HEADLINE AS A REPRESENTATIVE OF THE FEATURES MEDIA TEXT IN THE BRITISH QUALITY PRESS (BASED ON THE MATERIAL FROM THE TELEGRAPH AND THE GUARDIAN WEEKLY)

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ABSTRACT. *The article is devoted to the study of the heading of the features-media text, which is a characteristic of the English-language quality press. The heading, being a strong element of the media text, maximally concentrates the intentional characteristics of the features-text, realizing the influencing function, which is dominant in this type of text. The method of linguistic analysis identifies linguistic means that contribute to the implementation of the function of influence in the headings at the syntactic and lexico-phraseological levels.*

Key words: headline, media text, affective function , features-text , syntactic and lexico-phraseological level

INTRODUCTION

The validity of considering the heading as an object representing the media text is explained by the fact that researchers dealing with the heading problem often agree that:

1) the heading of any text is a special element of the text that can function as an independent unit and act as a substitute for the text;

2) the heading and the text headed by it can be considered as elements of one structure with a common context that determines their semantics.

These observations are supported by the way researchers determine the title of the media text. A. Z. Kubanova notes that the heading is presented as a certain code, simultaneously compressing, absorbing the content of the text and allowing the text to be deciphered [4, p. ten]. AA Lyutaya interprets the heading as a communicative unit in a position in front of the text, which is its name, which has a syntactic design, directly or indirectly indicates the content of the text and delimits one speech work from another [5, p. 6]. Yu. V. Vereshchinskaya believes that the title conveys an additional semantic load, which is also aimed at the implementation of the influencing function and is determined by the selection of information material included in the title, its linguistic and graphic design [2, p. 6].

It should be noted that most researchers consider issues related to functions, structural models and lexical content of headings, without considering the type of media text to which the heading belongs. We believe that the heading is the quintessence, a representative of the text, due to the fact that it traces the main features of one or another functional-genre type of media text, in which the active role belongs to those components that contribute to the implementation of either the function of the message or the function of influencing different language levels. It is necessary to point out the fact that the heading of a modern media text very rarely performs only the function of nomination or information, more often it performs the function of influence. It is designed to attract attention, "sell" the information contained in the text of the article.

The relevance of the study of media texts of the features group and their titles is due, in our opinion, to two main factors:

1) the discrepancy in the definition of the concept of features-text in the Russian tradition;

2) the relatively low illumination of this phenomenon in domestic studies.

Some Russian researchers call the texts, which in English-language editions are designated by the term "features", "entertaining articles" [6, p. 57], special entertaining and educational articles of the genre of the history of human interest [8, p. 35], "correspondence" [9, p. 159] or journalism [3, p. 160 - 174].

I. V. Smotrova emphasizes that this type in the Russian press is better known as a "fictionalized essay", sometimes it borders on the essay genre, and in England it is defined as a special entertaining and educational article devoted to a particular problem, everyday history, etc. . [8, p. 35]. SM Pak refers the essay to "mixed works", "intermediate genres" and indicates that freedom, organized by the narrator and the ideological task, non-rigid compositional forms remain invariant for this type of text [7, p. 91]. In the printed English-language high-quality press, texts of this type include articles of various lengths, devoted to various topics of continuing interest: culture, art, travel, theater, health, the world of hobbies, etc. T. G. Dobrosklonskaya indicates that the texts features groups illuminate media topics from a special, "entertaining" side, adding to the canvas of events an element of human interest and an individual author's vision, while the peculiarity of this text is

emphasized with the adjective "entertaining". The main common features for an English-language and Russian-language text of this type are the subject matter, format and a special journalistic style of presentation [3, p. 179 - 211].

Based on the classification of media texts by T.G. Dobrosklonskaya, features-texts to a greater extent, in comparison with news or information-analytical ones, implement the function of influence, giving way only to advertising texts. In this regard, the heading, in which the function of influence comes out more and more often, becoming part of the features-text, is an interesting material for studying the methods of influence used in the modern British high-quality press.

Considering the headline as a representative of the features-text, in which the techniques for implementing the influencing function are presented in a concentrated form, we analyzed 397 headings of features-articles published in the weekly editions The Telegraph (hereinafter in examples The Tel.) And The Guardian Weekly (hereinafter The GW) in the period from 2013 to the first half of 2014.

The heading, being a strong element of the media text, maximally concentrates the intentional characteristics of the features-text, realizing the influencing function, which is dominant in this type of text. To illustrate, compare the headlines of the news article Hastings-Bexhill link road construction protest (The Tel., Jan. 7-13, 2013) and features-articles The battle for Hastings - and beyond (The Tel., Jan. 23-29, 2013) ... They are dedicated to the same event: the public protest against the construction of a road between the cities of Bexhill and Hastings in England. From the news headline, it immediately becomes clear what is happening, where it is happening and in connection with what, while the heading of a features article only indirectly indicates its content and its meaning can be understood only after reading the text of the article.

Obviously, the degree of information content of the headings given as an example is different, although syntactically they are both expressed by a nominative construction. A comparative analysis of the headings of features-texts and news / information-analytical texts allows us to draw a general conclusion that the more the media text implements the function of influence, the more closely the semantic connections of the heading with the text of the article are traced in it.

The analysis of the available material showed that the use of nominative syntactic constructions is one of the characteristic features of the headers of features-texts. The frequency of using nominative constructions in them is noticeably higher in comparison with other types of media texts. The specificity lies in the fact that in features-texts the headings of such a structure most often act as means of expression, and in news texts this structure is used for the purpose of objectively impartial display of events, in which a general tendency to save linguistic means is manifested. In most cases, features-titles contain elements of a figurative nomination, which act as a tool of artistic and aesthetic impact and give them a special expressiveness and emotionality: Heroes of our times (The Tel., Jan. 29 -Feb. 4, 2014); Tireless surgeon of world's war zones (The G. W., Aug. 2 - 8, 2013); Elder statesman of radical ideas (The G. W, May 24-30, 2013).

A characteristic feature of the headers of features-texts is the use of the phenomena of "expressive syntax" [5, p. 81], since they contribute to the greatest implementation of the influence function at a given language level:

- the use of parceling constructions - graphic division of a statement into parts, in which parcels have the general meaning of clarification or addition: Hunting snow leopards - without a gun (The G. W., Aug. 9 - 15, 2013); Her Majesty requires … the presence of Fergie (The Tel., Aug. 21 - 27, 2013); China is listening - and taking a note (The G.W., Aug. 23 - 29, 2013); I don't want to say 'I told you so'. but I told you so (The Tel., March 6-12, 2013);

- elliptical structures, and most often in the presented material, elliptical interrogative structures: No Raciness, no romps - just simple recipies to last (The Tel., Feb. 13 - 19, 2013); Big bank or big brother? (The Tel., July 17-23, 2013); End of the road for autobahn autonomy? (The G.W., May - June 31 - 6, 2013); My next challenge? The Rock (The Tel., Jan. 15-21, 2014);

- the use of "truncated statements in the form of declarative sentences" [1, p. 113 - 114]. N.M. Vakhtel points out that such statements contain the essence of important information, which is detailed in the following text. This information can be interpreted by the reader as instruction, advice or recommendation. Such headlines instantly capture the reader's interest, dictated by the thirst for knowledge of the truth or specific own actions: Why the Countess is so drawn to life on the road (The Tel., Jan. 2 - 8, 2013); How supermarkets are checking us out (The Tel., Jan. 30 - Feb.5, 2013); When TV history goes

wrong (The Tel., Jul. 3-9, 2013); How Poundland has left the imprint on the British high street (The Tel., March 5 - 11, 2014).

If we talk about the features that are manifested in the headings of features-texts at the lexical and phraseological level, then it should be especially noted:

- the use of vocabulary marked in terms of the category of cultural specificity: names of famous people, characters, names of organizations, political parties, events. The use of such linguistic units is more or less characteristic of all types of mass media texts. However, in the texts of the features group, most of all impact-oriented, the use of realities and artifacts related to a specific culture, a specific linguistic community is more creative in nature, which is manifested in the fact that culture-specific units often act as components of allusions, comparisons, metaphors: The battle for Hasting - and beyond (The Tel., Jan.23 - 29, 2013). The allusion to reality "Battle of Hastings" is used metaphorically in this heading to show the scale of the campaign against the construction of the road. However, it cannot be adequately understood without knowledge of the realities of the "Battle of Hastings" (a prolonged battle near the city of Hastings, after which in 1066 Wilhelm the conqueror became the new English king).

Another prime example is the title containing two culture-specific units: The Dunkirk spirit: Ukip on the march (The G.W, Jun. 14 - 26, 2013). Dunkirk is a city in France through which the massive surrender of British troops took place in 1940, in this title it serves as an allusion element. Ukip - United Kingdom Independence Party.

The following headings illustrate examples of the use of names of people or characters known to the British community: JK is right - a pen name is a writer's best friend (The Tel., Jul. 24-30, 2013), where JK is a well-known abbreviation of the name of famous English the writer Joanne Rawling; What ho, Jeeves! There's trouble at the boys' club (The Tel., March 5 - 11, 2014), in which Jeeves is the name of the valet from the famous British TV series "Jeeves and Worcester"; Celebrity rules even Hawking's universe (The G.W, Sept. 6 - 12, 2013), Hawking is the name of the famous theoretical physicist and cosmologist who popularizes science, who released the documentary Hawking's universe in 2013; Diamonds heist heralds the return of The Pink Panthers (The G. W., Aug. 16-22, 2013), The Pink Panther is a character from the famous cartoon of the same name.

- the use of citation, which, both explicitly and implicitly, contains an assessment and implements the function of influence. During the analysis, three main types of presentation of a quote in the heading of features-text were identified:

1) headings, in which the first part contains the name of the hero of the article, and the second - his statement: Hammond: 'I suffered from impossible arrogance' (the Tel., Jan. 1 - 7, 2014); Raymond Blanc: 'The great British Bake Off needs me' (The Tel., Aug. 7-13, 2013);

2) headings, which are entirely a quotation without attribution, separated in the title by quotation marks: `` These portraits of MPs will be pieces of history '' (The Tel., Jan. 22-28, 2014); 'Maybe the memories make it too painful for him to return' (The Tel., Oct. 23 - 29, 2013);

3) headings in which only certain phrases, epithets, apt expressions are cited, highlighted in the text of the title by quotation marks: Desert 'death map' aims to save lives of Mexican migrants (The G.W, Jul. 5-11, 2013); Shakespeare, the 'king of infinite space' (The Tel., Feb. 5-11, 2014); Knowing about wine is seen as 'clever' (The Tel., Jul. 17 - 23, 2013).

- the use of phraseological units as part of features-headings: Make or break in the new Ethiopia (The G.W., June 21 - 27, 2013); Has he bitten off more than he can chew? (The Tel., Feb. 12-18, 2014). Often, in the headings of this type of text, a transformation of phraseological units, proverbs, catchphrases, etc. occurs, which allows you to give the title additional expressiveness, creating a vivid and memorable image, but the allusion to the phraseological unit still remains obvious:

After the rains, time to fire your bricks (the GW, June 21-27, 2013), which alludes to biblical expressions from Ecclesiastes 3: 2-8. Or, for example: Soggy summer finally bears the sweetest fruit (The Tel., June 12 - 18, 2013) containing the transformed proverb: The oldest trees bear the sweetest fruit.

- the use of metaphors in the composition or as a newspaper headline. It should be noted that the metaphor in the title fully realizes and reveals its meaning only after reading the text of the article: 100 years of a girl's best friend (The Tel., Oct. 16-22, 2013); Shakespeare, the 'king of infinite space' (The Tel., Feb. 5-11, 2014); Not so cool for Kiwi cats (The G.W., May 24-30, 2013); The wings of desire (The G. W., Aug. 23-29, 2013).

Due to the fact that one of the main tasks of features-text is to entertain the reader, the use of lexical and syntactic stylistic means for creating headings with elements of a language game should be especially noted. The headings of features-articles, to a greater extent than the texts themselves, which are located on the conditional scale "message - impact" closer to the pole of impact, are focused on impact. Moreover, the nature of the impact is often due to the general focus on achieving a humorous effect, which is one of the most likely ways to entertain the reader.

At the syntactic level, the most common stylistic technique for creating a humorous effect in the heading of a feature article is a zeugma-construction with heterogeneous connections of subordinate elements and a common subordinate word. Here are some examples that are typical for headers of features texts at the syntactic level: 'My wife and iPad keep me young' (The Tel., Apr. 10 - 16, 2013); A taste for history and a pisco sour (The G.W., Aug.-Sept. 30-5, 2013); The truth about sex, lies and surveys (The Tel., Dec. 11-17, 2013).

At the lexico-semantic level, most often the humorous effect is achieved when polysemantic words are used in the title, the contextual meaning of which is revealed after reading the text of the article: Ambulance crew drives in high spirits (The GW, Aug. 23 - 29, 2013), this title plays up the meaning words spirits - state of mind / mood / alcoholic beverage; A hundred years of Bill (The Tel., June 12 - 18, 2013), Bill - male name / document, bill.

CONCLUSION

Summing up, it should be said that the syntactic and lexico-phraseological features considered in the article are to one degree or another present in all types of media text, but in features-text, in which the influencing function dominates and the form prevails over the content, they are manifested to a greater extent. degree. The features-text heading has a closer semantic relationship with the text, in comparison with news and information-analytical texts. In a compressed form, it incorporates the main linguistic features that contribute to the implementation of the influence function, and in this regard, it can be considered as a representative of the features-text.

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