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HEADLINE IS AN IMPORTANT ELEMENT IN PUBLISHING MATERIALS

Abstract: This article devoted to the study of linguistic analysis of newspaper texts, investigated based on semantics and form of language units, their function in text formation. In addition to attracting reader attention, headlines organize, direct, and facilitate reading. By interrupting the text, they force the reader to unwittingly stop before proceeding to read the new subsection, and thereby push to make sense of the read, which is a complete whole. Serving as an advance of the text and thus preparing the reader for its perception is also a function of the title. It erodes the text and thus creates favorable conditions for selective reading and assimilation of the information that the reader needs.

Key words: stylistics, newspaper style, qualitative adjectives, relative adjectives, verbs, text, thematic group, verbs of speech, informative, functional features of verbs.

Language: English

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Introduction

The headlines of publications in the newspaper are an integral element of its design. The "person" of the periodical depends to a large extent on their nature and design. Their most important function is to attract the attention of the reader. The headlines help him quickly familiarize himself with the content of the number, understand what his publications report, which is important in the information he is offered, which is of particular interest to him. The ability of newspaper designers to use headlines in the next issue often determines the reader 's decision - to read those publications whose headlines have aroused interest in it, or to put the number aside. Newspaper practice provides numerous examples of how the impact of important newspaper speeches on readers is dramatically reduced as a result of failed choice and headline design: a meaningful article with an incorrectly chosen, unspeakable, illiterate headline is not noticed. Conversely, a vivid headline that has attracted the reader with its content and form encourages you to read the text that follows it or consider the illustration that stands under it.

Modern periodicals have certain linguistic and stylistic features that differ from fiction or scientific literature, oral speech, applied in everyday life. This feature is the result of a broken choice of language tools corresponding to the social functions of printing.

Of course, any material - scientific, artistic or journalistic - cannot do without a headline. Having paraphrased the famous statement of K.S. Stanislavsky: "The theatre begins with a hanger," it can be said that the newspaper - with a headline. The title in the article takes a special place. Despite the fact that the title is a kind of thesis of the material, its scope states its relevance.

Of course, the headline first attracts the reader 's attention. Its creation sometimes turns out to be much more difficult, as it is not always possible to briefly express the basis of the message of the material and purpose of the author.

The appearance of periodicals depends largely on the features and design of the headlines. Their most important function is to attract the attention of readers. The title helps the reader to get as quickly as possible acquainted with the content of the number to

understand the content, to determine the significance of the offered material. By pre-selecting the newspaper 's material, the reader relies precisely on headlines as a guarantee of the correctness of his choice in terms of his personal preferences.

As early as the 19th century, the texts of articles in newspapers were published without a headline. Usually at the beginning of each message the name of the city, the source of information and the date of its sending to the publishing house were indicated. Later, on the front page of the newspaper headlines were given in the form of a poster. As time passed, some of these headlines moved to other pages of the newspaper and were located over the most significant messages and articles.

The exception was some not very large sample and information notes. In this case, above them was the general title of the section, which expressed the main theme of the page 's materials (in other words, the header or full title). In addition, it can also be noted that V. G. Korolenko wrote about the headlines: "The headline should be somewhat aware of the content" [4].

Professional work with titles requires selection of different kinds of titles in the process of placement and design of text and visual materials. These include the normal title, subtitle, and title of a chapter or section. Each of them, in particular all of them together, play an important role in the room. The title is the first impression of the subject and content of the article. The subtitle first of all defines and explains the essence of the title and sometimes develops it. He can inform about the orientation of the publication - political, cultural, professional, as well as inform about the source of the message (for example, from a special correspondent of the newspaper). The internal subtitle is the title of the section, part of the full text.

The key position is taken by the heading of the chapter - "column," which is placed above the main heading (in this case it is called a cap) or before the heading. It is usually an explanatory section or a thematic part of a newspaper. The title of the chapter is also used to determine the genre of materials of the publication. In some cases, to combine material covering one whole page or part thereof that is devoted to a common theme, a common heading is applied, in other words, the term "cap" covering the entire material from above is below it.

Headers are generally used individually or according to each other. In most cases, they make up a set of headlines comprising a number of different names. It is important that the usual headline be a reflection of the content of the article. The subtitle specifies the contents of the title. The title of the chapter (column) defines the direction or thematic nature of the text. In most cases, it is joined by the first paragraph, which covers the main fact of the text message.

The degree of readability depends on the technical design of the headline and its location on the newspaper page. The title carries some information about the content of the article and the subjective position of its author. Reading the newspaper "from crust to crust" is quite rare, so the reader chooses the material based only on the name of the publication. Thus, the materials of the study of psychologists showed that 80 percent of readers pay attention only to headlines [9]. On the basis of the above, it is possible to identify several important criteria that should guide the drafting of the headings: information value, conformity with content and expressiveness.

Let 's take a closer look at these aspects:

1. Informativity is the main parameter of the title that draws the reader 's attention to a particular article. Researcher E.A.Lazarev in his work "Headline in the Newspaper" [7] examined in detail the informative function of the headline. It offers several classifications of newspaper headlines. In the first classification, the headings differ depending on whether one or more parts of the text cover the heading. According to this characteristic, the headings are divided into unidirectional and complex. Unidirectional headings correspond to one element of the semantic structure of the text, where the subject of the text is included in the basic idea. Such headings cover the main purpose, the subject of the publication and its logical information.

Complex headers correspond to multiple structure elements of text at the same time. They cover complicated information with several properties. The degree of their information value is higher and the relationship of such headings to the text is diverse, which is one of the means of increasing the expressiveness of the text. When the title itself consists of two parts bound by a union "or" ("this or that"), it is an easy way to transform into a pressing question two meaningful parts of the text.

The second classification of headings is based on a full or partial reflection of an element of text. A text is a system of theses linked to each other. Each thesis has a two-part structure consisting of a theme and its feature (predicate). Text deployment is the consistent predication of objects of thought. Depending on the completeness of the expression of any sense element of the work, the titles are divided into:

a) full-informative п (an olnost updating a semantic component of the text).

B) incomplete, dashed (not fully actualizing the meaning component of the text).

M. Shostak in his article "We compose the headline" notes that "today the headlines are usually built on non-traditional models for the Russian press. For a long time, the dominant principles according to which headlines should be compressed and short changed to the opposite. And in general the time of "author 's freedom" came - in the headlines went

numbers, abbreviations, names own, spoken words and slang, fragments in English "[8, 3].

2. Compliance to contents. The title should fully correspond to the content of the article and begin directly with its main idea. For a publicist article, it must be specific, understandable and attractive. The correct and relevant headline is always a reflection of the content of the article (story, essay, etc.). The mismatch between the headline and the content is one of the common mistakes of modern newspapers. This is often due to the author 's reluctance to draw readers 'attention to his material. Sometimes the destruction of the title-text link is due to the author 's lack of understanding of the interaction between the title and the text.

3. Grammatical construction touches on the issue of expressiveness and at the present time is so diverse that with the presence of creative skills and theoretical training it is possible to create better samples of headlines. The grammatical construction of modern headlines is quite diverse: First, the most common variety of headlines is the header-summary. In this type of heading, it is important to reflect the summary and the basic idea of the text.

Second, in a headline-interview (headline-quote), the scheme "Name of the interviewee" is often used: "Quote from a conversation with him (or simply a phrase close to the text)."

Third, there is the frequent use of expressive lexical means in headlines: phraseological units, proverbs and proverbs, antonyms, quotes of famous personalities, popular beits. We will discuss this in detail in the relevant sections of the work.

Fourth, the use of foreign-language words in (arvarisms) or abbreviations in headlines.

Fifthly, it is necessary to note the role of all punctuation marks in modern newspapers. For example, the colon more spectacular makes the summary, exclamation is used to convey emotions (anger, joy), the question mark in the title gives the material a publicistic sound, causes the reader to understand the topic. However, ellipsis is rare, it seems to invite the reader to follow the course of the author 's thought.

Thus, the number of different types of headlines in the newspaper increases, their communicative function, content, information value increases, and authors of newspaper publications fully try to use all methods in forming titles to attract the readership.

So, the study of the structure of the title, on the one hand, is closely related to the study of various sections of the language - lexicology, phonetics, phraseology, morphology and syntax, on the other - reveals the growth of the creative laboratory of the journalist.

Conclusion

The title as an indelible component of a newspaper article is always in the area of increased attention of the authors of the material. The headlines reflect key features of the publicist style. These features include, above all, brevity and effectiveness;

The genre focus of the material plays a significant role in the creation of titles. Editorial policy of the publication, content and genre of the material in most cases also determine the title itself. Thus, in official and party newspapers, headlines with no connotation are usually chosen. In the titles of materials of independent or private publications, metaphor, phraseological units, idioms are actively used.

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