

## PROPER NAMES MATRIX IN THE HEADLINES OF THE MODERN INDIAN NEWSPAPERS

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### INTRODUCTION

Nowadays online newspapers have become one of the popular sources of information. It is worth noting that any texts with a variety of language features, are studied from the standpoint of psychology, sociology, linguistics, sociolinguistics, philosophy, suggestive linguistics, etc. In the last decade, the number of onomastics studies devoted to newspaper, commercial and political advertising texts is constantly increasing. The issue of proper name choice is critical in the case of politically, culturally and historically oriented texts.

The headlines of the newspapers have the following features: information content and linguistic means compression. In the framework of a newspaper article, headlines are particularly important units because they “can often be ambiguous and confusing”<sup>1</sup>. Proper names included in the national newspapers create a special microcosm that displays cultural and historical events from the life of a particular nation. A significant fact is that proper names possess a special status in lexical filling of newspaper texts because they fix the peculiarities of the cultural and historical development of society at the certain epoch.

It is a well-known fact that the effectiveness of the newspaper text is largely determined by the addressee level of interest, the design of the text material, the inclusion of special lexical units, as well as the headlines. Linguists and onomasticians took an interest about the phenomenon of the headlines, examined them, their ultimate goal being to understand how to attract people`s attention and affect on the people`s minds.

The object of this research is newspaper headlines in *The Times of India* (the Indian English-language daily newspaper for 2019–2021 years was analyzed); the subject of research are proper names used in the structure of newspaper headlines. The objective of this paper is to emphasize the role of proper names, their symbolic and cultural weight in the modern mass media.

It must be noted, that English is an official language of 7 states and 5 Union Territories and also it is an additional official language of 7 states and 1 Union Territory of the Republic of India. The newspaper *The Times of*

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<sup>1</sup> R. Danuta, *The Language of Newspapers*, Routledge 2002, p.13.

*India* is “the oldest English daily newspaper”<sup>2</sup> in India, which determines the choice of this newspaper as the resource for our research. A total of 1000 newspaper headlines were collected and analyzed.

Newspaper texts have long been in the interest of many scientists<sup>3,4,5,6,7,8</sup>. Generally, the readers choose what they want to read and there are headlines targeted at them. Linguistically speaking, the headline as an obligatory element of a newspaper article which is created according to certain rules and conveys the quintessence of the author’s intention. At present, studies on structure and stylistic, sociolinguistic and psycholinguistic, cognitive and semiotic, gender and cultural aspects of newspaper texts have been carried out. There are different areas of research for a newspapers headlines: 1) a headline as factual basis for a language game<sup>9</sup>, 2) stylistic and pragmatic aspects of headlines<sup>10</sup>, 3) intertextuality in the headlines<sup>11</sup>, 4) headline as an object of discourse analysis<sup>12</sup>, 5) syntactic characteristics of the headlines<sup>13</sup>, 6) structures of Hindi newspaper headlines<sup>14</sup>, etc.

The research method, which includes two stages, has been presented. The first stage consisted of material collection, the observation of certain types of

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<sup>2</sup> S. B. Bhattacharjee, *Encyclopaedia of Indian Events & Dates* Sterling Publishers Pvt. Ltd. 2009, p. 126.

<sup>3</sup> Teun A. Van Dijk, *News Analysis. Case Studies of International and National News in the Press*. Hillsdale, New Jersey 1988, pp. 1–30.

<sup>4</sup> R. Danuta, o. c. p. 13–35.

<sup>5</sup> Н. Клушина, *Имя собственное на газетной полосе*, *Русская речь* 1, 2002, с. 53–56.

<sup>6</sup> Н. В. Кондратенко, *Прецедентні компоненти в заголовках публіцистичних текстів (на матеріалі газетних статей)*, *Мова і культура*, Т. IV, вип. 7, ч. 1, 2004, с. 162–166.

<sup>7</sup> И. П. Лысакова, *Язык газеты: социолингвистический аспект*, Издательство ЛГУ 1981, с. 42–52.

<sup>8</sup> M. McLuhan, *Understanding Media, The Extensions of Man*, Cambridge 1994, p. 278.

<sup>9</sup> О. Фокина, *Имя собственное как материал языковой игры в СМИ, Състояние и проблеми на българска ономастика* 12, 2012, с. 432–438.

<sup>10</sup> A. Dykstra, *Critical Reading of Online News Commentary Headlines: Stylistic and Pragmatic Aspects*, *Topics in Linguistics* 20(2), 2019, pp. 90–105.

<sup>11</sup> J. Buitkienė, *A Canary in a Coalmine: Intertextuality of Newspaper Headlines*, *Man and the Word* vol. 16, no. 3, pp. 26–35. URL: <https://www.vdu.lt/cris/handle/20.500.12259/100404>>[20.04.2020]

<sup>12</sup> C. Develotte, E. Rechniewski, *Discourse analysis of newspaper headlines: a methodological framework for research into national representations*, *Web Journal of French Media Studies*, vol. 4, no. 1, 2001, pp. 1–16. URL: <<https://www.researchgate.net/publication/316282294>> [20.04.2020]

<sup>13</sup> S. Quintero Ramirez, *The Guardian Sports Headlines from a Syntactic Perspective*. In: *ATINER’S Conference Paper Series*, Athens 2016, pp. 3–13.

<sup>14</sup> Vandana, Jayshree Chakraborty, Niladri Sekhar Dash, *Analysing Structures of Hindi Newspaper Headlines: A Discourse Perspective*, pp. 196–222.

proper names. 1000 headlines were selected using the representative sampling method. The second stage consisted of the description and systematization of the data obtained using particular methods. The descriptive method was used in the paper for inventory and taxonomy of the studied proper names and headlines. The quantitative analysis provided the means of verification of the hypothesis propounded, as well as for the substantiation of the results.

### **1. The theoretical background of the proper names functioning in the headlines**

Mass media studies have revealed that some aspects of people's daily life can be considered in terms of proper names functioning. Initially, the attention of scientists was turned to the study of proper names in literature. At present, the interest of modern onomasticians is also directed to the functioning of the proper names in the means of mass communication. As for the proper names that have been used in the newspapers headlines, there have been studies on the material of different languages. For example, the research about the place name metonyms in British newspaper headlines<sup>15</sup>, functioning of anthroponyms in German newspapers of various genres and, respectively, in headlines<sup>16</sup>, informational content of proper names in the Ukrainian newspapers headlines<sup>17</sup>, symbolic functions of proper names in the Ukrainian newspapers<sup>18</sup>. Although the topic of the proper names functioning in the newspaper headlines has been exploited by many researchers, the proper names in Indian mass media headlines have not yet been considered. In the present paper we attempt to show how headlines are becoming catchy with the help of proper names in the newspaper *The Times of India*.

The discussion will be easier, if we have some technical terms to use. First we consider the definition of onomastics and proper names. According to the Dictionary of Ukrainian Onomastics terminology, onomastics is the

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<sup>15</sup> J. Lewin Jones, M. Webb, Ideology in Disguise: Place Name Metonyms and the Discourse of Newspaper Headlines, *Sociological Research Online*, 18(4)18, 2013, pp. 167–181.

<sup>16</sup> Л. А. Артемова, Особенности функционирования антропонимов в газетных текстах различных жанров (на примере немецкой прессы), *Вестник ВГУ. Серия: Лингвистика и межкультурная коммуникация*, 2 (2), 2007, с. 66–74.

<sup>17</sup> О. О. Порпуліт, Роль власної назви у газетному заголовку, *Записки з ономастики*, 5, 2001, с. 24–31.

<sup>18</sup> О. В. Яковлева, Символьна мова газети (на матеріалі українського суспільно-політичного тижневика «Дзеркало тижня»), *Young Scientist*, 9.1(61.1), 2018, с. 157–60.

field of linguistics that studies proper names in different aspects<sup>19</sup>. The International Council on Onomastic Sciences (ICOS) in its List of Terms indicates that onomastics is a “study of proper names in a scholarly way”<sup>20</sup>. Our paper partly deals with socioonomastics, that’s why we present the definition. According to the List of Key Onomastic Terms “socioonomastics – branch of onomastics studying names from a sociolinguistic point of view”<sup>21</sup>. Onomasticians notice the interdisciplinary nature of onomastics which relates to formal linguistics and the philosophy of language. Researchers emphasize the weighty role of proper names in the memorization process, as well as in the process of “perception and understanding of the text, therefore it can be argued that the use of proper names in the headlines serves in many respects for both informative and suggestive purposes. The linguistic phenomenon of proper names is defined as “linguistic expression that uniquely identifies a person, a group of persons, a place, an animal or an object (ship, thain)”<sup>22</sup>. Proper names (onyms) have long been surrounded by some symbolic meaning. Anderson states that “proper names are appropriated to certain individual objects. Common names are applied to a whole class of objects”<sup>23</sup>. Let’s take a look at the proper names and common names in the headline.

(1) **Karnataka: Average daily Covid cases below 1,000 after February** (September 16, 2021).

There is the proper name *Karnataka* and there are two common names *Covid cases* and *February*. Analysis of scientific literature shows that onyms were present in all forms of folk art in many countries: myths, fairy tales, conspiracies, names of means of transportation. In almost every culture, the name was attributed to a means of influencing forces beyond the control of the human consciousness. In terms of onomastics proper names (or onyms) may pass the extra knowledge which over and above help to create the whole tissue of mass media text. According to the Ukrainian onomastician D. G. Buchko, proper names in contemporary linguistics are understood as the names given to a particular object or a person for distinguishing it from a number of identical or similar objects<sup>24</sup>. Proper names are regularly used

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<sup>19</sup> Д. Г. Бучко – Н. В. Ткачова, Словник української ономастичної термінології, Харків, 2012, с. 139.

<sup>20</sup> List of Key Onomastic Terms, o. c. in p. 5

<sup>21</sup> List of Key Onomastic Terms, o. c. in p. 6.

<sup>22</sup> List of Key Onomastic Terms, p. 5. URL: <https://icosweb.net/wp/wp-content/uploads/2019/05/ICOS-Terms-en.pdf>.

<sup>23</sup> Anderson John M. The Grammar of Names. London : Oxford University Press, 2007. P. 17.

<sup>24</sup> Д. Г. Бучко – Н. В. Ткачова, Словник української ономастичної термінології, Харків, 2012, с. 62–63.

within mass media texts and fulfill different functions. It seems that sometimes the force of the information presented in the newspaper texts depends on the inclusion of proper names, for example:

(2) *FC Goa raise red flag ahead of player draft* (October 16, 2019).

In the above mentioned example, we can see the use of the proper name *Goa* and it is clear that the article will be interesting for some categories of people, who are interested in sports. The American scholar Izumi claims that proper names are what speakers of natural languages regularly use to talk about particularly objects in past, present and future, whether they are real or fictional<sup>25</sup>. This is explained

(3) *Pakistan invites Khalistanis to Kartarpur corridor event* (October 16, 2019).

Very often proper names are used as metonymy with the aim of reinforcing what it is said in the headline like in the above mentioned example. Metonymy is the replacement of one phenomenon by another, contiguous in essence. The toponym *Pakistan* is used here instead of the Government of Pakistan.

Representation of onyms in the form of a system helps to establish the relationship between proper names. Taking the historical perspective, we have to note that there are different onomastics schools with their own models of onymy, i.e. "the set of proper names within a particular region, language, period of time"<sup>26</sup>. British scientist A. Gardiner has presented the set of proper names among them there were personal names, place names, ship names, animals and plants names, names of the months and imaginary names, names of titles, houses names and celestial names<sup>27</sup>. Dutch scholar W. van Langendonck<sup>28</sup> classifies proper names into four subclasses. The first, most important class includes prototypical proper names: 1) personal names; 2) the names of animals; 3) names of places; 4) other names. The second subclass consists of non-prototypical proper names such as names of works of art, books, journals, temporal names, etc. The third and fourth classes are marginal subclasses. The Finnish researches classified proper names into four groups: 1) Personal Names; 2) Animal Names; 3) Nature Names; 4) Culture Names. The third group consists of topographic names, hydronyms, celestial names and the fourth group includes Settlement names, Cultivation names, Transport names, Names of Structures, Names of

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<sup>25</sup> Yu Izumi, *The Semantics of Proper Names and other Bare Nominals*, University of Maryland, 2012, p. 2.

<sup>26</sup> List of Key Onomastic Terms, o. c. in p. 4.

<sup>27</sup> A. Gardiner, *The Theory of Proper Names: A Controversial Essay*, Oxford University Press 1957, pp. 38–56.

<sup>28</sup> W. van Langendonck, *Theory and Typology of Proper Names*, Mouton de Gruyter 2007, p. 184.

Artwork, Organisation Names, Product Names<sup>29</sup>. F. Nuesel proposed his classification, which included anthroponyms, place names, acronyms, names of brands and brands, various names that are fictitious, professional names and names of colleges<sup>30</sup>.

Taking the classification of the German researcher A. Bach as a basis, the A. V. Superanskaya<sup>31</sup> proposed a detailed analysis of proper names in the Russian language and identified fourteen subclasses, among them antroponyms, toponyms, animals and plants names, chrematonyms, transport names, names of the complex objects, names of mass-media, celestial names, names of arts, names of mythological characters, names of documents, names of holidays, names of natural calamity.

In Ukrainian onomastics, the systematization of proper names was first undertaken by V. V. Nimchuk in the project “Ukrainian Onomastics Terminology” in 1966. The researcher identified four main sections in the onomastics system: 1) proper names in general; 2) proper names of places; 3) proper names of objects (except places); 4) proper names of living beings<sup>32</sup>. And the list of proper names classifications does not stop here. We propose to consider the Indian headlines proper names matrix consisting of 1) personal names (anthroponyms); 2) names of places (toponyms); 3) chrematonyms, i.e. proper names of social events, institutions<sup>33</sup>; 4) ideonyms; 4) ethnonyms, i.e. proper names of an ethnic group, or a member of this group<sup>34</sup>; 5) chrononyms, i.e. proper names of historically important period, epoch, holiday or certain date<sup>35</sup>, 6) ergonyms, i.e. proper names of the certain union of people, that is, organization, the party<sup>36</sup>. It will be seen below that all these groups are presented in headlines with differing frequency.

The work of Biletsky, who used the term eidonyms to describe his own names, was a watershed moment in the development of an onomastic space categorization paradigm. The researcher categorizes eidonyms into two

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<sup>29</sup> T. Ainiala, M. Saarelma, P. Sjöblom, *Names in Focus: An Introduction to Finnish Onomastics*, L. Pearl (trans.), Helsinki 2012, p. 26.

<sup>30</sup> Nuessel Frank *The Study of Names: A Guide to the Principles and Topics*. Westport, Greenwood Press, 1992. 26 p.

<sup>31</sup> А. Суперанская, *Общая теория имени собственного*, Наука 1973, с. 174–209.

<sup>32</sup> В. Німчук, *Українська ономастична термінологія*, Повідомлення Української ономастичної комісії 1, 1966, с. 24–43.

<sup>33</sup> List of Key Onomastic Terms, o. c. in p. 2.

<sup>34</sup> Ibid.

<sup>35</sup> Д. Г. Бучко, Н. В. Ткачова, *Словник української ономастичної термінології*, Харків, 2012, с. 2.

<sup>36</sup> Д. Г. Бучко, Н. В. Ткачова, *Словник української ономастичної термінології*, Харків, 2012, с. 85.

groups: 1) anthroponyms and 2) monadonyms<sup>37</sup>. Idioms (diminutive or hypocritical forms of personal names) and koinonyms, which are divided into three categories: 1) philonims (generic or tribal names); 2) oikistonyms (names of residents or settlers); and 3) ethnonyms (names of people) (names of ethnic groups). Monadonims are divided into 1) cosmonyms (names of space things); 2) toponyms (names of geographical objects); 3) ergonomics (names of works of art, literary works, names of various wines, names of various types of medications); 4) epochonyms (names of epochs)<sup>38</sup>. The author in turn divides all these categories into subgroups. It must be noted that the researcher sees the difference between proper names and common names “in the use, use, functions of both lexical classes”<sup>39</sup>.

Denotative-nominative classification, proposed by Torchinsky, is the division of onymic space into 6 onymic fields: 1) vitonyms; 2) toponyms; 3) astronomers; 4) pragmatonyms; 5) ideonyms; 6) ergonomics<sup>40</sup>. The researcher distributed onyms depending on the biological characteristics of objects. The onomastician included anthroponyms, zoonyms, phytonyms and mythonyms to the category of vitonyms. There are cosmotononyms among toponyms (complex cosmonyms) and geotononyms (proper names of geographical objects on Earth). The author names subclasses of cosmonyms by cosmoorbitonyms (proper names of integral space objects that move according to certain laws) and cosmotononyms (proper names of geographical objects that are not on Earth, but on other cosmic bodies). According to Torchinsky, pragmatonyms include architectural names (proper names of buildings built by people for residential, industrial, entertainment purposes), chrematonyms, regional names (proper names of vehicles) and commodity names (proper names of serial goods intended for sale). The class of ideonyms consists of the following subclasses: artonyms (proper names of works of art), biblionames (proper names of texts), hemeronyms (proper names of mass media), poetonyms (proper names in artistic speech), artfragmentonyms (proper names in works of art) and chrononyms (proper names of time intervals). Ergonomics include collective names (proper names of collectives engaged in production and service), confederation names (proper names of associations of people, countries and other objects on political, ideological and other grounds), presulatonyms (proper names of governing structures of different levels).

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<sup>37</sup> Белецкий А. А. Лексикология и теория языкознания (Ономастика). К. : Изд-во Киев. ун-та, 1972. С. 169.

<sup>38</sup> Ibid.

<sup>39</sup> Ibid. С. 167.

<sup>40</sup> Торчинський М. М. Структура, типологія і функціонування онімної лексики української мови : дис. ... д-ра філол. наук. Київ : КНУ, 2010. С. 289.

In the late twentieth century, some onomasticians began to view onomastic space as a field with a nuclear-peripheral organization. Thus, the French scientist Jonasson proposed a classification according to which in the core of onomastic space there are the names of people whose bearers are easily identifiable and place names, such as Socrates, Paris or London. On the periphery there are those units such as the North Star, Kodak<sup>41</sup>.

It must be noted, that because of the lack of a unified approach to the structure of onymy (onomastic space), there is no common generally accepted opinion on the type and number of components of newspapers onymy. We insist that it is necessary to draw line between newspapers onymy in different languages because there are different cultural and historical traditions in the creating of headlines in the newspapers. Furthermore, proper names within a headline may carry out particular functions, within a paradigmatic semantic and symbolic fabric. Characteristic features of onomastic space, in our opinion, are: 1) its hierarchical structure based on the separation of the nucleus and periphery, 2) the constant nature of the included categories of onyms, 3) the uniqueness of its components. The fact that diverse approaches to onymy exist suggests that truth does not have a monopoly. We believe that in any text it is possible to isolate the onomastic space, which gives us the right to consider the onomastic space of the certain newspaper.

As researches notice, in Hindi “the informative efficiency of the headlines is enhanced by arranging value-loaded informational content of the news story in a systematic manner”<sup>42</sup>. In this paper our intention has been to point out to the suggestive function of the headlines with proper names. We agree with the statement that there is the focus of linguistic units on the suggestion in any communication<sup>43</sup> and proper names in headlines of the newspapers may be considered as the essential part of suggestive techniques.

The headline serves as a kind of information signs and it helps the readers to determine their choice. Much depends on the headline, the purpose of which is to attract readers’ attention. This part of the paper deals with some points about proper names functioning in the headlines. Whenever the readers try to understand what the certain article is about, the proper names make the headlines more understandable, for example:

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<sup>41</sup> Jonasson K. *Le nom propre. Constructions et interpretations* K. De Boeck Supérieur, 1994. Pp. 22–23.

<sup>42</sup> Vandana, Jayshree Chakraborty, Niladri Sekhar Dash, *Analysing Structures of Hindi Newspaper Headlines: A Discourse Perspective*. P. 199.

<sup>43</sup> R. Detrez, *Historical Dictionary of Bulgaria*, Rowman & Littlefield 2014, p. 73.



(4) *Hospital, convention centre, library to be built to honour **Dharam Singh***(December 20, 2021).

Depending on the purpose of the article, the proper name at the end of the headline should evoke certain feelings in the audience. Indian people know about *Dharam Singh* who was an Indian senior congress politician who served as the 17th Chief Minister of Karnataka. Since both content and structure of headlines are of equal importance, let's look at the headlines from these points.

Firstly, the literature review shows that there is 'broad consensus regarding the dual and competing functionality of headlines, i.e., *to inform* and *to persuade*<sup>44</sup>. To our mind proper names functioning in the headlines help to implement these functions and a key question might be whether the idea of persuasiveness is achievable with proper names in the headlines. Secondly, there exists the opinion that presuppositions which can be considered as the statement in which implicit information is contained are "key elements in nominalizing conceptions of information"<sup>45</sup> and proper names are often used in such way<sup>46</sup>.

We suggest that people seem to remember information better with the well-known proper names. Furthermore, because of their cultural background, the readers regard the headline as the fixed unit in which some proper names can be seen in the differing attitudes. Some authors researching headlines have suggested the term 'national representations'<sup>47</sup> which means both "the knowledge systems that encapsulate knowledge about other nations and nationalities" and "representations of one's own nation, people and country"<sup>48</sup>. As a consequence, thirdly, it can be pointed out that certain proper names, e. g. *India* are the most often used in the headlines, for example:

(5) *Pandemic turns **India** into Edtech capital of the world* (November 21, 2019).

(6) *Farmers undertake 'paduatra' in **Purnia***(September 4, 2019).

The proper name *Purnia* could be linked with the collective memory of the Indians and function as national symbols. *Purnia* is the part of the Mithila region. *Purnia* is known for its uniquely designed organization, Ramakrishna Mission, where the festival called Durga Puja is celebrated in

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<sup>44</sup> S. Isani, Of Headlines & Headlines: Towards Distinctive Linguistic and Pragmatic Genericity, *Asp* 60, 2011, pp. 81–102.

<sup>45</sup> A. Dykstra, Critical Reading of Online News Commentary Headlines: Stylistic and Pragmatic Aspects, *Topics in Linguistics* 20(2), 2019, pp. 90–105.

<sup>46</sup> A. Dykstra, o. c. in p. 94.

<sup>47</sup> C. Develotte, E. Rechniewski, o. c. in p. 8.

<sup>48</sup> C. Develotte, E. Rechniewski, o. c. in p. 9.

October. Another attraction in the city of *Purnia* is the oldest temple of Mata Puran Devi. It is theorized that Purnia received its name from this temple.

The other point of proper names in headlines concerns personal names constancy as pointed out by Margolin, proper names are “unique in being fixed points in a changing world”<sup>49</sup>. Analyzing the headlines in *The Times of India* for 2020–2021 years we observed that the most encountered were anthroponyms and toponyms which in some cases were like permanent signs for the Indian people during many centuries. The next example illustrates the ergonym functioning:

(7) ***Mumbai University*** may appoint tech partner 3 days before IDOL exams (October 15, 2020).

The ergonym *Mumbai University* is linked with the India history, because it is one of the oldest Universities in India, and “it was established in 1857 consequent upon ‘Wood’s Education Dispatch”<sup>50</sup>. On the one hand, we may suggest that the onym *Mumbai University* in connection is used for informative purpose in the headline, and besides, this onym will be like triggering for the Indians collective memory because it reminds them about the premier and one of the oldest Universities which was modelled on similar universities in the United Kingdom. From the other hand, the onym *Mumbai University* helps to create the positive frame about India education system. At last, the presupposition of this headline is the implicit assumption introduced into the information realm with the help of proper names that *Mumbai University* continues to be the scientific research centre in India. Another example with ergonym is the following:

(8) ***Meghalaya Congress*** walkout over cop suspension talks (October 25, 2020).

We suppose that the core and periphery of the onomastics space of mass media texts will be different in different languages. It must be added that according to Ainiala et al., personal names have “an extremely strong sociocultural function”<sup>51</sup>. The following example includes the toponyms *Punjab* and *Jaipur*.

(8) ***Punjab*** police seize ‘medicines’ in ***Jaipur*** (October 28, 2020).

All in all, the aim of the newspaper headline is to present the article to readers and to attract their attention. It must be stressed that the categories of proper names in newspaper headlines have varying degrees of frequency but the most common proper nouns are anthroponyms and toponyms. At the

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<sup>49</sup> U. Margolin, Naming and Believing: Practices of the Proper Name in Narrative Fiction, *Narrative* 10(2), 2002, pp. 107–127.

<sup>50</sup> Gupta A., Kumar A., *Handbook of Universities*, Atlantic Publishers & Dist, 2006, p. 578.

<sup>51</sup> T. Ainiala, M. Saarelma, P. Sjöblom, o. c. in p. 19.

same time, periphery onyms can play an important role in forming the idea of a separate headline, and may determine the emotional set of the headline. In the following part we consider the functioning of the different subclasses of proper names.

## 2. The matrix of proper names functioning in the newspaper headlines

Since anthroponyms and toponyms are the most studied in onomastics the most detailed classifications are created for these categories. Anthroponyms and toponyms are traditionally considered to be the main classes of onomastics<sup>52</sup>. Traditionally, the way of defining anthroponym (personal name) is that it is “a proper name of person or a group of persons”<sup>53</sup>. People seem to pay attention to anthroponyms better than any other words in the headlines because personal names belong to such a lexical section, which is closely connected with the life of man and society, therefore a number of researchers consolidate the “central place” in the onymy for anthroponyms<sup>54</sup>. Besides personal names are an integral element of the newspaper language, and, in addition, they have a huge linguistic and pragmatic potential.

Anthroponyms in the headlines can be attributed to the keywords of the article, which both attract the attention of readers, and also represent, to some extent, the idea of the article. As we see later, personal names are often used at the beginning or at the end of the sentence. In the semantic aspect, the anthroponyms included in the headlines could be divided into four groups: 1) the names of statesmen and political figures from India; 2) names of famous sportsmen; 3) the names of singers, actors, writers; 4) the names of political leaders from the foreign countries. This division is illustrated by the following set of examples in which different types of anthroponyms and toponyms will be involved.

(9) *Former Minister Y Nagappa passes away in Harihar* (October 28, 2020).

*Y Nagappa* had served as the social welfare minister during Congress-JD coalition government led by then chief minister N Dharam Singh, therefore his participation in the political life of the country was well-known. The function of both the anthroponym *Y Nagappa* and the toponym *Harihar* in the headline is informative. The personal names from the first group,

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<sup>52</sup> Langendonk van W. *Theory and Typology of Proper Names* (Trends in Linguistics. Studies and Monographs. Berlin and New York: Mouton de Gruyter, 2007. p. 185.

<sup>53</sup> List of Key Onomastic Terms, o. c. in p. 1.

<sup>54</sup> В. И. Супрун, Ономастическое поле русского языка и его художественно-эстетический потенциал, Волгоградский государственный педагогический университет 2000, с. 6.

namely, the names of statesmen and political figures also perform a symbolic function.

Such anthroponyms, that make up the specifics of national culture, always appear in the halo of a positive assessment, and headlines with such onyms also perform an educational function.

The special position of the famous historical figures names in texts was pointed out by Mikhailov, the researcher of literary onomastics, who emphasizing the fact that “the importance of suggestive properties that are activated when historical names are mentioned and give rise to a certain stylistic effect: the halo and those emotional associations that surround the names of those mentioned individuals play their “subtextual” role, and it is important to know this and take this into consideration”<sup>55</sup>. The third group of personal names includes the names of Indian singers, actors, writers, who took and are actively involved in the country’s scientific or literary life, for example:

(10) **Ranjani Raghavan** *rekindles her passion for writing with short stories* (May 21, 2021).

*Ranjani Raghavan* is an Indian film and television actress, the author, the writer and the creative director. She predominantly acts in Kannada films, that’s why her name and surname is a well-known to the auditory.

The effectiveness of the newspaper article is largely determined by the degree of interest of the addressee, for example:

(11) **Musician Nakul Abhyankar** *opens about his pandemic learnings and adapting to the new normal* (June 4, 2021).

Being well known to members of the Indian society, anthroponyms in the headlines evoke various associations, using the background knowledge of the recipient. Musician **Nakul Abhyankar** is an Indian playback singer, music composer and sound engineer. He graduated from National Institute of Technology Karnataka with a degree in mechanical engineering in 2012. To our mind, the headlines with such personal names arouse the interest to the article and the personal names like *Nakul Abhyankar* fulfill both the nominative and the educational functions. Anthroponyms play a special role as a means of organizing the context, that’s why anthroponyms are often used at the beginning of the headline in order to intrigue the auditory. It should be noted that sometimes it might be a lack of information concentrated in the anthroponym that causes the reader to find out about the person mentioned in the headline. India was the colony of the Great Britain, that’s why the articles about British politicians and famous persons are often included in the Indian newspapers, for example:

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<sup>55</sup> В. Н. Михайлов, Собственные имена как стилистическая категория в русской литературе, Антология поэтонимологической мысли. Т. 1, 2008, с. 115–157.

(12) *Prince Harry and Meghan Markle look stunning on the cover of Time magazine* (October 16, 2021).

It is worth mentioning that Hoffman, Racz and Toth insist that “the name system has a fundamental connection not only with the language system but rather with culture”<sup>56</sup>. In other words, there is the close bond between proper names and cultural experience of the readers.

So, an analysis of the anthroponyms functioning in the headlines showed that the headlines of the newspaper *The Times of India* presents the personal names which have left their mark in the Indian history, culture or political life.

There is no doubt that the life of any person is closely connected with proper names and especially with different place names. It should be noted that every nation has their own set of toponyms at the mention of which there is a stable associative connection with the image of the native land. For instance, for the Indians they are *India, Delhi*. There is a great number of toponyms (or place names) definitions. Professor of Geography at the Delhi School of Economic Anu Kapur’s definition of place name as “a bridge that communicates a place to the people of the world”<sup>57</sup> presents toponyms matrix. According to ICOS, the toponym is the proper name of a place, both inhabited and uninhabited<sup>58</sup>. Two groups of toponyms were found in the studied material: 1) choronyms; 2) oikonyms. The term ‘choronym’ is defined as “proper name of a larger geographical or administrative unit of land”<sup>59</sup> and the term ‘oikonym’ or ‘settlement name’ is defined as “proper name of all kinds of human settlement (cities, towns, villages, hamlets, farms, ranches, houses, etc.”<sup>60</sup>. The central place among the toponyms in the headlines is occupied by the choronyms, for example:

(13) *Goa moves up to third rank on Niti Aayog index* (June 4, 2021).

The choronym *Goa* is presented in the example at the beginning of the headline. *Goa* is a state on the southwestern coast of India within the Konkan region. It is India’s smallest state by area and its fourth-smallest by population. Goa has the highest GDP per capita among all Indian states. This headline has the presupposition that *Goa* has the best quality of life in India. It has been pointed out that toponymy is closely connected with the history, that’s why it is inevitable to resort to extralinguistic character of toponyms in the analysis of the material under study.

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<sup>56</sup> I. Hoffmann, A. Racz, V. Toth, *History of Hungarian Toponyms*, Buske 2017, p. 24.

<sup>57</sup> Kapur A. *Mapping Place names of India*. Routledge, 2019. P. 2.

<sup>58</sup> List of Key Onomastic Terms, o. c. in p. 5.

<sup>59</sup> List of Key Onomastic Terms, o. c. in p. 2.

<sup>60</sup> List of Key Onomastic Terms, o. c. in p. 5.

India (officially the Republic of India) is a federal union comprising 28 states and 8 union territories. The readership of the newspaper is located in different states of India, therefore in the headlines you can often find the names of the different states, their capitals and cities, for example:

(14) *International conference on dryland development begins in Jodhpur* (February 19, 2019).

*Jodhpur* is the second-largest city in the Indian state of Rajasthan. It was formerly the seat of the princely state of Jodhpur State. *Jodhpur* was historically the capital of the Kingdom of Marwar, which is now part of Rajasthan. *Jodhpur* is a popular tourist destination, featuring many palaces, forts, and temples. The use of toponyms with clearly expressed national and cultural values require the addressee to have certain background knowledge that will be a kind of “generator” of associative reactions. The forms of information have a different nature of implementation and in some way the informative function intersects with other ones. It is worth pointing out the words of Claire Kramsch about the language, that is “linked not only to the culture that is and the culture that was, but also to the culture of the imagination that governs people’s decisions and actions”<sup>61</sup>.

It was noticed that choronyms are the most frequent used toponyms in the material under research, besides the toponym *India* is frequent enough among all toponyms in the headlines, for example:

(15) *Yaya Toure drops asking price for India sojourn* (August 7, 2020)

The way the headline is structured is very important for the person’s comprehension and as mentioned above we saw that place names are usually used at the beginning and at the end of the sentence, for example:

(16) *Bengaluru ranks 5th in vaccine coverage* (April 20, 2019).

We may suggest that place names like personal names can invoke historical and cultural associations in readers’ minds because they are included in the genetic memory of the nation. Oikononyms as the important components of the headlines can ‘hook’ the attention of the audience and make them read the article, for example: *Bengaluru* is the capital and the largest city of the Indian state of Karnataka. It has a population of more than 8 million. *Bengaluru* is widely regarded as the “Silicon Valley of India” (or “IT capital of India”) because of its role as the nation’s leading information technology. According to many scholars, the mass-media not only informs the news, but also inspires certain ideas, views, shapes public opinion and social attitudes, creates the necessary stereotype of thinking, and thereby participates in the social management of society, for example:

(17) *International conference on dryland development begins in Jodhpur* (February 19, 2019).

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<sup>61</sup> C. Kramsch, *Language and Culture*, Oxford, 1998, p. 8.

*Jodhpur* is the second-largest city in the Indian state of Rajasthan. It was formerly the seat of the princely state of Jodhpur State. *Jodhpur* was historically the capital of the Kingdom of Marwar, which is now part of Rajasthan. *Jodhpur* is a popular tourist destination, featuring many palaces, forts, and temples. The date of foundation of *Jodhpur*, which was located in the Indian state of Rajasthan, is considered to be 1822. The city is also known for the fact that Jodhpur has the largest Education Industry in western Rajasthan.

Each country, in our opinion, has its own “toponymic matrix”, which contains all known toponyms relating to the country’s culture, history, and geography. Yu. O. Karpenko, the founder of the Odesa Onomastics School, believed that the toponym “creates an image, simply representing a comprehensive complex tied to the respective reality of ideas and conceptions”<sup>62</sup>. The association of the toponym with the image in the addressee’s mind is what gives the headline its unique characteristics. The significance of such place names as *Madurai* in the example below is determined by their ability to act as a bearer of cultural and historical heritage.

(18) *500-year-old stone inscription with Grantha script found in Madurai* (September 16, 2021).

*Madurai* is one of the oldest cities of India and was ruled by Pandya kings over most of its history. The city is famous for its rich heritage and promoting Tamil language through “Sangams”. The city has been in existence since about 4th century B.C and is mentioned in ancient texts of Greeks, Romans and Arabs.

It should be noted that in the headlines there are names of villages as well, for example:

(19) *Guv, CM offer prayers at Gurdwara Nanakmatta Sahib* (September 21, 2021).

*Gurdwara Nanakmatta Sahib* is a village situated at Nanakmatta, there are many educational institutions in it.

Because it is well established that awareness manifests itself through language, language can be used to instill prejudices in the minds of specific groups of individuals. After all, it is feasible to create a chain of positive or negative connections to the same event or phenomenon using diverse language techniques. Many scientists have remarked that the use of language to shape society’s thinking is a characteristic trait of any power.

The headline from online newspaper has pragmatic, informational, and educational purposes, the article can be characterized by coherence,

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<sup>62</sup> Карпенко Ю. А. Символічна функція власних назв у поезіях Т. Шевченка. Літературна ономастика: Збірник статей. Одеса : Астропринт, 2008. С. 38.

integrity, presence of certain structural components as the headline, the subhead, the main text, and the readers' reviews or comments. It must be added article in the newspapers online may often contain the readers' comments which is specific for online mass media. Both the emotional and rational component of the headline are very important for drawing attention to the article. Besides, as it was noted earlier, in addition to informational function, the headline often implement a cultural and educational function.

Besides anthroponyms and toponyms there were many examples of such types of proper names as ergonyms, ideonyms and cosmonyms, etc. Let's consider ergonyms, ideonyms, chrematonyms and cosmonyms, The term ergonym (from the Greek words *εργον* 'deed' and *ονομα* 'name') stands for a proper name referring to a certain group of people, such as an organization, a party, institution<sup>63</sup>, for example:

(20) *Tamil Nadu sets aside land to build own Siddha University* (December 28, 2021).

The ergonym *Siddha University* at the end of the headline carry out particular functions, and fulfill cultural and symbolic meaning. Although we may assume that all subclasses can be used in the headlines of the newspaper *The Times of India*, some of them are used more frequently than others. It depends on the theme of the articles and the target audience as well. Putting these two factors together, we found out that there is a set of proper names used in the analyzed newspaper and there are subclasses that are rarely used, i.e. plants names, ship names, animal names etc. It can be explained by the absence of advertising blocks and by the cultural and educational aim of the newspaper. Readers of this mass media are invited to consider the multicultural world of Indian society.

According to the Ukrainian scholar Torchinskiy M.M, there are four classes of ideonyms, namely *artionyms*, i.e. proper names for designation of works of art; *biblionyms*, i.e. proper names for designation of texts and collections thereof; *gemonyms*, i.e. proper names for designation of the media; and *computeronyms*, i.e. proper names of computer programs, particularly games<sup>64</sup>, for example:

(21) *"777 Charlie" is a movie of genuine international standards, unlike any other attempt in India about animals," says Kiranraj in an exclusive chat* (June 4, 2021).

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<sup>63</sup> Д. Г. Бучко, Н. В. Ткачова, Словник української ономастичної термінології, Харків, 2012, с. 85.

<sup>64</sup> Торчинський М. М. Структура, типологія і функціонування онімної лексики української мови : дис. ... д-ра філол. наук / М. М. Торчинський. Київ : КНУ, 2010. С. 32.



777 *Charlie* is an Indian Kannada-language adventure comedy drama film directed by Kiranraj K. The main purpose of the ideonym 777 *Charlie* in the headlines is to attract auditory attention to the article. As noted earlier, if we concentrate on the headlines structure, we can notice that almost all proper names are used at the beginning or at the end of the headlines.

As noted above, many proper names reflect those basic values that have been entrenched in the mass consciousness of the people over the centuries. The names of state, religious, scientific and social structures can exist not only in a certain era, but such proper names can pass from generation to generation, being constants in the onymy of the nation, such headlines have both informative and educational functions. The reasons for the emergence and consolidation in the minds of representatives of different languages of chrononyms are different and depend largely on the development of the country. In our study, we rely on the Neklesova definition of, according to which chrononyms include the names of certain periods of time and events, historically and culturally significant for a particular ethnic group<sup>65</sup>. The name of the event from the history may have both educational and symbolic functions, for example:

(22) *Dheeren Ramkumar and Krishi Thapanda own the #PatrioticFeels for Independence Day* (August 15, 2019).

*Independence Day* in India is celebrated annually on the 15th of August as a national holiday in India commemorating the nation's independence from the United Kingdom on 15 August 1947, the day when the provisions of the 1947 Indian Independence Act, which transferred legislative sovereignty to the Indian Constituent Assembly, came into effect. In recent decades, speech messages have been included in the scope of linguistics research, taking into account speech impact as one of the most important characteristics of speech communication. Along with the rational side of communicative activity, great attention is paid to the study of the linguistic basis of suggestive influence.

According to the German linguist and founder of modern European neo-Humboldtism, J. L. Weisgerber, "from the works of the past only those ones reach our time, which is inherent in the language, and vice versa, when we, contemporaries, grow into our native language, then the experience of long millennia is revealed before us"<sup>66</sup>. That's why the use of some proper names associated with history of the country in the headlines of newspaper texts helps to preserve and transmit the memory about those personalities or

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<sup>65</sup> Неклесова В. Ю. Когнітивна природа власних назв на позначення часу : дис. ... канд. філол. наук : 10.02.19. Одеса, 2010. С. 57.

<sup>66</sup> Й. Л. Вайсгербер, Родной язык и формирование духа, Либроком 2009, с. 130.

events that can be considered as the important components in the picture of the world of the Indian people.

Another example illustrating the usage of chrononyms in the headlines is the following:

(23) *A happy New Year for airlines: Flights out of Goa cost up to 4x the usual price* (December 28, 2021).

It may be mentioned the situation with the *COVID-19* because. This was the most frequent disease name used in the headlines during the researched period. The World Health Organization (WHO) has decided to name the disease caused by the novel coronavirus *COVID-19* and refers to the virus that causes it as the *COVID-19* virus. CO for corona, VI for virus, D for disease, and 19 for the year the outbreak was first recognized. Separately, the Coronavirus Study Group of the International Committee on Taxonomy of Viruses has named the new virus severe acute respiratory syndrome-related coronavirus 2, or SARS-CoV-2. There were a lot of headlines with the *COVID-19* in the material under investigation, for example:

(24) *US to spend \$470 million to learn more about long Covid-19* (December 21, 2021).

Here we see the toponym *US*. Many headlines are aimed at certain target group like in the above mentioned example. The article with *Covid-19* in the headline attracts attention of the certain auditory. According to many scientists, the mass media do not just inform, report news, but also promote certain ideas, political programmes, and thus participate in the management of society.

All in all, in the headlines of the newspaper *The Times of India*, such subclasses of onymy were presented in such a ratio: toponyms (274), anthroponyms (235), ergonyms (169), ideonyms (153), chrononyms (45), other proper names (124) have been presented in the headlines of the newspaper *The Times of India*.

## CONCLUSIONS

Thus, the study of proper names in the mass media texts is of great interest, in addition, is relevant in connection with the penetration of different kind of texts in life and activity of modern people. Currently, onomastics has accumulated extensive experience in the study of proper names. However, despite the significant amount of scientific research, there is still material that requires research, to which we include advertising texts of pharmaceuticals. Onyms, as an organized lexical subsystem, occupy a certain place in the lexical system of each nation and are the most important multifunctional tool that allows to realize the pragmatic orientation of the headlines in the national newspapers.

Proper names, having emerged in the ancient past, have absorbed millennia of human experience and are a fundamental component of any language group's lexical system. Proper names exist in every language and have an impact on a person's thinking and mental vocabulary. This property of proper names is actively used in mass media, religious and advertising texts.

The ever-increasing role of the information realm characterizes society's current stage of development. The information society is a new environment for 21<sup>st</sup> century people. Virtual reality generates a new culture by altering people's thinking and behavior stereotypes. The advancement and implementation of new information and communication technologies, as well as the accomplishments of psychology, sociology, linguistics, and biology, can be exploited in mass media. The media has created fundamentally new options for manipulating public opinion in the twenty-first century. Manipulative speech technologies are being utilized to affect the public awareness as the mass media technologies, political consulting, information lobbying, and political and consumer advertising industries grow. The development of such sciences as psycholinguistics, sociolinguistics, mediallynguistics, suggestive and cognitive linguistics, as well as the study of problems of language functioning in the media, in the advertising environment, the study of the language of political figures and religious charismatic leaders, and the study of the language of election campaigns, confirms the special role of proper names.

Functional and pragmatic activity of onyms in the headlines of the newspaper *The Times of India* is higher, the greater the number of audiences that can associate the proper name with cultural and historical events. Anthroponyms and toponyms perform the cultural-symbolic function most vividly, given the deep connections with the culture and history of the language. The text-creating function is performed by those who constantly use structural elements of the headlines, namely anthroponyms, ideonyms, ergonyms, chrononyms and toponyms. Other categories of onyms perform this function sporadically, depending on the goal of the headline. Proper names used in headlines help to attract the attention of the audience, while the information function is actively performed by such categories of onyms as ergonomics, toponyms, ideonyms.

Proper names have a suggestive potential, which is hidden by the ability to hide the true essence of the message in the certain headline by creating a positive connotation of proper names and cause predictable behavioral reactions in the auditory. Most often, this function is performed in the studied material by anthroponyms, toponyms, and ideonyms. Onyms in the headlines also help to disseminate information that influences the formation of culture, aesthetic attitudes in society, that is indirectly perform aesthetic

and educational function. This function is performed by anthroponyms, toponyms and ideonyms.

Modern mass media of the 21st century is a unique cultural, and linguistic phenomenon that's why it is the subject of research in linguistics, history, onomastics. Scholars are unanimous that newspaper headlines are one of the resources to supplement knowledge in the field of onomastics. The conclusion of this paper is that the newspaper text is a special area for the functioning of proper names, representing interest for onomasticians. The involvement of anthroponymic and toponymic material taken from the local press in scientific use is very significant because it helps to substantiate theoretical positions, propose new tasks in onomastics and contribute to their solution. Toponyms in the headlines of newspaper texts are designed to attract the attention of the addressee, give the minimum necessary information, and at the same time increase the probability of memorizing the information presented in the title. The study of onymy in the regional press helps to discover and understand the features of the entire onymy system as a whole.

It was noticed that proper names are widely used in the headlines of the newspaper *The Times of India*, and they are effective means of conveying the idea of an article. They are represented by almost all well-known categories, but the most common units used in the newspaper are anthroponyms, toponyms, ergonyms, choronyms, and ideonyms, in which, like in a mirror, reflect the history and culture of the Indian people. A special position among the proper names in the headlines of the newspaper *The Times of India* is occupied by proper names reflecting the theme culture and education. Due to the research, out of 1000 analyzed proper names used in the headlines, there are 274 toponyms, 235 anthroponyms, 169 ergonyms, 153 ideonyms, 45 choronyms and 124 other types of proper names.

## **SUMMARY**

The language of the newspapers differs from the language of literary texts in certain lexical and stylistic features. One of the most notable features of the newspaper text is the proper names using in the headline. A number of the proper names are used in the modern mass media. This paper presents the results of an investigation of the proper names in the Indian newspapers headlines. The source for the present research is the newspaper *The Times of India*. The aim of this investigation is to emphasize the cultural and symbolic specifics of the proper names in the modern national mass media. The proper names do much more than just attract the attention to the article, they, to some extent, function as symbolic signs and generate interest to the article. It was considered nominative, educational, cultural and symbolic functions of proper names as well. Moreover, special attention has been

focused on the proper names typology in the headlines of the newspaper *The Times of India*.

The communicative, epistemological, emotional, and pragmatic roles of language must all be considered in the process of linguistic communication. The study of language's communication function is the focus of all branches of current linguistic science. In any national culture, there are personal names, events, geographical places that reflect significant historical periods of the certain nation. All readers have had the background and the uniqueness of proper names. The system of national identity of the Indian people has evolved over a long time. Proper names are the part of this system which represent the Indian people worldview and reflect culture and religion, literature and history.

In our opinion the proper names in the headlines of the newspaper *The Times of India* are an array of names, which reflects the system of cultural and national identity of the Indian people.

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