

Р. Стеванович

ЧГУ ім. Петра Могили, Миколаїв

МЕТАФОРИЧНІСТЬ В ЕВРИСТИЧНІЙ РОЗУМОВІЙ ДІЯЛЬНОСТІ (НА МАТЕРІАЛІ РОСІЙСЬКОЇ Й АНГЛІЙСЬКОЇ МОВ)

У даній статті розглядається роль концептуальної метафори як інструменту пізнання в евристичній розумовій діяльності. Метафора дозволяє описувати складні абстрактні поняття, які превалюють в англійській субмові евристики, простою образною мовою і грає суттєву роль у формуванні картини світу.

Ключові слова: *концептуальна метафора, розумова діяльність, евристика.*

CONCEPTUAL METAPHOR AS AN INSTRUMENT OF THE COGNITIVE ACTIVITY

The article describes the role of a conceptual metaphor as an instrument of the cognitive activity in the science of heuristic learning, based on the English and Russian languages. Metaphor helps to describe complicated abstract concepts in a simple imagery language and takes part in the formation of the world picture.

Key words: *heuristic, conceptual metaphor, cognitive activity.*

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T. Dankevich, lecturer

Ye. Burago, lecturer

KNLU, Kiev

DIFFICULTIES OF TEACHING HEADLINE ENGLISH

The article deals with the difficulties of teaching headline telegraphic style – conveying information in a quick and a laconic way.

Key words: *telegraphic style, short emotive words, noun clusters (attributive groups), elliptical structures, abbreviated form of communication, alliteration.*

Newspaper is a powerful means of mass communication along with radio, television and the internet. Being a “periodical edition, coming out daily or weekly, it has a task to distribute a great volume of information, which includes political events and personalities; business and finance; crime; severe weather and natural disasters; health and medicine; science and technology; sports and entertainment; society; food and cooking; clothing and home fashion, and the arts.” In addition, it publishes news and feature articles of “local, national and international” scale. [1]

Moreover, newspaper is a commercial venture, the purpose of which is to either earn money or influence if it is under the auspices of a government or a political party. Consequently, it has to attract readers, who will surely buy it and bring the revenue. Much effort is usually made by the editorial staff to develop and sophisticate the art of attracting attention.

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In addition, being a corporeal thing there is a constant lack of room to spare on the pages. The more information journalists “pack into the shortest possible number of words ... to compress the meaning of phrases” the better. This is also done “to minimize printing costs.” [2]

What’s more, the task of a journalist involves 24-hour work to make information timely. The faster the work is done the better. Accordingly, a journalist is always pressed for time.

All the above mentioned factors point to the necessity to make the newspaper text and especially the headline laconic or compendious, i.e. “containing or stating the essentials of a subject in a concise form”, which in its turn fuelled the creation of a peculiar newspaper and especially headline language – an abbreviated form of communication which reminds a telegraphic style with a set of syntax and grammar rules. [3]

“A telegraphic style is a technique of eliminating a word or words necessary for complete grammatical construction, but understood in the context. “If possible” for “If it is possible” may be taken as an example. The formal or grammatical name for it is “ellipsis” or “elliptical style”. It resembles the construction of the wording typically found in a telegram. Most of telegrams have cryptic (hidden, enigmatic) messages because of the need to save the expense of being charged by the number of words in a message. ... It has a definite advantage – a saved space.” [4]

Further on, headline language presumes a hint at the reporter’s attitude to what is being said while trying to inform what the following article will deal with.

This fact emphasizes the necessity of introducing an emotive element combined with the solution of the task to compress the text. For instance, the word ““crowd”” is neutral if compared to the more emotive and short one “mob”, i.e. “an angry crowd”. The emotive element is always more persuasive and influential because it activates attention.

Thus, the frequent usage of short and emotive words, which in their turn acquire the new shades of meaning, is a must for journalists.

These words are “colourful ... heightened, vivid, lively, full of interest... produce a picture and induce an emotion, engage readers by gaining attention and often put a new slant on familiar events and issues.” [5]

There is a list of such words, provided in textbooks: “English vocabulary in use (upper-intermediate)” and “Practical English usage”. [6, 7]

They are common not only for newspaper headlines but for newspaper language in general. We present the most typically used ones here with the examples taken from British and American newspapers and suggest learning:

aid – military or financial help, to help - Liberia president praises US for Ebola aid pledge. Climate change aid for poor nations at UN summit. Union aid hospital strikers.

alert – alarm, warning - 17 areas under storm alert as “Mario” intensifies (the Philippine star). Iceland eruption triggers red alert. Flood alert on east coast.

ban – forbid, refuse to allow something, prohibition - China bans US import. New ban on demonstrations. Uk cinemas ban google glasses over piracy risk.

block – stop, delay - Tories block teachers’ pay deal. UK newspapers fail to block royal charter on press regulation. Vendors block distribution of two newspapers in Argentina.

Bid – attempt - Bid to ban extremist cartoon. Most oppose bid to ban smoking in coffee bars. Bid to reconsider marriage age.

Blast – explosion - Soldier dies in Afgan blast. Pakistan suicide blast: death toll reaches 35. Storms line up to blast Caribbean.

Blaze – fire - Cell phone charge blamed for blaze in Delaware. Tunnel services disrupted as blaze put out. Horses killed in giant barn blaze. Patients evacuated in hospital blaze.

Boost – increase, improve, raise - Foods that boost metabolism. How to boost our revenue. Strict Mediterranean diet guarantees big health boost.

call (for) – demand or appeal (for) - Call for strike talks. Phl, Japan lawmakers call for rule of law in sea disputes (Philippines). Both sides call for British unity (England and Scotland). Spanish PM calls for Catalonia talks.

charge – accusation (by police) - Three men held on bomb charge. Jayru Campbell in court on domestic abuse charge. Baby Kate murder charge, ‘tragic’ life and death.

Curb – restraint, limit - Youth sports: curb the risk. Laws curb alcohol abuse. Grapefruit may curb hepatitis.

envoy – ambassador - French envoy disappears. Chinese reception: Envoy has no good wishes for Noy. Russian UN envoy sees end to Ukraine crisis.

face – be threatened by - Strickers face sack. Cuban cologne creators to face punishment. GP practices face closure due to doctor shortage.

grip – control, hold tightly - Rebels tighten grip on south. European authorities tighten grip on migration control. Blue jeans are losing their grip on American hips. Who are they? Democracy protests grip Hong Kong. Erdogan passes law tightening Turkey’s grip on Internet.

hail – welcome, praise - PM hails peace plan. Participants hail success of Cool volley festival in Afghanistan. Oh hail no (Golf ball-sized ice pelts area). Catholics hail 2 new saints. Connecticut officials hail carbon regulations as ‘overdue’

Hit – affect badly - Hurricane may hit Cuba with 212 mph gusts. World wildlife hit by climate change. How oil crisis hits the world.

Ordeal – painful experience - Jungle ordeal man back home. Koala survives car ordeal. Sudanese home after hijacking ordeal.

Oust – push out, get rid of - Monk burns down temple while trying to oust hornets. Bid to oust PM rejected. Germany to oust obesity.

Plea – request - Hillary Clinton supporters ignore her plea to back Obama. Plea for religious liberty. Human rights plea fails.

Ploy – clever activity - Shameless election ploy. US pushed Georgia into war as election ploy. Sara Palin’s family values – pure or ploy?

Poll – election; public opinion survey - Poll finds Americans split. Poll shows Mc Cain in 5-point lead over Obama. Poll: Obama’s race not the only issue in Kentucky.

Probe – investigation - Nothing to hide from prosecutor’s probe. Phoenix probe says both “yes” and “no” to water on Mars. Alice Gross murder probe continues. Police finish probe of MSU student’s assault.

Talks – discussions, negotiations - Optimism over Zimbabwe talks. Tension rises as Obama talks of Black Sea confrontation. Congress, DOE set talks on emergency powers (The Department of Energy).

Threat – danger - Globalization: threat or opportunity. Climate change threat. South Africa’s flamingos under threat. Thai PM threatens state of emergency

Vow – promise - Saudis vow to ignore OPEC decision to cut production. Schools vow to advance diversity. Uganda rebels vow to repel any attack in Congo. Turkey and Armenia leaders vow to improve bilateral ties.

After students have looked through this list and read the examples we propose finding the newspaper headlines which contain these words. Such an activity helps to create associative links in mind which will later lead to better memorizing them. By doing this, students will get the first clue of understanding headlines and making up their own ones.

The next step is to turn to peculiar grammar and syntax rules of the above mentioned telegraphic headline style. They are the following with the examples provided:

1. Giving preference to nominative unextended sentences:

2014 World Cup: agony of defeat. Holiday hotel death. Venture capitalists. Murder confession. Scottish independence referendum. Exerter man's double marriage bid. World Cup travel guide. Life lessons from dad. Bad heir day. Japan's peace caravan.

2. Making up asyndetic substantival noun clusters which consist of two, three, four and more nouns:

Huge emission cuts. California bill on urban sprawl curb. World Cup capsules. Syria Israeli peace talks. Gas tax relief as election ploy. March madness brackets. Honeymoon murder trial in South Africa. New Syria-Lebanon border clashes. Nevada's secret underwater world.

3) Creating elliptical sentences by omitting:

a) articles:

Survivor of avalanche describes ordeal. Dutch leave messages on god phone. Liverpool shock at club punishment for fallen star. Conversations pretty limited when friend not in midst of crisis. Bid to reconsider drinking age. Woman fights off bear in purulia forest. Former PM passes away. Mountain lion scares shoppers in Utah. Cold wave grips country. Olympics set to boost tourism.

b) auxiliary verbs in passive, present progressive structures and in compound nominal predicate:

Travellers warned of years of air delays. Assault of conductors caught on tape. United airlines diverted after emergency evacuation slide deploys. For sale: small south Dakota town, bar included. Infineon optimistic as losses narrow sharply. Universities scheme not in public sector. Bodies of Israel teens found. Day of great victory remembered. Flue on increase. Many buried as quake hits Iran. Britain getting warmer, say scientists. Trade figures improving. Postal service losing billions on shipments to Alaska

c) constructions "There is", "There are":

Boost for UK economy as trade gap shrinks. Wave of reprisal in South Africa. Higher bills as English regions seek new powers. Cost of air tickets boost. Chemistry to forge a second con-lib coalition. First 'critical' US Ebola case. 'Thousands' of new ocean mountains. Ugandan Ebola patient in Germany. Japan eruption: 16 still missing. Isis flag at edge of key Syrian town.

4) Using Present Indefinite to refer to the past:

Man climbs White House fence, gets arrested just inside mansion's doors. Obama calls up coalition for 'smart' war with Isis. Legal risks hit director's pay. Norris faces losing sight. Robin Williams undergoes heart surgery. Pirates seize sail boat carrying French citizens. Poll finds Scots split. Somali rebels pledge attack during Romadan. US advances despite loss to Germany. Bush approves plot to oust Hamas.

5) Making use of infinitives to refer to the future:

China to set clearing banks in Luxembourg, Paris. Hospitals to take fewer patients. Government to drop child labour plan. Car plant to halt production. Bishop to wed actress. Indian army chief to visit China from Wednesday. Obama to nominate former Procter and

Gamble chief to lead VA. Twin Peaks to return with new series. Savings up to £1m to be protected. Executive 'to go into red' warning.

6) Resorting to the preposition "for" to denote future movements or plans:

Indian troops for Iraq.

7) Employing interrogative sentences to draw readers' attention and make them interested:

Which is Britain's most disrupted flight route? How do entrepreneurs find balance? Why is agriculture booming? Susan Greenfield: why is she reluctant to engage with 'mind change' critics? Scots: do you know your teuchters from your sassenachs? (sassenach - Derogatory Highlands word for an English person). Will my disabled daughter have a place in this genetic wonderland? What causes paranoia, hallucinations and grandiose ideas? Will Pope relax stance on divorce? Should teachers cry in front of their pupils?

8) Composing questions in the form of statements when something is doubtful, uncertain:

Crisis Over By September? 'Health food?' Three Million Jobless by April? Wither the Tories? How the Tehran Bureau is changing the face of reporting from Iran.. How to be an online fashion editor. Ebola: thermal scanners are effective prevention tools or just a placebo? Brainstorm in a teacup: epilepsy can fuel creativity? Scientists got it wrong on gravitational waves. So what? Giving birth and boozing? The risks of drinking during pregnancy. So you think you know where babies come from? The (sun) burning issues: how to survive a tropical holiday. Daily Star: getting into the Sunday Sport spirit?

9) Using a colon to separate the subject from what is said about it:

Motorway crash: death toll rises. Vat on food: new row looms. Train robbery: big gold haul. Hospital row: MP calls for enquiry. UN in red: cannot balance budget. Missing envoy riddle: woman held. Pipeline blast: gail officials suspended. Chennai building collapse: 40 May still be trapped. Literary clog: help Us find quotes for missing minutes. Salmond: I quit as first Minister and SNP leader.

10) Creating abbreviations:

MP demands inquiry into Facebook psych tests. AIDS chief's hefty take. Elderly facing eviction from NHS beds. Cabinet Minister threat to leave EU. Greek Premier to visit UK. IRA leader makes statement. MP's angry at EEC's food price increases. Iraq to cooperate more with UN inspectors. Tests confirm first US case of mad cow disease. NHS is Labour's priority in election fight. Pressure grows over BP arts sponsorship. New York city ID cards coming with cultural benefits.

j) Using of the same consonant (consonantal alliteration) or a vowel, not necessarily the same vowel (vocalic alliteration), at the beginning of each word or each stressed syllable:

Goodbye to glorious games. Pasties, petrol and the politics of panic. Romney in a rowt. Hope held hostage. Fabio's flops are battered in Bloemfontein. Sesame street strikes seven. Romney battered Bam in first debate. Fairies finish for Flintoff? It's been a blast. Beantown Bobby. Cannibal cops find killer's kit.

k) Trying to either use well-known phraseological expressions in describing current situations or composing new ones, which is considered the highest level of journalists' mastery:

Ukraine crisis spells Arctic freeze in Russia-Norway ties. Luhansk licks it wounds. Poland's apple growers face crunch time. Why Nato-Russia relations soured. Parents confront Trojan Horse (organisation of school experts) head. In Venezuela, nature's most electrifying lightning show (about a great number of lightnings on Catatumbo). Georgia crisis: Putin smells US rat.

Stones grounded despite meteoric rise (about a football defender John Stones). Phoenix (like a satellite with the same name) enters new era of unknown with debut game in CAA. Vast ghost store on the road to nowhere symbolises problems haunting Tesco (a supermarket).

Students need practice to acquire the knowledge of these rules. So, they are supposed to find headlines to demonstrate each rule applied and later - make up their own ones for the given situations.

Further on we present a set of exercises as a final step of learning headline English with the purpose of checking knowledge:

1. Translate the given headlines from English into Ukrainian:

1. Tymoshenko to **oust** president.
2. **Blast** victims' families in a state of shock.
3. Influenza pandemic **threat**.
4. Lily's kidnap **ordeal**.
5. Only huge emissions cuts will **curb** climate change.
6. How to **boost** your IQ by 10 points?
7. Channel Tunnel **blaze** extinguished.
8. **Bid** to reconsider drinking age.
9. **Plea** for support of space program.
10. Australia, China, US in climate **talks**.

2. Fill in with the appropriate word from the list given below:

1. Hillary Clinton supporters ignore her ... to back Barack Obama.
2. Iran opens to ... if US alters policy.
3. Labrador survives being ... by express train.
4. Putin claims Georgian crisis in US election ...
5. How to ... productivity?
6. Ancient archive lost in Baghdad library ...
7. ... to stop alcohol consumption.
8. South Africa's reform fails to ... poverty.
9. We won't support moves to ... the president.
10. ... to world heritage in Iraq.

(bid, blaze, threat, ploy, curb, hit, oust, boost, plea, talks)

3. Fill in with the appropriate word from the list of short emotive words:

1. International Olympic Committee launches ... into He Kexin's age (gold medal winning gymnast).
2. China, Kyrgyzstan ... to enhance cooperation in various fields.
3. Global ... shows wide distrust of USA.
4. Syria says Israeli peace ... postponed.
5. ... for peace and dialogue, reason, evidence and logic.
6. Latest ... to get people to leave cars at home in big cities.
7. Gustav ... Cuba with 212 mph gusts
8. Crisis can ... cost of air tickets.
9. Mc Cain uses patriotism in ... to steal popularity.
10. UN agencies support Iraq's efforts to ... outbreak of cholera.
11. Russian tanks enter South Ossetia to ... Georgian troops.
12. Lifestyle changes can ... climate change.

13. Olympics set to ... tourism.
14. California Bill to ... urban sprawl.
15. Meteoroid ... the Moom Sea of clouds.
16. Bush approves plot to ... Hamas government.
17. Suicide terrorism: global
18. Hostage free after 6-year
19. Thai protesters ... more action.
20. Desperate ... for help.

4. Translate sentences from Ukrainian into English (use short emotive words for those in bald type):

1. Журналісти наполягають на скорішому **розслідуванні** справи.
2. Після тяжкого **випробування** країна намагається встановити зв'язки з сусідами.
3. **Спроба** швидко вступити в НАТО не реалізувалась.
4. Ніщо не може **зупинити** інфляцію.
5. Новий прем'єр **обіцяє підтримати** малозабезпечених.
6. **Переговори** між Індією та Пакистаном відновляться через місяць.
7. Українські товари **витісняються** китайськими з власного ринку.
8. На Близькому Сході виникла **загроза** миру.
9. Колишній заступник міністра **очолив** нову громадську раду.
10. Терорист-самогубець **підірвав** готель у Пакистані.
11. **Загроза** розпаду правлячої коаліції та розпуску парламенту минула.
12. Новий прем'єр, фігура номер два в країні, **очолив** кабінет міністрів.
13. Економіка нашої країни в **скрутному становищі**, та всі **спроби** покращити життєвий рівень країни зазнали цілковитого краху.
14. Вашингтон завжди **підтримував** прозахідну владу в Україні.
15. Новий закон послаблює президентську та **посилює** виконавчу владу.
16. Хто відіграє **основну** роль у новій коаліції в парламенті?
17. Вранці знову відбулися **зіткнення** протестувальників з поліцією в Греції.
18. Влада **скорочує** витрати та зарплату в соціальній сфері.
19. США та Китай відновлюють **переговори** стосовно співпраці в космічній галузі.
20. Не всі країни світу **підтримали** спробу Косова стати незалежною державою.

In conclusion, we want to point out that by learning the rules of creating news headlines and completing all the tasks we've suggested doing, students improve their English language skills, broaden their vocabulary, get the knack of scanning the text and selecting the information needed.

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Данкевич Т.М., викладач

Бураго О.Г., викладач

КНЛУ, Київ, Україна

МОВА АНГЛІЙСЬКИХ ГАЗЕТНИХ ЗАГОЛОВКІВ: ТРУДНОЩІ НАВЧАННЯ

Стаття присвячена труднощам навчання “телеграфному” стилю англійських газетних заголовків.

Ключові слова: “телеграфний” стиль, іменні словосполучення (атрибутивні групи), еліптичні конструкції, алітерація.

Данкевич Т.Н., преподаватель

Бураго Е.Г., преподаватель

КНЛУ, Киев, Украина

ЯЗЫК АНГЛИЙСКИХ ГАЗЕТНЫХ ЗАГОЛОВКОВ: ТРУДНОСТИ ПРЕПОДАВАНИЯ

Статья посвящена трудностям обучения “телеграфному” стилю английских газетных заголовков.

Ключевые слова: “телеграфный” стиль, атрибутивные группы, эллиптические конструкции, аллитерация.