LINGVOSTYLISTIC ANALYSIS OF MEDIA HEADLINES

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Abstract
Media headlines are unique and important in several ways. Students have many difficulties in stylistic analysis and interpretation of mass media headlines. In this article, the linguistic and stylistic aspects of media headlines are analyzed in a general sense.

Аннотация: Заголовки в СМИ уникальны и важны по нескольким причинам. Студенты испытывают большие трудности при стилистическом анализе и интерпретации заголовков СМИ. В данной статье в общем виде анализируются лингвистические и стилистические аспекты заголовков СМИ.

Keywords: Stylistic, public information, title, article, linguistic, message, analysis, logical, lexical, magazine.

Ключевые слова: стилистика, публичная информация, заголовок, статья, лингвистический, сообщение, анализ, логический, лексический, журнал.

Mass media (abbreviation: OAV) are means of conveying information to the general public. Focusing on media headlines, media headlines are unique in several ways. In this study, we will analyze common linguistic and stylistic points. A news headline is, by definition, a brief summary of a story. News headlines are often nominal or verbal. The meaning here is that some words are deliberately left out by journalists. The goal is to make headlines concise, meaningful, and eye-catching. Thus, abbreviated words are created stylistically.

Reading the title means nothing. What to read and how to understand what is read is the key. Students have many difficulties in stylistic analysis and interpretation of texts. The purpose of this article is to help students learn to read the text with deep penetration, which will be useful for them in the future when they work independently on the language and form an independent critical opinion. The message of any functional style is text. Before considering the title, one of the elements of its structure, it is necessary to dwell in more detail on the text itself, this part - the title performs the whole function in relation to the title. And the parts as a product of the separation of the whole can be known only on the basis of knowledge of the whole. A text is complete, objectified in the form of a written document, literary processed according

to the type of this document, consisting of a title (heading) and a number of special units (superphrasal units), of various types of lexical, grammatical , a work of the processing process, combined with logical, stylistic connections, having a certain direction and pragmatic relations. A text can be said to be a set of certain ordered sentences, which are united by various types of lexical, logical and grammatical connections, organized and able to convey information in a certain way. The text is a complex system of interrelated and interrelated elements that form internally organized complex units. Knowing the principles of text organization, the reader finds the connections and relationships of elements and a complex whole in the text itself, which gives him the key to understanding the work. The title, which is an integral element of the text, plays an important role in creating an integral unit of the text. The title occupies a so-called strong position, which is an effective means of drawing the reader's attention to important meanings, as it contrasts with the rest of the text.

The title is always an organizational element of the text. This shows that after reading the text, the reader retrospectively understands the title in relation to the whole text of the work, while its semantic meaning undergoes significant changes under the influence of the whole text.

The title, in particular, clearly shows the multiplicity of interpretations and plays an important role in creating a cohesive unit of the text. The title becomes the key to understanding the text in full semanticization. And this is possible only when reading the text, that is, when the name is combined with the text. The title, whether unique (this is a rare case) or ambiguous, can only be understood as a result of perceiving the text as a structural-semantic unit, characterized by integrity and consistency. The title problem in stylistics attracts the attention of more and more linguists and literary critics every year. This is because the title plays an increasingly important role in modern fiction, the quintessence of the author's intention. Linguistically, a title is primarily a title, that is, the name of a text. It can be compared to a proper name: it individualizes the text to which it belongs, distinguishing it among all other texts.

Features of media headlines:

- the nominative function-heading indicates the article and thereby distinguishes one message from another.

- the function of information is to briefly convey the main content of the posted material, to emphasize its main idea;

- the function of advertising is to attract the attention and interest of the reader;

- the function of emotional impact that the journalist inspires the reader with the main conclusion of the article;

- the persuasive function - the title influences the reader to form a certain opinion about the material posted before and after reading the article.

The header can also update the connection category. This is mainly done by repeating the main words in the text. The word "covers the whole text" in the title connects it. At the same time, semantic changes inevitably occur with the word itself, which leads to the formation of an

individual artistic meaning. The reader's awareness of this meaning occurs retrospectively, when he returns to the headline, after finishing reading the fiction text, in contrast to the principle of "basic information at the beginning" of the newspaper (usually in the headline). In addition to the main elements of the general content of the text, the title can also update its secondary elements - images for abstracts and general background for the purpose of the message. Such headings are particularly expressive because they are based on the release of the main, non-main element before the thesis.

Despite its short form and special position in relation to the whole text, the title plays a very important role, it is a means of expressing the concept of the given text. In order to become the actualizer of the idea of   the text, the title enters all its elements, that is, it is included in one text system, and its effect explains that the semantic content of the title in the input and output parts of the text does not always match. The importance of the title in terms of impact on the reader is that it occupies a stylistically strong position, along with the beginning and end of the text. It is these components of the work or article that attract the most attention; header, start, and end information are acquired first. The task of any headline is to attract the reader, interest them and make them read the proposed text. As the title problem in stylistics attracts the attention of more and more linguists and literary critics every year, this process encourages a deeper study and a more accurate understanding of this field. And research helps to achieve more relief and positive results.

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