

5. Бацевич Ф. С. Вступ до лінгвістичної прагматики: підручник. К. : ВЦ «Академія», 2011. 304 с.
6. Волошук І., Рибалка В. Вербалізація комунікативної стратегії провокації у процесі інтерв'ю. *Advanced Linguistics*. 2019. № 4. Рр. 58–64.
7. Семенюк О. А., Паращук В. Ю. Основи теорії мовної комунікації : навч. посіб. К. : ВЦ «Академія». 2010. 240 с.

DOI <https://doi.org/10.30525/978-9934-26-348-4-47>

## THE POWER AND ACCURACY OF HEADLINES IN MODERN NEWSPAPERS

### СИЛА ТА ТОЧНІСТЬ ЗАГОЛОВКІВ У СУЧАСНИХ ГАЗЕТАХ

**Нурадимка А. С.**

*Doctor of Philosophy in Philology,  
Associate Professor at the Department of  
Modern European Languages  
State University of Trade and Economics  
Kyiv, Ukraine*

**Нипадимка А. С.**

*доктор філософії з галузі  
«Гуманітарні науки. Філологія»,  
доцент кафедри сучасних  
європейських мов  
Державний торговельно-економічний  
університет  
м. Київ, Україна*

A headline refers to those compositional elements of a text that attract the reader's increased attention when first encountering a publication, making it an important link between a text and a reader. Without an audience, there is no mass communication in any form. Printed words are messages prepared for specific audiences, and the audience's acceptance or rejection of these messages determines the shape and direction of the medium. Nowadays, in the digital era, the audience is changing in terms of literacy, tastes, interests, and priorities. There is no doubt that newspapers remain a powerful force, even in the face of electronic media and the desire to take in key information at a glance. As businesses, newspapers seek to make a profit and must compete not only with television, magazines, online editions, and multimedia but also with new media, distribution systems, and modern messengers like Telegram. One of the most challenging creative tasks for news authors (news editors) is to create headlines that are informative, brief, easy-to-understand, catchy, and intriguing as they compete for audience attention. Both new media and traditional media depend on consumer acceptance.

An author often uses the stylistic device of quotation to make a newspaper headline informative and expressive, achieving its optimum emotional and

aesthetic effect on the reader. They may introduce a text of another's speech or quote authoritative sources. A headline, as the name of the text, is capable of representing the entire article, and its function is to help the reader adequately decode the information.

Headings allow the author to reveal the meaning of an article (text) and to express thoughts, views, attitudes, positions, and moods. The headline and the first sentence of the text are linked in relation to the topic of the article. As an informative key, the headline falls within the realm of linguistic and structural-syntactic research. The purpose of conceptual linguistic and structural-syntactic analysis is to examine the language and structural elements used in headlines, aiming to understand their persuasive and attention-grabbing techniques.

Despite its inseparable connection with the text, the headline is materially separated from it in media communication. It is often placed at the top of the article or on the front page of a publication to draw readers in and entice them to read further. While the headline is designed to provide a glimpse into the content of the article, it is separate from the main body of text in terms of its format and placement. It is usually written in a larger font size, bolded, or otherwise emphasized to stand out from the rest of the text. The separation between the headline and the main text allows readers to quickly scan and identify articles of interest based on the headlines before deciding whether to invest more time in reading the full article. In extensive reading and professional-philological usage, the headline functions separately from the main text and acts as its «plenipotentiary representative». In other words, the headline has the authority and power to represent and convey the essence of the entire text on its own.

The subject of headlines is so significant that no matter how much has been discussed or written about them, it is unlikely to cover the topic entirely. The role of a headline in the text is crucial, as it serves as the initial point of contact for readers, influencing whether they choose to engage with the rest of the content. Due to this pivotal role, the exploration and analysis of headlines can be an ongoing and never-ending process, and there will always be more to learn and understand about them.

In recent decades the term «clickbait headline» have been already actively used in scientific community (Kuiken J., Schuth A., Spitters M., Marx M.; Lai L., Farbrot A.; Ekström, Patrona and Thornborrow; Palau-Sampio D.; Moura P., Riberio F.; Bronakowski M., Al-khassaweneh M., Al Bataineh A.).

According to Kuiken et al., «Clickbait can be seen as a specific style of writing, aiming at inducing the curiosity of the reader and to lure that reader into clicking and opening the article. Often attributed to clickbait is the use of questions, numbers, forward referencing, spectacularization, and negativity» [2, p. 1311]. Researchers identify features that have a significant positive

impact on the effectiveness of a headline. «Average word length, absence of a question, absence of a quote, containing a signal word, containing personal or possessive pronouns, containing sentimental words, containing negative sentimental words and starting with personal or possessive pronouns. The performance of headlines that contain one of those features is on average 14–33 percentage points higher than headlines without the feature» [2, p. 1310].

Palau-Sampio researches the complex and multifaceted issue of disinformation from the perspective of the pseudo-media sites and the role of clickbait patterns in twisted journalistic mimicry. Findings of this research allowed an observation of how clickbait patterns played a dual role. On one hand, they attracted readers' attention through the use of a variety of expressive resources, and on the other hand, they favored the building of a communicative style that, following the path of populism, included strengthened emotionality, dramatization, and the use of colloquial language and particular jargon [4, p. 15].

Lai and Farbot explore the effectiveness of question headlines on readership in computer-mediated communication. The findings from their research suggest that «question headlines represent a more effective headline strategy compared to traditional, declarative headlines. General question headlines with self-referencing cues were also found to be more effective than rhetorical question headline for three of four products investigated» [3, p. 289].

Bazaco et al. explore clickbait as a phenomenon arising from the adaptation of the media industry to the digital environment. Researchers believe that clickbait «is a strategy used by news media companies that affects the quality of news through the use of banal and exaggerated stories that integrate expressive resources that serve as bait on social networks» [1, p. 112]. Researchers of clickbait content identified the prevalence of techniques such as incomplete information, pre-eminence of soft news, repetition, and serialization, and the use of hyperboles.

Clickbait headline is a type of online content that is designed to get attention and entice users to click on a link to a website or social media page. The quality of the headline depends on the level of mastery of the native language and the writer's understanding of the target audience. Additionally, a well-crafted headline requires a keen sense of storytelling and an ability to capture the essence of the article in a concise and attention-grabbing manner. The writer must strategically choose words and phrases that evoke curiosity, emotion, or intrigue, compelling the reader to delve further into the content. Moreover, an effective headline should align with the overall tone and purpose of the article, guiding the reader seamlessly into the heart of the narrative or information being conveyed. Mastering these skills empowers writers to

create headlines that not only attract clicks but also genuinely inform and engage their audience.

By conducting linguistic and structural-syntactic analyses of clickbait headlines, researchers and media professionals can gain insights into the persuasive techniques employed, the psychological mechanisms at play, and the potential impact on readers' decision-making. This understanding can be valuable for developing media literacy programs, improving headline writing practices, and fostering critical thinking skills among audiences when consuming online content.

### **Bibliography:**

1. Bazaco A., Redondo M., Sánchez-García P. Clickbait as a strategy of viral journalism: conceptualisation and methods. *Revista Latina de Comunicación Social*. 2019. Vol. 74. P. 94–115. DOI: 10.4185/RLCS-2018-1323en
2. Kuiken J., Schuth A., Spitters M., Marx M. Effective Headlines of Newspaper Articles in a Digital Environment. *Digital Journalism*. 2017. Vol. 5. № 10. P. 1300-1314. DOI 10.1080/21670811.2017.1279978
3. Lai L., Farbrot A. What makes you click? The effect of question headlines on readership in computer-mediated communication. *Social Influence*. 2014. Vol. 9. № 4. P. 289–299. DOI 10.1080/15534510.2013.847859
4. Palau-Sampio D. Pseudo-Media Disinformation Patterns: Polarised Discourse, Clickbait and Twisted Journalistic Mimicry. *Journalism Practice*. 2022. DOI 10.1080/17512786.2022.2126992
5. Pignard-Cheyne N., Sebbah B. Regional daily newspapers on social networks. Study of the presence of French titles on Facebook and Twitter. *Mutations de l'information et des medias locaux*. 2012. Vol. 84–85. P. 171–191. DOI 10.4000/sds.1919