

STRUCTURAL, LEXICAL, GRAMMATICAL AND STYLISTIC PECULIARITIES OF HEADLINES IN THE ENGLISH PRESS

Newspapers play an important role in modern life. Newspaper journalism is called the chronicle of modernity, because it is a mirror-image of events and addresses everyday problems of the society – political, social, everyday life, philosophical and others.

The headline is the reader's guide in the newspaper articles. Such a comparison is not unreasonable, because without a headline readers are lost in a sea of diverse information, often losing sight of the essential and paying attention to the insignificant.

The headline is also the political face of the newspaper. It shapes people's attitude to the publication, indicates the author's position on this or that fact. A distant headline has a great informational impact, which is particularly important in their "information surge" times. The title itself gives the reader a general idea of the material in the article and allows the reader to find out what is most important for further reading.

Recently, there has been an increase of interest in studying headlines in periodicals. Among them there are Radkevich E.S., Trapeznikova M. V., Shkurskaya N. M. and others. However, further investigations are needed to identify the structural, lexical, grammatical and stylistic peculiarities of headlines in the English press. That is why, the aim of our study is to identify and analyse the structural, lexical, grammatical and stylistic specifics of translation of English newspaper headlines.

The headline aims to express the main purpose of the message, establish contact with the reader, attract his or her attention, and generate interest in the material that is being published. At the same time, the headline actualises the most important information of the message and acts as a means of influencing the reader's perception of it [1]. As a consequence of such targeting, the English press developed a distinct style of newspaper headlines with low lexico-grammatical and functional-stylistic figures.

The special style of newspaper headlines can cause difficulties in translation. That is why, this work mainly focuses on the peculiarities of English newspaper headlines, as well as examines types of headlines in the English press and distinguishes certain peculiarities of headlines.

In headlines, apart from the external means of committing the reader's attention (large print, graphical prominence), a number of lexical and grammatical techniques are present:

- In headlines, articles are often omitted in order to draw the reader's attention to the main point of the message: "Ukrainian Athlete Winning Prize".
- An important feature of English newspaper headlines is the widespread use of the elliptic passive form with the omission of the adjective "to be" to describe events both in the past and in the present. The action is often expressed in Indefinite or Continuous: "City Destroyed By A Tornado".
- English newspapers have a high prevalence of opinionated headlines: "Exports to Ukraine Rising".

- The content is also often stored in the headings, which are composed of nutritional phrases: "Will There Be A Rock Concert Next Year? "

- Popular nicknames and shortened names are used instead of names of political figures, artists, athletes, etc., for example: "Arnie's Uphill Climb" (Arnold Schwarzenegger).

- Jargon, neologisms, dialects, poesy, slang are added to the common vocabulary in order to give emotionally indoctrinated content: "Report Raps Lack of Law Reform".

- A close and very popular headline quote. The words of the person in question are the most striking words in the title of the story: "Johnny Depp: The Story Of My Life Is Very Interesting".

- The title, as the main means of committing the reader's attention to the content of the article, is typed in a large typeface, italicized or bolded. The title should be in such a way that it fits in one row, if it is not possible, it is divided into a title and a sub-heading in order to avoid transposition: "The Ukrainian Economy".

- Single-syllable words are widely used in the headlines of newspaper articles because they are able to express ideas in a very compact form, which attracts and concentrates the reader's attention on the most important thing in the article: "Animal Protection".

- The elementary models of nominative titles are those represented by only the Noun: "Trade".

In the field of vocabulary for the headlines of English newspapers, the use of a small number of special words that constitute a kind of "headline jargon" or "headline clichés" is typical: ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, quiz, rap, rush, slash and others. The peculiarity of such "headline vocabulary" is not only the frequency of its use, but also its universality.

Very often in the headlines of newspaper articles political terms are replaced by short "trendy" words used for the purpose of impressing rather than informing, such as "probe" instead of "in-depth investigation", "slam" instead of "criticize severely", "slash" instead of "make sweeping or random cuts", "is set to" instead of "is preparing to".

In conclusion, we can argue that the headlines in English newspapers are really diverse. In this paper we demonstrate the structural, lexical, grammatical and stylistic peculiarities of headlines in the English press.

REFERENCES

1. Долгирева, А. Э., 2002. Газетный заголовок в прагмалингвистическом аспекте. Кандидат филологических наук. Таганрог.
2. Newspaper "The Times" – [Электронный ресурс]. – Режим доступа: <https://www.thetimes.co.uk>
3. Newspaper "The Daily Telegraph" – [Электронный ресурс]. – Режим доступа: <https://www.telegraph.co.uk>