SEMANTIC AND STRUCTURAL FEATURES OF HEADLINES

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Acest articol abordează problema dificultăților semantice și structurale, care pot fi întâlnite în procesul de traducere a titlurilor de ziare. Scopul prezentului articol este de a identifica istoricul apariției și dezvoltării a titlurilor de ziare cât și dificultățile de traducere a acestora, de a le analiza și de a prezenta metode prin care traducătorul poate face față acestor provocări.

Newspaper headlines are crafted to grab the reader's attention and convey the essence of the story. Understanding the semantic and structural features of headlines is crucial for translating them effectively between English and Russian.

Headlines are generally written in "**telegraphic language"**, which means they use highly condensed, extremely concise phrases that omit all semantically secondary elements. At the same time, to ensure maximum clarity, headlines are constructed using common vocabulary and the simplest grammatical means. The goal of drawing attention to the published material and, at the same time, briefly summarizing its content leads to the creation of multi-tiered headlines in American newspapers. Typically, they consist of a "main headline" (sometimes called a banner headline), which is set in very large type, either entirely or partially, and a subheadline (lead), which consists of a few lines set in smaller type. The "main headline" is meant to highlight the most striking idea of the article, often a particularly expressive, eye-catching, or memorable phrase from the article. In American newspapers, the "main headline" often has a slogan-like quality and serves a purely sensational, advertising purpose. Frequently, the "main headline" is aimed solely at capturing the reader's imagination, compelling them to read the actual material. Therefore, in most cases, it does not fully reveal the article's content and sometimes is only loosely connected to it [1, p. 21].

Cultural References in headlines pose significant challenges for translation. English headlines often include idiomatic expressions and cultural allusions that may not have direct equivalents in Russian. Russian headlines similarly may use quotes from films, books, songs, and names of famous people to create cultural resonance. A headline referencing a popular Russian movie might lose its impact if the cultural context is not conveyed effectively in English.

Grammatical features of English Newspaper Headlines are notable for their ***unique structures.*** Verbal headlines and those with omitted subjects are prevalent. Nominal phrases are also common, often requiring readers to infer missing infor-

mation. Ellipsis, the intentional omission of words, is a significant grammatical feature. Common omissions include the verb “to be,” articles, and introductory verbs in quotes, which make headlines more concise and impactful. English headlines also frequently use the passive voice in an elliptical form, omitting the auxiliary verb “to be”, which contributes to their brevity and focus on action. N. V. Pasekova highlights that ellipsis in headlines can involve the omission of subjects, predicates, auxiliary verbs, copula verbs, and articles, which demands the translator’s skill in restoring the original structure to convey the intended meaning accurately [2, p. 218].

The use of specific verb tenses is another key feature. Present Simple tense is often used for recent past events, the infinitive form for future events, and Past Simple for past events when the time is specified or the event is already known to readers. These choices create a sense of immediacy and relevance. Shishkova adds that passive constructions and non-finite verb forms are particularly common, enhancing the informativeness and logical flow of headlines [3, p.38]. Kurbanov and Shukurullayeva further note that English headlines often use simplified grammar and omit articles and auxiliary verbs to achieve clarity [4, p. 234].

In contrast, Russian newspaper headlines frequently utilize nominal phrases and show a limited use of the passive voice. Past and future tense verb forms are common, reflecting cultural preferences and linguistic norms.

Syntactic Structure of headlines in English often involves “block language” or “headlinese”, which omits articles and auxiliary verbs to save space and create a more impactful statement. Straightforward sentence structures to ensure they are easy to read and understand quickly in a fast-paced media environment**.** English headlines can take various syntactic forms, including simple sentences, imperative sentences, interrogative sentences, sentences with verbals, complex sentences, and headlines containing direct speech or elliptical sentences [2, p. 219].

Russian headlines also simplify syntactic structures but differ in their approach. Similar to English, Russian headlines frequently use noun phrases, but they often retain more grammatical elements than their English counterparts do. Russian headlines often include descriptive adjectives and participles to add detail and convey a sense of immediacy.

There are quite frequent instances where a longer newspaper article or report is broken into separate sections with additional headlines inserted into the text. This is done to maintain the reader’s interest and prevent them from abandoning the article after skimming the first few lines and moving on to other materials. In most cases, these inserted subheadings are only loosely connected to the following material and consist of striking, eye-catching words or phrases extracted from the text. In Russian press, however, additional headlines are found only in very large articles.

Stylistic Features in newspaper headlines are related to both ***semantic*** and ***structural aspects*** because they enhance the overall expressiveness and impact of the headline. Therefore conveying style often requires a combination of semantic and structural transformations.

Semantically, stylistic devices such as metaphors, puns, and idiomatic expressions add depth and nuance to the meaning, engaging the reader's attention and evoking specific emotions.

Structurally, these stylistic elements influence the syntactic arrangement and formatting of headlines, such as through the use of alliteration, rhyme, and ellipsis, which contribute to the headline's rhythm.

Alliteration is a particularly notable feature, creating a rhythmic and memorable effect in headlines. For example, phrases like "Death and Devastation" or "Premier's Pressing Problems" use repetition of consonant sounds to draw attention and make the headline more engaging. Additionally, rhyme and wordplay add a creative touch, making headlines more entertaining and memorable for readers. English headlines also frequently utilize metaphors, similes, and other figures of speech to convey complex ideas succinctly. Metaphors, such as "Economic Meltdown" or "Political Storm", provide vivid imagery that helps readers quickly grasp the significance of the news [5, p. 69].

Thus, effectively translating the style of a headline necessitates consideration of both its ***semantic features*** and ***structural form*** to maintain its original tone.

References:

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Recomandat
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