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THE PECULIARITIES HEADLINES IN ENGLISH DISCOURSE THROUGH THE EXAMPLES FROM DAILY MAIL AND THE NEW YORKER

Abstract. The paper in question outlines the main peculiarities of the phenomenon of headlines in terms of English discourse. Headlines are thought to be a critical component of journalism and media, as they shape initial readers' impressions of a story serving as the first point of their contact. Using a corpus of headlines from various English-language publications (to be more precise, those of The Daily Mail and The New Yorker) the paper studies the linguistic features and strategies used in them. According to the conducted analysis it has been revealed that a range of linguistic devices, such as puns, alliteration, and rhyme are typical for headlines the use of which is justified by the desire to grab readers' attention and make the headline more catchy. Additionally, headlines frequently employ exaggeration, hyperbole, and sensationalism to appeal to readers' emotions and generate clicks. However, the study also finds that headlines can vary significantly across different genres and publications. For example,

tabloid newspapers tend to prioritize sensationalism and entertainment value, while more serious publications tend to employ more understated and informative headlines. The relevance of the study is determined as well by the significant expansion of the influence of the media on society, as well as the growing interest in the methods by which this influence is strengthened. Overall, the paper sheds light on the complex and multifaceted phenomenon of headlines implemented in English discourse. By understanding the linguistic and rhetorical strategies employed in headlines, readers can better assess the accuracy and credibility of the suggested information and gain a more nuanced understanding of current events.

Keywords: headline, English discourse, media, journalism, linguistic features.

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ОСОБЛИВОСТІ ЗАГОЛОВКІВ В АНГЛІЙСЬКОМУ ДИСКУРСІ НА МАТЕРІАЛАХ ПЕРІОДИЧНИХ ВИДАНЬ DAILY MAIL ТА THE NEW YORKER

Анотація. У статті розглядаються основні особливості такого явища, як заголовки у контексті англомовного дискурсу. Заголовки вважаються невід'ємною складовою журналістики та медіа дискурсу, оскільки вони формують перше враження читача від статті, що стає першим контактним пунктом між ними. За допомогою низки заголовків, обраних з різних англомовних публікацій (наприклад, англомовних газет The Daily Mail та The New Yorker), стаття досліджує лінгвістичні особливості та стратегії, які використовуються в них та їх функції.

Згідно з проведеним аналізом, було виявлено, що ряд лінгвістичних засобів, як-от грайливість, алітерація та рима, є типовими для заголовків, використання яких обґрунтовано бажанням привернути увагу читача та зробити заголовок більш запам'ятовувальним. Крім того, заголовки часто використовують наступні стилістичні прийоми: перебільшення, гіперболу та сенсаційність, щоб звернути на себе увагу читачів та певною мірою мати вплив на генерування їх переглядів. Однак у дослідженні також встановлено, що заголовки можуть суттєво відрізнятися в залежності від жанру та видання. Наприклад, таблоїдні газети надають перевагу сенсаційним та розважальним матеріалам, тоді як більш серйозні видання використовують більш обережні та інформативні заголовки. Актуальність дослідження визначається значним розширенням впливу медіа на суспільство, а також зростаючим інтересом до методів, за допомогою яких цей вплив зміцнюється. Загалом, стаття висвітлює складний та багатогранний феномен заголовків у англомовному дискурсі. Розуміючи лінгвістичні та риторичні стратегії, що використовуються в заголовках, читачі можуть краще оцінити точність та достовірність наданої інформації та отримати більш детальне розуміння сучасних подій.

Ключові слова: заголовок, англомовний дискурс, медіа, журналістика, лінгвістичні особливості.

Problem statement. The insufficient study of the phenomenon of headlines represents a wide field for the investigation in modern English-language media discourse. Moreover, the headline is one of the significant factors of media publications in the process of informing readers, thus it is constantly in the focus of researchers. In addition, the relevance of the research is determined by the significant expansion of the influence of the media on society, as well as the growing interest in methods by which this influence is achieved and strengthened. Headlines are a critical component of journalism and media, but their use of linguistic and rhetorical strategies may impact readers' perceptions of the information. While sensationalist headlines may generate clicks and engagement, they can also contribute to misinformation and a lack of nuance in public discourse. Conversely, more informative and understated headlines may be less appealing to readers, but they can help promote a more accurate understanding of the news. Therefore, this study aims to explore the linguistic features and rhetorical strategies used in headlines from various English-language publications and examine their implications for readers' perceptions of the information.

Analysis of recent research and publications. The notion of headlines in English media discourse in context of their various aspects such as the use of emotions, implicit bias, cross-cultural differences, and rhetorical devices are under consideration in papers of the following scholars A. Frankenberg-Garcia, D. Santos, S. Nazione, M. Shi and Y. Pan, J.Han and Y. Chen, I. Nkrumah and F. Kwame Yeboah.

Aim of the research is to investigate the linguistic and rhetorical strategies employed in headlines and their implications on readers' perceptions of the information. Via the analyses of headlines from various English-language publications, the study is aimed at identifying common linguistic peculiarities implemented in headlines. Ultimately, the aim of the research is to provide a better understanding of the complex and multifaceted phenomenon of headlines in English media discourse, and to help readers better assess the accuracy and credibility of the information.

Results and discussion. The specificity of the meaningful title and text relationship implies the dual nature of the title: on the one hand, it enters into semantic relations with the titled text, and on the other hand, it functions as an autosemantic element of the text. When in semantic relations with the titled text, the title actualizes its various elements and aspects of content. Autosemantic perception of the title is based on the fact that the title has a linguistic structure with a certain autonomy, visually distinguished from other components of the text via graphics and a special initial position. The functions of the title as a component of the text are predetermined by its dual nature.

On the one hand, autonomous functions are distinguished (the title performs them with respect to the text as an independent unit): informative, expressive, reflecting the author's attitude towards the subject of speech and conditions of communication. On the other hand, there are some determined functions (the title is in connection with the text): informative, expressive, expressing the author's attitude towards the text and the tonality of the text.

Scientist I. Artemonova believes that the title is an encoding of the main idea of the text. It is outlined that the title, due to its natural connection with the text it deciphers, can express the idea of the work (in encoded form), and the text reveals this idea in full in the presentation [1, P. 107].

According to the scholar V. Zdoroveha, it should be noted that at the initial stage of journalism, the headline simply distinguished a particular publication from countless others, but "later the nominative or nomination function was established when the subject of the story was named. The informational function of the headline is revealed in that it reflects the content of work it is related to or section to a greater or lesser extent. The

appellative function of the headline implies agitation-propagandistic one, with the help of such a headline, the editorial board and the author obviously strive to influence the reader in a certain way. Finally, the headline can be advertising in order to attract the attention of the audience of readers or viewers" [2].

In the research conducted by I. Artemonova, it is noted: "The headline is an integral part of any journalistic publication. It is a brief expression of the main idea of the message, a reflection of the author's position on a particular issue. The headline should be considered as a complex of interrelated text units that provide a preliminary idea of the content of the work." The researcher believes that "the function of conveying the main information in most takes takes a back seat, and the creation of an intriguing title becomes the main focus and prevails" [1, P. 107].

Scholar S. Formanova suggested a somewhat different approach: "We consider the headline as a fragment of communicative discourse that plays a significant role in the communicative process of reception and specification of the text. The headline performs an informative function or a function of generating interest, representing the text in the recipient's consciousness" [3, P. 295].

Special requirements are placed on the linguistic features of headlines that function in the online space. While headlines in traditional printed publications are created with the limitation of available space on a page, this is not an issue in the online version. However, there is a necessity of concision in headlines within the context of the informational diversity of a website in order to increase its effectiveness. Various techniques are used to ensure that a headline fulfills its functions.

In the research by A. Ievhrafova the concept of the headline as an intertextual phenomenon in a journalistic context has been developed. The role of the headline is strengthened by its function of creating a connection between the title and the meaning, which has a deep connection with the so called text-donor, the first text that serves as a basis, and reinforces the subconscious effort to establish a connection with this text, as well as with the extratextual basis, extralinguistic factors, historical events, and the era – everything that exists only in discourse. Examples of intertextuality include quotations (exact and approximate), allusions, reminiscences, travelling plots, remakes, and others. The headline is highlighted in an expressive and appellative function (the name is conditional), which shows the author's attitude to the content and also influences the reader, psychologically preparing them for the necessary perception [4, P. 126].

Due to the fact that trends in journalism are changing quite rapidly, the relevance of new research is always present. The headline is a component of

the communicative discourse that is intended to attract the reader's attention. In order to implement this function, actualizers are used, expressed through various linguistic means. Most researchers agree that the headline is an important component and at the same time a separate structural unit of the text. Its main task is to name the main idea of the material and attract the reader's attention. To achieve this, various linguistic means are used, such as actualizer words that connect the material with the present, encoding the main idea through the use of quotes, allusions, and reminiscences. In addition, syntactic means such as addressing, exclamatory sentences, parceling, and omission are used.

In terms of the structural aspect, the features of headlines are traditionally examined as means of conveying content arranged in a certain syntactic form. It has been noted that in works devoted to the study of headlines, structure is perceived as a concept equivalent to the concept of "form" that is, as a set of means that serve to convey a message.

In connection with the question of the syntactic status of the headline, many researchers have considered this issue. According to the works devoted to the linguistic nature of the headline it has been figured out that this issue was resolved ambiguously:

- the headline can be structurally classified as a word or phrase;
- the headline can be classified as a nominative sentence;
- the headline of any structure is a sentence;
- headlines are divided into full and incomplete sentences.

On analyzing these approaches, two opposite positions can be traced, which consist of considering the headline either as a nominative structure or independently of its syntactic structure as an element possessing the property of predicativity, that is, the ability to correlate the text with reality.

Speaking in terms of headline classifications, it is worth mentioning that there are quite a few classifications devoted to the peculiarities of syntactic structures used in headline positions. The most complete classification, from the standpoint of depicting syntactic models of headlines, is the one presented by N. Baharev, which is based on features that are based on the functional development of headlines and traditional features of distinguishing syntactic structures. In this classification, headlines are divided into ten types: nominal headlines, free lexical forms-headlines, two-part sentence-headlines with verbal nominal predicates, two-part sentence-headlines with predicative syntactic forms, sentence-headlines with formally unexpressed predicates (denoted-personal and generalized-personal constructions), nominal one-part sentence-headlines, sentence-headlines

consisting only of a predicative prepositional-case, case-inflected, or nominal form, sentence-headlines without a subject or predicate, and complex sentence-headlines.

Researcher A. Kovalenko proposes several classifications as well. According to the first classification, headlines differ depending on the number of elements in the semantic scheme of the text. Headlines most often indicate the subject of the speech, namely, an event or hero, a phenomenon, and rarely express the main idea, and sometimes this idea is shared between the headline and its subheading. According to this feature, headlines are divided into unidirectional and complex ones. Unidirectional headlines correspond to one element of the semantic structure of the text. The topic of the text is a part of its main idea, which is revealed by a system of theses that make up the text. One of the central functions of the headline is to acquaint the reader with the topic of the publication that the newspaper offers. It can be expressed as a subject of speech or a fact. The process of perception occurs from the headline to the text. However, the connection with the headline can be changed using oscillation – a reception during which the subtext of the headline becomes clear to the reader only after reading the article, which is a reverse perception [5].

Actualization via syntactic tools allows highlighting the most important elements of messages. To achieve this, in media text headlines, regardless of the language they are created in, the following means are widely used: elliptical constructions, which take up less space on the newspaper page and are characterized by the lack of clear articulation, and the meaning of such headlines can only be understood after reading the article text; syntactic constructions with parceling, when the content of the statement is divided into separate parts, links, which follow each other after a punctuation pause; segmented constructions. Complex headlines correspond to several elements of the text's structural scheme at the same time. They convey complicated information and have a high degree of informativeness. In such a headline, the topic and analytical evaluation of the situation presented on the newspaper page are actualized at the same time either via a thesis or an illustration. The simplest example of actualizing two semantic components of the text is when the headline itself consists of two parts connected by the conjunction "or." The transferred meaning of words is widely used. Such a type of headline can reflect two semantic elements of the text when it is constructed on the phenomenon of polysemy of words. In addition, compositional inversion can be used to create a complex headline. The first part of the headline corresponds to the element at the end, and the second part, respectively, to the element at the beginning of the text [5].

The second classification of headlines is based on whether a particular element of the text is fully or partially represented in it. The text is a system of interrelated theses, each of which has a dual structure, consisting of a topic and certain features. According to the degree of completeness of expression, headlines are divided into: fully informative (completely actualize the semantic component of the text), partially informative or dotted (partially actualize the semantic component of the text).

On analyzing the first type, it can be said that such headlines reflect the topic of the entire article or text, its main idea, or any thesis that develops it. Within this group of headlines, the following ones are distinguished:

1. Nominal headlines – headlines that name the topic of the entire article, are used to name geographical objects, living beings, factories, newspapers, etc. For instance: *"The Variants: A new Covid-19 surge is hitting the world. Can vaccines catch up?" (The New Yorker, March 29, 2021); "The Red Mirage: What early voting data reveals about the election" (The New Yorker, November 2, 2020); "The System: How the billionaire-Backed campaign to undermine democracy was exposed" (The New Yorker, February 15, 2021); "The Great Divide: The wealthy are plotting to leave us behind" (The New Yorker, January 11, 2021).*

2. Predicative headlines are expanded theses that contain the subject of speech – the predicate. Such headlines are rightfully the most informative because they give the reader the most complete information about the content of a newspaper article. For instance, *"EXCLUSIVE: Ant McPartlin's fiancée Anne-Marie Corbett is PREGNANT!" (Daily Mail, March 28, 2022); "I'm A Celebrity 2022: EastEnders star Charlie Brooks 'set to appear on the show' and joins line-up alongside McFly's Tom Fletcher and Louise Minchin" (Daily Mail, November 2, 2022); "Prince William's '£15k birthday bike ride' with Sir David Attenborough is branded 'eco-hypocrisy' by campaigners as they claim the Duke of Cambridge's journey emitted more CO2 than the average UK car does in a YEAR" (Daily Mail, June 24, 2022); "Javid's DOUBLE Covid vaccine gamble: Health Secretary will delay booster programme until the spring and give millions of young people Pfizer shots instead of AstraZeneca despite rare blood clot risks" (Daily Mail, October 4, 2022); "Elton John CANCELS German shows in Hamburg and Berlin as singer, 75, admits he's 'struggling' after a 'difficult' few weeks following death of husband David Furnish's mother" (Daily Mail, March 8, 2022).*

The second type is partially informative or dotted. Such headlines approximately indicate the content of the text, only hinting at the main topic. The informativeness of dotted headlines is correspondingly lower than that of

fully informative ones, but this type of titles gives journalists great creative potential for creating an attractive headline. Sometimes, partially informative or dotted headlines can have a complex character, in other words, involve several words. The intentional use of illustration signals provides a similar phrase, which again gives the title greater expressiveness. Thus, the informativeness of headlines becomes a special criterion, according to which the classification is carried out, and the relationship between the title and the components of the content of the newspaper article is shown. For instance, *"The Last Days of the Trump Administration" (The New Yorker, January 11, 2021); "The First Big Study on the Effectiveness of Masks" (The New Yorker, February 1, 2021); "The World's Most Ambitious To-Do List" (The New Yorker, March 15, 2021); "The Quiet Trauma of Watching the Capitol Attack Unfold on Social Media" (The New Yorker, April 19, 2021); "The End of Purity Culture" (The New Yorker, May 10, 2021); "Why It's So Hard to Be a Working Mom. Even at Facebook" (The New Yorker, June 21, 2021); "The Power of Rituals in Grieving Our Loved Ones" (The New Yorker, July 26, 2021); "The Disorienting Experience of Becoming Estranged From Your Family" (The New Yorker, September 13, 2021).*

The tendency towards expressiveness can be manifested via the use of structural types of media texts in headlines, which have an emotional, psychological, and ideological impact on the reader. These can include headlines in the form of questions and imperative sentences, as well as headlines in the form of rhetorical questions. For instance, *"Will we EVER learn to love masks? Scientists say we'll be wearing face coverings for years" (Daily Mail, August 6, 2021); "Could YOU be a victim of ID fraud? As cyber crime soars, we reveal how to protect yourself" (Daily Mail, August 12, 2021); "Want to beat the cold? Then invest in a coat that really works!" (Daily Mail, October 18, 2021); "Can an egg a day keep the doctor away? Scientists say yes" (Daily Mail, November 1, 2021); "Need to de-stress? Then try 'forest bathing' – the Japanese tradition that's now taking the world by storm" (Daily Mail, November 22, 2021).*

One more example of the classification is the following:

1. The headline-chronicle, which duplicates the news, contrary to the common belief that copying text should not be allowed. In general, "copying" is undesirable, but sometimes the news should reach the reader quickly by any means, including by announcing it "on top of the text". For example: *"BREAKING NEWS: UK's coronavirus cases jump by 30 in a DAY with total now at 115 and Heathrow Airport scrambles to contact 2,000 passengers from virus-hit countries as global death toll passes 3,000" (Daily Mail, March 7, 2020); "BREAKING NEWS: Matt Hancock confirms*

government will buy antibody tests from Roche and will roll them out 'as soon as practical' after Swiss firm reveals kit has 100% accuracy" (Daily Mail, June 24, 2020); "BREAKING NEWS: British Airways cabin crew are told to wear full PPE kits including goggles and masks as flights continue amid the coronavirus crisis" (Daily Mail, March 20, 2020).

2. The "moving line" headline. In this type of headline, the beginning of the material that transitions into the text serves as the headline. For example, *"Formula One champ Lewis Hamilton tests positive for coronavirus" (The Los Angeles Times, 01.12.2020).*

3. Title-summary. This title is popular in various reporter materials. It allows hiding direct evaluations and indirectly commenting on the event. Such a headline is presented in a calm, objective, sometimes slightly ironic or playful manner. For example: *"Woman who spent £500,000 on plastic surgery says she's finally happy after 22 years and 200 operations" (Daily Mail, October 4, 2021); "Queen Letizia of Spain looks stylish in a recycled Carolina Herrera outfit as she visits the Palace of Charles V in Granada" (Daily Mail, November 23, 2021); "Olivia Munn shows off her baby bump in a crop top and sweats while running errands in LA... after revealing she's expecting with John Mulaney" (Daily Mail, September 8, 2021); "From Zoom to in-person meetings, FEMAIL reveals how to nail your post-lockdown office wardrobe" (Daily Mail, published on April 21, 2021); "Proud mum Kate Middleton reveals Prince George, eight, and Princess Charlotte, six, made their own Christmas decorations including pine cone animals and a paper chain tree" (Daily Mail, December 8, 2021).*

4. Quote headline. Headlines that mention the names of main characters or protagonists help to increase interest. For example, *"I Have A Lot of Questions. Number One: How Dare You?" (Daily Mail, September 23, 2019; "Don't Try This at Home" (Daily Mail, February 10 & 17, 2020; "Let's Not Be Sheep About This" (Daily Mail, June 22, 2020; "I'm Sorry But I Can't Make It to the End of the Sentence" (Daily Mail, August 31, 2020.*

5. Title-poem. This type is a rhymed version of a headline. This type of headline is not quite typical for Daily Mail and The New Yorker that is why we failed to find any examples of title poems. The Daily Mail and the New Yorker typically use more straightforward and informative headlines, rather than poetic or creative ones.

6. Alliteration headline. The use of font-highlighted sound imitation in the headline not only arouses the reader's interest but also provides aesthetic pleasure from what is read.

7. "Colourful headline". The use of any colour to add emotional colouring, especially in sketches and reports.

8.   "Slogan headline". This form is used in a parody role. For example, "Think Different" (Apple), (The Guardian, June 10, 2011); "The Quicker Picker Upper" (Bounty), (The Wall Street Journal, April 8, 2014). As for Daily Mail and The New Yorker, they typically do not use slogan titles as a regular practice. They tend to use more creative and unique titles that reflect the content of the article. However, they may occasionally use a slogan or tagline as part of a promotional campaign or for a specific feature.

9.   "Changing" winged phrases or quotes. Sometimes a reporter, when writing a headline, uses well-known word combinations familiar to the reader but "adjusts" them.

Consequently, the productive and unproductive syntactic models of headlines are distinguished. The productive model combines headlines whose syntactic structure is often used for the design of media text headlines, while an unproductive model of a headline is a syntactic model that is not widespread and is used very little. Over time, some syntactic models can become productive, while others cease to exist altogether, due to natural changes in media discourse. All classifications of newspaper headlines justify the fact that the article title is an attention-grabbing element.

As well it is important to consider the lexical peculiarities of headlines. The lexical content of headlines in the British and American press is chosen in such a way as to take into account the target audience, purpose, subjects, and linguistic competencies of the writers. British and American newspapers gradually develop their own lexical peculiarities to achieve the principle of ABC (Accuracy, Brevity, and Clarity). Some words acquire new meanings because they are often used in certain types of news headlines, and they gradually become idiomatic expressions. These words are usually short and impress the reader.

According to Li, Zhang, and Du [6, P. 115], key lexical features of British and American newspaper headlines can be identified:

1.   Abbreviation. An abbreviation, widely used in English newspapers, is a shortened form of a word or phrase used mainly in writing to represent the full form. David Crystal [7, P. 10.] says that abbreviations are often used in headlines to save space on the page, and also require readers to pause and think a little about the original word or phrase.

2.   Abbreviated forms. They are various words in a newspaper aimed at saving space or reducing the length of headlines. According to Ehineni [8], "Abbreviated form is a form of shortening words in news headlines, which highlights only the initial letters of the word."

3.   Compound words. Compound words in English newspapers are usually formed from two or more words. By combining them, we can simplify the structure, thereby saving space.

4. Inexact words. One of the principles of newspaper activity is to achieve accuracy. However, sometimes it is difficult to determine clear boundaries between things or facts. When journalists cannot portray a situation exactly as it is, inexact words become a more reasonable option, especially when avoiding possible disputes over certain delicate issues. Therefore, a news headline becomes more sensible, reliable, and acceptable to the public when the news author chooses more words for hedging.

5. Proper nouns. Nouns can be divided into common and proper. Proper nouns (also known as proper names) are nouns that represent unique entities (such as the United States, Earth, or Brad). They are distinguished from common nouns and describe a class of entities (such as a city, planet, or person). Proper nouns are used to refer to a specific person, place, or thing without taking into account any descriptive meaning that the word or phrase may have.

6. Alliteration. The problem of headline sound concerns all journalists. Often, it is necessary to work hard to select similar-sounding words to achieve the effect of alliteration. The repetition of vowels and consonant sounds gives the headline expressiveness and attractiveness.

7. Ambiguity. Headlines often surprise, which forces the reader to look at the article. Also, analyzing English and American newspaper headlines, it is worth noting the large number of jargon, neologisms, dialects, poetisms, slang, the use of metaphors, socio-political vocabulary, established clichés, and so on is pretty common for headlines.. Such use of elements of colloquial style has its own name and is now known as "headline jargon".

8. Parallelism. In order to add balance, rhyme, and further clarity, American press headlines often use parallelism, using the same semantic or grammatical structure.

On listing the most notable linguistic features of English-language newspaper headlines, it should be stated that the language of journalism, specifically headlines, is different and not similar to standard English. It largely breaks the standard rules and destroys all regularities in order to achieve a special effect – to influence the reader, to make them read the article, create unforgettable headlines, and, above all, deliver the intended message to a vast audience.

Conclusions. Interest in headlines in modern science is undeniable. The problem of headlines is multifaceted and therefore requires different approaches, including complex ones. In the process of research, it has been revealed how the headline formulates the pathos of the text, how wide associative fields are formed, and how the title formulates the topic and problems. In our paper, the headline is considered as a special element of

specifically constructed language with special functional and stylistic properties. The headline is a manifestation of purposeful language action of the addresser and is created to perform a certain function. Each of the functions identified by researchers is associated either with participants or with elements of language communication.

The arsenal of stylistic means presents a wide range of connotations that give the headline expressiveness, emotionality, and imagery shades. Headlines as precedent phenomena of the textual universe are considered separately. Aimed at the reader, such headlines require the author's and reader's joint efforts and, in general, the reader's competence. Quotation headlines, allusive headlines create a certain code of communication and a stylistic colour respectively.

The syntactic structures of the headline also known as syntactic patterns play a significant role. The structural and grammatical features of headlines in the press are determined by the tendencies of the newspaper language towards standardization, expression, and compression. The tendency of the newspaper language towards standardization is manifested in the fact that, despite the variety of syntactic structures used in media text headlines, it is still possible to identify structural types of headlines, the use of which is determined by the functional-genre type of the titled media text.

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