

Regarding the issue of the role and functions of headlines in modern British and American newspapers

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We live in the information age where everyone is literally surrounded by a huge amount of information from all sides. To save your time you need to be able to select the necessary information. But how to learn to do it?

In case of newspaper articles the headlines are of great help. They are a reference point in this vast realm of word and information. They not only do define the topic of the article, but also reduce the time spent searching for the necessary information, which is undoubtedly important for the eternally "busy" people, for whom every second is critical.

The relevance of the chosen topic stem from the fact that the impact of the newspaper text on the reader is largely determined by its headline. It is the first thing that people notice. The image and competitiveness of the printed edition depends on the nature and design of the headlines.

The aim of the work is to determine the role of the news headlines in modern media and to describe the functions of news headlines in the journalistic style of speech in detail.

In our research we referred to the works of such researchers as I.R. Galperin, G.Y. Solganik, I.V. Arnold, E.A. Lazarev.

The source of factual material are *USA Today* (the USA) and *the Guardian* (Great Britain). The selection was in the category Opinion.

Having analyzed the definition of the notion "headline" in the dictionaries of Dahl [3, p. 584], Ozhegov [5, p. 201] and Ushakov [8, p. 148] we can conclude that it is a line which contains the name and is decorated in a special way to highlight and attract attention.

Each headline performs certain functions (we studied the classifications of I.V. Arnold, A.A. Tertychny and M. Shostak). Among them there are such functions as informative (informational, information-explanatory, communicative), advertising (advertising-sensational), nominative, expressive (evaluative-expressive), influencing (function of persuasion, incentive), graphic-excretory, decorative, contact setting, prognostic, integrative and pragmatic. [7, p. 80], [9, p. 59], [1, p. 346].

The attention was also paid to the placement options and features of the language design of the headlines. Among the most frequently used features of language design we identify ellipsis, question sentences, metaphor, metonymy, terms, proper names, Complex Object, epithets and gerund.

After having analyzed the headlines of both newspapers we compared them and identified some common and different features. Based on the classifications of news headlines in various aspects we can say that the headlines of both the American and British press are similar. In terms of information content the headlines of these articles are mainly based on the already known information or refer to emotional and evaluative ones. This is easily explained by the fact that we took articles from the section "Opinion" for analysis, where it is assumed that journalists express their opinion (which is always associated with emotions and expressiveness) on topical issues (it is assumed that readers should be familiar with them). In terms of complexity the headlines of the articles of both newspapers are simple. This is due to the fact that easy-to-construct and laconic headlines are much easier to perceive than headlines that have a complex

structure and take up a lot of space. The only aspect where the discrepancy happens is the way how the information is reflected. There are different types of headlines: they can be ranged from narrative to paradox ones and summary ones (the last ones, by the way, were discovered in a British newspaper). This can be explained by the fact that the section "Opinion" is still a free expression of the thoughts of journalists, respectively, they should not necessarily strictly adhere to the prescribed rules, they can change them, thereby, giving the article and the headline more copyright.

The next aspect for comparison is the language features. Among them in the analyzed headlines we have identified the following ones: the use of proper names, epithets, terms, the Present Continuous Tense, inversion, modal verbs and ellipsis. In this aspect the headlines of both newspapers are similar. The only difference is that in the headlines in the British newspaper the use of phrasal verbs with different shades of meaning are more common, and it allows the authors to play with the words and make the headline more vivid and attention-grabbing.

Then we compared the functions of the headlines in the American and British newspapers. In both of them the headlines perform informative, nominative, advertising, expressive, influencing and pragmatic functions. It can be explained in the way that it does not matter what language and country it is, all headlines have one task: to attract the attention of readers to the newspaper. As a result, they all have similar functions.

Having studied the theoretical material and having made a practical analysis of the headlines of the American and British press we came to the conclusion that the headline, being an integral part of any article, is considered to be a kind of support of the text. The effectiveness and popularity of the article depends on it, as there is a direct correlation between the reader's assessment of the headline and the probability of reading of the newspaper report. It can be argued that the newspaper headline is the main tool for attracting and concentrating attention on the material.

After having analyzed the headlines of the online version of the American newspaper *USA Today* and the British newspaper *The Guardian* we can conclude that the language of the newspaper is a dynamic, constantly changing and developing system in which something new appears every moment, thereby, providing publicists and editors with a large field for activity and opportunities to find new means of expression or transformation of already known stable expressions and structures. At the same time, the criteria for the selection of language means for newspaper material are mostly determined, focusing on the mass audience which implies that these language means should be understood by a wide stratum of the population. The text of a newspaper article should be understood by people of all ages (from schoolchildren to pensioners); also, it should be perceived (despite the education, upbringing and social status of the reader).

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