".

According to J. Leon, "turning to precedent texts increases the reader's confidence in the media" (Leon, 2014). According to S. Kuzminskaya, "precedent phenomena function in their original or modified form, because there is not only factual information in the recipient's mind, but also there are various experiences, emotions, and established assessments associated with them" (Кузьминская, 2015, p. 51).

Parceling is understood as a method of communicatively-stylistic organization of the text used to enhance the intellectual and emotional impact on the reader. The parceling design includes several communicative units: the main part and parcels (or parcels) separated by punctuation marks (less often ellipses), question and exclamation marks). For example:

"The U.S. Marine Corps: «The Few. The Proud. The Marines".

Punctuation marks. M. Shostak writes, for example, that the headline in quotation marks is 28% better remembered, for example, it is better to present the interview through direct speech of the interviewee (Шостак, 2007, p. 38).

Various possibilities of *technical design, graphic originality*: italics, underlining, discharge, use of capital letters, placement on a newspaper page, size, saturation and brightness of the headline, the choice of the size of the headline font and other characteristics (Weinreich, 2014, p. 42).

Information as a way to attract attention. This method is so obvious that not all researchers pay close attention to it. Meanwhile, the ability to grab the reader with information that may be disclosed in an article, to enlighten on a particular issue is perhaps the most important technique of a journalist in creating the headline of an article. The information content is one of the main functions of the header.

To conclude, the means of attracting the attention of the reader are: emotional evaluative vocabulary, expressive vocabulary, epithets, metaphor, metonymy, personification, synecdoche, clichés, neologisms, abbreviations, quotation, parceling, punctuation marks.

1.2.2. Nominative means of maintaining attention. New technical capabilities have brought some significant changes to the text. Video and audio were added to the news with photography, things like hypertext, tags, hashtags, and more appeared (Воротникова, 2005, p. 59). Hypertext is very often used for maintaining attention. The term "hypertext" is usually understood as "text that is interactively linked to other text in the same document or (more often) in other documents. When a user clicks on a hypertext link, they instantly jump to the new content". This allows the journalist to reduce the size of his material, but at the same time leave the reader in the context of the event (Chang, 1992, p. 178).

Tags and hashtags as means of maintaining the attention of the reader are used to include a news text in some common line of events (Исмайлова, 2014, p. 147). In addition, they help to structure information. A useful feature of the hashtag is that it automatically becomes a link by which a user can find messages on this

topic. This feature is useful for newsletters when you need to find any specific information on an event or incident (Заигрина, 2015, p. 54).

The means of keeping attention are timeliness — an online publication is not interested in an event that occurred yesterday or the day before, like a newspaper. Timeliness is meant "immediately", and this is a very critical point (Manovich, 2001).

A text is a meaningful speech work, an internally interconnected sequence of various signs that form a formal integrity. The structure of the text often maintains attention. The text implements the structured presented activity, and the structure of the activity depends on the subject and object, the process itself, goals, means and results (Варзапова, 2015, p. 5).

The text has its own micro and macro meanings, micro and macro structures which maintain attention. Textual semantics is due to communicative tasks that convey information. The structure of the text is determined by the peculiarities of the internal organization of the units of the text and the laws of the relationship of these units within the text as a single message.

The structure of the text is understood as its external (compositional) and internal structure.

External (compositional) structure:
– sections,
– parts,
– paragraphs, sentences.

All compositional elements, except for the sentence, are only indirectly related to the internal structure. Sentences set the boundaries for punctuation marks, anaphoric and cataphoric references.

Internal structure of the news text:
– beginning,
– body of the text,
– ending.

The units of the internal structure of the news text are:

- utterance (implemented proposition);
- a number of statements (interphrasal unity), joined semantically and syntactically into a single fragment;
- fragments-blocks (a set of interphrasal unities that ensure the integrity of the text through the implementation of distant and contact semantic and thematic connections).

The units of the semantic-grammatical (syntactic) and compositional levels are interrelated. Their stylistic characteristics are closely related to the semantic, grammatical and compositional structure of the text. Each text reveals a more or less pronounced functional-style orientation (scientific text, artistic, etc.) and has stylistic qualities dictated by this orientation and, moreover, directed to maintain the attention of the reader (Dijk van, 2008, p. 55).

Among features of news texts which are used to maintain the attention are:

Interactive content — the addition of polls, chats, comments to news stories that help the author of the material understand the audience's reaction.

Non-linear structure — due to hyperlinks and multimedia, the reader himself chooses in what order he reads the news. One large material can be divided into different blocks independent from each other, containing information in different formats.

Databases — sites have the ability to save an archive of released materials in which users can find the information they need at any time

Specialized hits — online publications find it easier to cover niche topics because they update information faster than other media (Weinreich, 2014, p. 52).

But news texts on the Internet in general, texts on social networks, have some of their own peculiarities to maintain attention.

To sum up, in an effort to attract the audience's attention to the topic of the publication and strengthen their interest in the problem under consideration, the authors of online news text use the possibilities of the "strong positions" of the text and, first of all, the headline complex and the "beginning of the text". Within the

framework of "strong positions", the addressee, using various linguistic means, highlights the elements of content that, in his opinion, may be interesting for the reader, surprise him or help him to form a vivid image of a particular phenomenon of social life. Thanks to these means, the reader distinguishes the author's publication from the general array of journalistic texts presented in a particular publication, and proceeds to a more detailed acquaintance with it.

1.3. Structure of English on-line texts

The text of news is a type of media (online media, web publications), which is becoming more widespread in connection with the rapid development of computer technology and the expansion of the global information space (Исмайлова, 2014, p. 147). Online media include electronic versions of traditional media, original publications that exist only on the Internet, and mixed media. The development of online media is carried out in interconnection and interdependence with other types of media which facilitate to maintain the attention (Fagerjord, 2011, p. 29).

The fundamental feature of the news discourse is that each successive message lowers, or even cancels, the narrative value of the previous one. In this regard, the news narrative is opposed to the "fictitious" (literary and artistic) (Fagerjord, 2011, p. 28). The semiotic, textual novelty has the leading role while the reference novelty may be absent altogether (a number of works on the same plot) (Заборовская, 2003, p. 25).

Macrostructure of discourse maintaining the attention of the addressee is defined by T. van Dijk as "that meaning - or propositional structure — which is the result of applying to the linear (sequential) semantic structure of the text a series of mappings that "fold" this semantic structure into a macrostructure that serves as a short expression of the content of the text" (Dijk, 2001, p. 28). And since macrostructures, by definition, are semantic structures, they should also consist of macro-propositions, and in this case the macro-proposition is a "proposition derived

from a number of propositions expressed by sentences of discourse" (Dijk, 2001, p. 29).

In the fundamental work "Macrostructures" T. van Dijk and V. Kinch (2002) pay special attention to the fact that macrostructures are determined by macro rules that establish the nature of the relationship between sequences of propositions and the corresponding macro-propositions of the macrostructure, and also define those semantic operations by means of which macro-propositions are formed from sequences of propositions that form the macrostructures of discourse.

The authors distinguish three main macro-rules which are used for maintaining the attention of the addressee. They are presented below in the author's definition:

1. Omission: in the presence of a sequence of propositions, it is necessary to omit those propositions that do not serve the conditions of interpretation (e.g. a presupposition for another proposition in the given sequence).

2. Generalization: in the presence of a sequence of propositions, it is necessary to replace this sequence with a proposition deduced from each proposition of this sequence.

3. Construction: if there is a sequence of propositions, it is necessary to replace it with a proposition derived from the entire repertoire of propositions included in this sequence" (Dijk, 2002, p. 53).

The authors themselves note that this list of means of maintaining the attention of the addressee is not final and does not take into account many details and other restrictions, but at the same time the given rules organize the meaning of discourse - in the sense that propositions are organized at the level of conceptual units. Although T. van Dijk and V. Kinch call such a description of the semantics of discourse a linguistic one, it seems obvious that the appeal to conceptual units in connection with their formation can be attributed to the linguo-cognitive direction in discursive research, which the authors themselves admit when they note below that to describe the semantics of discourse it turned out to be necessary to involve the cognitive concept of knowledge.

The novelty of the news is the narrative value of the story (one of a number of such values is like authenticity or edification) (Исмайлова, 2014, p. 147). New information is not "news" yet, but "news" is never neutral: it is "amazing", "discouraging", "beautiful", "terrible", "disturbing", "encouraging" or at least "entertaining", etc. (Исмайлова, 2014, p. 147). A change in the situation that does not have any definite significance for the subject of interest does not serve as news for him.

For the media, the news is the dominant narrative value for maintaining the attention of the addressee (Курмыгина, 2015, p. 153). When resorting to the speech genre of "news discourse", the speaker / writer, first of all, gives the reference (narrated) event a high informative value — relevance for the moment of storytelling, the effectiveness of what is being reported here and now.

The strength of news events is in its immediate and lively relevance, but the weakness is in the fact that news is events of "short time" constantly pushed aside by the latest news (Курмыгина, 2015, p. 155). Of course, a certain number of such events in the future grows into events of the "big time" (for example, an adventurous revolution turns out to be a great revolution). But this happens only if the news of its time will be repeatedly represented in a wide cultural context by "large" (historiographical and metahistorical) narratives (Заборовская, 2003, p. 54).

Currently, many radio and television stations broadcast on the Internet, as well as many print publications of the press have Internet versions, which help to expand the target audience through more accessible and visual information. Internet media, on the one hand, retain the functions inherent in all traditional media (radio, television, print media), on the other hand, they acquire the specific content inherent in these media for maintaining the attention of the addressee (Кубашичева, 2015, p. 52).

The main functions of both traditional and online media, despite differences in terminology and number of functions for maintaining the attention of the addressee, are the following:

– informational (informative),

– acting (transforming),

– interpretative,

– ideological,

– mediation function (Fagerjord, 2011, p. 21).

The information function of online media and traditional media is to inform the recipient of current events, as well as to shape the agenda and focus public attention.

The text of the news, as a rule, is divided into elements which maintain the attention of the readers — thematically grouped blocks of information. Sometimes these elements are separate paragraphs or sentences. This ordering of the text makes it more readable and easy to understand

The blocks of information in the text are arranged so that the reader first receives answers to the most important questions: *who, what, when and where*, and then receives supporting information — learns about additional aspects of the issue. (Fagerjord, 2011, p. 35).

The Internet has made significant changes to the submission form, format, principles of news selection and online reading. To begin with, it is necessary to say about such a phenomenon as convergence, i.e. merging on a digital basis of different media platforms, types of media for maintaining the attention of the addressee (Сычев, 2009, p. 54).

The text of the news, like the news itself as a whole, is constructed in such a way that the facts are arranged in descending order of importance, from the most important to the least important (Ляпина, 2012, p. 54). This technique of presenting material is an inverted pyramid, i.e. the structure of the news that helps to expand the content of the headline, convey the message most quickly and efficiently, and therefore is a useful way to organize information (Leon, 2014, p. 69).

News stories must comply with certain principles for maintaining the attention of the addressee (Исмайлова, 2014, p. 147), such as:

Accuracy. The information must be fully verified. In this aspect, it is important to distinguish between primary and secondary sources. The information

must be realistic and not misleading. This requires careful and complete evaluation and clear use of words

Shortness. The genre requires work in a very strict time frame, without any conditions for creativity. A person spends about half an hour to get new information so the news block should be as short and concise as possible.

Integrity. The information must be built logically while omitting essential details is not allowed.

Justice. The viewer is fully informed of all the facts and existing points of view while covering as wide a range of opinions as possible. National specifics should not affect the interpretation of an event.

Objectivity. The message should not be simplified to such an extent that the listeners are presented with the only possible interpretation of the problem. Events must be reflected in the background of the whole society. A balance needs to be struck between national, regional and local interests. The positions of any one region of the country cannot be given dominance. In information materials, as a rule, only the facts themselves are reported, without conclusions and political generalizations: the reader is allowed to draw the necessary conclusions himself (Lindemann, 2014, p. 19).

A news item is a message about an event or phenomenon that was not previously known to be relevant to the audience (Ляпина, 2012, p. 54). News always answers the question — what happened or what will happen. The main feature of a news report is the clarity of the content, which always unambiguously answers the questions of what, where, and when happened. One of the requirements for a journalist is to separate information from the comment. This requirement is based on the need to satisfy the interest of the widest possible audience in the events and to maintain the attention of the addressee (Кадыралиева, 2005, p. 128).

On the Internet this process is complicated, firstly, by the presence of a huge number of resources, among which each user can choose the one that he considers necessary; secondly, by quick updating of content in real-time; thirdly, by non-

simultaneous (asynchronous) receipt of information by users (Добросклонская, 2005, p. 24).

Researchers of mass media culture rightly emphasize the special significance of "news texts that form an informational worldview, construct an image of an event, influencing individual perception and public opinion being the core component of mass media discourse as a supporting pillar of an endless stream of media materials" (Задровская, 2011, p. 55).

Each hypothesis has the classical structure of an "inverted" pyramid and is determined by T.A. van Dijk categories as:

– Summary (headline and introduction);

– Main Event;

– Background;

– Comment (Dijk, 2008, p. 55).

1.3.1. Headlines. A headline is an integral unit of speech (text sign), which is an obligatory part of the text and has a fixed position in it before and above the text (Одинцов, 2010, p. 59). For a long period of time, the headline has been interpreted by scientists as an element of the work, its absolutely strong position. At the same time, an opposite point of view is developing in linguistics, which gives the headline a certain degree of freedom from the text, considering it as a relatively independent message, as "a full-valued unit of the level of the whole text, which reflects the internal characteristics of the entire nominated text" (Kronrod, 2001, p. 59).

The headline determines the strategy of perceiving the text, affects the emergence of interest among the reader (or vice versa): "The headline correlates with the lexical-evaluative topic of the text, and its function can be defined as attracting the reader through verbalizing the essence of the problem described in the main text" (Артамонова, 2008, p. 69) and because of this it grabs the attention of the reader.

The headline is an integral part of journalistic material in both print and online media. Its functional features, significance and role in the perception of the

text have been studied by philologists, linguists, and journalists. Compared to the headline of a traditional print publication, the Internet headline acquires the greatest autonomy (Fagerjord, 2011, p. 15). The headline of the electronic version of the newspaper is not so much a headline as a reference to the future text, to the content of the publication. If in print media the addressee can read the headline and skim through the publication, having roughly understood the essence of the material, then the headline in the Internet media is the only thing that the addressee sees.

Researchers note that the structural categories of the headline began to play a greater role in the electronic version of the news compared to the print version (Исмайлова, 2014, p. 148). In fact, a news article is represented by these two categories, which is explained by the limited visual space of the user and the features of reading from the screen to grab the attention of the reader.

Reuters defines the headline as "a line at the top of the news that says what we are talking about" (Fagerjord, 2011, p. 17). The headline should be no longer than 50-70 characters. All headlines are expressive sentences and begin with a noun (ні – подивіться на заголовки). Passive collateral is hardly used in headlines (Одинцов, 2010, p. 59).

An integral element of this structure is the headline, which performs two main functions: *informative and influencing* (pragmatic) (Fagerjord, 2011, p. 25). Based on these functions, there are subdivisions of the headlines into informative and pragmatic (impressive, or evaluative, headlines) to grab the attention of the reader.

Headlines of the first type include:
- Message of the headlines (a neutral way to reflect the news topic): *6-month-old dies after babysitter couldn't reach 911;*
- statement headlines (reflecting facts of objective reality): *More than 1 in 5 adults has cancer-causing HPV, CDC reports.*

 Headlines of the second type include:
- headlines-quotes (meaning fragmentary quoting, "immersion" of individual words in a different context): *How Jessamyn Stanley fights being 'deeply afraid of' her body;*

– Interpretation headlines (contain the author's interpretation of the events described using evaluative and interpretive vocabulary): *Indian ad with transgender mom stirs debate — and tears;*

– assessment headlines(directly contain an axiological assessment): *Does the Dubai Frame depict an ugly picture?* (Kronrod, 2001, p. 59).

Since a person chooses only what interests him, guided by the headlines of publications, it is customary to single out the following requirements for the headline to grab the attention of the reader:

– information content,

– compliance content and

– expressiveness (Манькова, 2008, p. 57).

Information itself can be a way to attract attention since the headline should accurately express the meaning of the text, help the reader understand the content of the article (Артамонова, 2008, p. 69).

The headline is considered to be a compass that guides readers on a newspaper page distributing their attention. And this is largely true: without a headline, the attention of readers is lost in a sea of diverse information, often bypassing the main, lingering on the unimportant. A good headline carries a lot of information since it acts as a "double" of the work. The headline should not contain what is not in the text itself, and, on the contrary, there is no place in the text for what is not contained in the headline, is not expressed in it at least in the most approximate form. The feature of the headline for grabbing attention is composition, melody, rhythm are important style-forming factors of the subsequent presentation (Lim, 2011, p. 58).

This classification of techniques that are effectively used in headlines to attract readers' attention can be supplemented and refined, however, this list of methods and techniques used by authors of journalistic articles can be taken as a basis for analyzing article headlines both within one language and when comparing headlines to the same current situations described in the media.

1.3.2. Lead is the first paragraph of the news which contains the most important information of the news since it contains the main, most important message. The lead almost always ends with reference to the source of the message (Fagerjord, 2011). The lead is followed by details clarifying what was said in the first paragraph. Details are arranged as they matter to grab the attention of the reader. (Сычев, 2009, p. 41).

As a rule, the news headline is an information type, where the main idea of the text is taken out. The most important information is placed in the lead — answers to the basic questions "what?", "Who?", "Where?", "When?" (variations are possible both in the questions themselves and in their quantity). In this case, the reader who skims through the newspaper or magazine can be quite satisfied with the information from the beginning of the article in order to understand the general picture of what is happening to grab the attention of the reader.

1.3.3. Text body. The text forming the main content of a book, magazine, web page, or any other printed or digital work and it often maintains the attention of the readers.

Van Dijk (2008) identifies several levels of research structure of news as a special type of social discourse. The next level of discursive analysis of mass communication messages highlighted by Van Dijk (2008) is a semantic macrostructure that fixes general themes (topics) of the text and at the same time characterizes what could be called the general coherence (coherence) of the text, as its general or basic meaning (Dijk, 2008, p. 25).

Macrostructure theory provides an opportunity to explore the special characteristics of headers and leads that subjectively summarize the rest of the message. And finally, it is the isolation of macrostructures that makes it clear why only the main topics are retained in the memory of readers, that is, the highest levels of the macrostructure of a newspaper message (Dijk, 2008, p. 28).

Another series of provisions put forward by T. van Dijk seems to be of fundamental importance. Assuming that, depending on different knowledge,

opinions, beliefs and attitudes, each user of the language can ascribe his own macrostructure to the discourse, the authors come to the unequivocal conclusion that "successful verbal communication is possible if only the users of the language have common meanings and knowledge", and therefore , "an adequate cognitive model of macrostructures should specify the general principles followed by all users of the language" (Dijk, 2008, p. 47).

In other words, the study of superficial representations of discourse, that is, text, makes it possible to obtain objective data on the general principles of the formation of macrostructures and macropropositions.

Further, on the basis of these provisions, T. van Dijk comes to the conclusion that the intentions of the addressee, expressed in the text and on this basis attributed to him by the addressee, play a decisive role in the derivation of macrostructures. This means that when describing macrostructures and macro-propositions, there is no strict need to make a fundamental distinction between the position of the author and the addressee, and that it is quite possible to carry out this description only on the basis of data obtained from the analysis of superficial representations of discourse without reservations about these positions (Dijk, 2008, p. 50).

The very use of the term "macro-proposition" presupposes a discursive approach in the dynamic description of the cognitive semantics of a text, which can be confirmed by the use of this term in a number of works by T. van Dijk, united in the collection "Language. Cognition. Communication", however, speaking about the most material embodiment of discourse, the authors freely operate with the concept of text. This approach testifies to the fact that "discourse" and "text" are concepts rather complementary to each other than opposed, which allows us to operate with both of these concepts when describing macrostructures.

The next significant provision in the Dijk concept is the provision that macrostructures can be a component of the linguistic meaning of discourse, while the named authors provide the following arguments:

1. Macrostructures can be formally expressed in discourse, for example, by headlines, sub-headlines, summaries.

2. The presence of macrostructures in the meaning of discourse can also be signaled by other means: pronouns, theme-rhematic division often reflect previous unexpressed propositions and cannot be explained only on the basis of the meanings of previous sentences; for example, as a pronoun this in the sentence it might not have happened, summarizing a message about a disaster or accident.

3. The local connectivity of discourse cannot be explained only in terms of local connections between propositions, since for the generation of global meanings of discourse and control over its correctness and adequacy, higher-level meanings are needed to maintain the attention (Dijk, 2008, p. 51).

It seems that the above arguments fully indicate the possibility of considering macrostructures as components of the linguistic meanings of discourse, and not just as some kind of cognitive structures that are deduced only indirectly. Of the above arguments, the most significant for us is the first one, on which we will dwell in more detail. The opinion of T. van Dijck that macrostructures can be expressed explicitly have already been cited above. Further, developing this idea, the author writes that thematic sentences - macro-propositions can be located in different places of the discourse, but mainly at its beginning or end "or at the beginning and at the end of the corresponding episodes and paragraphs" to maintain the attention (Dijk, 2008, p. 51).

Thus, the text presents the result of the author's cognitive processing of such a fragment of the text. From the standpoint of a text interpreter, such explicit macro-propositions act as a kind of guide for the cognitive processing of text, which makes it possible to form a fairly definite idea of how the author himself divides the text he has created into macro-propositions, that is, assigns values to certain fragments of the text, structurally and semantically highlighted in the entire text array.

Here the conclusion naturally arises that, on the one hand, this kind of macro-proposition should be considered as a structural-semantic description of one's own text, on the other, they should be interpreted as specific discursive components that are specially introduced by the author to maintain the attention, who knows that in

the discursive sequence of his text they will play a kind of cognitive basis for further understanding it (Dijk, 2008, p. 52).

The organization of the general meaning of the text as a whole is given by a schematic superstructure which is a set of characteristic categories, the order of which is determined by rules or strategies specific to each culture.

If one of these mandatory categories is missing, the addressee may conclude that the story is incomplete, meaningless, or not a story at all. Many commonly used types of discourse also demonstrate their inherent superstructure that facilitates not only the production process, but also the perception of the text.

The body of the news article gives more details and more fully talks about the event. Often in this part they answer the remaining main questions that were not answered in the lead.

The text of the online news seems to complement what is being said in the lead. There are many new facts in the text itself, there are various aspects of information, there are often quotes. Authors of Internet news try to present the material in an attractive and concise way. In order not to overload the reader with additional (albeit important) information, they can repeatedly refer to other sources of information in the text of the message.

According to the Reuters Style Guide (2011), slang is a combination of words or numbers that appear on the first line of any message placed on the tape. The slag is often used to maintain the attention. The slag is an individual identifier of the news, no messages with the same slug lines should appear within 24 hours (Курмыгина, 2015, p. 39).

 − Dateline.

The next line of the obligatory element of the news is the dateline. It briefly states where and when the event takes place and adds the name of the agency. Datelines not only allow to identify when and where the event occurred but also which specific agency reported the news (Тураева, 2009, p.25).

 − Background.

The news is not considered complete if it does not end with background information about the event or the so-called "background". The background is intended to communicate historical or statistical information that will allow the reader to assess what happened by comparing it with other events. Thus, in the news block, the event is presented according to the law of the "inverted pyramid", and not in the order of receipt of additional information. So, at the beginning the essence of the news is reported, and closer to its end the details are given, as they become more important (Van Dijk, 2008, p. 30).

Conclusion to Chapter One

1.   Nominative means of language are significant linguistic units, including notional words in all their grammatical forms and lexical-semantic variants, united by the common term "lexeme", as well as stable word combinations. The text of online news, as well as the text of print news, includes such parts (categories) as Headline, Lead / Introduction, Main Event, Background and Comment. The headlines of online news are aimed at informing readers about the content of the subsequent message and, moreover, simply to attract their attention. Accordingly, headlines are divided into informing (non-expressive) and pragmatic (impressive or evaluative).

2.   It is established that the news text manifests its function to attract and sustain the attention of the reader. Both levels are in interaction, contributing to the realization of the intentional meanings of the statements of the news text with the involvement of an arsenal of expressive means of expression adopted in media discourse. And these means concern both verbal, and nonverbal components of communication.

3.   The headline of a news text in the on-line media, entering into nominative and predicative relations with the text, performs an important function of grabbing and maintaining attention to the message and facilitating the understanding of the message units included in the legal text.

4.	The headline implements informational and evaluative potential, which seems to the author of the newspaper material the most significant for a certain context or task that he sets for himself. The functional typology of evaluative meaning objectifies three essences in a sign at the same time: an object, the concept of its meaning (predicate) and a subject.

CHAPTER TWO. ROLE OF NOMINATIVE MEANS OF ATTRACTING AND MAINTAINING ATTENTION IN DIFFERENT PARTS OF ENGLISH ONLINE NEWS

Texts are an integral part of a news story, as it is the headlines that the reader makes conclusions on the content of a newspaper page, chooses what a reader needs for a more acquaintance, receiving other information only at the headline level. Metaphors, litotes, metonymy, anthropomorphisms, paraphrases are often involved in grabbing and maintain the attention of the reader.

A large number of journalists around the world work on creating effective headlines using a wide range of different means of expression, which, in turn, make the headline attractive and intriguing. To attract attention, there are a significant number of different ways and techniques used by headline-writers (Курмыгина, 2015, p. 41).

The same event can be announced many times at the same time on the Internet. Therefore, different versions of the event description in the headlines of different internet sources may vary depending on the details of this event, the number of facts, the degree of emotional impact, and so on. Media text criteria such as brightness (impact on readers) and reliability (accuracy of event reflection) are essential.

Newspaper headlines are a special logical and emotional means of integration that allows more than 80% of readers to get their attention.

Trying to attract the reader's attention to the text, to make the headline lively and vivid, to express the author's attitude, journalists often use various methods. In headlines, journalists widely use various kinds of nominative structures, free syntactic forms, syntactic uncontrolled and adjoining forms.

Obviously, for the design of headlines, not a random set of grammatical means is used, but a system in which all elements are definitely related to each other and interdependent to grab and maintain the attention. This grammatical system, built on the basis of the "relaxed" syntax inherent in colloquial speech, allows to

highlight the communicatively significant part of the message, to logically emphasize what to pay attention to. The use of syntactic means allows to highlight the most important parts of the message that carry the title and draw attention to them.

2.1. Attention grabbing in headlines

Texts grab attention by headlines which evoke all emotions, not just interest, but curiosity, embarrassment, and surprise.

At the first stage of perception, the task of the headline is to grab the attention of the reader, to arouse interest. This perception of the headline is formed due to the fact that the, nominative, advertising functions are implemented. At the same time, the main role of the newspaper headline is to attract the reader to the text, to induce him to read the message contained in the journalistic material.

2.1.1. Lexical means of grabbing attention in headlines. The headline helps, first of all, to understand the meaning of the publication, to understand the journalistic concept. The headline participates in this process in its informative function (Курмыгина, 2015, p. 153).

The addresser pursues the following goals:
− to attract the attention to the existence of occasional and permanent realities;
− to inform the recipient of the assessments formulated by the addresser from the standpoint of moral, aesthetic, social and other norms and stereotypes established and existing in society;
− to involve the recipient in the processes associated with the formulation of assessments.

The focus of media texts on the consolidation of certain social values finds linguistic expression in the naming system attracting the reader's attention. The content of persuasive headlines is mainly limited to the transfer of the addresser's worldview, which is expressed in his emotional reactions to the surrounding reality,

is communicated to the addressee using evaluative vocabulary, grammatical forms of expression of linguistic modality, and also through contextually obtained evaluative values (Манькова, 2008, p. 58).

Various stylistic techniques – pun, irony, sarcasm, language game – are used for grabbing the attention of the reader. Touching upon the use of puns in the headlines of newspaper articles, it is outlined the promptness and topicality of newspaper information and the appearance of specific communicative functions of puns – the function of restoring attention and contact-setting function. It is thought that what has been said characterizes other stylistic devices used to activate the reader's imagination and actualize his knowledge (Кузьминская, 2015, p. 27).

The headline deals with an innovative device that allows diagnosing serious diseases:

*"Follow your nose. A **breathalyzer** for your disease".*

(https://www.economist.com/science-and-technology/2017/11/30/a-breathalyser-for-disease)

The language game attracts attention of the reader and is built due to the fact that the author created the occasionalism of *breathalyzer* by combining breath and analyzer lexemes.

Headlines are divided into two groups grabbing attention. First of all, those that are intentionally uninformative - they intrigue the reader, grab his attention. Based on such headlines, an effect of heightened expectation is created, due to which the reader turns to the text:

*An **election marathon** that had everything and the kitchen sink.*

 (https://www.thetimes.co.uk/article/an-election-marathon-that-had-everything-and-the-kitchen-sink-8n2td0fd02b)

In the headline above the metaphor ***election marathon*** grabs the attention of the readers to the article, it becomes interesting to read the article.

In the headline below the phrase *One-Legged Legacy* grabs attention by its novelty and nonsense.

*India's **One-Legged Legacy.***

(https://www.thedailystar.net/news-detail-48596)

Similar nonsense grabs attention in following examples:

*Tape **Ate My Homework.** (*https://www.newsweek.com/tape-ate-my-homework-94965)

*Kate Moss is the **naughty fairy** at the top of our Christmas Tree.*

*(*https://www.theguardian.com/fashion/2015/dec/14/kate-moss-supermodel-on-set-ab-fab-movie-panto)

There is a group of headlines which attract the reader by their freshness. The freshness is always expressed by expressive and evaluative vocabulary, for example:

*The Senate **Goes Gaga** on Guns*

(https://www.nytimes.com/2015/12/05/opinion/the-senate-goes-gaga-on-guns.html)

The headline above grabs the reader's attention by describing the tensions of the US Senate over restrictions on the free sale of weapons in the United States. The debate was so intense that the participants were absorbed in the topic under discussion and the author used the phrase *to go gaga* in the headline of the article to grab the attention of the reader. The phraseological unit *Goes Gaga* softens the message in newspaper headlines and grabs the attention of the reader. This unit does not have the characteristics of a media because it is universal and has nothing to do with sociocultural events.

The attention-grabbing potential of the phraseological unit is actively used by the author in the following headline:

*"Buyers **put boot in** over Hunter failings"*

(https://www.thetimes.co.uk/article/buyers-put-boot-in-over-hunter-failings-5wqbxpqwb)

The New Oxford Dictionary of English) gives us the following definition of the phraseological unit *to put (the) boot in: kicking somebody when they're down.*

This expression *to put (the) boot in* is used to grab the attention of the reader and emphasize the degree of customer dissatisfaction with the new batch of shoes from the oldest British shoe brand Hunter, which is associated with the transfer of

production to Asia. In addition to its expressiveness, this unit draws the reader's attention due to its euphemistic meaning, avoiding the more explicit synonyms of the factory. This idiomatic unit does not have the characteristics of online news.

In use of phraseological units for grabbing attention is illustrated in the following example:

He gets buckets: Kyrie Irving's 'Uncle Drew' is back"

(https://www.denverpost.com/2015/11/12/he-gets-buckets-kyrie-irvings-uncle-drew-is-back/)

In the example above the phraseological unit *He gets buckets* grabs the attention of the reader by its freshness and novelty being about NBA player Kyrie Irving and his scoring qualities. This phraseological unit can be ranked as grabbing the attention of the reader. The main informational reason, according to which this idiomatic unit is used in mass media texts is basketball and any related topics (Manovich, 2001).

In the headline below, the attention is grabbed by description of the state of depression is figuratively compared to an attempt to remove one potato from another, thereby emphasizing the useless state of a person being depressed:

*"Depression is like **trying to peel a potato** with another potato"*

(https://www.reddit.com/r/depression/comments/5mf1gy/depression_is_like_trying_to_peel_a_potato_with/)

The phraseological unit *to try to peel a potato with another potato* grabs the attention of the reader.

The idiom *to try to peel a potato with another potato*, used on the Reddit portal (2008), quickly became popular and spread to young Internet users as a meme. The phraseological unit *to try to peel a potato with another potato* has played the role of a euphemism in mass media texts. As the word "depression" has a negative connotation, the author uses a synonym to grab the attention of the reader. *To try to peel a potato with another potato* is not a phraseological unit that saves linguistic space, but from its image it is very applicable as outsider. The main

informative reason for using this idiomatic unit in mass media texts is attracting attention by the description of depression and related incidents.

Analyzing stylistically colored words as a means of grabbing the attention, we come to the conclusion that colloquial words and jargon units especially used by youth are the most frequent among words with functional and stylistic coloring on newspaper pages, and colloquial words are often found (Курмыгина, 2015, p. 153).

The use of stylistically colored words in headlines is quite wide-spread for attention grabbing. Stylistically colored words attract attention to the headline by expressiveness, unusual sound, a powerful charge of expression. However, a reader should pay attention to such a feature of modern newspaper headlines as a rather low level of speech culture which also attracts attention (Manovich, 2001, p. 44). The indiscernibility in the selection and composition of the means of expression, which is natural given the unrestrained bet on the search for the fresh, the original, raises the most serious concerns grabbing the attention of the reader.

Among stylistic devices attracting attention, <u>metaphors</u>, should be placed on the first place. These are the most frequent stylistic devices grabbing attention in headlines compared to other tropes. The vocabulary with meanings of biological health and illness characterizes the development and state features of individual subjects of activity. The figurative understanding of reality is also carried out through conflict. For example, Good is at the top and Bad is at the bottom. Therefore reference to these two phenomena attracts the reader's attention.

The American and British press is actively using metaphors for grabbing the reader's attention, for example:

*"Obama Recasts the Fund-Raising **Landscape"**.*

*(*https://www.nytimes.com/2008/10/20/us/politics/20donate.html)

Another examples of the usage of metaphor is demonstrated in the following headline:

*"*General Motors, Driven to the ***Brink***.

(www.nytimes.com/2008/10/26/business/26jane.html#:~:text=For%20its%20 part%2C%20G.M.%2C%20once,billion%20in%20cash%20each%20month)

The main meanings of the words referring to "illness / injury" are familiar to the reader, causing emotional rejection and resentment, making the "illness" reality image more effective. Researchers have recently noticed a significant increase of such metaphors in mass media:

*"Killer mosquito **plagues** Brazil".*

(https://www.theglobeandmail.com/news/world/killer-mosquito-plagues-brazil/article1021895/)

*"Death of bin Laden brings healing to **old wounds".**

(www.cnn.com/2011/WORLD/asiapcf/05/02/bin.laden.catharsis/index.html+&cd=1&hl=ru&ct=clnk&gl=ua)

*Wall Street **Throws A Tantrum".***

(https://www.newsweek.com/gross-wall-street-throws-tantrum-93893)

In the examples above the units *plagues, old wounds, Throws A Tantrum* are used to attract the readers' attention.

Metonymy is one of the sources of attracting attention.

In newspaper headlines, which are simple narratives, metonymy is widely used to create images, expressiveness, and evaluability which attract the reader's attention. Besides, the use of synonymous hyphenation meets the concise requirements of newspaper headlines (Манькова, 2008), for example,

"Turkey's Erdogan 'Disillusioned' With Obama Over Syria And Gulen".

(https://www.newsweek.com/erdogan-says-he-disillusioned-obama-over-syria-and-gulen-523218)

In the example above, the metonymy COUNTRY INSTEAD OF EVENTS / EVENTS OCCURRING IN IT can be distinguished as a means of grabbingattention. This type of metonymy is influenced by the action of the following cognitive principles: more or less since the use of the concept of SYRIA means something more global in cognitive perception, as it includes not only specific events, but also the people involved, the results of these events, etc. This example is interpreted through the principle of cultural conditioning, "important, not

important" because the event is important in relation to the country, its future, its political authority, and its impact on its internal circumstances, not itself.

The use of metonymy is demonstrated in the following headline:

Hamas Chief Khaled Meshaal: Israel Is 'Playing With Fire' By Silencing Mosques.

(https://www.newsweek.com/hamas-chief-says-israel-playing-fire-silencing-mosques-523298)

This example above uses the notation *"Playing With Fire'* to grab the attention of the reader. The concept of a concrete country takes precedence over abstraction, i.e. the concept "country" is more concrete than "action / activity" or "policy" to grab the attention of the reader.

The headline plays its role at all stages of text recognition. At various stages, certain features come to the fore. By fully implementing these features, the entire newspaper page headline activates both the rational and emotional aspects of the reader's perception and guarantees the effectiveness of the newspaper to grab the attention of the reader.

An article from the British newspaper *The Economist* on the impact of dairy products, in particular cheese, on economic performance, came under this headline:

"Cheesonomics".
(https://www.nytimes.com/2017/12/01/business/dealbook/senate-tax-bill.html).

In the case above the author combines two lexemes: *cheese* and *economics,* which allows the reader to guess the content of the article grabbing his attention.

Newspaper text can be dedicated to any event. In this case, in the headlines, either the name of the topic-event, or all of its main idea is expressed which attracts the reader's attention:

*"Europe **Turns Back** to Coal, Raising Climate Fears"*
(https://www.huffpost.com/entry/europes-turn-back-to-coal_n_98337).

Attention is drawn to thematic headlines, which represent a quotation or famous expression referring to the event being described:

*"In the Great Portland Street office of Democrats Abroad, men with **perfect teeth** are explaining how to vote to expats down the phoneline who apparently have never used the internet before"*

(https://www.theguardian.com/theguardian/2012/nov/02/american-wariness-london-democrats-abroad)

In the cited example, ironically, the author makes a remark about "perfect teeth" which grabs the attention of the reader since these teeth, of course, have nothing to do with the nature of the hero's activity. He explains over the phone to expats, who have probably never used the Internet, how the voting process goes.

The headline of the newspaper text actualizes the analytical assessment of the situation reflected in it which attracts the reader's attention:

"Arts research and development tips – 'double your dev time' " (https://www.theguardian.com/culture-professionals-network/2016/may/10/arts-research-development-r-and-d-tips).

This is an element of the text related to its general content. In addition to the main elements of the general content of the text, the headline can also actualize its secondary elements which attract the reader's attention: illustrations for theses and the general background for the message. Such headlines are especially expressive and grab the reader's attention:

*"Dubbed **"the Vanity Fair of terrorism"**, Inspire features prominently in professional literature on the "self-radicalisation" of extremists who find their way to al-Qaida or like-minded groups via computer screens in their bedrooms, rather than fighting kuffar ("infidels") in Afghanistan or Iraq)".*

(https://www.theguardian.com/world/shortcuts/2013/may/24/inspire-magazine-self-help-manual-al-qaida-terrorists)

Complex headlines attract the reader's attention since they correspond to several elements of the text structure at the same time. The degree of information which attracts the attention is high, and the connection between the headline and the text is more diverse than before, which is one of the means to draw attention. Complex headlines provide an analytical assessment of topics and situations which

grabs the recipient's attention. Complex representations of individual parts of structure can be represented in different ways. The headline represents some element of the semantic structure of the text, and if the structure itself is very simple, it is a phrase:

*"**Falling Into** A Medical **Abyss**".*

(https://www.newsweek.com/falling-medical-abyss-86537).

Occasionalisms are one of the most commonly used means of attention getting in newspaper headlines. In recent years, the press has been swept by a wave of occasionalism. Occasionalism is a philosophical theory about causation which says that created substances cannot be efficient causes of events. Instead, all events are taken to be caused directly by God. The number of situational occasionalisms on the pages of newspapers and magazines is growing day by day. Such a flourishing of occasional word-creation is explained by the inner emancipation of the public, their feeling of freedom from restrictions of various kinds.

Occasional words emphasize the author's position, sharpen and give an evaluative characteristic to some things or phenomena. In order to update the title, journalists sometimes use occasionalisms created on the basis of the convergence of different words.

Occasionalism is used in the following example, where the word *busy* is used in the context in an unusual function.

"The busy have no time for tears".

(https://www.theguardian.com/commentisfree/2020/oct/09/learn-lessons-first-wave-boris-johnson-brexit-new-leader-tories-covid)

As you we see from the example above, that is why it grabs the attention of the reader. Therefore, we can conclude that the implementation of the connotative elements of the meaning of occasional words in the text is associated with the text-forming potentials of these words. The more unusual, unexpected the word is, the more it grabs the attention of the reader.

Neologisms are any modern words formed in a language and garb the attention. Also, neologisms can denote new concepts that have arisen as a result of

the progress of science and technology, changes in the everyday life of people, socio-political changes, or express more vividly and emotionally already existing concepts (Manovich, 2001, p. 59).

The great interest of publicists in situational neologisms is explained by the fact that such new formations destroy stereotypes of perception, make it possible to more fully and accurately express thoughts and feelings, assess what is happening, enhance the emotionally expressive expressiveness of speech, and save language resources to grab the attention.

Our language, our speech live the same intensive life as our society. In recent years, occasionalism has become sharper and more urgent. Now they reflect all the most significant events, phenomena, trends.

2.1.2 Syntactic means of grabbing the attention in headlines. **Incomplete sentences** characterized by absence of auxiliary elements of the sentence (auxiliary verbs, articles, prepositions, conjunctions) are also wide-spread means of attracting attention. All these elements are often dropped in informal oral communication for the sake of linguistic economy (Артамонова, 2008, p. 57). Communication is expressed in syntactic changes in structures, as a result of which, instead of a complete complex sentence, compressed syntactic constructions are used, where the pivot element is the impersonal form of the verb (infinitive or gerund):

*"What **you need** to know about coronavirus on Friday".*

(https://edition.cnn.com/articles)

The widespread use of syntactically concise structures in impersonal forms facilitates certain communications, provides voice flexibility and compactness, avoids the need for time adjustments attracting the reader's attention. It is well established that the text headlines of modern British newspapers most often use structures that attract the attention of the readers, represent the need, desire, and timeliness of action in terms of destination.

The examples of usage of impersonal form is demonstrated in the following:

"It's time to accept that the point of school has changed ".

(https://edition.cnn.com/2020/04/28/opinions/time-to-accept-covid-19-has-changed-education-selin-davis/index.html)

The headline structure exemplified above with the noun *time* acting as a predicative word is the most common headline structures of the It be A / N + Inf model, being used by authors to attract the attention of the readers:

"It's time to throw the school calendar out the window".

(https://edition.cnn.com/2020/05/20/opinions/return-to-school-change-academic-calendar-bailey/index.html)

Another common type of grabbing attention to the headline of the news texts is pun, i.e. a figure of speech consisting of the humorous use of the ambiguity of a word (Артамонова, 2008, p. 59). The pun in the headline complex attracts readers to the issues described in the related articles. It also activates the influence of journalism analysis and comments in a figurative way. The word "pun" is close to the concept of "wordplay" which clearly presupposes the existence of a pair of words, for example, homonyms (Артамонова, 2008, p. 60). That interaction grabs the attention of the reader.

As for the pun itself, it can be based not only on words, but also on rethinking, for example, phrase units:

*"5 **burning questions** for Obama".*

(https://edition.cnn.com/2014/12/19/politics/five-questions-for-obama/index.html)

The pun in this case is in the words *Burning questions* and this pun attracts the attention of the reader since questions about fires are burning questions which is another way of talking about the importance and urgency of solving it.

We can see a pun in the following example:

*"Is Boris Johnson's 'moonshot' just another **shot in the dark**?"*

(https://www.theguardian.com/books/2020/sep/17/is-boris-johnsons-moonshot-just-another-shot-in-the-dark)

In the example above the pun is *shot in the dark.* It means guessing at random which attracts the reader's attention.

Although headlines with a complex syntactic structure are less common than all other headlines their informative meaning is higher which not only draws the readers' attention to the topic, but also gives additional information about the message. To attract the reader's attention there is a tendency to use phrasal verbs in headlines, for example:

*"Will Europe ever **Catch Up**?"*

(https://www.bcg.com/publications/2020/europe-can-catch-up-in-ai-but-must-act-today)

*"How MTV **Took Over** Europe".*

(http://content.time.com/time/magazine/article/0,9171,538891,00.html)

*"Will Europe **Drag Down** The World?"* (https://www.forbes.com/sites/steveforbes/2015/02/11/will-europe-drag-down-the-world/#3224efbb5ec3)

Irony occupies an important place in attracting the reader's attention in the analytical genres of journalistic style:

"As Europe Hunts for Terrorists, the Hunted Press Advantages".

(https://www.nytimes.com/2004/03/22/world/as-europe-hunts-for-terrorists-the-hunted-press-advantages.html)

The headline above expresses the author's opinion about the inability of Europe to effectively fight terrorism, despite all the efforts made to do so.

The examples of usage of irony is demonstrated in the following:

Suddenly, Europe Looks Pretty Smart.

(https://www.nytimes.com/2008/10/19/weekinreview/19schwartz.html)

There is an irony in the headline above about the ability of European countries to change the economic situation on the continent.

Another example of the irony is set below:

Angela Merkel, the empress of Europe.

(https://www.thedailystar.net/opinion/kautilyan-kronicles/news/angela-merkels-legacy-holy-roman-empress-1752508)

For grabbing attention the author of the headline above suggests that the reader should be ironic about A. Merkel and her role in Europe.

During our research it was revealed the frequent use of **quotations** with both explicit and implicit assessment attracts the reader's attention.

The analysis of the linguistic material has made it possible to identify three main forms of quotation description in the headlines which attract attention.

1. Headlines in which the first part is represented by the name of the main character in the article, and the second part contains statements that concern him:

"Patric Marber on five years of writer's block: 'We were in debt. I was depressed. It was awful'".

 (https://www.theguardian.com/stage/2016/may/16/patrick-marber-after-miss-julie-by-nightfall-theatre)

2. Headlines in which a quotation is presented without attribution, but in the headline the quotation is graphically highlighted:

 "'Bookslut was born in an era of internet freedom. Today's web has killed it'"

(https://www.theguardian.com/books/booksblog/2016/may/16/bookslut-was-born-in-an-era-of-internet-freedom-todays-web-has-killed-it)

3. Headlines in which only individual phrases, epithets, catchwords are quoted; in this case, these quoted elements in the headlines are graphically highlighted in italics and in quotation marks:

"The Durrells get new biography that 'they would enjoy'". (https://www.theguardian.com/books/2016/may/16/the-durrells-new-biography-that-they-would-enjoy-corfu-tv)

Phraseological units often serve as a means of artistic expression in the on-line news media and as a means of maintaining attention of the reader:

*"Oxford hits the biotech **jackpot.** Behind the dreaming spires, university is **rolling in money** after healthcare shares boom"*.

(https://www.historic-uk.com/HistoryMagazine/DestinationsUK/Oxford-City-of-Dreaming-Spires/)

In the example above, in addition to the metaphor about the *Jackpot,* which was won by the University of Oxford, there is also the phraseological unit "*rolling in money"* which maintain the attention of the reader.

The author asks a question not to get an answer but he answers the question by himself in order to maintain the readers' attention to his message.

In on-line news, rhetorical questions serve three purposes:

1) implementation of the influencing function;

2) establishing contact with the addressee;

3) encouraging the addressee to certain actions.

Therefore, a feature of English newspaper headlines is the widespread use of the ellipsis. That is the omissions of structurally necessary linguistic elements in speeches, omissions of formulas, and sometimes important words to make headlines stand out (Артамонова, 2008, p. 29-30). The ellipsis has a meaning like a sign of speech that is supplemented from the context or situation before or after. In the absence of these conditions, an incomplete sentence loses its meaning and turns into another phrase or word that does not represent perfect thinking to maintain the attention of the reader.

The elliptical (incomplete) syntax is as follows:

–   it is characterized by the presence of at least one unrealized mandatory valence, compensated by internal or external context and the context of the speech,

–   it has actually (speech, text) or potentially (language, system) a correlated (synonymous) normative structure with similarly realized valences,

–   it is a structure in which unreplaced syntax positions have a specific meaning

Short headlines are immediately recognized by readers, and their unusual and concise form is intriguing and maintain readers attention to read the newspaper articles. For example:

"California is at higher risk than Greece. Delays on new aircraft carriers".

(https://www.wsj.com/articles/how-california-has-avoided-a-coronavirus-outbreak-as-bad-as-new-yorksso-far-11586349564)

The missing element in the example above is the predicate verb, which is easily reconstructed in context and does not distort the meaning of the utterance.

2.2. Attention maintaining in texts

The desire to make the reader support the author leads to the use of a significant number of emotional and evaluative vocabulary tools in newspaper journalism texts to maintain the attention of the reader. The journalism vocabulary evaluation fund consists of qualitatively evaluated nouns and adjectives, wording units, various metaphors, and their use according to the "image" of the newspaper to maintain the attention of the reader.

Ratings serve as a key principle that integrates different categories of newspaper vocabulary and journalism styles for maintaining attention:

"The social security budget is being butchered".

(https://www.nytimes.com/2019/06/12/business/social-security-shortfall-2020.html)

The example above maintains attention because it contains not only colloquial words but also a rather eloquent metaphor since the budget is not just "*killed*", but bloodthirsty is cut with the *butcher's ax.*

In the next example, the text turns out to be evaluative and informational, the key semantic element of which is the assessment of the fact (negative):

After Weekend Financial Huddle, No Sign That Lenders Will **Thaw** (https://www.nytimes.com/2008/10/13/business/13norris.html)

In the example above overcoming the crisis is associated with dawn and thaw. It serves as the means of maintaining the reader's attention. Such a headline is not only evaluative but also informationally sufficient because it expresses the main idea of the article (Lim, 2011, p. 63).

The next widely used means of maintainin attention of readers is the use of phraseological units.

The first type of author variation, when publicists use proverbs, sayings, biblical sayings or stylistic options with a certain creative task as publicists. And phraseological units are the best for the implementation of this principle to maintain the attention of the reader.

Phraseology, as a designation of specific means of expression, characteristic mainly or exclusively of a given sphere of communication, is an important component of the concept of style to maintain the attention of the reader.

Depending on the context of use, phraseological units can play both a role of maintaining attention and the role of saving linguistic means. In some cases, as, for example, the phraseological unit plays both roles at the same time.

Repetition sustains the reader's attention due to the rhythm and overflow of media text. Repetition is not the hardest thing to employ but it should be done appropriately. There is always a danger of over-repetition because there is no upper limit regarding how many times one should repeat a sound, syllable, word, phrase, line, stanza or metrical pattern in the given expression, because it may result into boredom or commonplace expression (Артамонова, 2008, p. 57).

One word, a whole phrase, or part of a phrase can be repeated, and such repetition maintains the reader by its novelty, there are two examples:

"Bourne again. And again and again and again and ... "

(https://www.theguardian.com/commentisfree/2007/aug/12/comment.comment)

Grindhouse is brilliant, brilliant, brilliant".

(https://www.theguardian.com/film/grindhouse)

Needless or unintentional repetition is a kind of clutter that may distract or bore a reader. However, many scholars (Артамонова, 2008; Manovich, 2001) believe that it is a skill and not everybody is graced with the ability naturally. It is also a kind of asset for employing different effects. The scholars believe that the repetition should be avoided if it does not add to the flow.

The most common technique to maintain the attention is partial replacement of words in phraseological units. In most cases, a word is used as a replacement,

which in its meaning has nothing to do with the replaced component of the phraseological unit, but allows you to throw a "bridge" from the title to the content of the material.

Since today the idiom is very popular in political discourse, the main informational reason for its use in media texts will be public-friendly relations between two or more politicians to maintain the attention of the reader, for example:

"Amazon workers on strike in Italy and Germany".

(https://www.bbc.co.uk/news/business-42111866)

The use of the abbreviations functioning as full units of communication to maintain the attention of the reader. They are distinguished by simplicity of structure, aesthetics and euphony, which significantly expands their capabilities and "opens the way" to use not only in colloquial speech, but also at the level of printed texts. The use of various abbreviations in the press is very important for two reasons to maintain the attention of the reader:

− saving space and "unbeaten";

− bright stylistic coloring.

Newspapers are full of various kinds of abbreviations, among which there are often abbreviated names of political parties, economic unions, public organizations, etc. The use of abbreviations in news texts is explained not only by the economy of space, but also by the desire to emotionally influence the reader, to interest him, perhaps even to intrigue, which maintain the attention:

"N.R.A. Suggests Trump May Retreat From Gun Control (N.R.A. – National Rifle Association) ".

 (https://www.nytimes.com/2018/03/01/us/politics/trump-republicans-gun-control.html)

In the example above the abbreviation N.R.A. maintains the attention of the reader.

Exclamations maintain attention of the reader, because they are an extremely expressive means of syntax and actively interact with rhetorical questions.

Exclamations often include interjections that serve to enhance the emotional content of a sentence, for example, irony:

"South Carolina primary: 'wow wow wow, it's a southern brawl'!" (https://www.theguardian.com/world/2012/jan/22/south-carolina-primary-southern-brawl)

Parcellation is another phenomenon which maintains the attention of the reader. Parceling is stylistic device, which consists in dividing the sentence into a number of independent parts (Тураева, 2009, p. 58). Parcellation serves as a means of isolating communicatively and expressively significant parts of the statement; this goal is achieved by breaking the linear sequence of the statement. The segmented part turns out to be highlighted already due to the fact that it is presented as a separate statement:

"New York versus Sandy: superstorm prompts mass clean-up. And jogging" (https://www.theguardian.com/world/2012/oct/30/new-york-sandy-superstorm-clean)

Parcellation "revives" the newspaper text, the transmission of a message in several statements makes it easier for the addressee to perceive the text and to maintain the attention of the reader.

One of the figures of intertextuality maintaining the reader's attention is allusion, i.e. a method of referring to a work of art, an aesthetic fact, a well-known social event, historical circumstance or person:

"Always an eye for an eye".

(https://www.bbc.com/future/article/20150521-how-the-eyes-betray-your-thoughts)

It is an allusion to the principle of justice "Thou shalt give life for life, eye for eye, tooth for tooth, hand for hand, foot for foot", set forth in the second book of the Old Testament.

Rhetorical questions play an important role in the compositional-semantic and architectonic organization of the text to maintain the attention of the reader. Examples of rhetorical questions:

*"So, **why are we so loyal to a president who is not loyal to us?**"*

(https://www.theguardian.com/commentisfree/2013/may/05/why-loyal-to-president-not-loyal-to-us)

In the example above the speaker expresses a desire, and perhaps even a demand, that the readers attract their attention to this problem that a president is not loyal to them. Although the rhetorical question modified into a narrative sentence does not differ in a high degree of emotional intensity, it is clearly visible what actions the speaker expects to maintain the attention of the reader.

Therefore, formal conciseness maintains the reader's attention, but it does not violate the principle of clarity and helps in the immediate recognition of information. приклади):

"Twin towers 'built to withstand plane crash'".

(https://www.telegraph.co.uk/news/1340225/Twin-towers-built-to-withstand-plane-crash.html)

"California's Debt: Now Riskier Than Kazakhstan's".

(https://www.huffpost.com/entry/californias-debt-now-risk_n_481058)

The antithesis is also used to maintain the reader's attention. It is based on the opposition of the compared concepts and nonsense maintains the attention of the reader; in on-line news a reader can often read such stable antithetical phrases:

"Peter Preston: good news on a bad day for one polio victim".

(https://www.theguardian.com/society/2002/jun/22/health.lifeandhealth)

The widespread use of antitheses in journalism is due to the critical orientation of newspaper materials, primarily such genres as editorial, polemical article, pamphlet.

Maintaining the attention of the reader on the pages of the press can also be served by oxymorons, i.e. lexical units that are mutually exclusive, a combination of incongruous. Headlines can often express oxymorons:

*"**Tragic comedy.** Bernard Manning has sustained a racist popular culture on and off our screens for many years. His 'comic timing' should not exonerate him".*
(https://www.theguardian.com/commentisfree/2007/jun/19/tragiccomedy)

Passive constructions are typical mainly for English news texts to maintain the attention of the reader:

"Leveson says freedom of press should be enshrined in new legislation".

(https://www.telegraph.co.uk/news/uknews/leveson-inquiry/10353230/Press-freedom-and-fairness-should-be-enshrined-in-a-British-Bill-of-Rights.html)

"Crossrail project dragged into blacklist scandal".

(https://www.gulf-times.com/story/334188/Crossrail-project-dragged-into-blacklist-scandal)

Syntax has also much capabilities for maintenance of attention.

Perephrase is an example of such maintainance. Examples of perephrase are:

" It's been a long day, it's been a long night. For them playing, for you watching. For England the game is dead" (Тураева, 2009, p. 56).

Paronomasia, rhythm, rhyme, consonance, alliteration, onomatopoeia create the effect of intellectual wit, and is also a means of creating an ironic, playful coloring in occasional formations that can be used in the text of a printed publication to maintain the attention of the reader.

A phonetic language game is almost always accompanied by deliberate spelling errors, which can be described as a game technique that introduces additional connotations into the text and supports the phonetic and rhythmic structure of a phrase to maintain the attention of the reader:

"Oh, Lord! Won't you buy me a Mercedes Pens?"

(https://www.dailymail.co.uk/news/article-1343644/Mercedes-Benz-recycling-project-turns-car-work-art.html)

In this headline the attention is maintained by the unusual phonetic game. The playful effect is achieved through the consonance of the names of the Mercedes Benz car brand and the way of decorating the car - "pens".

In the next joke, the ambiguity arose as a result of the collision of two meanings of the homophonic words "prophet" and "profit":

"Nero was talking to his financial advisors in a Roman amphitheater: 'Why aƨen't we making any money from this building?' he said. An advisor replied: 'Because the lions are eating up all the prophets.'"

(https://www.jstor.org/stable/43606900)

To conclude, lexical, phraseological tools and syntax provide the most productive ground for attention maintaining; such stylistic devices as puns, transformation of phraseological units, metaphor are used for these purposes most often. Playing with a similar phonetic composition of words and creating author's occasionalisms also allow you to create witty and unique statements and reveal the creative potential of journalists.

Conclusion to Chapter Two

The analysis of the means of grabbing and maintaining attention of the readers to the English headlines and texts in the on-line news has revealed that the choice of specific linguistic means depends on which function of the newspaper text comes to the fore. Authors of texts of news often use emotionally colored linguistic units in headlines to grab and maintain the attention. Such headlines are intriguing to the reader and provide an incentive to read the full article to attract the attention. This is in contrast to the headlines of newspaper articles in the information genre that are kept in the neutral tone of the presentation of information and are the basis of the text that follows them.

As a result of analyzing a large number of headlines and ways to attract and maintain the attention of potential readers, we present a summary classification of the means that are used to grab and maintain the attention of recipients and in order to distinguish the text of the article from the mass of other texts.

Expressive vocabulary, all kinds of tropes (epithets, metaphor, metonymy, personification, synecdoche, etc.). grab the attention of the readers.

Various clichés that pique the interest of the reader and grab their attention. The feature of media texts is "in the clarity and comprehensibility of information", calculated for the immediate reaction of the reader, for an immediate result, which is

achieved with the help of clichés and stamps and maintain the attention of the reader.

GENERAL CONCLUSIONS

The paper discusses nominative means of attracting and maintaining the addressee's attention in English on-line news texts.

It is revealed that the event is the reason for the appearance of a news text aimed at the recipient, which is formatted on the principle of presenting minimal information in the structure of the article (Headline and Lead) in the media discourse to maintain the attention of the reader.

A newspaper headline is a significant verbal element that creates semantic integrity and compositional completeness of the text. A newspaper headline is a communicative message, the pragmatic setting of which is to adequately convey the intention of the author of the article in order to encourage the reader to read the material. The headline forms a single system with the text, it prepares for understanding the information presented below, often becoming fully understandable only after reading the entire material to grab the attention

It is found that a news text manifests its function to maintain the attention of the reader due to its news structure: the headline which attracts attention and arouses interest in the news, stimulates the reader to view the full text, the lead which is the first paragraph of the news and answers the questions: who, what, where, when and how as well as the text body which maintains the attention.

The headline attracts the attention of the reader, convinces him through the facts (presented in the headline) and through the author's assessment of these facts.

As a result of analyzing a number of headlines and texts of news concerning grabbing and maintaining attention of the reader, there was compiled the list of means used to grab the recipients' attention:

1. Emotional and evaluative vocabulary.

2. Expressive vocabulary, all kinds of tropes (epithets, metaphor, metonymy, personification, synecdoche, etc.).

3. Phraseological units.

4. Various clichés.

5. Various stylistic devices: pun, irony, language game.

6. Neologisms and occasionalisms.

7. Abbreviations.

8. Rhythm, rhyme.

9. Rhetorical questions, interrogative questions.

To maintain the reader's attention to the text authors use lexical, phraseological, syntactical and stylistic means:

1. Evaluative vocabulary.
2. Repetition.
3. Abbreviations.
4. Rhetorical questions.
5. Parcellation.
6. Allusion.
7. Antithesis.
8. Oxymorons
9. Perephrase.
10. Phonetic language game.

RESUME

У магістерській роботі ”Номінативні засоби приверення та утримання уваги адресата у текстах англійських он-лайн новин” встановлені номінативні засоби приверення й утримання уваги адресата в англомовних текстах інтернет-новин.

Робота складається зі вступу, двох розділів, загальних висновків, списків довідкової та ілюстративної літератури. У першому розділі розглядаються номінативні засоби приверення та утримання уваги адресанта в онлайн-текстах, у другому розділі окреслено роль номінативних засобів приверення та утримання уваги в різних частинах англомовних онлайн-новин.

Актуальність наукової кваліфікаційної роботи визначається необхідністю вивчення номінативних засобів приверення й утримання уваги читачів англомовних новин.

Практичне значення роботи полягає в тому, що її результати можна використовувати у лекційних курсах і практичних заняттях зі стилістики сучасної англійської мови, інтерпретації тексту, англійської лексикології, на спеціальних курсах з лінгвістики тексту, дискурсивної та сугестивної/ переконливої лінгвістики, засобів масової інформації мовознавства, а також при написанні курсових та підсумкових кваліфікаційних робіт.

Ключові слова: приверення уваги, новини, заголовок, номінативні засоби, лексичні одиниці, стилістичні засоби, синтаксичні структури.

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