



PECULIARITIES OF NEWSPAPER HEADLINES IN ENGLISH PRINTING PRESS

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ABSTRACT. *The article focuses on the particular characteristics of English newspaper texts and headlines. The author emphasizes lingo-pragmatic, national, and cultural peculiarities, categorizes those into various categories and provides examples from newspapers to prove some points.*

Key words: media text, newspaper text, headlines

In the modern world, the media are very important for the development of society. Day after day, the volume of information is growing, new technical means appear, international relations are expanding, the techniques and methods of mass information and propaganda are being improved, and, accordingly, the media (in particular, the newspaper) have an increasing influence on modern society. That is why the study of the specifics of the language of newspaper publications is currently a very urgent problem. The newspaper undoubtedly serves as one of the most powerful channels of informing a wide audience. However, it is important not only for obtaining information, but also for the study of living processes in the literary language, since the newspaper-journalistic style often serves as the sphere of speech in which the formation of new meanings and new linguistic means to indicate new phenomena in modern society takes place.

The texts of newspaper publications are in constant development and undergo evolutionary changes. For example, nowadays, publicists are increasingly using expressive expressions, figurative means, precedent phenomena. Also, media texts are characterized by the use of stylistic means that are aimed at attracting the reader's attention, evoking the desired reaction, influencing the reader's opinion, forming a certain attitude towards a fact or event. The most vivid reflection of the lingo-pragmatic factors of influence on the consciousness of the recipients of information is found in the newspaper headline, since this is the first thing that the reader sees, and it is when reading the headline that he decides whether to continue acquaintance with the article.

The media text and its title are inextricably linked and are a single interconnected system. A newspaper headline gives a title to a journalistic text and is associated with its



other components, such as topic, ideas, facts, characters, quotes. It is aimed at attracting the attention of readers, influencing them, giving initial information about the news, and generalizing its content.

The importance of headings should not be underestimated, since the reader first of all looks through the titles of the articles and only then, having become interested in one of them, begins to read the article. In addition, it is the headlines that are subsequently displayed in databases, the Internet, archives, etc. The headline of an English newspaper article consists of:

- Pretitle (pretitle -context accompanying the title and defining the topic)
- Title (title itself)
- Subtitle (subtitle - context that reveals and clarifies the title)
- Entry (a summary of the topic or event covered in the article)

The headline and subtitle may be absent depending on the preferences and goals of the journalist. The newspaper headline has a number of linguistic and non-linguistic features that are determined by its functions (informing, influencing and attracting the attention of the reader). For example, in the course of writing an analytical or fictional-journalistic article, the author often uses emotionally colored language units, artistic devices, metaphors, etc. in a newspaper headline. The reason is that readers are usually attracted by such bright names. When writing informative articles, headings are often written in a neutral tone. The choice of language means for the headline is carried out depending on the individual goals that the journalist and the publication are planning to achieve.

The linguistic-pragmatic specificity of English newspaper headlines is manifested in the syntactic model of their construction (with an explicit or implicit verb); peculiarities of the use of verb tenses and moods, the use of lexical and morphological means, special stylistic devices. It should be understood that English headings are strongly influenced by the peculiarities of the speech behavior of the Spaniards and the linguistic and cultural characteristics of the country. They reflect the linguistic picture of the world of this people, which in turn, undoubtedly, is an integral part of its national culture.



The most nationally-marked linguistic units of newspaper headlines are precedent phenomena that concentrate the historical and cultural memory of the people, reflect the linguistic picture of the Spaniards' world, the way of perceiving the world around them, and for correct interpretation require a reporter of certain background knowledge and intellectual level. The use of precedent phenomena in English headlines in the form of precedent texts, names, sayings and situations effectively affects the audience, as it helps to make the headline catchy, vivid, expressive.

The source of precedent linguistic units are phraseological combinations, aphorisms, names of films, books, songs, fragments of commercials, statements of public figures, politicians, etc.

In addition, it should be noted that in English media texts, most headings contain verbs, which is dictated by the grammar of the English language itself. The verb in English plays an important role and is distinguished by a wealth of forms, both inflectional and analytical.

Verb headings are subdivided into headings with the verb in personal and personal forms.

English newspaper headlines with a personal verb can be any type of sentence (simple / complex, common / non-common, declarative / interrogative / exclamatory). In such headings, the word order is usually out of order: the verb is highlighted, due to which the heading containing the inversion becomes more dynamic and expressive.

However, most headlines use the present (Presentede Indicativo), even when referring to past or future events, in which case it is often referred to as Presente histórico (or Presente narrativo).

Using Presente histórico allows you to emotionally color the headline and thus grab the reader's attention.

It should also be noted that when describing events that have already occurred, the present tense or Presente histórico is most often used in the title, but the past tense is used in the article itself (Pretérito Indefinido or Pretérito Imperfecto).

In the nominative headlines of English newspaper articles, the verb is usually omitted, but it is easy to reconstruct it.

-adjective:



- relative subordination clause
- design with attachment
- preposition with a noun, more often in the attributive function

There are also headlines that are based on expressions widely known to all the people (from films, books, media, etc.). These headings can be classified into four groups:

titles, quotes or names of characters in feature films:

- Why are there no nudes in Call Me by Your Name;

literary works, heroes and their statements:

- Prize for the story about a dog that waits for its owner every day;

titles or lines from famous songs:

- "Benjamin Clementine:" We are all travelers, we are all foreigners "

slogans from social and commercial advertisements, excerpts from texts of mass media, television, radio and other commercial projects.

After analyzing modern English headlines and finding out their linguistic-pragmatic and national-cultural characteristics, we can assert that headlines are the most important structural component of newspaper text. The features of the headings are determined by the goals pursued by the author of the article or the newspaper publication, and based on these goals, the choice of linguistic and stylistic means is made. In addition, it should be noted that thanks to this tool, the maximum capacity and brightness of the title is achieved, which is necessary to perform its most important functions: informing, attracting the reader's attention and influencing his opinion.

In the future, the study of newspaper headlines in the English press in the lingo-pragmatic and national-cultural aspects can be expanded and supplemented.

The development of the problems of this article presupposes a consideration of the lexical and semantic features of English newspaper headlines, the study of stylistic and author's methods of constructing headline constructions of the periodical press in English speaking countries. This will allow a deeper understanding of the specifics of the language and culture of the English people.

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