

Definition of Lexical, Grammatical and Stylistic Features of Newspaper Headlines in English

Abdurahmonov Yo'ldosh Eshbo'riyevich, Bakirova Hilola Botiraliyevna

English applied translation department, translation faculty, Uzbekistan state world languages university

ABSTRACT

The main goal of our work is to determine the main lexical, grammatical and stylistic features of newspaper headlines in English. After defining the main goal, a set of tasks appeared, without solving which the goal cannot be achieved, namely: determining the main features of the newspaper functional style as a whole, identifying the stylistic and other features of newspaper headlines as part of this style, and, finally, analyzing newspaper headlines taken from various newspapers.

KEYWORDS: *newspaper headlines, the state of the language, means of communication, printed publications, factual material, style, stylistic varieties, newspaper publication.*

English newspaper headlines are subject to general trends that determine the state of the language as a means of communication and depend on the conditions of society. The modern period is characterized by an acceleration of the rhythm of life, which enhances the effect of the law of economy of language means, since the headlines of periodicals, first of all, perform the function of saving the reader's efforts in the process of finding events of interest to him.

As sources of factual material, we have chosen such publications as The Times, The Guardian, The Observer, The Independent, The Daily Telegraph, Financial Times, The Sunday Mirror, The Sun, New York Post. The examples for the research analysis were selected from the selected newspapers using a continuous sampling method.

While writing the paper, we encountered a number of difficulties. First, a large amount of practical material makes it difficult to draw up a clear structure for its analysis. In addition, this issue in the style of the English language is not fully covered and the number of studies in this area is not so large.

A newspaper headline as a specific linguistic phenomenon is the subject of numerous scientific works. Most often, the headlines of English newspapers are chosen as the object of study. This is explained not only by the special role of the English language as the main means of international communication, its prevalence, but also by the originality of its system, which is distinguished by a high degree of analyticity. The widespread prevalence of the English language puts researchers in front of the need for scientific understanding of the laws of its functioning in all its stylistic varieties. The study of the language of mass communication in our country is necessary for the correct interpretation and, consequently, the perception of the information contained in it and its influence on public consciousness. In the most general form, the tasks of linguistic analysis of a newspaper headline can be formulated as follows: "to identify syntagmatic patterns and features of the content and the corresponding syntagmatic forms." [Gavrishina 1988:56]

The headline is an integral and main part of any newspaper publication, since it is the first link that the reader pays attention to when getting acquainted with the strip. The title carries certain information about the content of a publicistic work, therefore it should have an emotional coloring,

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arouse reader interest, and attract attention. E.A. Lazareva defines the title “on the one hand, as a language structure that precedes the text standing “above” and in front of it. Therefore, the title is perceived as a speech element that is outside the text and has a certain independence. On the other hand, the title is a full-fledged component of the text, included in it and associated with other components of an integral work. Along with the beginning, middle, ending, the heading makes up a certain plan for dividing the text - spatially functional, or the architectonics of the text.

In studies devoted to the analysis of English newspaper headlines, a number of their formal features are considered. “The purpose of a modern headline is to give a clear idea of the content of the message and draw attention to it. It contains the whole essence and all the important points of the message in a concise and easily understandable form. [Stepanov 1923:62]

It is noted that "the headline should be as brief as possible, catchy, containing a hint of the topic of the article or note, but not too clear to interest the reader who skims through numerous English newspapers." [Kuznets, Skrebnev 1960: 137]

And more specifically: “The purpose of headings is not limited to the task of giving a clear overview of the content of information or summarizing it, which could be done with less space on a newspaper page. Its essence is obviously different: to attract the attention of the reader, to arouse interest in the published material. [Kuznets, Skrebnev 1960: 139]

As for highlighting the functions of a newspaper headline, G.O. Vinokur considers the first function to be informative and the second - advertising. “The desire for a “catchy” and at the same time economical expression of information is typical for newspapers in general. This is an international trend.” [Bragina 1969: 89] All authors recognize the informative function. Regarding the advertising function, the opinions of researchers differ. Some consider sensationalism a necessary component of advertising. [Weikhman 1955: 12] Others single out such functional features of newspaper headlines as expressive, graphic-distinguishing, nominative. Therefore, it is important to highlight the functional features that are common to all language units and newspaper headlines in particular, and the specific ones arising from the originality of the newspaper style. The most common functions of language units are:

- 1) nominative - a newspaper headline denotes a given newspaper material and thereby distinguishes it from other messages
- 2) informative - the newspaper headline contains a message about the subject of speech
- 3) advertising - the headline serves the purpose of interest, attract the attention of the reader
- 4) [Gavrishina 1988: 57]

In addition, the header highlights the materials on the page, separates them from each other. To fulfill such a task, according to the observations of E.A. Lazareva, “all headings are directed, which at the same time perform a graphic-highlighting function. This function is the only one that is implemented by non-linguistic means: with the help of font highlights, the use of color, graphic tools (rulers, drawings), layout techniques (placement of materials on a newspaper page). [Lazareva 1989: 34]

It should be borne in mind that the form of the title activates the involuntary attention of the reader, which does not require volitional efforts. At the same time, involuntary attention soon passes, is replaced by an arbitrary, directed controlled consciousness. Then the reader turns to the language design of the title. “At the first acquaintance with the title, before reading the entire text, E.A. Lazarev, the nominative function is also realized. It consists in the fact that titles call the text, act as its names, signs,” [Lazareva 1989: 16] that is, according to the researcher, the title, like any proper name, denotes an individual object (text), in this sense it is included in pointer system.

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The newspaper informational text is, as it were, the basis (background) of the information being reported, and the headline is the condensation of the entire text, its essence and core. Trying to concisely, concisely and catchily inform the reader of the main content of the article, the author seeks to attract the reader's attention, interest him, have an expressive and emotional impact on him and make him read the article to the end. From this point of view, the title, which occupies one of the most important positions in the text, focuses the reader's attention on the most important meanings of the text. I. V. Arnold offers three directions for studying the title. [Arnold 1978: 24-25]

- 1) structural and grammatical characteristics of headings
- 2) the nature of imagery
- 3) features of its connection with the plot

Understanding of the meaning deepens as the text is read, and the reader finally comprehends the structure of the whole by reading the text to the end. Newspaper style, according to V.N. Krupnov, is "a system of interrelated linguistic elements aimed at performing a certain communicative function, primarily an informative function and a function of influencing the reader (the function of persuasion)". [Krupnov 1979: 47-48] The headline in this sense is the most important part of the entire article, and the ability to understand it gives the key to orientation in the very text of the newspaper article.

Within each functional style, its own means and the nature of their use "constitute the norm against which deviations are perceived." Against the background of each style, all phenomena characteristic of other styles are especially noticeable and act either as a violation of the norm or as a deviation that has a specific stylistic goal and carries additional expression.

In the newspaper headline, all the features of this style are reflected most clearly due to the functional and communicative loading and pragmatic orientation of the headline. This is the most important channel for the newspaper to influence the reader: through it, the newspaper can influence the choice of material for reading, which is not always realized by the reader, and prepare an appropriate perception of this material. This circumstance exacerbates the struggle in the headline of two opposite trends:

- 1) maximum information content in case of language stereotyping and economy of expressive means, i.e. observance of the functional and stylistic norm of newspaper speech
- 2) increase in expression in order to effectively influence the reader, i.e. deviation from the same norm.

Such is the intralinguistic mechanism of expressing newspaper speech. It is largely due to extralinguistic factors that lie in the field of social psychology.

The pragmatic function of the newspaper requires efficiency in the presentation of material in order to optimize its impact on both the rational and emotional spheres of the reader's perception.

The purpose of the impact is to introduce and strengthen in the mind of the reader certain value orientations and attitudes that have both rational and emotional aspects. Therefore, it is important to consider these aspects when influencing the reader. In socio-psychological terms, it is important to note the differences depending on the audience of the newspaper.

Newspaper style draws means of additional expression from various sources. The newspaper headline plays a special, polyfunctional role in the newspaper. "Headings, based on the interaction of different style means, are designed, among other things, to create a kind of impulse of emotional and aesthetic tension, emotionally and intellectually exciting the reader. It is important to bear in mind that such impulses, which are rare on the page and even in a separate issue, nevertheless appear with a certain regularity for each newspaper. [Stam 1989: 63]

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I.S. Stam distinguishes three main types of links between an expressive title and text:

- 1) pronounced evaluative links, direct in direction (from heading to text)
- 2) pronounced thematic and semantic connections, mostly direct in direction (from heading to text)
- 3) interweaving of thematic-semantic and evaluative connections, prospective-retrospective (heading - text - heading)

Since the language of newspaper headlines differs from ordinary language, first of all, by the desire to catchy and briefly inform the reader of the main content of the published material, one of the ways to attract the reader's attention is to impress him with the unexpectedness of a word or thought, a contradiction between the content of the headline and ordinary ideas. For this, occasional words and phrases are widely used. This "is associated with a clearly expressed stylistic task and refers mainly to individual formations, which are often characterized by great expressiveness and figurativeness." [Rosenthal 1968: 52]:

- 1) All good, dirty fun.
- 2) Lisely, high-speed humorous peace with a problem.
- 3) No more `big, bad wolf' stories.
- 4) Farmers unite against EEC milc-curb plan.

The underlined phrases are used by the author of the article to expressively convey to the reader the essence of the information contained in the article, to attract him, to distinguish this message from others.

A newspaper title can express any element of the semantic structure of a work - the main idea, setting and developing theses, an analytical assessment of the situation.

There are several classifications of newspaper headlines. Depending on whether one or more elements of the semantic scheme of the text expresses, unidirectional and complex titles are distinguished.

Unidirectional, as a rule, correspond to one element of the semantic structure of the text. A significant number of headlines, according to the observations of E.A. Lazareva, express the theme of the text (this is the thesis that is revealed by the system of theses that make up the text). The main idea includes the topic of the publication and its predicate.

One of the main purposes of the heading is to inform the reader about the topic of the publication that the newspaper offers him. For example, a newspaper text may be dedicated to some event. Then the main idea is built according to the type: "event - happened", "event - happened", "event showed that ...". In this case, headings are often used, which are a quote or a well-known expression related to the event being described. The headline of a newspaper text is able to update the analytical assessment of the situation reflected in it. This character has a significant number of headings.

The idea of the text is that element of it, which is formed from the entire presentation, is a kind of result, a conclusion from what has been said. Such titles, before reading the newspaper material, prepare the reader for the perception of the ideological meaning, the publication is immediately understood in a certain way. The ideological meaning is perceived twice: the first time before reading the text, and then again, after reading the text.

The property of unidirectional headings is the actualization of one of the theses that develops the theme of the text. In this case, the title becomes one of the text elements related to its general content. But in addition to the main elements of the general content of the text, the heading can also update its secondary elements - illustrations for the theses and a general background for the purpose

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of the message. Such titles are especially expressive, since they are built on the placement of a non-main, non-main element in front of the text. The apparent "optionality", "secondary" of what is expressed in the title, makes it expressive, attracts the reader's attention. It should be noted that the newspaper title very often expresses the evaluative background that colors the entire text, is present in every element of its content scheme. "These titles, evaluative in nature, actualize that additional connotative meaning contained in the content structure of the text. An evaluative headline sets the reader up for a certain perception of the message, predicts their attitude to what is being said. [Lazareva 1989: 12].

Complex headings correspond to several elements of the structural scheme of the text at the same time. They convey complex information. The degree of their informativeness is higher, the connections of these titles with the text are more diverse than the previous ones, which is one of the means of increasing the expressiveness of the text. A complex headline updates both the topic and the analytical assessment of the situation.

Another classification of titles is based on whether one or another element of the text is fully or incompletely reflected in them. On the basis of the completeness of the expression of any semantic element, the works are divided into fully informative (fully updating the semantic component of the text) and incompletely informative, dotted (not fully updating the semantic component of the text) classification by E.A. Lazareva [Lazareva 1989: 14].

Fully informative titles contain a signal about one or another element of the semantic scheme of the text. These headings can reflect either the theme of the entire text, or its main idea, or the main thesis that develops the main idea. In addition, they fully name the secondary elements of the semantic content of the work.

L.P. Dobraev divides theses, depending on the degree of development, into predicative, in which the logical predicate is expressed in a relatively expanded form, and nominative, in which the predicate has no meaningful meaning or is not expressed at all. [Dobraev 1969: 96]. Borrowing this classification, E.A. Lazareva singles out nominative and predicative titles among fully informative titles.

Nominative headings name the theme of the entire text and act as a sign of the text, similarly to proper names, which serve as the names of geographical objects, factories, etc. Predicate headings are a detailed thesis containing the subject of speech and its predicate. Such titles, notes E.A. Lazarev, are the most informative, give the most complete forecast about the text. In terms of expressiveness, fully informative headlines can be evaluated in two ways. On the one hand, such names are a neutral part of the heading system of a newspaper issue. On the other hand, these are those neutral headlines, against which other, expressive ones are perceived more vividly, and this is the role of fully informative headlines - in increasing the expressiveness of the newspaper (in this case, there are by no means cases when such headings are expressive due to lexical or syntactic means, for example, are metaphors colored with words). [Lazareva 1989: 13-14].

The second type of headings is incompletely informative, dotted. They do not express the entire thesis, consisting of the subject of speech and the predicate, but only one part of it - the logical theme or predicate; sometimes in such a name there is only a signal about the subject of speech or its sign. Such headings only approximately indicate the content of the thesis, give a sign by which one or another semantic element is restored in the text. The informational content of dotted headings is lower than that of full-length headings, but they provide more opportunities to attract the reader's attention. Some headings tell the reader how many parts the text will consist of and what parts it will be. Headings of this kind perform a compositional (or architectonic) function.

Composite headings, in turn, are of two types. First, in turn, they can in one way or another show how the text is divided into parts. Secondly, headings can combine different materials into one

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complex text, united by one topic. Often the heading can combine several texts. In this case, it is a strong means of expression, especially when it is necessary to build a coherent text based on heterogeneous materials. Such titles are quite rare on newspaper pages, their expressiveness is high, they represent a reserve for increasing the influencing force.

It should be noted that the expressive ratio of the elements of the spatial and functional division of the text can be created at the expense of the reserve of direct structural and semantic links between them. At the same time, the process of perception of the work becomes more complicated, and the reader's interest is aroused. In addition, E.A. Lazareva notes that two types of expressive connections of the heading with the initial phrases of the text are possible. Firstly, these are direct contact connections of these elements, which have a semantic or structural-semantic character. Secondly, this is a deliberate "semantic separation" of the title from the initial lines of the text. By creating expressive relationships between the title and the beginning, the author increases the reader's interest in the work. [Lazareva 1989: 32].

Considering the principles of heading organization, we decided to turn to the conclusions of M. Shostak [Shostak 1998: 2-3]

1. Narrative heading is used for news.
2. From time to time, the fashion returns to the headline, turning into the text. The title-stating can consist of two or three sentences. In this case, the title becomes, as it were, a separate short message.
3. Heading-summary or commenting heading. It's not uncommon for resumes with an ironic "proviso." Such compound headings create additional opportunities for commenting on the text.
4. Heading-paradox. It arouses curiosity, shocks the reader, and sometimes artificially enhances the significance of a message that is not particularly prompt, important.
5. Names in the title, mention of the participants in the event, enhances interest in the text. Sometimes this is a direct exploitation of a well-known case with namesakes.
6. Effective and very common headline-citation, where direct quoting is possible.
7. Game title is, first of all, a paraphrase, a play on words.

Newspaper headlines should attract the largest number of readers, in other words, ensure the normal functioning of the newspaper itself. Therefore, the headlines of an English newspaper are primarily distinguished by their external feature - they are sometimes printed in such a large type that they occupy a significant part of the page.

There are many rules for using capital letters in English titles. We settled on the guidelines offered by The Chicago Manual of Style:

1. The first and last word is always written in capital letters, regardless of what part of speech it is (preposition, conjunction, noun, etc.).
2. Nouns, pronouns, adjectives, verbs, adverbs, particles (except for the to particle related to the infinitive) and subordinating conjunctions (as, because, although, if, when) are always written in capital letters.
3. Prepositions consisting of 5 letters or more (after, among, between) are written in capital letters (The Chicago Manual of Style suggests writing all prepositions in lower case except those that are the first and last word).
4. Prepositions that are part of the Latin expression are written in capital letters (In Vitro, De Facto).

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5. All articles (a, an, the), coordinating conjunctions (and, or, nor) and prepositions consisting of 4 letters or less (of, for, from) are written with lowercase letters (The Chicago Manual of Style suggests writing with lowercase letters all prepositions except those that are the first and last word).
6. The particle to, referring to the infinitive (to Come), is written with a lowercase letter.
7. Do not put a dot at the end of the title.
8. Quotation marks and special characters are not used in titles. For example: instead of @ write at, instead of \$ - Dollar(s). The quotes are simply omitted.

The only exception is the ampersand, &. It replaces the union and and can be used in a title in any context, especially if you need to reduce the number of characters.

However, nowadays these rules are often not respected.

In addition to graphic features, there are also linguistic features of headings [Orlova]

1. Variation of the syntactic structure. Often these are one-part nominative sentences. There are simple full-length non-common sentences. Simple common sentences are widely represented in the headlines of newspapers. Complex sentences are very rare in headlines. Headings are in the form of interrogative sentences.
2. Ellipsis. A characteristic feature of headings is the extensive use of ellipsis, i.e. the omission of official, and sometimes significant words in order to make the title catchy. A short headline is more quickly perceived by the reader, its unusual form draws out interest and encourages the reader to read the newspaper article.
3. Features of word order in headings. To draw attention to the core fact of the message, the member of the sentence on which no phase is made is often determined from the entire sentence with a dash or colon.
4. Abbreviated words in newspaper headlines. A characteristic feature of headings is the general abbreviation of words and abbreviations, without understanding which the meaning of headings remains unclear. Abbreviations are divided into accepted and occasional (random). It is interesting to note that occasional abbreviations are easier to decipher. They exist only within the given text and are usually given at the beginning or in the middle of the text in its entirety. There are many guides and manuals for identifying abbreviations.

The abbreviations most frequently encountered in the English and American press can be divided into several main groups. However, it should immediately be noted that the groups below do not exhaust the whole variety of newspaper abbreviations. In fact, it would not be a mistake to say that in a newspaper headline any word can appear before the reader in an abbreviated form. [8. c.227]

- a) To draw the reader's attention to the main idea of the message, articles and personal forms of the auxiliary verb to be are usually omitted in headings.

Action is usually expressed in Indefinite or Continuous forms: (The) Russian Athlete (is) Winning (a) Prize; Houses (are) Smashed by (the) Hurricane.

- b) Recent events are reported using the Present Indefinite form. It kind of brings the event closer to the reader and enhances his interest: Liner Runs Ashore; Influenza Kills 200 India
- c) Future action is often conveyed with the infinitive: Glasgow Dockers to Resume Work
- d) Often the predicate is omitted in the title, it plays a secondary role in the sentence: Hurricane in Miami; Deadlock in Committee; No Timber Sale

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- e) In order to draw special attention to the predicate and at the same time interest the reader, the subject is omitted if it is inferior in meaning to the predicate: (They) Expect New Economic Depression
- f) The possessive, due to its structural compactness, is used with inanimate nouns and displaces the prepositional phrase with of: Price Control's Effect Discussed
- g) Popular nicknames and abbreviated names are used instead of the surnames of some politicians, artists, athletes, etc., for example: Ike = Eisenhower
 - ✓ Winnie = Winston Churchill
 - ✓ Sara = Capablanca
- h) To give emotional coloring, neologisms, dialectisms, poeticisms, slang are interspersed in common vocabulary, for example:
 - ✓ litter instead of policeman
 - ✓ foe instead of enemy
 - ✓ to irk instead of irritate
- i) Abbreviations and complex words are widely used, for example: T.U.C. Seeks Details; U.S.-Russian TV Exchanges
- j) The presence of figurative elements is noted, for example: Clinton Raises His Eyebrows; Italian President Under Fire
- k) Verbalness is usually retained also in headings consisting of an interrogative sentence: Will There Be Another Major Slump Next Year?.
- l) A specific feature of the English title is the ability to omit the subject: Hires Teen-Agers as Scabs, Want No War Hysteria in Toronto Schools, Hits Arrests of Peace Campaigners, etc.

English newspaper headlines are subject to general trends that determine the state of the language as a means of communication and depend on the conditions of society.

The modern period is characterized by the acceleration of the rhythm of life, which enhances the effect of the law of economy of language means. Linguistic economy determines the compressibility of the positional structure of the sentence of newspaper headlines, which is expressed in the zero realization of its positional links. The largest share falls on the zero implementation of the linking verb.

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