

Ю. О. Томащук,

Східноєвропейський національний університету імені Лесі Українки, м. Луцьк

HEADLINE AS MEANS OF PERSUASION IN MASS MEDIA DISCOURSE

Заголовок є важливим та невід'ємним елементом Інтернет-інтерв'ю, що натякає аудиторії про подальший його зміст. У статті визначено функції заголовку в структурі Інтернет-інтерв'ю. Було виділено основні класифікації заголовків та проаналізовано заголовки, що входять до структури Інтернет-інтерв'ю і опубліковані на сайтах англomовних он-лайн видань для підлітків «gUrl», «Seventeen», «Teen Vogue».

Ключові слова: заголовок, Інтернет-інтерв'ю, функції заголовків, класифікація заголовків.

Заголовок являється важким и неотъемлемым элементом Интернет-интервью, который намекает аудитории о его дальнейшем содержании. В статье определено функции заголовков в структуре Интернет-интервью. Было выделено основные классификации заголовков и проанализировано заголовки, что входят в структуру Интернет-интервью и представлены на сайтах англоязычных он-лайн изданий для подростков «gUrl», «Seventeen», «Teen Vogue».

Ключевые слова: заголовок, Интернет-интервью, функции заголовков, классификация заголовков.

Headline is an important and inseparable element of an Internet interview. A headline suggests audience about further content of an interview. In the article we have defined functions of articles in the structure of Internet interviews. We have also defined the main classifications of articles and analyzed the articles that are included to the structure of Internet interviews presented on the web-pages of English online magazines for teenagers «gUrl», «Seventeen», «Teen Vogue».

Key words: headline, Internet interview, functions of headlines, classification of headlines.

Twenty-first century is a century of mass media. Television, radio, periodicals, Internet are trying to attract audience and capture its attention. In order not to get lost in a huge information flow and direct your attention in the right direction we pay our attention to headlines of topics, articles, interviews and by this we are sifting out all uninteresting and unnecessary information.

For today mass media became the main means of receiving information. As a result of time deficiency among readers, journalists try to keep their attention with the help of short and informative expressions that often sound like publicity slogans. Such expressions can provoke different emotions among readers. They can arouse sympathy, suspicion, admiration, wonder, anger, fear, etc. With the help of psycholinguistic and pragmatic means, mass media thrusts specific opinion on the audience. Text of a headline is hyperbolized, emotionally colored and dramatized. Peculiar text structure makes a reader believe that he by himself came to these or those conclusions.

All texts must «seduce» audience. That is why there is no surprise that all media texts are full of strategies that are aimed at winning audience and keeping up its interest.

Quite often an editor-in-chief of a magazine has to change a headline that was offered by a journalist that worked on an article or an interview. Badly formulated headline can arouse unwillingness to read an article or watch an interview.

Headline as an element of media text was studied by V. Ivanov [4], O. Lazareva [5], O. Tertychnyi [8] and others.

«Oxford English Dictionary» gives the following definition to a term «headline»: Headline is a heading at the top of an article or page in a newspaper or magazine [14].

In our days readers of periodicals face great amount of information that's why they often get knowledge only acquainting with headlines. In this case journalist's aim is not only to give specific information to audience and to form audience's views concerning this or that event, information.

As O. Tertychnyi says a headline shouldn't break perception of content integrity of an interview or an article. A headline is a key to perception of the whole publication [8, c. 82].

In our research we study and analyze Internet interviews that were published on web-pages of online magazines for teenagers as gUrl [13], Seventeen [15], Teen Vogue [16].

Quite often journalists of an Internet interview intentionally add an effect of deceived and intensified expectation to headline texts. This increases readers' interest and promotes their activity. Readers' expectations don't meet.

According to the character of their tasks there exist two types of headlines:

1) Informational headline – informs the audience about new events and facts:

Style Council: Jessie Interviews 16-year-old Models at the Douglas Hannant Show!;

2) Motivational headline – aimed at creation of intrigue and amazement. However it is important to notice that almost every headline is informative and motivational at the same time:

Summer Makeover: Get Awesome Legs!

I. L. Mikhailin stresses that every headline must be «exact, expressive and understandable» [6, c. 225]. Usage of a successful quotation, aphorism, wordplays, comparisons helps journalists to raise audience's interest to an interview:

Ashley Benson: When I was 17...

Justin Bieber: Very Soon My Fans Will Hear Something New About Me.

Quite often Internet interviews are accompanied with headlines–quotes. This may be explained by the fact that readers are interested in respondent's thoughts and words. Sometimes an author of an Internet interview includes to a headline only a part of respondent's phrase. This technique is used for strengthening of emotional tension of the audience. Only after founding the same phrase in the interview we will understand and discover its whole content.

According to the aim of emotional influence on readers all headlines of Internet interviews are divided into intriguing, scary, terrific, scandalous, intimate [3, c. 108-109]. Metaphors, words with figurative meaning, rhetorical questions, and exclamatory sentences are used for strengthening of emotional influence.

According to their content headlines of Internet interviews are divided into informational, motivational–imperative, problematic, stating–descriptive, advertising–intriguing.

Informational headlines are introduced in the form of declarative sentences where facts about some event or person are presented in brief:

See What Selena Gomez Keeps In Her Bag!

Justin Bieber Talks About His Fans.

Motivational–imperative headlines are introduced in the form of causative sentences and words–appeals to wide audience:

Meet the Hottest Guys of Fall!

Problematic headline often have a form of interrogative sentences, but they can also be presented in the form of declarative sentences. Questions that disturb the audience most of all are brought up:

Kendall Jenner's Modeling Advice.

Real Guys Share Their Dating Traumas!

Stating–descriptive headlines inform about phenomena, events, facts:

Watch how Shay Mitchell Got Ready for the Teen Choice Awards!

Lucy Hale Takes You on a Tour of the Pretty Little Liars Set!

Advertising–intriguing headlines are full of mystery and sensationalism of the material:

Behind-the-Scenes from the Glee Tour.

Secret Beauty Tips from New York Fashion Week Models.

According to completeness of information disclosure headlines are divided into: fully informative (fully reveal content of an Internet interview), partially informative (dotted that partially reveal content of an Internet interview) [4, c. 14].

Fully informative headlines in their turn are divided into:

1) Nominative (indicate a topic of a whole Internet interview):

How to Decorate Your Room;

Freshman 15;

2) Predicative (in the developed thesis there is an information about a topic and object of an Internet interview):

Top 10 Things You Don't Want to Hear About Your Ex;

What Guys Really Want for Valentine's Day.

There are also the following kinds of headlines:

1) headlines–indicators where only dry facts are presented and they need no means of picturesqueness and expressivity. A headline in short tells information that is given in an Internet interview:

Do Your Makeup Like Demi Lovato!;

2) headlines–images are texts of a headline that have figurative, conceptual meaning:

They Have Magic Rings;

3) headlines–symbols where a headline has a specific underlying meaning that specified in the process of acquaintance with an Internet interview:

I'm always the One before The One.

Headline is a means of manipulative influence in mass media. Manipulation of readers' consciousness occurs on three levels: graphic, lexical, syntactical. Among linguistic means of manipulation there are various linguistic units, stylistic and rhetorical techniques, syntactical execution, and structural and semantic peculiarities that are used for influence and manipulation of readers' consciousness [3, c. 33].

Among lexical means that are used in order to perform manipulation influence there are the following:

– euphemisms that are means of softening of journalist's statement that guarantee conflict–free communication. They help to veil, hide some facts that may cause negative reactions of audience;

– polysemantic words, homonyms, occasionalisms help to attract readers' attention with the help of puns by giving a new meaning to a statement. These lexical means add expressivity to introduced information, make emphases;

– playing with foreign words and meanings of words help to attract additional attention;

– usage of pronouns *you, we, they* lets create illusion of unity with a sender;

– interrogative sentences with a function of declarative and rhetorical questions;

– syntactical repeats add expressiveness to an expression. Audience's attention is paid to important semantic moments. Syntactical repeats can misinform a reader in huge information flow and pay his attention to specific information;

– usage of general expressions (*Everyone knows that ..., Who hasn't seen ...*), reference to a man of authority give to an expression a form of a true statement.

Despite applied means of manipulation on minds of the audience during creation of headlines their first aim is to form positive or negative information perception.

Headline is an integral element of Internet interview that is directly connected to it and flows from the content of an Internet interview. As an independent verbal unity a headline may be considered from the point of view of its expression and usage of various stylistic techniques. There is a tendency of simplification of syntactic constructions. Texts of articles are formed laconically and accurately.

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