NEWSPAPER HEADLINES: HEADLINE TYPOLOGY
ЗАГОЛОВКИ ГАЗЕТ: ТИПОЛОГИЯ ЗАГОЛОВКОВ

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Abstract: *The mass media landscape is a feature of the modern world. We are exposed to all of the different communication channels that the media use, whether we like it or not. There is a wealth of language material available for study in mainstream media discourse. When it comes to crafting media messages, newswriters use language as a tool, thus both the general public and researchers would be interested in learning more about the process. The language used in newspapers will be the subject of this thesis, with particular attention on headline language.*

Аннотация: *Ландшафт средств массовой информации является особенностью современного мира. Мы подвержены воздействию всех различных каналов коммуникации, которые используют средства массовой информации, нравится нам это или нет. Существует огромное количество языкового материала, доступного для изучения в дискурсе основных средств массовой информации. Когда дело доходит до создания сообщений в СМИ, авторы новостей используют язык в качестве инструмента, поэтому как широкой публике, так и исследователям было бы интересно узнать больше об этом процессе. Язык, используемый в газетах, будет предметом этой диссертации, с особым вниманием к языку заголовков.*

Keywords: *Media communication, newspaper reporting, ellipsis, finite verbs.*

Ключевые слова: *Медийная коммуникация, газетные репортажи, многоточие, конечные глаголы.*

Media communication has been in the forefront of attention in linguistic research in recent decades. A conventional way of conveying messages in newspaper reporting has developed. However, the means of expression utilized in this type of communication vary considerably from source to source. Another factor which has to be mentioned is the constant influx of new ways of expression. Headlines have gradually developed through a cycle. More than a century ago, headlines with multiple decks were used. They caused problems both for readers and headline writers. Consequently, they almost disappeared. The tendency to reduce length of articles led to the revival of subheadlines at the end of the twentieth century.[4]

The primary objective of headlines is to present the news story's main event, so an examination of their structure will concentrate on how the event is expressed. As a result, the manner in which the what aspect is communicated will be highlighted. All other forms of expression will be taken into consideration and their purposes will be examined, presuming that events would primarily be conveyed as action through the use of a verb. The two most prevalent categories are happening (matching with what) and participant (corresponding with who), as Chovanec suggests. There will be mention of the who aspect and its purpose whenever it is prominent in the headlines.

Regarding the person element, it is anticipated that it will be important, especially in headlines that use a verb to show action. It is considered that the majority of the source content consists of verbal headlines. There are several headlines that don't mention the news source directly. Usually found in the lead, this information can also be found in the subheadline or other sections of the news article. Nonetheless, there are a lot of headlines where the information's source is more or less mentioned explicitly (Charles regards himself as a political dissident, aide reveals). This aspect of headlines has been covered in more detail in the quotations chapter.

Generally, a dividing line can be drawn between headlines using verbs to refer to activity and headlines containing no verb form at all. Having the form of noun

phrases, these headlines could be labelled as nonsentences. These consist of an isolated noun, noun phrase or nominal clause and a verb is not needed since "all else necessary to the understanding of the message is furnished by the context". Comparing the functions of the two groups, the former communicates information on what happened (to whom) whereas the latter seems to operate as a heading providing information on what it is about. The noun phrases function as designations and the activity is suppressed compared to the other group of verbal headlines. Generally speaking, a division between verbal and nominal headlines can be established.[4]

There are sixty-eight verbal headlines (89%) compared to eight nominal headlines (11%), which serves to highlight the two groups' representation. The majority of my source material is comprised of vocal headlines. Nonetheless, there are variations in the verb tenses employed in the headlines. Given the quantity of headlines in this group, the verbal headlines have been split into two further groups (1, 2), and the nominal headlines make up a third group (3).

The largest group (1 FINITE VERB FORMS) is represented by fifty-one headlines employing finite verb forms. Full verbs have been included in the first subcategory (F I) whereas verbo-nominal phrases compose the second subcategory (F II). Headlines composed with a single, finite verb form depending on the tense The traditional present tense is used in the majority of sentence-type headlines with a single clause (75.2%, or 66.7% of all finite sentences). Nonetheless, other tenses account for over 25% of single-clause finite headlines, with the simple past tense accounting for 11% and the simple future tense for 9.5%. The next four examples, shown in Figure 4 above, consist of two instances each of the present perfect and combinations of modals with past infinitives. It should come as no surprise that the simple past is the second most common tense in headlines considering the newspapers' primary function of reporting historical events.[5]
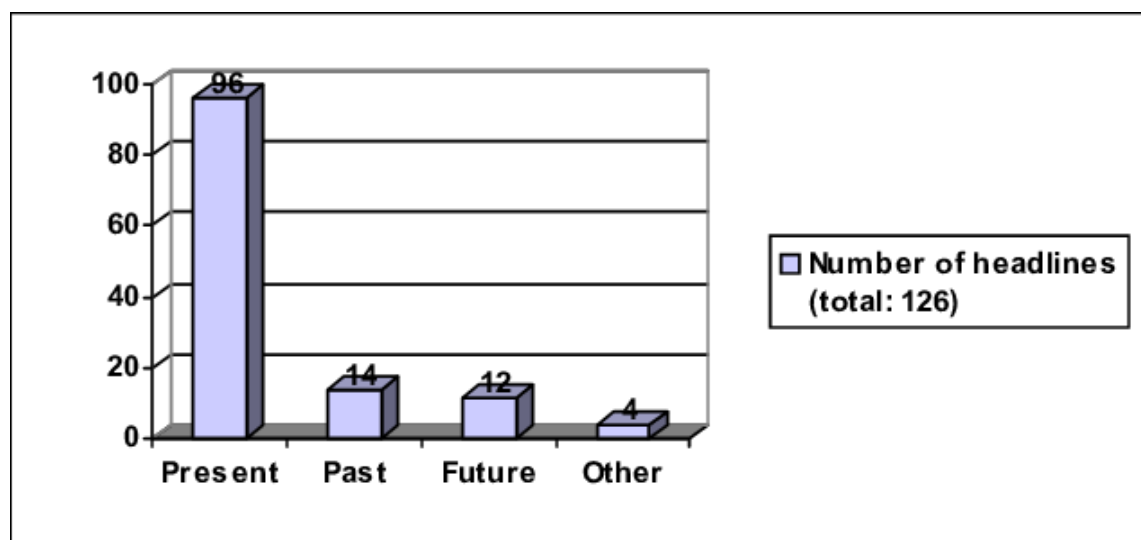
The second largest group (2 ELLIPSIS) is constituted by seventeen headlines which reflect various instances of omission. In headlines, writers try to catch the reader's attention by using as few words as possible. Ellipsis in newspaper headlines is used for a more appropriate economy of time in transmitting a message. This sort of omissions in headlines helps readers to save energy in catching the message, and writers to be economical.

The last group of headlines to be dealt with in terms of their structure is the minority group of nominal headlines (3 NONSENTENCES). It is represented by eight headlines (11%) which do not contain any verbs.[2] In fact, these headlines are noun phrases in isolation (CGEL: 845). Their structure is similar to headings. Rather than answering the question what has happened? they seem to introduce a topic by simply stating what the article will be about.[3]

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