

# **СЕКЦИЯ 11**

## **НОВЫЕ ТЕНДЕНЦИИ И ПРОБЛЕМЫ В СОВРЕМЕННОЙ ЭКОНОМИКЕ, БИЗНЕСЕ И КОММУНИКАЦИИ**

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### **THE LANGUAGE OF HEADLINES**

Headlines are an integral part of our lives. We see them very frequently and not in newspapers only. Magazines and websites also use headlines to make reading easier and faster.

Having the ability to scan and understand headlines can be very useful for everyone because it helps to save the time by sorting articles and choosing the ones that would be interesting for you to read.

When students who learn English face newspapers' headlines firstly, they always have troubles with understanding them because the language they are written in is completely different and it does not fit the rules which are usually learnt by pupils.

Taking everything into account, we can surely talk about the importance of headlines and their understanding that can be excellent language practice from the one side and a very useful skill from the other side.

So the theme of our research work is The Language of Headlines.

The subject of this work is the language of headlines.

The aim of our work is to study and classify newspapers' headlines in English, to determine which ones are used most frequently in different kinds of newspapers, magazines and websites and to create some rules or tips how to understand headlines.

The objectives are...

- to analyze different linguistic structures which are used in headlines and learn some ways of using and understanding them;
- to learn the material on the lexical means of expression and stylistic devices of newspaper headlines;
- to explore the lexical means of expression and stylistic devices in English newspapers, magazines and websites;
- to find out what means of expression and stylistic devices are used more frequently in the headlines;
- to create some tips of reading and using the language of newspaper headlines.

The methods of the research applied in the work are the following: studying of the corresponding scientific literature, collecting of the practical material, interrogation, the comparative analysis.

The headlines have to follow some rules which are very important and no one of these rules can be unperformed by the headline:

1. The headline must be short. When we have the first look at a newspaper or at a magazine we just scan the headlines and try to do it as fast as we can. Writing 3-line headlines will cause some difficulties with doing it.

2. The headline must give us the main idea of the article. Why were headlines created? That was made in order to have a possibility to tell the reader the main idea of the text so he or she could decide whether they want to read it or not.

3. The headline must be attractive. The other function of headlines is attracting readers. This line must make you think that if you don't read it right now, you will lose something or will not be informed about the latest and most important news.

Summing up everything that is written above, we can give some kind of a definition to the word "headline". Headline is a short phrase that gives us the main idea of the article and stimulates us to read it at the same time. Let's learn more about the features of the headlines' language.

We try to find out the most common features of the headlines. They are omitted words, short words and verb changes which give the headlines its strange look and make non-native speakers think about the meanings.

There are also some other features, for example noun strings and alliterations which are not used as wide as the previous ones which means that they have more entertaining function and just take our attention on it in order to make us read the article under it.

Some informal rules of writing a headline can be formulated. In these rules we can find, for example, omitting articles which make the language less natural but help to save the place and use the lower number of symbols in order to say the same thing.

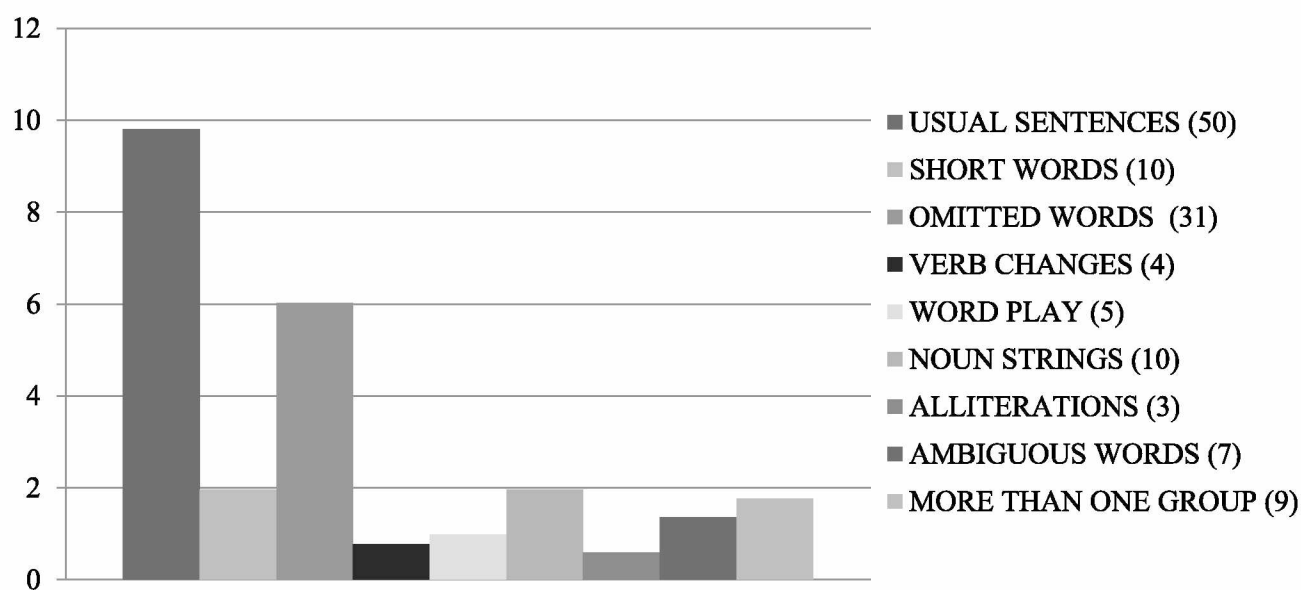
Here you can see the examples of headlines and their features.

**The examples of headlines and their features**

Short words	PM could use fast-track process to sidestep Brexit scrutiny. How FBI twist affects election. Ladies first but not in the US
Omitted words	Tesco Bank under fire after thousands lose savings in hack attack. FBI director's troubles just beginning. How FBI twist affects election. JOY AT LAST
Verb changes	FORMER PM PASSES AWAY. BLIND GIRL CLIMBS EVEREST. PM TO VISIT CANADA. INDIAN TROOPS FOR IRAQ?
Word play	From Russia With Gloves. I'M HAVING A BALL! Super Caley Go Ballistic, Celtic Are Atrocious
Noun strings	JUNGLE JOKER. GOLDEN GIRL. Pure speculation

Alliteration	'Thug' Trump. Bush Bites Back. Duck, It's Dick. Wam Bam! Sam Cam to be a Mam
Ambiguous words	Trumpy Pumpy. Media makes Madonna mad. Police found drunk in street. EYE DROPS OFF SHELF
Usual sentences	Clinton retains edge over Trump. These 10 companies control everything you buy. Trump has already won this election. SHE'LL BE BACK

We also must not forget about our small research and mention some of the most significant results here. We have to remind you that the most famous and popular British newspapers "took part" in the research. The most important results told us that headlines with some features are used more than usual sentences. The mostly used feature is omitting words, after that noun strings go. Alliterations and ambiguous words are not used as frequently as the previous ones which can mean that newspapers are becoming more serious nowadays (see fig.).



The results of the research

So we can give some pieces of advice to the ones who want to read newspapers in English:

1. Learn some special grammar rules. It will not take too much time but will be very useful for you in future.
2. Learn popular English shortcuts and short words. It will just enrich your vocabulary because these words are used in a usual English, not in newspapers' headlines only.
3. Learn English idioms. We made our guide and tried to use it. During our practice we have noticed one more thing which seems to be obvious but we still have to mention it. You should work out all the possibilities, all the variants and, what is more, you should train.

Usually non-native speakers have some problems with reading English headlines. It can be explained by the fact that sometimes captions seem to be written in a different language because of the changes. Learning all the ways and language constructions which are used in headlines must be compulsory for everyone who is going to live in or visit an English-speaking country or just wants to read some articles on a particular topic.

We have conducted a small survey using Google Forms and proposed people at our university to answer some questions about headlines and newspapers. The following results were obtained:

1. 60,8 % always understand headlines, 34 % usually have difficulties and 5,2 % face real problems.
2. 53,6 % sometimes find great word plays in headlines, 39,2 % think that there are funny articles and 7,2 % think that there is nothing amusing in headlines.
3. 71,1 % think that understanding headlines is important because it helps to choose an appropriate article, 25,8 % think that it can help us to fully understand the newspaper and 3,1 % do not use headlines.

All these results show us that learning the language of headlines makes sense because it can cause some difficulties especially if students face them. Headlines are also very important and, as we can see from our surveys, we should pay our attention to learning more about British jokes and enriching our vocabulary.

Finally, we have to say that our work can be interesting and useful for students. Learning the language of headlines can be excellent language practice and great vocabulary increase. At the end, we should say that during our research we gained a lot of useful experience and interesting knowledge.

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