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SPECIFIC LANGUAGE OF NEWSPAPER STYLE THROUGH HEADLINES

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ABSTRACT

This article is dedicated to analyze several peculiarities of newspaper headlines of various sources. The news headlines can be analyzed from different linguistic aspects. It is composed of introduction, theoretical and practical parts, conclusions and the list of references. The main part of the article deals with practical analysis of the stylistic features typical for the newspaper headlines. Conclusions give the findings and the results of the presented study. Newspaper headlines are written in precise, concise language. They should be easy to read and read without any obstacles, since newspapers are most often aimed at a broad audience. At the same time, the newspaper headline should be expressive enough to grab the reader's attention.

KEYWORDS: *Analysis, Attractive, Equivalence, Features, Headline, Journalism, Newspaper, Objectively, Practical, Specific, To Define, To Provide, Word*

INTRODUCTION

In contemporary life, people are easily aware of up-to-the-minute news, fresh information, entertaining programs through the mass media. The newspaper is the most readable source of information around the world, as the key facts in the newspaper are provided objectively and fairly. In addition to this, various print media, as well as their prototypes on the Internet, are trying to attract an audience. First of all, the reader devotes attention to the title, and only then decides whether to read the article or not. The headline is one of the most important components of a news article. Therefore, the image of a newspaper or magazine enormously depends on the nature and design of the headings, as well as the impact of a particular publication on the reader: a meaningful article with an incorrectly chosen headline is not noticed, while even the most mediocre article can gain popularity due to its bright, noticeable heading.

THE MAIN FINDINGS AND RESULTS

It is worthy to note that a number of scholars propose their personal definitions to the term of headlines. One of them is Danuta Reah, in *The Language of Newspapers*, defines it as follows: “A **headline** is a unique type of text that has a number of functions that dictate its form, content and structure” [Reah, 2004, p. 43]. In this study, under the heading, we mean the title of a newspaper article, which is characterized by a specific style of writing and fulfilling its own functions. Therefore, the definitions in the preposition have a shorter structure, i.e. a journalist needs to use more lexical units in order to deliver the same information, but in a postposition. Post modifiers provide additional information to a specific group (for example, a place, a situation, identifying signs of an event). Hence, they are not required to complete the meaning, but allow you to describe an event in details. The small space of the news page requires the journalist to give preference to structurally shorter lexical units. A newspaper title is often the most essential element on a page as it gives the reader a total picture of the news.

A headline should be gripping in order to attract people to read an article. Most newspapers now type headlines that say what has to be said in a minimum of words, we represent some peculiarities of the headlines taken from eminently readable newspapers.

To draw the reader’s attention, newspaper headlines have to be as simple as possible and sufficient to the style a newspaper represents. **The divisions of the newspapers headlines features** by Znamenskaya [2005:151-153] not only distinguishes the patterns of headlines, however also provides the examples from well-known newspapers:

- 1) Declarative sentences
- 2) Interrogative sentences
- 3) Nominative sentences
- 4) Elliptical sentences:
 - with an auxiliary verb omitted
 - with the subject omitted
 - with the subject and part of the predicate omitted
- 5) Sentences with articles omitted
- 6) Phrases with verbals—infinite, participial and gerundial
- 7) Questions in the form of statement
- 8) Complex sentences 9) Headlines including direct speech:
 - introduced by a full
 - introduced elliptically

These are the typical peculiarities and particular rules of the headlines grammar. People who deal with the newspaper texts use them in order to make the headlines more attractive and intrigue people to read the article as well as for limited space in the newspapers.

Some words about headline writers, he has to grab the attention of the reader and give a hint of what the article is going to be about. For the purpose of engrossing headlines, they have their own special range of vocabulary the virtue of short words is not only grabbing attention. In other words short words save space and so they are more preferred in the headlines of newspapers. It would be better to present the list including mostly used words and their meaning in headlines through examples:

1. aid-help; PM pledges flood aid
2. plea-promise; Managers' plea: Pass reform bills
3. drama-tense situation; Fire in jail sparks drama
4. wed-wedding; Bank boss to wed in style

The professional journalist has to know the various word equivalents typical of a news article. For this reason, for example, the adverb 'as' is preferred over 'at the same time as, when, while.

Flame lit as Games begin and [He] denies taking drugs as MP [CCN]

According to the requirements of newspaper texts, the spread of the use of such vocabulary in tabloids and large-format publications is different. First, tabloids tend to have small page widths and tend to have large, "eye-catching" headlines. This means that the title should only be a few words and word combinations. It is obligatory to the journalist to use shorter forms of lexical units. Secondly, large-format editions - newspapers of a much larger size for providing the necessary heading space, allowing more words per line. Also, serious quality publications, in particular the newspaper of our choice "The Telegraph", online news report page, are not so inclined to use headline vocabulary. Use similar lexical units are ordinary for headings of articles that address policy issues. Examples of headings are listed below.

Severely dented IAS': sources on ex-Bengal chief secy Bandyopadhyay [Hindustan Times, 2021]

The prefix "ex-" is used in place of the longer word "former", although there is some controversy as to which of the two forms should be used since ex- and former are interchangeable. They are used to illustrate a person whose life position has come to an end.

Moreover, the use of "headline vocabulary" is widespread in headings that deal with monetary, finance, economy topics. for instance:

Scots to demand cash for English services [The Telegraph, 2015]

The word "cash" is interchangeable with the word "money".

Labour's lead cut to two per cent after surge in Conservative support [The Telegraph, 2017]

The headlines above express the vocabulary related to money matters consists of short word forms. The main purpose of the title is to attract the reader's attention to the article. Guided by this, journalists choose lexical units that have a strong connotation, that is, they carry a special emotional load outside the literal sense. In every sense of the word, stylistically marked vocabulary is words or phrases that may have a strong emotional impact, causing a positive or negative attitude towards the hidden meaning of lexical units.

Freedom can still be the winner in this Egyptian soap opera [The Telegraph, 2015]

In this example, the phrase “soap opera” has a negative connotation, as soap operas tend to represent dramatic situations and exaggerated emotions.

There's a quiet rebellion under way against bossy government [BBC, 2017]

The word “bossy” has a negative connotation for the current government. This article describes citizens' disagreement with the country's political system.

French vigilante beating leaves Roma teenager in a coma [The Telegraph, 2019]

The author of the headline used the word “vigilante” instead of “attacker” because it has a more negative connotation. “Vigilante” is a person, whose aim is to persecute person accused of real or fictitious misconduct and have not received the punishment they deserve, bypassing court trials, taking the law into their own hands. This word emphasizes the violent behavior of the criminal, describes his cruelty towards the victim.

China needs to boost its population so why not scrap birth caps entirely? The reason might be Xinjiang [CNN, 2021]

Following headline includes main verb “to boost” that focuses on the description of increasing birth rate.

Examples below have indicated that stylistically marked vocabulary is widespread when describing the events of political life. The use of such words allows journalists to influence the opinion of readers, in other words, to persuade them to the occurred event held by the newspaper, be it a positive or negative attitude towards situation, personality, etc.

Eye-catching headlines serve to reach the audience; therefore people who buy a newspaper firstly look at the headlines so they have to be capturing attention. The influence of headlines on the readers is likely to be stronger as certain stylistic features used in headlines make them particularly plain and effective. The role of stylistic features in the newspaper headlines creates expressiveness, impressiveness and interest in reading them. Having observed the main features of newspaper headlines, we can acknowledge that the headline is the title of an article, which has a particular style of writing and performs its own functions. Newspaper headlines are written in precise, concise language. They should be easy to read and read without any obstacles, since newspapers are most often aimed at a broad audience. At the same time, the newspaper headline should be expressive enough to grab the reader's attention.

CONCLUSION

To sum up, the main feature of newspaper text style is to inform readers about recent events in political, social and cultural life. There are two types of newspapers: broadband newspapers and popular tabloids, or tabloids. The news article should be informative, neutral and depersonalized, as they should be presented in an objective, consistent and understandable language. The newspaper style has a number of morphological, syntactic, lexical and compositional features. The headline should consist mainly of the keywords of the article. Key words should be chosen so that they express the content of the concepts contained in them unambiguously. At the same time, the title must not contain more than 5-6 words, it should not contain complex structures. A short headline is better plain and easily remembered.

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