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INTRODUCTION

Relevance of the topic of work. The headline has always been the subject of research of linguists, literary critics, journalism studies and psychologists (Кузьминская, 2015, p.15), but its role in the structure of a text has not been definitively elucidated (Євсєєва, 2009, p. 15). This proves the significance, priority of the headline in the process of perception and understanding of journalistic, scientific and any other work.

The tasks of the headline as the first sign of the text is to attract the reader's attention, to establish contact with him, to direct his expectations. All these components are extremely difficult to do, especially given the shortness of the form of headines and the ambiguity of lexical units which are part of them and which are deprived in their isolated position of the necessary context with the purpose to remove the polysemy (Кухаренко, 2004, p. 99).

If other pretexts and data (indication of the author, genre, publisher) can be missed by a potential reader due to haste, inexperience or inattention, then the headline is necessarily involved in creating a reader-expectation relationship. Not yet relying on the text, the headline in the pretext can appeal only to the previous experience of the reader (Кухаренко, 2004, p. 98). The advertising function of headlines provides interest in the publication through the heading complex. The implementation of this function is characterized by the fact that an interesting, attention-grabbing headline can arouse interest in the audience, which is like an advertisement for a product, service or product. Its implementation is characterized by the fact that an interesting, attention-grabbing, capacious headline can arouse the interest of the audience (Кухаренко, 2004, p. 99).

The purpose of the study is to reveal the implementation of the advertising function of headlines in English news texts.

To achieve the stated purpose of the study, we set the following **objectives:**

- to define news stories as a type of media texts;
- to specify online advertisements and news stories;

–   to characterize online headlines and slogans;

–   to determine lexical and grammatical aspects of Internet slogans and headlines;

–   to outline devices used in headlines for advertising English news texts.

The object of the research is English news headlines.

The subject of the study is the means of influencing the audience in English news headlines.

The research methods. In this study, both general scientific methods (classification) and specific scientific methods (cognitive analysis, discourse analysis, concept analysis) are used.

Material of the research. The work is based on the analysis of headlines and advertising texts from *The Guardian, The Times, The Economist, The Independent, The Washington Post.*

The novelty of the study consists in revealing the fact that the advertising function of English headlines is implemented by specific lexical, grammatical, orthographic features, and stylistic devices.

The results of the research were discussed at the following conferences: "AD ORBEM PER LINGUAS" (Kyiv National Linguistic university, 17-18 June 2020); "Intercultural communication in scientific and educational space" (Odesa National Polytechnic University, 28-29 April 2020).

The theoretical value of this work lies in the development of the methodological toolkit for analyzing news headlines in the modern English language press by classifying their structural features and identifying their main functions influencing the audience.

The practical value of the research can be associated with the possibility of further use of its results in the courses of linguistics, text stylistics and practical English.

The structure of the research. The Paper consists of introduction, Chapter I "Advertising features of news headlines", Chapter II "Advertisements and news headlines: similarities and differences", conclusions, list of reference sources.

CHAPTER ONE. ADVERTISEMENTS AND NEWS HEADLINES: SIMILARITIES AND DIFFERENCES

It is impossible to imagine modern life without mass media. Its oldest form is the press, which occupies an important place in the political and cultural life of the state (Варзапова, 2015, p. 15). The press helps a person to navigate in the reality. Various print media, as well as their prototypes on the Internet, are trying to attract the audience. Firstly the reader pays attention to the headline and only then decides whether to read the article or not. The headline is one of the most important components of a news text. Therefore, the influence of a newspaper or magazine largely depends on the nature and design of the headlines, as well as the impact of a particular publication on the reader: a meaningful article with an incorrectly chosen headline is not noticed, while even the most mediocre article can gain popularity due to its bright, expressive headline (Потапенко, 2009, p. 15).

Advertising function is meant to capture the reader's attention, to intrigue with an attractive plot. The headline can express any element of the structure of a news story: the main idea, positional theses, analytical assessment of the situation, the background to the purpose of the message, illustrations. The name of the text signals its content, how the informative function of the headline of the publication is implemented (Обритько, 2002, p. 20).

1.1. News stories as a type of media texts

News stories are the basic texts of the media since they contain all the main features of the use of the word in this area of the functioning of the language. News texts fulfill the main informative function of mass communication more fully than others (Карицкая, 2008, p.58).

Unlike all other media texts, there is a strong correlation between the formal features of the news text and its components, in other words, news texts are characterized by a certain format (Потапова, 2007, p.45).

From the point of view of organization, the news is characterized by a certain macro- and microstructure, which reflects the thematic organization of the entire flow of information (Кузьминская, 2015, p. 26). In other words, the news is organized according to the most popular and frequently covered media topics: they include politics, education, business, economics (Кузьминская, 2015, p. 28).

News stories are an important part of the cultural and ideological context. This type of text is characterized not only by the use of words and phrases that name the realities of the country but also by the presence of a special tonality of the text, i.e. its special way of interpreting information that reflects a certain system of values (Зененко, 2004, p. 45).

The importance of news in the entire information flow is increasing due to the fact that these texts are constantly repeated and reproduced (Задровская, 2014, p. 58). The fact is that information about the same event appears on the sites of many news agencies at the same time and spreads through various communication channels in an infinite number of options (Лазарева, 2006, p.55). The repetition of news texts ensures the growth of the share of news in the total mass of media texts, gives the information flow a certain order and structure. Besides, the frequent repetition of news texts enhances the impact on the recipients (Колесникова, 2002, p.77).

When describing the content side of news texts, experts in the field of mass media often operate with the concept of "news value" (news value) (Потапова, 2007, p.47). Indeed, hundreds of different events take place in the world every day, but only some of them are covered by the media. Only those messages that have "news value" get on the pages of newspapers and TV screens (Манькова, 2008, p.69).

Researchers agree that the news value of an event is determined by several factors, such as:

- novelty,
- relevance,
- spatial or psychological proximity to the recipient of information,
- significance,
- possible consequences for a mass audience,

–	a factor of human interest (Євсєєва, 2004, p. 15).

The importance of news materials in the modern information world is enormous since they form the information space and actively influence its development. Scholars in the field of mass media and PR often use the concept of news value to characterize the content of news texts. Journalists only pay attention to events that have news value which is determined by many factors, namely:

−	relevance (news should be as fresh as possible since the recipients of the text are interested in messages about the most recent events);

−	spatial and / or psychological proximity to the recipient of information (news about events occurring in the vicinity of the addressee − in his state, region, city, etc., are more valuable than those that cover events taking place far from familiar territory);

−	scale (the news, as a rule, tells about famous people: heads of state, big politicians and businessmen, outstanding artists and sportsmen − or major disasters, conflicts, etc.);

−	the significance of the possible consequences for the mass audience (news prefers events that directly affect the lives of the addressees of information, for example, inflation, price increases or decreases, tax increases, weather anomalies, etc.);

−	emotionality (news are often messages that evoke a wide range of emotions in the addressee: sympathy, admiration, affection, pity, etc.) (Манькова, 2008, p.71).

At the linguistic level, news texts tend to possess stable characteristics, a significant proportion of clichéd combinations, linking phrases, links to other sources of information, and thematically determined vocabulary are found in these texts (Долженкова, 2005, p. 25). All the factors mentioned above allow us to say that news texts are basic media texts.

Being a complex product in the structural and content aspects, the news text is not a simple set of facts. It should be considered as "a product systematically

developed by organizational structures as a result of the application of professional, competent skills and abilities" (Манькова, 2008, p.72). When creating news texts, a whole range of factors must be taken into account, such as the purpose, the nature of the audience, the transmission channel, the possibility of feedback, etc. (Потапова, 2007, p.48).

As a result of this process, the recipient receives secondary (processed) information (Гришаева, 2014, p. 26).

The essence of news texts as a product of mass information activities and communication is to express specific information in order to influence public opinion and beliefs. Newspaper headlines are also characterized by advertising function, which consists in specially, by special means, to interest the reader, to attract his attention. Advertising is usually understood in the literature as expressiveness, and therefore the advertising function is also called expressive or advertising-expressive.

1.1.1. Structure of news texts. To realize the advertising function of the text, each news article, like any message, should have a clear form (super-structure), which is a set of characteristic categories and rules or strategies that determine the order of these categories (Білоконенко, 2002, p. 58). Having a clear super-structure as the main template, journalists try to look for information that would correspond to the categories of this super-structure, which greatly facilitates the process of text production itself.

Some categories are required (for example, a *summary category*), others are optional, which is determined by the principle of relevance. Thus, the most common narrative super-structure of news media text presented by van Dijk (2009) includes the following categories:

- a summary (headline and introduction; located at the very beginning of the article; contain the most important information);
- setting (describes the place, time, circumstances and the main characters);
- focus (general orientation towards the implementation of a certain result through this text);

–   complication (includes a description of the main "catastrophic" events);

–   decoupling (includes a description of the actions taken to overcome obstacles arising from the described events);

–   assessment (expressed at various stages of the development of the story; conveys the narrator's opinion about the events and the feelings that they cause);

–   code (connects interdependent past events with the real context of history; carried out by formulating conclusions; expresses intentions for future actions or recommendations to listeners) (Dijk, 2000, p. 32).

At the level of the macrostructure, a *news text*, is integrally formed as a form of a newspaper strip "news", a radio or television news program, consists of separate messages which can be expanded to one degree or another. In English-language journalism, such a single message or "news" is denoted by the common term "story": "News is usually presented in new stories, the story being a general and linguistically safe term for a piece of news writing of any length used by any news medium" (Володина, 2007, p. 25).

As a rule, the term "story" is used more often concerning on-line news texts. So, depending on the degree of importance and, accordingly, the location on the newspaper page news stories are divided into leading story, front-page story, minor story, back page story, inside story, major story, etc (Солодка, 2008, p. 18). Sometimes the term "news item" is used to denote a unit of content in a news text, which allows a clearer presentation of the content of the news text, especially when it comes to news programs on radio and television (Манькова, 2008, p.75).

The classification of news messages by content is based on two dichotomous categories "hard news – soft news", "local news – foreign news", as well as on the allocation of stable thematic blocks such as politics, business, sports, education, culture, etc. The category "hard news – soft news" is represented by the opposition of messages that have a solid factual basis and answer the questions what, where, when (hard news), and messages based on the factor of human interest and oriented to arouse sympathy, surprise, admiration (soft news). Messages like "hard news"

usually form the basis of any news text, and messages like "soft news" supplement, "dilute" the facts with an appeal to universal values and emotions (Потапова, 2007, p.58).

In online media, the formatting of news materials is subordinated to the principle of creating maximum convenience for readers (reader-friendly) and achieving of advertising function. Most news reports are presented both in short and in expanded form, while the list of short messages is usually located on the front pages of the newspaper and is formatted under the headlines news *in brief, news bulletin, world news, business news*, etc. depending on the particular edition (Іванченко, 1998, p. 25).

The main group of news items is formatted in the form of correspondents' messages about events in the country and abroad, posted on the "news" pages in a certain thematic sequence: local news, international news, business news, etc. The length of news texts of this kind usually ranges from 200 to 500 words (Манькова, 2008, p.74).

As mentioned above, news texts are characterized by a stable structure. Thus, most of the news texts in the online press are based on the principle as *inverted pyramid* (Манькова, 2008, p.72). which assumes that all the most valuable and important information is communicated at the beginning of the text, while the main information load falls on the first part, which is called *the lead* and actually contains all the most important components of the message in a concentrated form. As the text unfolds, the information load gradually weakens (Манькова, 2008, p.72).

The adherence of many journalists who create news texts according to the principle of the inverted pyramid is due to the fact that the news text, constructed in this way, is convenient for both the readers and the issuing editor. The reader just needs to look at the headline to understand whether this message is interesting to him or not. The editor can always discard the last few phrases, reducing the material due to the requirements of the layout without seriously affecting the content (Потапова, 2007, p.54).

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The lead. The first and most important message in a news
                           text
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Secondary information.
Statistics and description of the subject of
the message in news text
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```
Background
information
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Background
information
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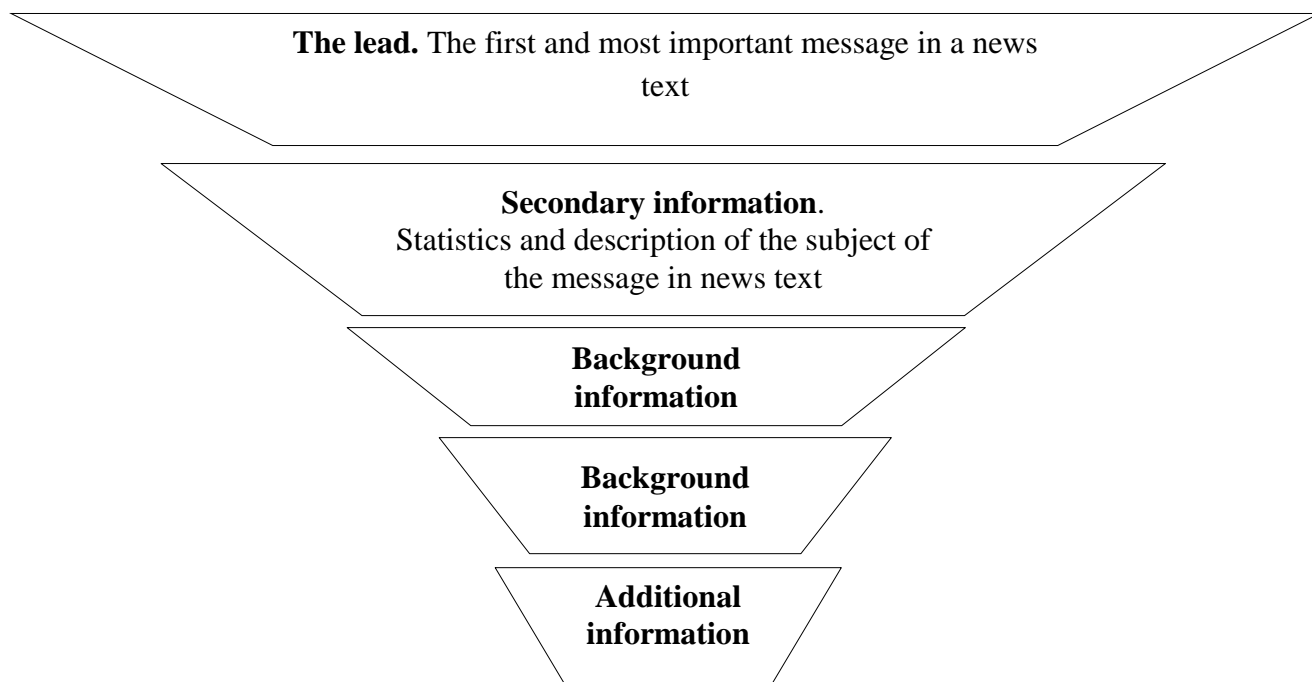
```
Additional
information
```

Figure 1.2. Inverted pyramid principle

T. Dobrosklonskaya explains that the Lead actually contains all the important information of the article in a concentrated form, and also explains what will be discussed next (Добросколнская, 2001, p.15).

Secondary information provides answers to questions: what happened, where it happened, under what circumstances, who participated, how it happened. *Background information* describes additional details and other facts that are necessary to complete the presentation of the plot. Finally, if necessary, *additional information* can be added (Добросклонская, 2008).

The commitment of journalists to inverted pyramid is due to two factors. Firstly, the main information helps to attract the attention and interest of the reader, on the one hand, and it allows the reader to understand from the first lines whether this article is interesting to him or not, on the other hand.

After analyzing the structure of news text creation, it is necessary to mention other important elements. All functional styles, and newspaper style, in particular, have their characteristic components. Every component has a different function. For example, morphological characteristics are used to save space, which is limited in newspapers. Syntactic as well as lexical and compositional features draw attention to

words and phrases. All these features serve a common goal which is to make the articles as interesting as possible, to shock or surprise the reader with an unusual, bright, and colorful language.

Summing up, in order to communicate the most important facts to the readers, firstly, the author of the article uses the principle of the inverted pyramid. However, the most important component of a newspaper text is the headline which will be discussed below.

1.1.2. Functions of headlines in English news texts. A news headline in online media is an announcement of an event presented in the main text, i.e. the only chance to attract the reader's attention (Добросклонская, 2008). Taking into account this fact, publishers try to make subheadings, headlines, captions to photos as interesting (intriguing) as possible (Заигрина, 2015, p. 14). So, the reader, looking through the headlines, can get an idea of the topic and content of the article.

The headline should be engaging so that the reader will definitely read the article. Most headlines are built on the principle: convey information using a minimum of words. According to Michael Swan, a headline is a short message at the beginning of an article, the meaning of which is sometimes difficult to understand due to its particular writing style (Swan, 1995).

S.Potapenko understands a newspaper headline as a special kind of media text, consisting of one or more sentences naming newspaper material, which precedes the main text of the article and reflects its main theme (Потапенко, 2009, p.11). Danuta Rea, in *The Language of Newspapers*, defines it as follows: "A headline is a unique type of text that has a number of functions that dictate its form, content and structure" (Reah, 2004, p.43). Z.Turaeva notes that each type of media text is characterized by a special sentence structure, the use of certain lexical units, a unique way of presenting information, and the presence of its audience (Тураева, 2009, p. 25). A journalist, writing an article, focuses on the age, gender aspect, social class of potential readers since the audience is the most important component of the mass communication

process and newspapers exist and develop according to the size and composition of their readership.

The definitions cited are also true for a headline, since it is part of the general concept of a headline, but a newspaper headline has its specifics. It resides on the newspaper page, therefore, reflects the characteristics of the newspaper. Many newspaper headlines capture the essence of the events in short, compressed form (Потапова, 2007, p.16). All of this is important for advertising function which aim is to attract the reader's attention to his article as much as possible. For this the author needs to achieve the special originality of the headline structures, the ambiguity of the content.

Headlines are usually written in a sensational way. Headline authors use a minimal word count to attract the reader to the. Thus, T. McArthur calls the headline language a special language that arose to express the main idea of the text under the influence of limited space (McArthur, 1992, p.465).

L. Doblaev distinguishes between full-informative headlines, which reflect the main contents of the article, and incomplete-informative (or dotted) headlines, which are focused on secondary details. Such headlines only roughly indicate the content of the text, give a sign by which a particular semantic context is restored (Doblaev, 1982).

In most popular publications, especially tabloids, the headlines are uninformative. They often represent a riddle that finds its solution in the text. Y. Vereshchinskaya distinguishes the following headline functions:

– nominative-informative (the function of reporting a fact; ensured by objectivity, documentary, logical and argumentation of the fact);

– evaluative (expressed in evaluation, motivation, prescription, forecast, expression of the author's attitude to the information presented, depiction, imagery);

– advertising (the function of attracting the attention of the reader so that he reads the material);

– aesthetic (a function that allows you to separate one text from another, to highlight the text from the surrounding context and at the same time to link the

entire strip into a single whole; carried out mainly by graphic means) (Верещинская, 2009).

All of the functions of a newspaper headline discussed above do not act in isolation but closely interact with each other. They don't just focus on summarizing the content of the article. They are also aimed at the reader and getting their attention. Correct application of these functions allows the reader to familiarize himself with the news feed in a short time, thanks to the reading of informative headlines.

E. Lazareva in her work "Headline in the newspaper" considered the informative function in detail. According to this work, it is necessary to identify how different elements of the semantic scheme of the text are reflected in the headline (the main idea, setting and developing theses, analytical assessment of the situation, the background to the purpose of the message, illustrations) (Лазарева, 1989, p.58).

It can be summarized that headline is a type of headline creation that uses a minimum number of lexical units and is characterized by a special writing style. At first glance, a newspaper headline is a summary of an article. However, the headline can not only summarize information but also highlight individual facts of the article or contain a quote.

To conclude, the main purpose of the headline is to provide the reader with information about the news from the article, helping him to decide whether he should read it or not; and also an attempt to get him to read the full text. Consequently, the news headline performs functions similar to those of advertisements.

1.2. Role of advertising in modern society

The advertising function of headlines is manifested in the author's desire to evoke interest in readers and influence on them to buy the product and to attract the reader's attention to his article as much as possible, to intrigue him with emotionality, a special subjective assessment, reticence, and understatement. As a rule, this determines the special originality of the headline structures, the ambiguity of the

content. In a broad sense, the conceptual content of the advertising function also includes graphic-excretory.

Advertising is information about a person or product, disseminated in any form and in any way, and intended to form or maintain awareness about consumers of advertising, and their interest in such persons or goods (Потапова, 2007, p. 47).

Ivanchenko's "Dictionary of Terms" (Иванченко, 2017, p.101) provides the following definition and classification of advertising publications: *advertising publication* is a channel for disseminating information about machines or structures, devices or unique equipment, household appliances, or foreign trade advertising. Advertising publications are diverse in terms of informative materials, purpose, printing characteristics, and methods of distribution (Манькова, 2008, p. 69).

Advertising in the modern world is a real self-portrait of society, a reflection of public sentiments, sympathies and phobias, to which it responds faster than any other social institution (Потапова, 2007, p. 46).

Advertising publications are focused on well-defined target groups. Advertising printed publications are characterized by multiple influences, in contrast to appeals published in a newspaper or broadcast on the radio (Манькова, 2008, p. 70).

Advertising print publications are divided into the main and auxiliary. The main include booklets, information leaflets, brochures, memos in various advertising and trade catalogs, recipe guides, indexes, and other similar publications – in menus, guides, directories, price tags, and calendars; they also include various branded periodicals or one-time publications – branded bulletins, newspapers, magazines, anniversary albums or almanacs (Арешенкова, 2014, p.59).

Many scientists believe that advertising connotes information that helps make wise choices (Джефкінс, 2011; Dyer, 1982). It supports the media through partial financing, expands production and increases competition by weakening the monopoly power of individual companies. Advertising stimulates consumer spending and thus creates favorable conditions for high employment. Accordingly, advertising has only one measure of success – the marketability of a product or service. Therefore, good

advertising is not the one you like or the one that wins the competition, but the one that wins the market, that is, the one that sells as efficiently and with minimal costs as possible (Федосова, 2007, p. 15) This is advertising that makes you money. The word "sell" is used in advertising in the broadest sense. Advertising usually sells goods and services. However, it can also "sell" social ideas – the fight against drugs, smoking, the movement for clean streets, etc.; it can promote a candidate in an election (Арешенкова, 2014, p.60).

Advertising is attributed to the mass media, as it is distributed to an indefinite circle of consumers of advertising. Due to the fact that advertising is perceived as information, special events, or organized events designed to disseminate advertising information (promotions) are not considered as advertising (Потапова, 2007, p. 47).

The main purpose of advertising information is to form or maintain awareness of an indefinite number of consumers of advertising and their interest in advertising objects. An important characteristic that distinguishes advertising information from ordinary information is its clearly defined "customized", paid nature (Арешенкова, 2014, p.62).

Advertising text materials with pictorial elements by architectonic properties are ordinary publications. There is a concept of hidden advertising when the ad looks like a normal text message with a photo, but it has a purely advertising content. The choice of one or another principle of advertising is based on the concept of the publication. In magazines, advertising pages are often placed at the end or the beginning. If the page has advertising, it is given space in the basement, that is, lower left-hand corner (Потапова, 2007, p. 49).

For example, in the magazine "Printing" all advertisements are devoted to the main topic of the publication – publishing, printing, consumables and more. The specificity of the information recorded in the advertising publication is that it combines popular, reference and evaluation-advertising text (Потапова, 2007, p.50).

The auxiliary ones include instructions for installation, operation and repair of machines and structures, catalogs of spare parts, all kinds of greeting and souvenir publications, postcards, invitations, parcels, bookmarks and so on. According to their

purpose, advertising printed publications are divided into purely advertising publications (catalogs, etc.) and prestigious publications

1.3. Advertisements as a type of media texts

Modern advertisements as a type of text are not only widely distributed on radio, television and the Internet, but also on newspaper and magazine pages. Modern advertising, which occupies one of the major places in the media, is the most mobile and dynamic text. Many linguistic and non-verbal means are used for operational purposes, so in some cases we can talk about so-called hidden advertising. Therefore, it is no coincidence that advertising texts are being actively researched from the perspective of many modern scientific disciplines. These include not only the media linguistics and mass communication sociolinguistics mentioned above, but also communication linguistics, discourse theory, psychology and sociolinguistics.

1.3.1. Structure of advertisements. The structure of an advertising text can be different, depending on what we mean by it. An expanded text can also be attributed to the advertising text, consisting of three parts:

1) the beginning,

2) the main advertising text,

3) the echo phrase (Євсєєва, 2000, p. 51).

If we pay attention to the originality of the form of the advertising text, then it is impossible not to notice that the complex advertisement consists of a verbal advertising text, which in most cases is accompanied by a non-verbal component, which may include the font style, the logo, and the illustration. In a broader sense, the components of the advertising text can be both sound and video. At the same time, it is not easy to separate the graphic element and the speech element, since they semiotically form a single whole. Such texts are called non-linear (Лукина, Фомичева, 2011).

And the headline complex with its hierarchical subordination structures organizes such text: the general headline, sub-headline. Changes in the structure of

the advertising text and its content, formation, are subject only to the requirements of adaptation of such a text to the effective functioning of a particular economic environment (Бердишев, 2000, p.9).

It is obvious that the headline has the main role: if the potential consumer reads the text below it or move the attention to another part of the column – it will depend on the inherent freshness, originality, novelty, conciseness, charm, rhythm, and even pun.

The increasing interest in keywords, encouraging the reader to read other text blocks, forming the structure of the future original layout are among the main functions of the subheadline: "*Just do it*".

Details are important in the main text. However, keeping in mind that advertising material can be without this component, it is necessary to motivate well the need for it in this material. It can be a capacious phrase from a work of art, the opinion of a famous person. The reader can be bribed by the correctly chosen tone of the story – sincere, direct, and convincing. In the reference data, it is better to indicate the exact names, addresses, contact numbers, price, as well as provide the main characteristics of the product or product (Арешенкова, 2014, p.65).

1.3.2. Functions of slogans and headlines. An advertising slogan is a short phrase that is the motto of an advertising campaign, as well as of individual companies and products (Потапова, 2007, p.50). There is no significant distinctions between the advertising slogan and the headline and even completely identify these concepts, which is incorrect.

It is believed that the slogan is a specific element of both the individual ad unit and the advertising campaign as a whole. "This is the main striking phrase of the media text that contains the advertising offer. Key features of the slogan: brevity and conciseness" (Арешенкова, 2014, p.62).

Of course, the slogan is not just a short expression, decorated with expressive means of speech, according to the traditional idea. It is the semantic center of the message, contains a concentrated image of the product, item of goods or service

presented in advertising, and summarizes the idea transmitted by the public consciousness. No less important is the verbalization of the slogan, its verbal design, which contributes to the appropriate perception of information by the recipient and the reaction to it. Therefore, taking into account extralinguistic factors, the fullest understanding of the advertising text in the recipient will occur only if there is a verbal component (Потапова, 2007, p.51).

Successful verbal expressions, eloquent phrases, metaphors, humor and irony – all these are the other, linguistic, side of outdoor advertising, which is especially important for its marketing success (Воротникова, 2005, p. 25). The slogan, respectively, is the language center of the campaign, a powerful ideological, unifying and informative component.

The semantic component of the slogan is a semantically capacious phrase that reflects the basic idea of the marketing strategy and is an integral constant of the brand. We see that even marketers (interested more in the study of the commercial success of the slogan than in the aesthetics of verbal expression) focus on the linguistic side of information as an important part of the slogan (Пономаренко, 2011, p.58).

The slogan is a pervasive phenomenon of advertising of various formats, a certain stylistic frame, designed to ensure the unity of the campaign in ideological and structural terms: "It presents the consumer with the right conclusion to draw," (Morozova, 2005, p. 47).

The main purpose of the slogan is to briefly and concisely express the main idea of the product or service. In advertising text, the slogan is usually at the beginning or end of the text. Most often, single-syllable signified-personal sentences are used as a slogan, in which the main member of the sentence indicates that the action is performed, or will be performed by a certain object or person, for example: "*It keeps going, and going, and going*." (https://www.aaaa.org/timeline-event/energizer-bunny-campaign-keeps-going-going-going/)

In most cases, the slogan also uses the name of the company whose product is advertised, for example, the Kodak camera company: "*Kodak Royal Gold –*

for the moments that matter most!" (https://www.chicagotribune.com/news/ct-xpm-1994-05-16-9405160035-story.html)

Having a slogan is important. This is one of the key terms in the advertising business and means a capacious, clear advertising slogan, an appeal to potential customers, which is easy to remember (Геращенко, 2006, p. 25). Sometimes it is presented together with the headline, sometimes it plays its role. It is a well-thought-out slogan "pulls out", elevates all advertising material, makes it effective, efficient: *It's a Sony.*

The slogan is:

1) laconic, clear, and easy to pronounce expression in the advertisement, the logical components of which is data about goods, trademark, services, and place of sale;

2) monotonous, obsolete, stereotyped language, banal verbal cliché, stamp, the noisy phrase in propaganda slogans" (Потапова, 2007, p.45).

In our opinion, the slogan can be attributed to the characteristics of informativeness, influence, dialogicity and at the same time stereotypes, mass, clichés: *"You can Canon, Go Beyond".* Besides, slogans help the author to achieve advertising function.

The slogan summarizes everything that is said in an advertising text and is a link between many individual messages that are part of a joint campaign and have different formats (TV and radio advertising, advertising in the press, etc.). In this case, the purpose of the slogan is integration within the advertising discourse, statement of a corporate style, as well as the assertion of the invariability of the product concept. The slogan creates the effect of brand recognition. It preserves the unity of design for the whole campaign – verbal and visual: *"Something that's like a holy well"* (Арешенкова, 2014, p. 55).

The slogan helps to distinguish the brand from its competitors and gives integrity to the series of promotional activities.

Requirements to the slogans are
– the concentration of the essence of the commercial offer;

– relative brevity with significant emotional saturation;

– non-standard;

– easy to remember;

– a simple and easy language that promotes better perception and memorization.

The purpose of the slogan is to motivate the audience to action or certain behavior through manipulative strategies (Арешенкова, 2014, p.58). The main function of the slogan is to serve as a link between many messages that are part of the advertising campaign, e.g. *"Have you been seeing any spirits?", "Or taking any?"* (Потапова, 2007, p. 45).

Simultaneously with the work on the text, the second part of the advertising material is formed – the pictorial series. We should highlight the most important components of this series, the main illustration or collage, logo, brand (Лазарева, 2006, p. 158).

Among the variety of different types of image series (photographs, drawings, pictures, diagrams, charts, maps, plans) designers of advertising materials often use the first two, which have the majority of advantages (Потапова, 2007, p. 58). Photos provide truthfulness, emotionality, associativeness of the image, a sense of self-presence, self-identification. Drawings form a creative imagination are remembered by originality of style, certain exaggerations. The presence of a logo as a stylized graphic image, which reproduces the main idea of the statutory activities of the company, enterprise or firm, in the advertising material is mandatory. This sign identifies the advertised manufacturer, determines the level of his popularity. The same applies to the trademark, which is a figurative sign by which the manufacturer individualizes its products and distinguishes it from similar: *"The Power of Dreams".*

Each slogan must contain a "highlight". It promotes memorization, and as a result – a positive consumer choice, increasing demand for the product (Потапова, 2007, p.50). For this purpose, special syntactic constructions, specific vocabulary, means of stylistic and graphic expression are employed. Several elements can be used in one slogan to attract attention: *"Nescafe. Coffee is made immediately."* (https://elevencoffees.com/how-is-instant-coffee-made/)

Table 1.1

Classification of slogan functions (Арешенкова, 2014, p. 54-55).

SLOGAN FUNCTIONS	
Information	informing customers about goods and services: *There are some things money can`t buy.*   *For everything else, there`s Master Card*
Economic	an effective slogan stimulates sales of goods and promotes profit growth: *Think different* (Adidas);
Attractive	ability to attract attention and memorize PR-Information: *The first time is never the best (Campari)*; *No bottles to break – just hearts (Arpege Perfume)*;
Identification	forming a certain emotional image associated with the product or manufacturer: *Is your film as good as Gold?;* *Like sleeping on a cloud (Sealy)*;
Image	aimed at improving the company's image, to create a certain image of the brand: *A Mars a day helps you work, rest and play; Live in your world, play in ours*
Motivational	draws the attention of the target audience to the product or manufacturer, ensures the memorization of the message contained in the advertising message, forms a desire to purchase the product or use the service: *Wouldn't you really rather have a Buick?*

Table 1.1

Uniting	acts as a link between many individual messages, which are part of the overall advertising campaign and have different formats: television commercials, layouts in the press, outdoor billboards, etc. When using the slogan there is a kind of "division of labor" between the components of advertising. Video, images and music are more "responsible" for emotions, while all verbal elements (slogan, main text) traditionally perform an informational function, appealing mainly to the mind of the consumer. *Don't leave home without it!*

The advertising function is associated with increasing the attention of the recipient to the proposed product, service, or company. Attracting attention can occur through the reception of the transformation of a colorful expression, a play of words; as well as the traditional way of appealing to concepts known and interesting to most city residents (Арешенкова, 2014, p. 57).

Another extremely common means of implementing the advertising function is the pronoun appeal to a potential customer: *"He took his hat and his leave."*

Appeals, imperative forms of verbs, exclamation marks, colorful expressions involuntarily affect the subconsciousness, push the consumer to read the advertising text. Similar, but somewhat different, is the motivating function, in the aspect of which the slogan works primarily to mobilize a person to action or reaction. This function is realized through conditional imperative intonation, imperative forms of verbs, and exclamatory forms of sentences (Арешенкова, 2014, p. 63).

The characteristic of this function is the semantics of the incitement, and encouragement to "feel", "try", "live", "be the first", etc. (Сальникова, 2010, p. 58).

The emotional-associative function best reveals the informal nature of the slogan as a phenomenon. The task of the slogan in this case is to form a common image of the product or company, based on emotions, feelings, associations, evaluations, understanding as one that accompanies the advertising phrase in various media formats (television, press, radio, etc.). Often slogans with a predominance of

emotional-associative function become an independent fact of speech, go beyond the artificially created for them communicative advertising situation (Арешенкова, 2014, p. 58). Such slogans function widely in the mass linguistic consciousness, and therefore represent the latest layer of phraseological vocabulary and require a separate study: *"No bottles to break - just hearts" (https://www.thinkslogans.com/ 1096/).*

The function of memorization is to ensure that the advertising message is remembered by the consumer (Солодка, 2008, p. 26). The most interesting and most common means of implementing this function is rhymes (Манькова, 2008, p.70). These may include stylistic devices of irony, humor, as well as deliberate conciseness and simplicity of wording: *Have a break, have a kit-kat.*

The informative function of headlines is to highlight the benefits of the advertised phenomenon with the help of the slogan, sometimes – in an indirect allusion to certain formal characteristics of the product (Арешенкова, 2014, p.64).

The function of influence that is directly connected with advertising is a rather broad concept. In our opinion, the slogan, influencing the consciousness of an individual, causes its own, unique reflection – the influence occurs only once for a single recipient. Another consumer may react differently to the same words. The means by which the slogan influences the audience include a range of different stylistic devices; most often, it is a metaphor, a subtext, an appeal to the concepts of reliability, diversity, temporal and spatial characteristics, etc. (Лукина, 2005).

The connection with one or another abstract or concrete phenomenon of reality in the slogan works as a suggestion, motivates the consumer, offers him a certain conclusion about the advertised product or brand; but in no way imposes a particular association (Арешенкова, 2014, p. 59-60).

Instead, when we talk about imposing reflection and controlling consumer's choice, the manipulative function of the slogan is activated, which is to use such label tokens that manipulate the consumer's mind and are designed to encourage decisive action in choosing a product, service or company, among others. Common and extremely relevant in outdoor advertising is the appeal to leadership, ideas about the

first, better, unique. However, positive representation of the trademark is not a prerequisite. An appeal to the recipient's values may be made directly. A similar technique is an appeal to the concepts of new, modern, and extraordinary. All this makes it possible to manipulate consumer choice by forming a personal opinion about a product or brand. The slogan not only offers a conclusion but also imposes it explicitly (by formal means of speech) or implicitly (through the subtext).

1.4. Specificity of online advertisements and news stories

The advertising text is meant for disseminating information in a certain form about goods, services or ideas and initiatives, intended for a group of people (target audience) and paid for by a certain sponsor (Манькова, 2008, p.72). Thus, advertising disseminates paid information about goods or services and their manufacturers, disseminated by a known source, and is intended for a specific target audience.

When referring to the advertising text, it should be borne in mind that there is still no working, recorded in special dictionaries, common definition of advertising text as a specific communicative unit. However, it is important to remember that the definition of ad text is based on the definition of text as it is.

In advertising, text is not only a linear sequence of symbolic units, but also of verbal units. There is not so much the category of coherence (combination of elements within the text) that is more important, but the category of integrity - semantic and communicative unity. In addition, the concept of "advertising text" is too broad, and therefore largely conditional. The set of semantic components in texts of different types is too diverse (Манькова, 2014, p. 55).

One of the main motives embedded in the advertising text is the personal gain (Манькова, 2008, p.75).

The style of an advertising text depends on the product advertised: "Language (advertising) is often more affectionate. It uses adjectives of form and physical

comfort. The essence of this is to give meaning to the product of the tone, rhythm and associativity" (Dyer, 1982).

The main purpose of advertising is to attract our attention and persuade us to a certain product or service. Advertisers use language in a typical way: there is a benefit in the unusual use of eccentric and debatable phrases, as well as communication with people through simple and directed language (Манькова, 2008, p.75).

To achieve the main pragmatic goal which is to encourage the recipient to buy the advertised product, or use the services, various language tools are used:

– lexical (evaluative vocabulary, words with positive or negative connotations, neologisms);

– syntactic or grammatical (violations of grammatical constructions, repetitions of syntactic constructions, ellipses, parallel structures);

– graphic (spelling disorders, duplication of letters, use of various fonts and elements that differ favorably from the letter or whole concepts, punctuation disorders);

– phonetic (alliteration, sound imitation);

– stylistic (rhyme, rhythm, metaphor, metonymy, synecdoche, summer, hyperbole, epithets, personifications, proverbs, sayings, winged words, expressions).

In particular, the lexical means for creating a slogan are the following:

– comparison: *"Is your film as good as Gold?; Like sleeping on a cloud" (Sealy)*;

– the use of personal and possessive pronouns: *"A Mars a day helps* **you** *work, rest and play; Live in* **your** *world, play in ours";*

– words always, every to give effect: *"Always Coca-Cola";*

– objection none, no, never: *"The first time is never the best" (Campari);*

– neologisms: *"A closer look at Lenovo`s hybrid ultrabook "(Sealy);*

In the field of advertising, a creative approach is the only right decision. Advertising also sometimes has an educational function, in particular, some of its types warn of the possibility of accidents, deteriorating health, and so on.

To make the advertising offer bright, figurative, advertisers use many techniques of composing advertising text. One of such techniques is the use of such techniques as rhyming a few words, phrases, sentences; onomatopoeia; alliteration; anaphora, etc. (Манькова, 2008, p.75).

Perception, as a function of the human psyche, is impossible without the presence in the mind of the recipient of any stereotypical situations that facilitate and accelerate the process of perception. Stereotype is a form of information processing and the state of knowledge. One of the most important functions of the stereotype, which contributes to the adequate decoding of advertising discourse, is cognitive, which is to generalize when organizing information. (Исмайлова, 2014, p. 25).

The main mechanism of advertising influence is the deeply thought-out motives, among which the main ones are utilitarian, aesthetic, as well as motives of prestige, achievement, assimilation and tradition. In general, the term "motivation" refers to the various internal motivations that underlie the purchasing actions of the recipient. These impulses are the result of a conscious or unconscious desire to reduce one's needs and satisfy one's desires. Decision-making is often determined by a combination of motives.

Along with motivation, which is an important component of advertising influence, no less important component is speech influence. Linguistic influence in a broad sense is associated with the restructuring of individual consciousness, the semantic sphere of personality or in other words, the restructuring of the world of the subject in the process of linguistic communication, taken in terms of its purposefulness, purposefulness. In advertising, the transmission of a voice message is important, but it is an intermediate goal, because the main pragmatic task of advertising discourse is to encourage the recipient to buy the advertised product or use the services offered. Perception of advertising discourse is a complex process of

receiving and processing information, closely related to the knowledge stored in the long-term memory of the individual (Исмайлова, 2014, p. 24).

One of the main problems faced by the advertiser in terms of adequate perception is that each of the recipients has a selective perception. The recipient is able to unconsciously isolate himself from many ideas that fall on the consciousness, or modify, or choose those that are related to his previous experience (Манькова, 2008, p.69).

The main signs of manipulation in advertising (secrecy and various tricks) are taken into account by the advertiser when choosing strategies and tactics known as manipulative technologies. The variety of operations performed on advertising information can be reduced to the following: distortion, concealment of information, implicit way of presenting information, which adjusts the choice of method and time of presentation of information, as well as the maximum supply of information (Тураева, 2009, p. 15).

All in all, manipulations in advertising are carried out both by means of verbal means of practically all language levels, and nonverbal (images, illustrations, photos.

1.5. Online headlines and slogans in contrast

As for the advertising in headlines, its morphological and syntactic features, as many experts believe (Баранов, 2000) that the headline often assumes the function of the main advertising text. From the morphological point of view, the headlines can be characterized by several points:

Use or non-use of verb forms and verbs: *"See. Buy. Fly. I saw it. Bought. He flew away. "*

The verb is the most important morphological category on which the readability and dynamism of the future text depends. From this follows the relationship between the number of verbs in the text and its readability, that is, the more verbs, the more fascinating and dynamic the text. Most headlines include one or

two verbs, but there are some that consist entirely of them (Вайшенберг, 2004, p. 25).

But lately, the trend of using non-verbal advertising headlines is becoming noticeable. This tendency can be explained by several factors: first, the simplicity of writing such headlines, compared to those in which verbs are used; and secondly, the contrast against the background of oversaturation of the market with headlines using verb constructions. This contrast helps to attract the attention of buyers. For example, Toshiba's headline: *"Here today, here tomorrow."* Or Citibank: *"The city of tomorrow"* (Исмайлова, 2014, p. 31).

Use of comparative and superlative adjectives. According to research (Кузнецов, 2008, p. 16), the most commonly used and popular adjectives are *best*, *excellent*. But experts in the field of advertising do not recommend the use of the above adjectives, explaining this by the fact that the headlines, using these adjectives can cause consumers a completely different reaction, such as distrust of the product (Матвійчук-Соскіна, 2005, p. 49). But the semantic load of headlines can be smoothed by adverbs such as *possible*, *probable*, etc. (Арешенкова, 2014, p.58).

For example, the headline of the Carlsberg beer ad:" *Carlsberg, probably the best beer in the world"* (https://www.carlsberg.com/en/).

The use of personal pronouns personifies advertising, and therefore makes it more confidential. In this case, advertising can be seen by the consumer as an expression of involvement or an attempt to give advice. For example, one not-so-popular book club increased its attendance and profits by ordering the following advertisement with the headline confidentially asking *"How often do you hear yourself saying: No, I haven't read it I've been meaning to. How often you hear you say, No, I haven't read this book yet. I'm just going."* (http://rgfitnessfood.com/how-often-do-you-hear-yourself-saying-no-i-havent-read-it-ive-been-meaning-to/

Slogans are found in the advertising of almost any goods and services, they are designed to stimulate sales, attract the attention of the target audience and develop a positive attitude towards the product or service. Obviously, more people will read the slogan than the advertisement of the text itself, so it should attract the attention of the

target audience, easy to read, be original and memorable (Потапова, 2007, p.47), for example:

"We believe the more you do to protect your home, the more you should save".

"You are in good hands with Alstate" (Alstate).

"It's good to talk" (British Telecom).

The slogan is not used in every advertisement. The slogan reflects the essence, philosophy of the company, its corporate policy in various fields. This firm or company can produce tens, hundreds or thousands of different goods. Creating a new slogan for each new product / service is inefficient and unnatural, as the advertising headline may reflect the specifics of advertising a particular product or service.

The main differences between headlines and slogans are:

– slogans and headlines serve different purposes.

One of the main purpose of a headline is to advertise the new and evoke the recipient to buy a product. The main function of an advertising slogan is to convey to consumers the main ideas of advertising campaigns and maintain their integrity when using several different advertising channels. A slogan is a phrase that expresses the essence of an advertising campaign. A slogan has a special status as the slogan of the advertising campaign as part of the advertising message, so it is created as a phrase that consumers must remember. It is not necessary to remember the headline (Манькова, 2014, p.25).

The headline is the most important verbal part of the advertisement. It usually expresses the main advertising appeal and the main advertising argument. According to research, about 80% of readers do not read the main advertising text after reading the headline (Арешенкова, 2014, p.64).

Speaking of the lexical composition of a slogan, it should be noted that the slogan is not necessarily thematically "tied" to the subject area of the advertised product. Often the slogan is based on associative comparison, for example:

"Live with a smile!" (advertising lipstick, toothpaste);

"Don't let yourself dry out!" (beverage advertising);

"'Pour in!" (advertising of the drink "Fanta" - as an invitation to "join the company" of drinkers of the advertised drink).

Analyzing the verbal series of verbal texts of advertising in the press, it should be noted that the most common words, from 19 to 35%, are *you, new, very, yours, better* (Кадыралиева, 2005, p. 25). According to the same observations, the form of imperative mood is used in almost every fourth advertising text, the most common verb is "try" (4.7%). The set of adjectives is small, in their semantics they are relative to the word best, which is present in almost every fifth advertising text.

The syntax of the advertising slogan and headlines in online media is limited mainly to the constructions of a simple sentence. The predominance of a simple sentence in a slogan is explained by the desire to formulate as briefly and clearly as possible the slogan and the commentary part of the advertising text: *"Lion. Feel the power of the lion!"* (Жажиева, 2014, p. 58).

It is necessary to know and skillfully apply syntactic characteristics that help to use in the headlines some specific communicative strategies with some of them related to psycholinguistics (Колесникова, 2002, p. 25).

To conclude, the main differences between headlines and slogans are:

– slogans and headlines serve different purposes.
– A slogan has a special status as the slogan of the advertising campaign as part of the advertising message, so it is created as a phrase that consumers must remember. It is not necessary to remember the headline.

1.6. Main features of headlines

In general, when talking about the syntactic construction of the headline, main features can be defined. First, in most headlines, the name of the trademark or service is the subject, and most often it is placed first. This is due to the fact that the most memorable information is always located at the beginning of a text, and is immediately captured by buyers. In addition to the subject there may be the predicate

in the first place. This syntactic construction dominates in motivational headlines, e.g. *"Throw away your oars! Throw away your oars!"* .

Second, syntactic constructions in headlines can be considered in terms of sentence composition, that is, with the degree of memorability of simple or complex sentences (Арешенкова, 2014, p.65).

Wide application of stylistic figures to give the advertising headlines uniqueness and recognizability (Манькова, 2008, p.69).

Gradation in headlines is the principle of listing the qualities of a product to form a correct impression of it (Жажиева, 2014, p. 54), e.g.

"Quicker, picker, upper" (American company for the production of paper towels)

Anaphora is one of the basic principles of presenting language material in adverts (Жажиева, 2014, p. 50). With the help of phonetic, morphological and syntactic repetitions, the effect of better memorability of the advertising headline is achieved, and, therefore, its deeper impact on the minds of the buyer, e.g.

"We don't try hard. We try harder" (international car rental company Avis).

Allusion is a stylistic figure that is widely used to create an effective advertising headline and contains an indication of well-known facts, realities and analogies enshrined in textual culture or colloquial speech (Жажиева, 2014, p. 57):

"Family connected, no wifi needed" (advertising headline of Oscar Mayer meat products).

The reception of the absurd is based on the use of two inappropriate in a particular context terms or phenomena to emphasize the dignity of the subject of advertising. For example, the famous headline of the American insurance company Geico means that the design of any type of insurance will not be difficult:

"So easy, even a caveman can do it ".

Linguosemiotic characteristics of advertising headlines at the lexical level are as following, Adjectives in the superlative degree as well as emotionally colored adjectives help to express the maximum degree of product quality and attract the

attention of the buyer, e.g. *"The most worthwhile things are crafted by hand"* (Honeybaked Ham pork company);

"Finger-lickin 'good! "(KFC international restaurant chain).

The adjective shows the aspirations of the text of the headline to dynamism, unusualness, the intention to intrigue a potential buyer (Жажиева, 2014, p. 59). Of the most frequent adjectives, most have positive semantics, while the others acquire a contextual positive connotation. Here is a short list of frequent adjectives inherent in advertising headlines: *"Original, attractive, rich, brilliant, fresh, classic, glittering, spotless, infinite, delicious, wild, imaginable, cozy, flawless"* (Dyer, 1982, p.50).

Polysemy of adjectives and verbs allows to express the idea in an unusual and catchy way, as well as to give the advertising headline a comic effect, e.g. *"Flavored chips, flavored air"* (Lay's potato chip brand) (Dyer, 1982, p.55).

Advertising headlines often combine vocabulary belonging to completely different groups (colloquial vocabulary, technicalities, poetics, terms). Here are some examples:

"Come and see what the future has in store" (Future Shop technology company);

"Stops static before static stops you" (American company for the production of detergent Bounce).

The presence of phraseological units as well as the omission of auxiliary verbs is also common in advertising headlines. Here are some examples where phraseological units are used:

"Time to fly the nest? / Fancy a new nest?" (Leeds Building Society);

"Nose bunged up from Hayfever? Try Sudafed congestion. Relief for allergy" (headline of the drug Sudafed) (Dyer, 1982, p.59).

At the syntactic level, the principle of economy applies when creating advertising headlines. This trend is reflected in the ellipsis:

"Beauty outside. Beast inside" (American corporation Apple);

"Outwit. Outplay. Outlast"(computer company Survivor).

At the word formation level, intensity prefixes such as *super, extra, over* are widely used in headlines, e.g.

"Now extra-whitening" (Nivea trademark);

"Super-duper long eyelashes. Because you're worth it" (cosmetic brand Maybelinne).

To sum up, among the main linguistic features of headlines in the advertising function there are the following means: stylistic (allusion, anaphora, hyperbole, metaphor, metonymy, repetition, rhetorical question, pun and etc); special terminology; emotionally colored vocabulary, i.e. a combination of standard and expressive language means; use of both abstract and concrete vocabulary.

Conclusions to Chapter I

1. The advertising function of headline consists in evoking interest in the publication through the heading complex and provoking the reader to read a text and then to buy a product without revealing its entire essence. As a rule, the headline for this type of relationship is a phrase that simply names the object or subject of publication, or hints at it.

2. The advertising function of the headline of the news texts plays an important role in arising interest of the reader in the publication. Its implementation is characterized by the fact that interesting, attention-grabbing, large-capacity headlines that resemble products, services, or product advertisements can arouse viewer's interest.

3. Among the main linguistic features of headlines in the advertising function there are the following means: stylistic (allusion, anaphora, hyperbole, metaphor, metonymy, repetition, rhetorical question, pun and etc); special terminology; emotionally colored vocabulary, i.e. a combination of standard and expressive language means; use of both abstract and concrete vocabulary.

4. The advertising function is realized by verbs, adjectives in the comparative and superlative degrees of comparison, the use of personal pronouns, different

stylistic devices. In particular, the semantic function is the main advertising function, which arouses the addressee's interest in the subject of advertising.

5. The main difference between headlines and slogans is the purpose of their usage: headline attracts the reader to read the text and advertising slogan gives consumers the main ideas of advertising campaigns and maintains their integrity when using several different advertising channels. A slogan is a phrase that expresses the essence of an advertising campaign.

CHAPTER TWO. ADVERTISING FEATURES OF NEWS HEADLINES

Newspaper headlines provide for recognition and initial assessment of a text. They can be either affirmative or interrogative, complete or incomplete. As a rule, they are not too long or roomy. The main purpose of newspaper headlines is advertising a texts achieved through various language means. One of them is the so-called figurative means. This part deals with the role of lexical, grammatical and stylistic means performing an advertising function in English newspaper headlines.

2.1. Lexical aspects of the advertising function of English headlines

With respect to the advertising function we distinguish three groups of lexical units used in headlines: *unusual, sensational, short* (Morley, 1998, p. 33). The terms *unusual* and *sensational* are used with advertising purpose. The advantage of words from the *short* group is their size. This allows headlines to be printed in upper and lower case, and words in this group save space, making them suitable for newspaper headlines. In the headlines some words have meaning which is not typical for everyday speech:

–   to allege, e.g.

*"Perkins woman **alleges** unfair workplace treatment after cancer diagnosis."* https://www.stwnewspress.com/news/perkins-woman-alleges-unfair-workplace-treatment-after-cancer-diagnosis/article_88459067-2e8b-55a7-879f-b3ecc95d31bd.html

- to call, e.g.

*"GM CEO **calls** meeting with union, as strike drags on."*

https://edition.cnn.com/2019/10/10/business/uaw-gm-strike-ceo-mary-barra/index.html

–   to edge, e.g.

*"Turkey **edges** towards direct conflict with Russian-backed Syria."*

https://www.reuters.com/article/us-syria-security-idUSKBN20D1KL

–   to go for, e.g.

*"Lempicka painting **goes for** eye-watering $13million at Sotheby's auction"*

https://www.thefirstnews.com/article/lempicka-painting-goes-for-eye-watering-13million-at-sothebys-auction-8672

The advertising function of headlines is realized by special vocabulary units, for example, *ban, bet, claim, crack, failure, cut, dash, envoy, hit, move, agreement, petition, investigation, ending, quiz, circle, rush, slash*, etc.

Headlines have a specific style regarding the choice of vocabulary items to perform the advertising function: headlines related to media topics with different themes use different layers of vocabulary. For example, in economics and football, such difference of vocabulary performs an advertising function.

To implement the advertising function, journalists actively use the potential of the English word-formation system: **occasional words** which can accurately convey the required meaning and increase the expressiveness of the text, e.g.. *"The **Spectre at the Feast**: Capitalist Crisis and the Politics of Recession"*

https://www.researchgate.net/publication/279295877_The_Spectre_at_the_Feast_Capitalist_Crisis_and_the_Politics_of_Recession_vol_18_pg_239_2011

The advertising function of the headline is implemented by the phrase *Specter at the feast (or ghost at the feast)* which is originally an occasional expression by William Shakespeare. The Wiktionary electronic dictionary gives us the following definition of this idiom: "*A presence that mars one's enjoyment by causing guilt or reviving unwelcome memories"* (Wiktionary electronic dictionary). It also gives details about the origin of the idiom: "*After Banquo in Shakespeare's Macbeth (1606); Macbeth murders Banquo, whose mutilated body subsequently appears at a feast as a ghost, unseen by all but Macbeth"*. In the era of the media, this idiom became widespread in areas of political coverage, in the sense that it reminded us of events that could damage the reputation of politicians.

The next example of a headline shows that the Boston Hawkins were able to level the score with four consecutive victories in the National Hockey League's Stanley Cup playoffs:

*"Bruins get 2 **short-handed goals**, even series at 1-1"*

https://www.nytimes.com/1983/04/29/sports/bruins-get-2-short-handed-goals-even-series-at-1-1.html

To achieve the advertising function, the author uses an idiom *to get short-handed goals*. The phraseological unit *to score short-handed* (or *to get a short-handed goal*) refers to the term hockey. This phrase is interpreted as *a minority goal* and occurs when the team of players offering a penalty beats the team in favor of one player. The opposite word to this idiom is *the goal of the power game*. This unit serves to save language space and allows authors to avoid cumbersome configurations such as "*one man scoring in the box*". The main informational reason for using this unit is sporting events related to hockey.

The headline below discusses improving US-France relations at the official meeting between President Donald Trump and French President Emmanuel Macron:

*"What does a Trump-Macron **bromance** mean for the world?"*

https://www.bbc.com/news/world-europe-43840965

To implement the advertising function the friendly behavior of the Presidents, which was close to the public fraternity, was called *bromance*. The word itself is, by its very nature, a blend of the words *brotherhood* and *romance.* The Merriam-Webster dictionary defines it as "non-sexual friendship between men" (Merriam-Webster dictionary). The expression was initially occasional. It was created by Dave Kearney, editor of the popular skate magazine *Big Brother* in the early 1990s, and was originally a male skateboarder who spends a lot of time with each other and shares rooms with each other while traveling.

The advertising function of headlines is realized by **neologisms,** i.e. a particular important unit in a language. It is believed that they are responsible for the rich vocabulary structure of the language system (Сальникова, 2010, p.57). Here is a good example - the word *cyber* and many of its derivatives. Here are some examples of newspaper headlines that include some of the aforementioned neologisms to achieve the advertising function:

*"**Cybercriminals** are trying to cash in on the coronavirus, experts warn".* https://edition.cnn.com/2020/03/12/tech/coronavirus-email-scams/index.html

*" Some **cyberbullies** show signs of PTSD, according to a UK study."*

https://edition.cnn.com/2020/06/24/health/cyberbullying-post-traumatic-stress-disorder-wellness/index.html

*"Virtual **cybersecurity** school teaches kids to fix security flaws and hunt down hackers."*

https://edition.cnn.com/2020/05/20/tech/virtual-cyber-security-school/index.html

From time to time, neologisms are created with the aim of coloring some events or phenomena. To implement the advertising function the neologism *"Irangate"* denoting a political scandal concerning supply of weapons to Iran was created on the same principle as the famous expression *"Watergate scandal"* which resulted into the resignation of President Richard Nixon in 1972: *"From the archive, 27 February 1987: President Reagan exonerated in **Irangate** scandal".* https://www.theguardian.com/theguardian/2014/feb/27/irangate-ronald-reagan-us-politics

To achieve the advertising effect the word *governator* was artificially created to personify the governor of California, Arnold Schwarzenegger, who received this post after the brilliant performance of the role of "terminator" in the film of the same name (1984): *"Schwarzenegger is back as comic-book hero the **Governator**".*

https://www.theguardian.com/film/2011/mar/31/arnold-schwarzenegger-governator-governor-terminator

The advertising function is realized by using the blend "*governator*" instead of the phrase "gubernator + terminator" in the headline above.

To sum up, to realize the advertising function of the headlines on the lexical level common vocabulary, neologisms, idioms, occasional words are used. Vocabulary provides the most fertile foundation for creating words and performing advertising function.

2.2. Grammatical aspect of advertising function of English headlines

Headlines also have grammatical features providing for the advertizing function. They are as follows:

− to achieve the advertising function the Present Indefinite Tenses is used to refer to the past events to bring the event closer to the reader:

"Columbus Discovers New Route to India."

https://www.theguardian.com/commentisfree/2014/oct/13/christopher-columbus-slaughter-indigenous-people-history

− to implement the advertising function articles are omitted to bring the contents closer to the reader:

"Dog Watches, Laughs".

https://www.newsbreak.com/news/1247807514885/dog-watches-video-of-himself-snoring-owner-cant-stop-laughing-at-his-reaction

− the advertising function is also achieved by replacing the conjunction "and" with a comma:

"Joe Biden 2020: Polls, news and on the issues."

https://www.cnn.com/election/2020/candidate/biden

− the advertising function is also achieved by writing numbers in the headline as figures to make the reading of the headline easier:

"Virgil Guides Dante Past 9 Levels of Hell."

https://www.thoughtco.com/dantes-9-circles-of-hell-741539

− the advertising function is achieved by omitting words "said" and "says" to make the reading of the headline easier:

"Galileo: 'I Confess Earth Stays Still'."

https://www.nytimes.com/1992/10/31/world/after-350-years-vatican-says-galileo-was-right-it-moves.html

− the advertising function of headlines is achieved by omitting the verb "to be":

"Candide, Pangloss Happy Cultivating Garden."

https://www.newyorker.com/magazine/2005/03/07/voltaires-garden

Achieving the advertising function, the journalists use grammar to make headlines more attractive and not only intriguing to those who read the article but also to save newspaper space. Without knowing these grammatical features, it is difficult for the reader to understand the headline and interpret its meaning until the entire article has been read. The headlines should be as simple as possible to get the attention of the audience, but at the same time should reflect the style of the newspaper.

To implement the advertising function exclamatory and interrogative sentences are used since they are expressive working for the advertising function, for examples:

"Economists: No, the tax bill won't kill people."

https://www.washingtonpost.com/news/wonk/wp/2017/12/11/economists-no-the-tax-bill-wont-kill-people-it-will-save-lives/

"MAY DAY?"

https://edition.cnn.com/2013/09/03/world/may-day-fast-facts/index.html

Such interrogative sentences give an additional emotional coloring to the headline and play an advertising role.

To conclude, the advertising function of the headlines on the grammatical level is realized in the following way: Present Tenses to refer to past events, omission of articles and the verb "to be", replacement of the conjunction "and" with a comma, writing of numbers as figures.

2.3. Orthographic features of advertising function of English headlines

To implement the advertising function headlines, constructed as interrogative statements, do not reveal the content of the article, but encourage the reader to look for the answer to the question posed while reading:

"TikTok: Is the security threat real?"

https://edition.cnn.com/videos/business/2020/08/07/tiktok-national-security-orig.cnn-business/video/playlists/business-tech/

To implement the advertising function the hyphenated spelling of a word is most often used as a graphic means of language game:

"Fem-I-nism"

https://rbwm.moderngov.co.uk/mgUserInfo.aspx?UID=320

In the headline above from the American newspaper *USA Today*, the hyphenated spelling allows to single out a significant component - the personal pronoun *I*. This usage of the pronoun plays an advertising function as the article is devoted to a book about feminism, about the self-determination of women in society.

"DIDI-lightful! "

https://edition.cnn.com/2009/HEALTH/04/02/conn.autism/index.html

In the headline above, the author replaces the component *di* of the word fun with DIDI, based on audio similarity revealed for the sake of advertising function. That's because this article deals with American baseball player Didi Gregorius, who has achieved excellent results in the discussed sports season.

To implement the advertising function markers of other signifying systems were also found. The use of signs in newspaper headlines refers to news from internet resources or social networks, for example, *@ s all folks, Time for a #TRUMPTOO*:

*"Trumponomics **101**: Decoding Donald Trump's economic vision."*

https://economictimes.indiatimes.com/blogs/et-commentary/trumponomics-101-decoding-donald-trumps-economic-vision/

The use of numbers in headlines is meant to achieve advertising purposes. In the headlines, the authors use numbers to characterize Donald Trump's economic policy. To implement the advertising function in the headline a set of numbers can be seen as a basic explanation of Trump's policy economic policy. As 101 represents a basic course in the field of the American higher education system, the headline characterizes the president's budget.

"120+ Tech firms slam Trump ban."

http://www.pressreader.com/usa/usa-today-us-edition/20170207/281556585565839

To implement the advertising function the use of signs of advertising in the headline is due to the desire to briefly and succinctly outline the essence of the article

The use of the capitalization technique is due to the fact that the part highlighted in the headline has a phonetic design similar to the other lexeme.

"What is THAAD?"

https://edition.cnn.com/2016/07/13/asia/what-is-thaad/index.html

The article itself describes the introduction of the US THAAD (*Terminal High Altitude Area Defense)* protection system in Korean shopping centers. To implement the advertising function this abbreviation is pronounced as a single word that matches the combination of expression *That's all, folks!*. This phonetic similarity helps convey the author's belief that the installation of this system only contributes to lower shopping center attendance.

"HE IS BAAACK! "

https://edition.cnn.com/2020/09/09/politics/bob-woodward-rage-book-trump-coronavirus/index.html

To implement the advertising function repeated letters contribute to the emotional recognition of the headline. In the article itself, the author states that O. Simpsons will be returned to trial after nine years in prison and will probably be released on parole after a congressional hearing.

We also found examples of language games using irregular capital letters to implement the advertizing function:

"Real pirates don't say 'Aaaarrrr'"

https://edition.cnn.com/2010/LIVING/09/17/talk.like.a.pirate.cosplay/index.html

This headline describes different ways to entertain oneself while relaxing on a yacht. To implement the advertising function the author uses the word *sparrow* (to extend the expressiveness of the headline. It is worth noting that the repeated and irregular use of capital letters in the publications under investigation is used. As such,

this language game creates expressive and eye-catching headlines in modern English publications, both in reputable newspapers, and in low-quality newspapers designed for the general public.

2.4. Stylistic devices used in headlines for advertising English news headlines

To implement the advertising function in headlines a lot of stylistic devices are employed. Among them, we often find common linguistic metaphors, paraphrases, and intellectual evaluation expressions. The modern newspaper material is colloquially mixed into the text of information by colloquial and even slang languages. The details of choosing linguistic means on a newspaper page are highly dependent on the expectations of a large number of readers.

2.4.1. Impersonation and metonymy as means of advertising in English headlines. Impersonation as a type of metaphor (Обритько, 2002, p. 16) is used as an expressive tool in newspaper headlines to implement the advertizing function. This is because the author gives the subject described in the headline a specific function of advertising and life characteristics peculiar to people.

The example of impersonation in the headline with the advertising function is as follows:

*"Syrian regime **starves** 40, 000 in mountain town siege."*

https://www.thetimes.co.uk/article/syrian-regime-starves-40000-in-mountain-town-siege-5vfknsntfmx

To implement the advertising function in the headline, the horror of the Syrian situation is conveyed by anthropomorphization of the Syrian regime by the verb *starve*, resulting in slow starvation of Syrian civilians under siege. Therefore, anthropomorphization allows to attract attention to the material in a short, concise, and non-trivial form:

***"U.S. says** 2,000 troops are in Syria, a fourfold increase."*

https://www.nytimes.com/2017/12/06/world/middleeast/us-troops-syria.html

This headline includes impersonation expressed by *U.S says*. Therefore, the country is endowed with human abilities. In this way, it becomes clear that the author is trying to add scale to this event to perform the advertising function:

*"New York Today: How **Trains Helped** Create the Holidays".*

https://www.nytimes.com/2017/12/06/nyregion/new-york-today-holiday-trains.html

In this headline above, the author tries to attribute human qualities to the train, thereby making the reader be interested to read the article and this performs the advertising function. The article states that it is on the train that people have free time to think and think and can decide how to spend the next weekend or vacation.

Metonymy is a figure of speech in which a thing or concept is referred to by the name of something closely associated with that thing or concept (Солодка, 2008, p. 25).

Metonymy is widely used in headlines of news to implement the advertising function:

***"Whitehall prepares** for hung parliament with Lib Dem talks".*

https://www.theguardian.com/politics/2009/jan/01/whitehall-hung-parliament-liberal-democrats

So the headline above isn't about the Whitehall, it's about the people there. It is the prime minister who is asking and preparing.

In the headline below the "buyer" means all buyers.

"The buyer chooses the best products".

https://www.business2community.com/customer-experience/how-customers-choose-a-product-or-service-debunking-common-marketing-myths-part-2-of-4-0333002

Antonomasia is metonymy, which means a situation in which descriptive expressions are placed in the place of appropriate names to achieve the adverting function:

"The Iron Lady".

https://www.bbc.com/news/uk-politics-16346301

In the example above the antonomasia *Iron Lady* is used to perform the advertising function.

In the example below, to perform the advertising function the metonymy "location of country / continent located in IT" is determined by the principle of cognition, such as: more or less (the concept of "Europe" is perceived as more than a set of implicit countries:

"Europe's Darkening Hour? Populist Movement Smacks Of Fascist Past".

https://www.newsweek.com/europe-populist-movement-smacks-fascist-past-523093

What is important in the example above is the principle of clarity.

2.4.2. Metaphor as a means of advertising in English news headlines. A **metaphor** is a figure of speech that describes an object or action in a way that isn't literally true, but helps explain an idea or make a comparison. Metaphor as a stylistic device has recently become one of the most common elements in journalism (Карицкая, 2008, p. 148), instantly penetrating into the minds of readers and contributing to the formation of specific attitudes towards the perception of newspaper material, which is used to implement the advertising function:

*"It's Time to **Trim the Fat.**"*

https://www.gadsdentimes.com/opinion/20190903/mom-stop-its-time-to-trim-fat

Metaphor is used not only by authors of literary texts, but also by publicists. Recently, the use of metaphor in headlines has become more frequent, since it allows to perform the advertising function and to convey a hidden meaning that is understandable only to a certain circle of readers:

*"Your Brain On **Scary Ads".**

https://www.newsweek.com/your-brain-scary-ads-93835

*"How Credit Default Swaps Became **a Timebomb** and* bad enough to break the record*".*

https://www.newsweek.com/how-credit-default-swaps-became-timebomb-89291

In the example below, the metaphor *icy relationship* characterizes the ties between Britain and Russia, and in the opinion of the author of the article, it has been "bad enough to break the record" in recent years:

*"The **icy relationship** between the UK and Russia is thawing".*

https://www.independent.co.uk/voices/icy-relationship-between-uk-and-russia-thawing-a6776081.html

The metaphor of *the icy relationship* appeals to the conceptual realms of "misunderstandings" and "mismatches". This metaphor performs an advertising function which draws attention to its unexpectedness, ambiguity from the first reading, which causes readers to turn to the article.

Headlines with figurative meaning perform an advertising function due to the ambiguity from the first reading and direct the reader to the article:

*"Nicolas Sarkozy **slip puts** French Alsace 'in Germany'"*

https://www.bbc.com/news/world-europe-12225642

Relationships described by the metaphor of kinship in the headline above can be thought of as family relationships in which members feel blood connection and an emotional attachment to each other. At the same time, contradictions can occur in almost every family, leading to mutual resentment and misunderstanding. Family relationships are regulated not by law, but by traditional ideas about how relatives should behave in specific situations. The whole family is "us" and they must confront the "stranger" together if necessary. According to family ethics, he must protect "own" whether he is right or not.

The next example includes the metaphor which plays an advertising role:

"Life is beautiful. The fragrance of Happiness"

https://timesofindia.indiatimes.com/life-style/events/happy-new-year-2020-wishes-messages-quotes-images-facebook-whatsapp-status/articleshow/73027373.cms

The author of the headeline above uses a metaphor comparing two concepts: elixir and happiness. To implement the advertising purpose he informs the recipient that having bought a new fragrance, he will simultaneously "buy" happiness for himself, thereby affecting his subconscious. But, it is not a new fragrance that makes a person happy, but other, more significant components of his life.

The next example includes the metaphor Birth of a Nation which symbolizes the birth of a new national community, which is taking shape:

*"The **Birth of a Nation**: The most racist movie ever made?"*

https://www.bbc.com/culture/article/20150206-the-most-racist-movie-ever-made

To conclude, the metaphoric nature of newspaper headlines does not interfere with its functional load at all and it plays the advertising function. Headlines provide initial information about the text, emphasize its association with one or another content element, draw attention to the text, and help understand it. The use of metaphors is a powerful means of influencing the recipient and a way of changing the political image of the world in his mind.

2.4.3 Pun as a means of advertising in English news headlines. A pun is a joke that makes a play on words (Солодка, 2008, p. 28). A pun makes use of words that have more than one meaning, or words that sound similar but have different meanings, to humorous effect. The rhetorical term for punning is paronomasia, which literally means "to call a different name" (Berdyshev, 2010, p.59). The stylistic effect of advertising within it is based on the contrast of word form and meanings realized in the context.

Pun can be based on polysemous or synonymous words. Synonymous puns are made up of words that are spelled and pronounced similarly. However, the meaning of the words is different. For example, the word "bear" can be used as a verb or a noun (animal) (Федосова, 2007, p. 15). Similarly, ambiguity is traditionally defined as the existence of two or more meanings of a word. The so-called surprising factor

of any unit of speech is the factor that guarantees a successful pun. In puns, speakers deliberately use ambiguous words in different ways to achieve advertising function:

"New era, old contradictions".

https://www.economist.com/business/2017/10/26/fears-that-xi-jinping-is-bad-for-private-enterprise-are-overblown

In the next headline the surname of former British Prime Minister Theresa May plays an advertising role: *"Mrs ulti-May-tum"*

https://www.bbc.com/news/uk-politics-48395905

Hyphens are used to create puns. The word "ultimatum" with a consonant surname inserted can accurately convey Britain's policy of withdrawal from the European Union and the Prime Minister's determination.

The basis of phonetic pun is such techniques as **paronomasia, rhythm, rhyme, consonants, prosody, and onomatopoeia.** These techniques help the author achieve ironic effects and give the headline a playful color achieving the advertising function. The phonetic pun is primarily manifested by intentional misspellings which attracts the attention of the readers. This introduces additional implications to the text and can be seen an advertizing technique that supports the phonetic and rhythmic structure of the phrase**.** Many puns are based on homosexuality and paronomasia**.** Among the analyzed examples, phonetic composition of similar words or language games based on paronomasia is prevalent:

*"Lords' fate hangs **on a whinge and a prayer."***

https://www.theguardian.com/politics/1999/oct/24/lordreform.constitution

Pun *Whinge and a praye*r. We are talking about Wing and a prayer.

*"Nigeria: **Still standing, but standing still"***

https://www.bbc.com/news/world-africa-11385095

The pun *is "Still standing, but standing still"*. The first *still* is used as an adverb of time, the second *still* is used as an adverb of manner.

It should be noted that in some cases, the composition not only helps the author create comic effects and to perform the advertising function, but also reveals the content of the article itself. For example, the author created the headline *All I-avo-*

wanted. That is, the Marks & Spencer grocery store bought a batch of seedless avocados for sale. Some headlines attract the reader's attention due to alliteration:

"Cows, cash and conflict."

https://www.economist.com/middle-east-and-africa/2017/11/09/african-herders-have-been-pushed-into-destitution-and-crime

To achieve the advertising function the headline above reveals the topic of local government crackdowns on African shepherds. The author used a lexeme in which the first word is repeated.

The example of rhyme is:

*"Talk of '**Trump slump**' spreads as his boasting turns into blame"*

https://www.newsday.com/long-island/columnists/dan-janison/trump-putin-coronavirus-oil-prices-stock-market-1.42671957

The headline above provides poll data on the current President of the United States: to achieve the advertising function the word *slump* is used. It emphasizes that opinions about Mr. Trump's policy worsen among voters who voted for Mr. Trump's vote.

Other examples of rhyme are:

"Pam slam"

https://torontosun.com/entertainment/celebrity/pam-slam-anderson-blasts-brits-over-assange-arrest

"Fix it or nix it, Netanyahu says of Iran nuclear deal"

https://www.reuters.com/article/us-un-assembly-israel/fix-it-or-nix-it-netanyahu-says-of-iran-nuclear-deal-idUSKCN1BU2NL

In these two headlines the rhyme creates an advertising effect for the reader.

A **homophone** is a phrase that sounds the same, but has two different meanings (Федосова, 2007, p.65). The homophone as a whole does not reveal the content of an article, but the expressiveness of the utterance attracts attention, since the structure of the word pushes the reader to comprehend the headline and further reading the article:

"Oh bee-have!"

https://www.warwickdailynews.com.au/news/oh-bee-have/1127740/

To implement the advertising function the author of the headline above deliberately used the homophone *bee* in the word *behave* since the article itself says that the British singer took part in a photo for the calendar in the form of a bee.

The next example demonstrates homophone:

"Reign dear"

https://www.thesun.ie/news/1872142/prince-william-hand-delivers-prince-georges-christmas-wish-list-to-santa-claus-in-lapland-and-all-royal-cutie-wants-is-a-toy-car/

To implement the advertising function the headline above describes a visit to Santa Claus's mansion in Duke William's Lapland. Based on the audio similarity, the author replaced the *reindeer* by the phrase *reign dear* and emphasized that the article was related to Christmas holidays and to achieve the advertizing function.

The advertising function is also performed by onomatopoeia due to the author's desire to engage readers by revealing the content of an article:

"Bugggin' me."

https://globalnews.ca/tag/quit-bugging-me/

In the headline above, the author deliberately repeats the letters, thereby achieving similarities between vocabulary *bugs* and *buzz.*

To achieve the advertising function the pun on the syntax-level was most often created using an **elliptical structure.** The ellipsis itself has no expressive load, authors use this technique in many articles to achieve headline brevity and capacity. However, in some cases, ellipsis creates duality in the text and performs advertising function: *"Trump recognized the media insulter of the year."*

https://www.nytimes.com/2020/09/06/business/media/trump-election-journalists.html

In the headline above, Donald Trump is known for his criticisms of journalists and celebrities, so it's hard to tell who received the headline of "criminal of the year" because he doesn't know the content of the article itself.

To achieve the advertising function compression is also used: *"The Trump complex: a bright businessman and a stupid politician".*

https://www.washingtonpost.com/

In the first part of the headline, the author uses the set phrase "*The ... complex*". In this case, playing cards are used as materialization. Therefore, the author looks at the background knowledge of the recipient. In the mind, an associative array is constructed and the "Trump complex" is considered together with the inferior complex and placed as a kind of deviation. The article itself provides a critical analysis of the current activities of the President of the United States.

Another example of elliptical structure is in the headline below:

"Wanted: more teachers of color".

https://www.nydailynews.com/opinion/wanted-teachers-color-article-1.3082329

To implement the advertising function the first part of the example above uses the standard phrase "wanted" and the second part specifies the request. This article addresses the fact that in schools where representatives of different races and nationalities study, mainly "white race" representatives teach subjects and affect the emotional state of their students:

*"**Mcdonald trump**. President Trump's gigantic McDonald's order has been revealed by former aides."*

https://www.thesun.co.uk/news/5057057/president-trumps-gigantic-mcdonalds-order-has-been-revealed-by-former-aides/

To implement the advertising function the pun attracts the attention of readers who are not familiar with the contents of the article. However, after reading the article, it becomes clear that politicians have ordered some food from a fast food restaurant during the flight:

*"**Quiz-mas time:** Trees, tinsel and so many presents they're on the driveway… which celebs have decorated their houses like this?"*

https://www.thescottishsun.co.uk/fabulous/1933202/trees-tinsel-and-so-many-presents-theyre-on-the-driveway-which-celebs-have-decorated-their-houses-like-this/

To implement the advertising function the author makes it clear that a particular article is based on a quiz, with the questions connected with Christmas. It is thanks to this technique that the reader knows in advance about the contents of this article triggering emotion. The pun in this case arises on the basis of the author's neologism "*Quiz-mas*", formed on the analogy with the word "X-mas". The reader is drawn into the atmosphere of the game and the celebration.

To implement the advertising function in the headline below the author combines two concepts TREE-MENDOUS and CHRISTMAS TREE that sound the same but have different spellings and meanings in one word:

"Tree-mendous *A Disney super fan has decorated her **Christmas tree** with over one HUNDRED Mickey and Minnie Mouse toys".*

https://www.thesun.co.uk/fabulous/5071660/disney-super-fan-mickey-minnie-mouse-christmas-tree/

After reading the headline above, the reader understands that the article focuses on Christmas trees decorated with a huge number of decorations. Therefore, the emotional nature of the headline increases which performs advertising function. When the reader sees the word "tree-mendous" and the adjectives "tremendous" and "tree" (Christmas tree) come to mind, puns come to fruition.

Prosody is used in another example:

"7-YUCK. *Mum shares her festive recipe for «7 up salad» and everyone is baffled by the gross dish".*

https://www.thesun.co.uk/fabulous/food/5071329/christmas-recipe-7up-salad/

At first glance, the reader may be confused, because the headline above uses an unpleasant word that imitates the interjection that we usually use when expressing our negative emotions and disgust for something. Interjections allow us to represent a characteristic sound and carry an emotional coloring. And only as a result of reading the article, the reader learns what is said about a tasteless, possibly inedible dish. Thus, the author adds emotionality to his headline.

The next headline includes onomatopoeia:

*"From **Ho, Ho, Ho to No, No, No!** Office parties feel the chill"*

https://www.nytimes.com/2017/12/08/style/office-parties.html

In the headline above the sounds *Ho, ho, ho* expressing joy, surprise, delight are replaced by disapproving negation of *No, no, no*. In other words, the positive mood in the article is replaced by a gloomy, undesirable one. Such headlines attract with their individuality, uniqueness, which makes the reader turn to the article.

To sum up, pun as is one of the main techniques for creating humorous effects and perform the advertising function

2.4.4. Phraseological units as a means of advertising in English news headlines. An idiom is a phrase or expression that typically presents a figurative, non-literal meaning attached to the phrase; but some phrases become figurative idioms while retaining the literal meaning of the phrase (Федосова, 2007, p.36).

Phraseological units as a special linguistic means that combines the etymological and actual meanings of the content can be semantic, literary, and emotional expressions, and ultimately a stable turn in speech and text. It contributes to the realization of advertising function, as well as nominative, informative, communicative and practical characteristics:

*"Oceans turning from **friend to foe**, warns landmark UN climate report"*

https://www.business-standard.com/article/pti-stories/oceans-turning-from-friend-to-foe-warns-landmark-un-climate-report-11908290

To implement the advertising function the headline contains two terms related *from **friend to foe*** which are terms of sports topics. Anyone you think is a friend can easily turn into an enemy. The headline serves a fascinating function of thinking about the article and reading the article itself in order to understand the type of sport in question, what the situation is currently happening, and who was the subject of the discussion.

To implement the advertising function, the headline below shows that, according to the author, traditional marriage is not a panacea:

*"The perfect marriage? A **deaf man and a blind woman** - what Kate and William REALLY need to know before they make their vows"*

https://www.dailymail.co.uk/femail/article-1337027/Royal-wedding-What-Kate-Middleton-Prince-William-need-know-marriage.html

The idiom *perfect marriage* used in the headline above draws the readers' attention to the intriguing topic of relationships not losing its relevance, and everyone wanting to know real ways to find the ideal husband or wife, available to anyone, not just a prince. The idea of the article is succinctly and clearly expressed in the headline with the help of a phraseological unit **deaf man and a blind woman.**

To implement the advertising function, in the example below, the idiom *Angel of the North* makes the headline attractive to readers by creating an image of a fairy tale:

"Angel of the North: *The icon that was nearly never built"*

https://www.bbc.com/news/uk-england-tyne-42426028

To implement the advertising function, the article deals with a sculpture exhibition. People not involved in the field of art, perhaps, would find this information boring and would not read it if the author had not used the idiom *Angel of the North* with the concept of "mysticism" in the headline. Calling the exhibits "angelic", the author gives them a shade of mystery, which cannot but attract the attention of curious readers.

*"Donald MacInnes: My wedding is **costing an arm and a leg** – and several other bits.»*

https://www.independent.co.uk/money/spend-save/donald-macinnes-my-wedding-is-costing-an-arm-and-a-leg-and-several-other-bits-6358817.html

To implement the advertising function the phraseological unit *to cost an arm and a leg* in the headline above the author of the article humorously about a great event-a necessary expense known to everyone who has experienced a wedding. Comic effects are created by pun. The phraseological unit *to cost an arm and a leg* is pun, but the author uses the expression and some other bits (and some parts) in the headline to cover future costs. Also in the example above, we can see that the festive

"costumes" (*magnificent, quilted quilts, large furry sporans, jeweled daggers*) cost a lot. Therefore, thanks to the idiom *arm and leg*, the author creates vibrant and easy-to-remember headlines that perform ат advertising function and draw the reader's attention to the issue of wedding costs. This is well known to all those who have decided to match their destiny by marriage.

To conclude, the duality of its individual components, on the one hand, contributes significantly to the enrichment of its content and the expansion of variability, synonyms, transformations, and other possibilities. On the other hand, it is the most important factor in the stability and development of the vocabulary system itself. The overwhelming majority of modern newspaper headlines are sentence in structure, and journalists often include word units in their headlines to make them more imaginative, expressive, and interactive which performs advertising function.

2.4.5. Minor stylistic devices as means of advertising in English news headlines. The minor stylistic devices include alliteration, epithet, oxymoron, allusion, hyperbole, litotes, paraphrase.

To implement the advertising function, the author uses stylistic devices to create expressive and emotional effects:

*"How Trump Has **Flip-Flopped** on Intelligence Agencies"*

https://www.nytimes.com/2017/12/07/us/politics/trump-reversals-fbi-intelligence-agencies.html

To implement the advertising function, the headline above includes the flapping sound of the sound, an element of the onomatopoeia *flip-flop* that mimics a sudden drop. In this context, this expression has the meaning of a sudden and abrupt collapse of dissatisfaction with politicians' special services. Perhaps the author of this article wanted to get the reader's attention and encourage him to read it.

To implement the advertising function **alliteration** is used to create a melodic effect thanks to the 18 repetitions of the consonant "g" at the beginning of words:

"How the 'good guy with a gun' became a deadly American fantasy".

https://qz.com/1638381/the-good-guy-with-a-gun-is-a-deadly-american-fantasy/

Such headlines perform an advertising function and attract the reader's attention through euphony.

To implement the advertising function, most often, authors of articles of serious newspapers, touching on the life of celebrities or politicians, use **epithets:**

"Tributes paid to family-of-four killed on way to relative's funeral wake in ***"unimaginable tragedy".***

https://www.mirror.co.uk/news/world-news/tributes-paid-family-four-killed-11644980

The author refers to the described events. This headline above is notable for its expressiveness and, of course, captures the attention of the audience.

To implement the advertising function, **oxymoron** in newspaper headlines contains the author's assessment of current events:

"Is Syria the ***beginning of the end*** *of Putinism?"*

https://www.washingtonpost.com/opinions/the-beginning-of-the-end-of-putinism/2015/11/27/5080978c-9462-11e5-8aa0-5d0946560a97_story.html

The headline above is a rhetorical question that includes oxymoron, so it has a lot of practical potentials. The article focuses on the situation in the Middle East and the sacrifices that President Putin had to make after his intervention in Syria. The headlines presented are notable for their non-obviousness, expressiveness and undoubtedly attract the attention of the audience.

To implement the advertising function, newspaper headlines also use such stylistic device as **comparison:**

"Shine bright ***like a diamond*** *with metallic colours and reflective fabrics."*

https://www.thesun.co.uk/fabulous/5102378/shine-bright-like-a-diamond-with-metallic-colours-and-reflective-fabrics/

The advertising function is realized in headline above in a manner that at first it is not clear what this article describes. However, after reading it, it becomes clear that the author is talking about a fashion show for branded clothing. In this example, the

author compares the brilliance of clothes with the brilliance of diamonds to give the headline an emotional touch.

Allusion is an effective way to implement the advertising function:

*"Merkel cannot afford to see **another Cologne".***

https://www.ft.com/content/91cf6472-b5fd-11e5-8358-9a82b43f6b2f

The unit *another Cologne* in the headline above implies an event in Germany where a young woman was harassed and attacked by immigrants from Africa and the Middle East**.**. Therefore, the authors of this article emphasizes that Germany and Angela Merkel should no longer allow such horrific events in Cologne. And for the author to be correctly understood by the recipient, the suggestion must be associated with a well-known event or fact, and then the reader establishes a logical connection with the subject:

*"Why **thousands of people** are willing to die on Mars".*

https://www.popsci.com/article/science/why-thousands-people-are-willing-die-mars/

"Here Is Why Florida Has So Much Trouble Passing Gun Laws"

https://www.wral.com/here-is-why-florida-has-so-much-trouble-passing-gun-laws/17392069/

The headline above is devoted to the events at the Florida school of *Marjory Stoneman Douglas,* during which seventeen people died, and the draft law on toughening the rules in the sphere of arms trafficking submitted for discussion in the US Congress.

"Thousands of people want to be exposed to Covid-19 for science"

https://edition.cnn.com/2020/05/13/us/coronavirus-human-challenge-study-invs/index.html

To implement the advertising function, **hyperbole** is used in the examples above. In this case, *"thousands of people"* is an exaggeration performing an advertizing function.

*"Some older smokers turn to vaping. That may not be a **bad i**dea"*

https://www.nytimes.com/2017/12/08/health/smokers-vaping-ecigarettes-elderly.html

In the example above the author used **litotes**. Instead of the usual "good", the author of the headline above chooses the so-called "denial of denial" approach, thereby expressing doubts about smokers. After all, many people don't think smoking e-cigarettes is a good idea, especially when older people do it. Therefore, the author attempts to betray his true attitude towards the matter. Unlike other stylistic techniques, the use of comparisons is very rare, but it helps the author to draw vibrant images in our imagination.

Paraphrase is also used to implement the advertising function:

"Lessons from the man upstairs"

https://thebablueprint.com/16819/blogs/lessons-from-the-man-upstairs-his-unfailing-love/

It can be concluded that to realize the advertising function the headlines use such minor stylistics devices as alliteration, epithet, oxymoron, allusion, hyperbole, litota, paraphrase.

2.5. Emotive aspect of advertising function of online news headlines

Newspaper headlines often use **emotional** vocabulary that goes beyond their literal meaning. There are differences in language depending on whether the information in the headline is presented officially, informally, emotionally or neutrally.

To implement the advertising function, emotional syntax is used which includes the following elements:

– parallel structure:

"What counts isn't how you look but how you behave".

https://www.cnn.com/2020/06/07/health/white-fragility-robin-diangelo-wellness/index.html

– antithesis:

"Setting foot on the moon may be a small step for a man but a giant step for mankind".

https://www.cnn.com/2013/06/04/tech/armstrong-quote/index.html

To implement the advertising function, the headlines, which use parallel structures and antithesis at the same time, evoke a vivid expression of the event in the reader's mind. By contrasting the two ideas and repeating the communication structure of the same type of phrase in the headline, they both shock the reader.

To implement the advertising function, the method of **parcelling** within the frame of a newspaper headline can be expressive in the sense that artificial articulations can emphasize the statement:

"Raining cats. And logs".

The author deliberately divided the headline above into two parts to create the effect of surprise; in this case, the phraseological unit *to rain cats and dogs* undergoes transformation, the sound *d* in the *dogs* component is replaced by the consonant *l* (logs), and the deceived expectation is enhanced by parceling. The article deals with the fact that residents of the city of Delhi, living near the airport, complain that human waste is dumped on their homes from flying planes.

To implement the advertising function, authors often use **imperative forms.** Bright imperatives attract the reader's attention and motivate him to start a dialogue with the reader:

"Sex Hurts. Help!"

https://www.nytimes.com/2018/01/31/style/sex-pain-causes-solutions.html

"We Got Rid of Some Bad Men. Now Let's Get Rid of Bad Movies".

https://www.nytimes.com/2018/03/03/opinion/sunday/we-got-rid-of-some-bad-men-now-lets-get-rid-of-bad-movies.html

To implement the advertising function, emotionally labeled words and phrases are used to describe public policy affairs in the examples below:

"Roman remains crumble in Italy's 'banana republic'"

https://www.pinterest.co.uk/pin/232216924511505671/

To implement the advertising function, the emotionally tagged phrase "Banana Republic" is used in the headline above. This phrase refers to a country whose economy is heavily dependent on banana exports and is governed by oppressive political leaders. Italy is not associated with poor or economically weak countries, so this headline above draws the attention of readers for its contradictory nature.

"Scotland is still drifting towards independence – but does anyone care?"

https://www.telegraph.co.uk/news/uknews/scotland/11257259/Scotland-is-still-drifting-towards-independence-but-does-anyone-care.html

The word *drifting* in the headline above implements the advertising function conjuring up negative images in the mind of the reader though the neutral phrase '*slowly moving*' could have been used. The stylistically labeled lexical unit emphasizes Scotland's aspiration for independence, which is ignored by all.

*"Freedom can still be the winner in this Egyptian **soap opera**".*

https://www.telegraph.co.uk/news/worldnews/africaandindianocean/egypt/10652011/Freedom-can-still-be-the-winner-in-this-Egyptian-soap-opera.html

In the example above, the phrase *'soap opera'* has a negative connotation, as soap operas tend to represent dramatic situations and exaggerated emotions and as soap operas are popular, this makes the advertising function.

Example of the emotive lexis is presented in the headline below:

*"There's a quiet rebellion under way against **bossy** government".*

The word 'bossy' in the headline above has a negative connotation for the current government. This article describes citizens' disagreement with the country's political course.

*"A tale of cruel **bureaucracy** that kept parents locked away from ailing son".*

In the headline above the word '*bureaucracy*' has replaced the word 'government' to emphasize the absurdity of government behavior.

*"French **vigilante** beating leaves Roma teenager in a coma".*

The author of the headline used 'vigilante' instead of 'attacker' because it has a more negative connotation and performs advertising function. 'Vigilante' is a person whose purpose is to prosecute persons accused of real or fictitious misconduct and

have not received the punishment they deserve, bypassing legal procedures, taking the law into their own hands. This word emphasizes the barbaric behavior of the offender, describes his cruelty towards the victim.

The examples above show that stylistically marked vocabulary is a widespread means of implementing the advertising function, when describing the events of political life. The use of such words allows journalists to influence the opinion of readers, in other words, to persuade them to share the point of view held by the newspaper, either positive or negative attitude towards an event, personality, etc.

However, advertising function of modern headlines and texts of newspaper publications as a whole is achieved by such means that reflect the trends of modern language development.

Conclusions to Chapter 2

1. The duality of individual components, on the one hand, contributes significantly to the enrichment of its content and the expansion of variability, synonyms, transformations, and other possibilities. On the other hand, it is the most important factor in the stability and development of the vocabulary system itself. The overwhelming majority of modern newspaper headlines are sentence in structure, and journalists often include words in their headlines to make them more imaginative, expressive, and interactive which performs advertising function.

2. The advertising function of the headlines on the grammatical level is realized in the following way: Present Tenses refer to past events, omission of articles and the verb "to be", replacement of the conjunction "and" with a comma, writing of numbers as figures.

3. The metaphoric nature of newspaper headlines does not interfere with their functional load at all. Headlines provide initial information about the text, emphasize its association with one or another, draw attention to the text, and help understand it.

4. One of the main functions of the news is advertising function implemented by stylistic devices. They make the headlines more attractive, in other words, they

make the reader interested in reading the article. However, some stylistic devices can cause ambiguity in headlines.

5. The main stylistic devices used in newspaper headlines are: metaphor, metonymy) pun, antithesis, oxymoron. This is explained by the author's desire to add expressiveness to his headlines and to express emotions, states of mind and sensations which generally perform the advertising function. Vocabulary provides the most fertile foundation for creating words and performing advertising function.

6. Additional advertising features of headlines are allusion, anaphora, hyperbole, metaphor, metonymy, repetition, rhetorical question, pun and etc; special terminology; emotionally colored vocabulary, i.e. a combination of standard and expressive language means; use of both abstract and concrete vocabulary.

7. The advertising function is realized by verbs, adjectives in the comparative and superlative degrees of comparison, and the use of personal pronouns, different stylistic devices. In particular, the semantic function is the main advertising function, which arouses the addressee's interest in the subject of advertising.

GENERAL CONCLUSIONS

The advertizing function of newspaper headlines rests on two basic principles. The headline creates conditions for perception, which makes the reader pay attention to the publication and attracts the addressee's attention to the text.

The headline uses a minimal number of lexical units being characterized by a special style of writing. At first glance, a newspaper headline is a summary of an article. However, the headline can not only summarize information but also highlight individual facts of the contents or contain a quote.

The headline is the quintessence and a label of a newspaper text, since it traces the main features of an event with the active role belonging to those components that contribute to the implementation of the function of influence with the use of means and techniques of various language levels. The headline of a modern newspaper text very rarely fulfills only a function of nomination or information. More often, the headline performs the advertising function, i.e. that of selling the information contained in the text of a newspaper story.

The advertising function of the headline of the news texts plays an important role in arising interest of the reader in the publication. Its implementation is characterized by the fact that interesting, attention-grabbing, large-capacity headlines that resemble products, services, or product advertisements can arouse viewer's interest. The dominant feature of the advertising function of headlines is interest. The advertising function of the headlines is realized through a number of functions: expressive, evaluative and emotional. The expressive function is reflected mainly in interrogative sentences, question-answer constructions; evaluative is reflected in nominative sentences; the emotional is reflected in emotionally charged sentences. The advertising function is also implemented by precedent texts used as headlines.

In newspapers, headlines perform their advertising function due to their strongest and most emphasized positions. This is something the reader will notice immediately.

The advertising function of headlines at the grammar level is realized as follows: Present tense refers to the past events, drop of the article and verb "to be", replacement of connective "and" with comma, writing of numbers as figures.

Vocabulary performs an advertising function providing the most fertile foundation for creating new lexics. The main linguistic features of advertising in headlines are exaggeration, metaphor, metonymy, irony, pun, emotionally colored vocabulary, a combination of standard and expressive languages, use of both abstract and concrete vocabulary.

Advertising is functionality achieved through use of verbs, comparative and superlative degrees of adjectives, personal pronouns, and devices in a variety of styles.

The figurative nature of newspaper headlines does not interfere with its functional load at all and serves as an advertising function. Headlines provide initial information about the text, emphasize its association with one or another content element, draw attention to the text, and aid in understanding.

Advertising function of headlines is mainly implemented by different stylistic devices. They make the contents of headlines more attractive, in other words, they make the addressee interested in reading the article. The main stylistic devices of newspaper headlines are impersonation, metonymy, metaphor and pun. This is explained by the author's desire to add expressiveness to his headlines and to express emotions, states of mind, and sensations that typically perform advertising functions.

The prospects for future investigation are seen in the possibility of analyzing advertising function of headlines in other types of media discourse. And also a good perspective for future discovery is to find new ways to attract the reader to read a text with a help of headline.

RÉSUMÉ

У магістерській роботі «Функція реклами заголовків в англійських онлайн-текстах» досліджується рекламна функція англомовних заголовків.

Робота складається за вступу, двох розділів, висновки до розділів, загальних висновків, списків довідкової та ілюстративної літератури.

Перший розділ присвячено визначенню ролі реклами в сучасному суспільстві; розглянуто рекламу у формі медіатекстів; схарактеризовані новини як тип медіатекстів; визначена специфіка Інтернет-реклами та новин.

У другому розділі розглядаються рекламні риси заголовків новин. Загальні висновки узагальнюють отримані результати досліджень, пропонують теоретично цінні умовиводи та окреслюють основні перспективи подальших досліджень розглянутої проблеми.

Актуальність наукової кваліфікаційної роботи визначається необхідністю вивчення рекламної функції онлайн-текстів англомовних ЗМІ.

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

Ключові слова: рекламна функція, текст новин , новинний дискурс, мова ЗМІ, стилістичні засоби.

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