



ACTUAL PROBLEMS OF NEWSPAPER HEADLINE RESEARCH THEORETICAL REQUIREMENTS FOR STUDYING ONLINE VERSIONS OF NEWSPAPERS

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Annotation: This article examines the actual problems in researching newspaper headlines and the theoretical requirements for effective research into online newspapers. The rapidly evolving digital landscape has changed the way news is consumed, with a significant shift towards online newspapers. As a result, newspaper headline research has had to adapt to the demands of studying online versions

Keywords: Linguistic subsystem, national-cultural communities, newspaper headlines, syntax, stylistics, sociolinguistics, psycholinguistics, linguistic pragmatics, socio-political groups, mass medium, infosphere.

Introduction. The study of newspaper headlines in the digital age raises several contemporary questions and requires several theoretical requirements. To conduct reliable research, researchers must address the challenges presented by limited space, clickbait, and multimodal storytelling. Using a multidisciplinary approach, developing digital skills, using contextual analysis, and conducting longitudinal studies are critical components for studying online versions of newspapers. By considering these theoretical requirements, researchers can effectively explore the evolving world of digital news and contribute to our understanding of its impact on society. Until recently, the peculiarities of the functioning of language in the field of mass media were studied within the framework of such areas of linguistics as syntax, stylistics, sociolinguistics, psycholinguistics, linguistic pragmatics, etc. However, there is a need for an integrated approach to this. The analysis and study of the language of the mass media has led to the emergence of a new direction in linguistics, developed at the intersection of several sciences - media linguistics.

It should be noted that the emergence and development of media linguistics as an independent direction in linguistics is associated with several linguistic, but also information technology and socio-cultural factors in public life [39, p. 4]. The 1990s are considered the most important period for the formation and further development of the general concept of the language of mass media, during which the concept of the language of mass media is established as an independent phenomenon in the minds of scientists. Currently, there is a large body of



research in which the language of mass communication is considered an independent linguistic subsystem and examined from the perspective of a comprehensive integrated approach.

Literature review. We agree that the problem of the influence of language on a person, his way of thinking, and behavior is directly related to the mass communication media. The language of the media is inherently dynamic, the language of the media has a mass communication character and, therefore responds to all changes in society, reflects the condition of a person, and forms his consciousness. Numerous changes in linguistic reality are recorded in the language of the mass media. According to O.V.Alexandrova, new trends in approaches to language learning in the language of the media can be traced[1]. In the language of mass media: M.N.Volodina understands “a special language of social interaction, which has its forms of expression that structure our perception, create new meanings and construct (both verbal and visual) special “information constructions of reality” that can be determined by the desire for documentation, Reality and fiction and even have a virtual character”[2].

The Russian researcher of media language T.G.Dobrosklonskaya believes that “the language of the media as a product of various socio-political groups and national-cultural communities reflects the diversity of these interpretations, which conveys one or another ideological modality (coloring) and national-cultural specifics”[3]. Undoubtedly, the language of the media is primarily socially oriented and subordinate to the requirements and preferences of the mass audience since the media “most quickly respond to and reflect language changes” [3]. In recent years, the number of studies devoted to the analysis of the sublanguage of the mass media - the language of the press, which combines the functional and stylistic features of both the newspaper and magazine press - has grown exponentially [3]. Since this dissertation research examines newspaper headlines, I would like to clarify this question and refer to the definition of the term newspaper language. Traditionally, the language of the newspaper is equated with the newspaper journalistic style, which is often used when considering newspaper texts from the point of view of the general system of functional and stylistic differentiation of language. In modern research, linguists are increasingly using the term newspaper language as a basic component of media language [3].

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Research methodology. In our opinion, the principles of the newspaper press can be described by the concept of the “infosphere” (the information envelope of the Earth), which allows us to understand the properties of information processes and their manifestations. The most important properties of the infosphere include 1)reflective property (reflection of events in the form of news reports); 2)organized ownership (structure information and assign it to specific topics); 3)defining characteristic (assessment of the situation, formation of public opinion, effect on the audience)[4]. It is important to note that “the specificity of a newspaper text is determined by the impact on a mass addressee belonging to different social groups,



having different levels of intelligence and different generative properties”[5]. Kobozeva notes the following: “The addressee of mass communication, in contrast to the addressee in a situation of direct dialogic communication, is not a real individual present in the situation of an act of communication, but a potentially indefinite group of people who can adapt to him.” A magazine or newspaper, as a listener to a radio program, or as a viewer of a television program. Therefore, the author of the text of the mass medium himself models his typical addressee, who performs a communicative act intended for a specific group, differentiated by gender, age, national, social, confessional, ideological, etc. Many researchers point out the important role of mass communication in modern society. So V.V.Mironov emphasizes that “the system of mass communication is becoming the dominant factor of modern culture”[6]. Mass communication, according to A.A.Volkov, is “a periodic complex (including various components: radio, cinema, television, newspaper, advertising) text (discourse), the purpose of which is to disseminate new current socially significant information”[7]. E.Yu.Bazhenova considers mass communication as “the sphere of cognitive-linguistic interaction between the authors of media texts and the mass audience”[8]. Y.V.Rozhdestvensky, in turn, noted that “mass communication presents its requirements for the learning and use of languages.”[9].

Analysis and results. Analysis of the literature has shown that today there is a wide range of scientific approaches to defining mass communication. However, all researchers agree that information is transmitted mainly through communication channels such as radio, television, magazines, audio and video materials, Internet, etc., and the ultimate goal of the process is the addressee. Such a conclusion proves the indisputability of considering the newspaper press as a form of mass communication. Thus, the materialization of a newspaper (as one of the products of mass media) is a fully formed multidimensional media text.

In contrast to the traditional definition of a text as “a sequence of sign units connected by a semantic connection, the main properties of which are coherence and integrity” the concept of a mass media text goes beyond the verbal level and represents a sequence of signs of various semiotic systems - linguistic, graphic, acoustic, visual, the specifics of the combination, which are determined by a particular media channel. According to the correct comment by T.G.Dobrosklonskoy “the level of mass communication gives new semantic shades to the concept of text due to the media properties of a particular medium”[10].

Conclusion and recommendations. In this article, we represent the position of researchers and believe that the effect can be achieved through a certain syntactic construction and punctuation, as well as the use of both explicit and implicit linguistic means. An online newspaper is a special pragmatic type of media text. Consequently, the title acts as a pragmatic component of an electronic newspaper article and has a certain communicative and pragmatic attitude - the intention of the addressee to convey communicatively significant information using certain linguistic means and to incorporate it into the statement with the expectation of achieving the planned result.

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