

The Newspaper Headline and its Function

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Abstract. *The study of newspaper headlines is given in the article. The definition of headlines is learned. Functional features of headlines are defined. It substantiates the need of researching the newspaper headlines on the semantic-structural and stylistic aspect in the Karakalpak linguistics.*

Key words: *headline, definition of headline, functions of headline, article, theory.*

INTRODUCTION

The accepting of daily press the announced information of readers can be in two steps. In the first stage, to receive information about events, facts, etc. which he interested in, he chooses a specific article published in a newspaper. In the second stage, he thinks about the selected text and accepts. The information provided through the article is detailed, clarified, decoded. The information can be divided into three groups according to the methods of transmission and reception. The first group includes verbal instruments oriented to the reader. These include announcements, rubrics, topics, mini announcements, epigraphs [1].

The headline is one of the most important tools which give orientation to the reader. It's a main component of a newspaper article and it draws our attention to itself and illuminates the initial information about the article.

MAIN PART

Putting the headline with mastery will lead reader to read the article immediately or to delay reading till he has a free time to read. Therefore, the text of the article is determined by the headline, the headline occupies a strong position.

The newspaper headlines have three main services: nominative service; informative service and pragmatic service. The content and form of a newspaper article highlight the great communicativeness and pragmatic orientation of the newspaper article. The pragmatic variation of the newspaper's headline is to be oriented to the reader, it is quite clear that the headline is in certain level comparing to the text of the article. In the scientific literature, the concept of "topic (headline)" has been given different definitions. For some times, linguists have been trying to give a clear and accurate definition to a newspaper headline. In Russian linguistics, many works have been done to study the headline of the newspaper. The scientist L.A. Mankova says that the theme (headline) is a component of the text, which is closely related to the other components included in the system.

The headline has a strong stylistic position, names the text and provides initial information about it. In the position of a newspaper headline, various syntactic units - syntax, word order and speech - were used [2].

VG Kostomarov considers newspaper headlines as a "separate genre of journalistic discourse" and believes that its feature is in the performance of a special "advertising function" [3].

According to the scientist I.A. Syrov, the headlines in the pages of newspapers have a syntactic structure that defines the term of the text, it's a communicative unit which shows the content of the text in a straight and extra form, which is used in the top position of text which limits one unit of speech from another.

Yu.A. Belova defines the concept of "headline" as follows: "The headline is defined by verbal and non-verbal means, has a comparative auto semantics, it is a symbol of the text that is used in an absolutely basic position, is common to all the elements of the text, calls and describes the text, predicts the meaning, distinguishes the text graphically which gives the additional meaning to it by interpreting the text. [5].

As can be seen from the opinions of scientists, the headline is considered a component of the text, has a syntactic structure, and shows the content of the text in direct and extra form. In the scientific literature, there are various opinions about the function of newspaper headlines, in addition to determining the main meaning of the headline.

G.O. Vinokur in his work "Feyil yamasa atlyq (The verb or the noun)" wrote that newspaper headlines have three types of function: 1) narrator; 2) demonstration; 3) advertising service of the headline. In his research, he spoke about the role and meaning of the topic, and said that his main service is to show and explain the story. He also pays special attention to the advertising service of the headline and says that his main task in attracting the attention of the reader is its advertising service [6].

The scientist V.P. Vompersky shows four function types of newspaper headline: a) communicative; b) appellative (influence); v) expressive; g) graphic-separation. The communicative service is typical of newspaper headlines, because the headline serves to convey information about the subject of the speech. Newspaper headlines serve an appellative effect, i.e. the article is oriented directly to the reader audience.

The headline of the article not only conveys information to the reader about the content of the speech subject, but also influences on the reader in a certain level and shapes the reader's social attitude to the message being narrated. The service of expressiveness is characteristic to newspaper headlines, it characterizes the writer. Expressiveness of service is enhanced by clarifying the author's perspective on the issue. The headline of the article serves as a graphic-separation function, in which a material is separated from another material on a newspaper strip [7].

V.G. Kostamarov says that newspaper headlines have mainly two functions: 1) advertising; 2) service of description – calling. [8]. According to the scientist A.S. Popov, newspaper headlines serve three different services: 1) Nominative or calling service; 2) information, messaging service; 3) advertising service.

A.S. Popov extensively analyzes these services of the headlines of the article, especially gives a special focus on the information service. He introduced the directive and emotional functions of the headline into the information service, i.e. showing that the headline has an emotional and formal impact on the reader of the newspaper [9].

S.P. Suvorov notes the following functions of the headlines of newspaper articles: a) distinguishes one material or news from another; b) draws the reader's attention to this or that material; c) summarize the content of the material; d) arouses the interest of the reader; e) has a certain emotional impact on the reader. The first function is the separation function, which, according to the author, is performed with the help of non-linguistic graphic tools, and the size, shape or font color of the printing tools serve distinctly in performing the second function. [10].

According to V.S. Mujeva, the headline mainly performs the following functions: a) nominative service; b) information service (giving information, messaging); c) expressive-appellative (impact) service; d) separation, highlighting service. He came to this conclusion in the basis of deep studying materials in English, French and Russian. V.S. Mujeva studied the above-mentioned functions of the headline and found that the features that characterize all the functions of the headline are being interconnected and interact with each other in a certain degree. If one function of the headline predominates, the other functions typical to it will be in second plan or be completely lost. Also,

depending on the type of publication and the style of presentation, the importance and application of these features of the headline will be dependent. [11]. In the course of studying the scientific works created in this branch, it can be seen that the opinions of scholars about the role of newspaper headlines are not the same. The opinion of L.A. Nozdrina and E.I.Turchinskaya coincided with the opinion of V.S.Mujeva.

L.A. Nozdrina said that the headline performs several functions, it is the upper limit of the text, and that the content of the material published in the newspaper is reflected in it, the recipient (i.e. the reader) meet the headline in the beginning of acquaintance with the article. Also, L.A. Nozdrina considers the interpretation of the headline of the text and the function of the headline in the text as its semantic dominance.

It shows the following functions of the theme: a) nominative service; b) information (communication) service; c) expressive service; d) appellative service; e) advertising services; f) persuasion, confirmation service; g) conceptual service; h) separating or delimitation service. [12].

The functions performed by the headline are dependent on the genre to which the text belongs. The various opinions expressed by scholars on the task and function of the headline in the text are self-evident if they are focused on the specific features that are typical to each functional style. For example, in the style of official documents, the headline mainly serves a nominative function, i.e. serves the function of simple name of the text. In fiction, the term fiction has played an important role in comparing the simple name of the text. It is a part of the text. This is confirmed in any literary work in the basis of the structural complex and the tasks of meaning of the functions performed by the headline.

According to E.I. Turchinskaya, even in a newspaper-journalistic style, which its function is informative and influential, the headline is dependent from the genres of journalism. The information service in the information genres is in the forefront. In the main article, the information is of a persuasion – organization nature, and in the feuilleton and pamphlets the impact function is in main place. According to the author, any headline, regardless of the genre and style of the text, serves three purposes: a) informs the reader about the genre and character of the text; b) provides information about the content of the text; c) interests the reader to acquaint with the text.

The first and second functions depend on a broad understanding of the informational function of the headline. In this case, the headline is not limited with the delivery of material logical information, but also provides information about the type and nature of the text, depending on its content [13].

CONCLUSIONS

In short, in linguistics, the theoretical issues of putting the headlines to the newspaper articles have been extensively studied. This issue has not been studied yet in Karakalpak linguistics, it is one of the most actual issues which must be researched. A thorough study of this headline in the newspaper materials published in Karakalpakstan gives opportunity to define the features in the naming of newspaper materials related to the national mentality of the Karakalpak people, its semantic-structural and stylistic identity.

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