

## Newspaper Headlines and Their Manipulative Signs

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### ABSTRACT

The headline of a newspaper article plays a big role in how the reader perceives this information. The reader's interest in this material depends on how the title of the article is structured, its syntactic organization and stylistic coloring. A bad headline directly affects the success of the entire newspaper. The article examines the means of linguistic manipulation used in modern mass media in English and Uzbek languages. The historical aspect of the emergence and development of the newspaper style is discussed. The role and functions of newspaper headlines are revealed. It takes a deeper look at how much journalists pay attention to language play in article headlines today. This article discusses manipulative signs in newspaper headlines, their impact on the newspaper audience, and the role of headlines in articles.

### Introduction

Today, each of us is faced with a lot of information materials, news reports in print media. Headlines, which are the "face" of any publication, play a major role in presenting the material. The title is both the key to the material and its part, in fact, its first sentence. Reading starts with the title and it depends on whether the reading continues or not. A modern reader is a scanner. It quickly "reads" only photos and captions. If something from the "reading" seems important and interesting, the focus is on the first paragraph of the text.

Often, the reader chooses an article that he likes with a bright, wonderful, colorful design title. As E. A. Lazareva noted: "The title is the first signal that prompts us to read the material or put aside the newspaper. Psychological studies show that about 80% of readers pay attention only to the titles. The titles give the reader a wide help to study comprehensive newspaper material, gives an opportunity to evaluate the most important and interesting articles and information<sup>1</sup>.

According to A.P. Bessonov, the title is "a unique sign and the more colorful it is, the greater the guarantee that the material will be read"<sup>2</sup>. Researcher Yu.A. Belova in his work "Strategies for Interpreting the Meaning of Newspaper Headlines in British Mass Media Texts"

<sup>1</sup> Лазарева, Э. А. Заголовок в газете. — Изд-во Урал. ун-та, 1989. — 3 с.

<sup>2</sup> Бессонов, А. П. Газетный заголовок. — Л.: Наука, 1958. — 62 с.

states: "A headline is a potential textual sign that is expressed through verbal and non-verbal means of language and is graphically distinguished"<sup>3</sup>. Traditionally, the newspaper headline is the object of linguistic research. Various disciplines participate in the study of the title: philology, journalism, sociology, stylistics, etc. The study of the title is based on various studies (V. G. Kostomarov, E. A. Lazareva, A. P. Bessonov, etc.). R. S. Botirkhonova shows that the structure of the newspaper title, syntactic nature, functional development, semantics, style, linguistic means are researched from the point of view of manifestation of the law of economy<sup>4</sup>. It follows that the headline of mass media is considered and studied from different sides, aspects, perspectives. First of all, its dependence on form and semantic content, completeness is clarified. The form and structure of media headlines vary. Headlines have a special place in the information message. They mainly determine the effectiveness of the entire text. The common features of the newspaper and publicist style are most clearly manifested in the headlines, as they contain many lexical and grammatical features.

The main task of the information genre is to transmit information, but this transmission is rarely completely neutral, that is (completely free of elements that affect the audience). Like all journalistic texts, texts in the news genre perform the function of influence, are aimed at forming a certain attitude in the audience to the transmitted information, and often reflect the position of the editorial office or news agency. Analyzing media texts, researchers try to understand not only how events are covered, what lexical tools are used for this purpose, but also whose interests are served and how language affects society<sup>5</sup>. And this is not accidental, because they are "created according to a certain ideological system and based on a certain ideological value system"<sup>6</sup>.

The most important function of the title is to attract the reader's attention. Headings help him quickly get acquainted with the content of the publication, help him understand what his publications are about, what is important in the information presented to him, what is of particular interest to him. The ability of newspaper journalists to use headlines often determines the reader's decision - to read publications whose headlines arouse his interest or to ignore the issue. The practice of newspapers gives many examples of how the impact of important speeches of the newspaper on the readers is drastically reduced due to the unsuccessful selection and design of headlines: a meaningful article with an ill-chosen, inexpressive, illiterate headline is ignored. And vice versa, a bright title that attracts the reader with its content and form will encourage them to read the text that follows it or look at the image below it.

The title is a complete component of the newspaper text, embedded in it and connected with other components of the whole work. Assuming the text, the title contains certain information about the content of the journalistic work. The headlines of the newspaper page have an emotional color, arouse the reader's interest, attract attention. The title is considered as an element of speech that is outside the text and has a certain independence. The importance of the title in terms of impact on the reader is determined by the fact that it takes a strong

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<sup>3</sup> Белова, Ю. А. Смысл газетного заголовка: трудности интерпретации. — [Электронный ресурс]. — URL: [http://bulletin-bsu.com/archive/files/2013/3/36\\_Belova.pdf](http://bulletin-bsu.com/archive/files/2013/3/36_Belova.pdf)

<sup>4</sup> Лазарева, Э. А. Заголовок в газете. — Изд-во Урал. ун-та, 1989. — 6 с.

<sup>5</sup> Манькова, Л.А. Специфика заголовков в различных газетных текстах //Ученые записки СГУ. – 1997. – №6. – С. 17.

<sup>6</sup> Попова, Е. С. Рекламный текст и проблемы манипуляции: автореф. дис. ... канд. филол. наук: 10.02.01 / Е. С. Попова ; Урал. гос. ун-т им. А. М. Горького. – Екатеринбург: Изд-во Урал. ун-та, 2005. – 27 с

methodological position, along with the beginning and end of the text. It is precisely these components of the work that attract attention; the information contained in the title, beginning, and end is acquired first.

First of all, headings emphasize the material on the page, distinguishing them from each other. All titles are aimed at performing such a task, which at the same time performs the function of graphic highlighting. This function is the only function that is performed using non-linguistic tools: font highlighting, use of colors, graphic tools, layout methods. The form of the title activates the voluntary attention of the reader, which does not require voluntary actions.

At the first acquaintance with the title, before reading the whole text, the nominative function is also performed. These headings are calling the text, acting as its names, symbols. Any title names the text, in this sense, it always fulfills a nominative function according to its syntactic structure. The nominative role of the title allows the reader to distinguish the text. With the help of the title, you can name different ways to attract the attention of the reader.

The title activates the reader's thinking by creating interest. Such titles of publications play an informative role, if it contains information necessary for him, it attracts the reader to the text, i.e. it performs a manipulation function. The title of the material, first of all, helps to understand the meaning of the publication, to understand the journalistic concept. The title participates in this process in its informative function. The title participates in the formation of the emotional impact of the newspaper piece, performs an evaluative and expressive function. Its importance for the newspaper is that the work must convince the reader of the rules that the author defends. The title is often included to create stylistic text effects. It arouses the emotions of readers, activates their imagination, pays attention to separate semantic and evaluative parts of the publication.

The main function of the title in keeping the content in the reader's memory is nominative. The title plays its role at all stages of text perception. One-sided headings correspond to one element of the semantic structure of the text. One of the main purposes of the headline is to inform the reader about the topic of publication that the newspaper is proposing to him. It is interesting to show the titles of newspaper publications, the name of the hero of the material. The thematic title named after the character is much more expressive in cases of more complex connection with the text. The title of the newspaper text updates the analytical assessment of the situation reflected in it. This is an element related to the overall content of the text. In addition to the main elements of the general content of the text, the title can update its secondary elements - pictures for abstracts and general background for the purpose of the message. Such titles are especially impressive. Complex headings correspond to several elements of the structural scheme of the text at the same time. They warn about complex information. Their level of information is higher, the relationship of the headings with the text is more diverse than the previous ones, which is one of the means of increasing the expressiveness of the text. It is undoubtedly flattering and pleasant for every student to observe how the struggle for the attention and interest of his student is going on on the pages of the newspaper. In this case, the main weapon, as a rule, becomes a newspaper headline: catchy, interesting. It is not without reason that media theorists even talk about the art of newspaper headlines, classify "headline" techniques and methods.

Over the course of the development of the newspaper genre, headlines have accumulated a significant range of linguistic tools of linguistic and socio-political interest. Language and speech

are sensitive to economic, political, social, and cultural changes in society, and first of all, they are expressed in mass media. Linguistic tools used in mass media also characterize language change. The expressions that were first used in newspapers are gradually being used.

Among the most common stylistic and rhetorical linguistic devices that manipulate the reader's mind is language play. This article examines the linguistic devices used to manipulate public opinion in language games in newspaper headlines, particularly puns, phonology or sounds, metaphors, play on words with strong connotative meanings, the use of words that give emotional expressive color to the material and contribute to its vivid display. The research material includes articles from English language newspapers: The Guardian, The Daily Mirror, The Telegraph, The Sunday Telegraph, The Independent, The Times, The Sunday Times, Daily Express, The Observer, Daily Mail, Daily Times, The New York Times.

A pun is a play on words that have more than one meaning or one that sounds similar to another<sup>7</sup>. This is mainly manifested in word combinations. We classify word combinations as follows: word combination based on homophones. Such titles are characterized by ambiguity between word and meaning. For example, in the title *Waiting to DIY*, the word *DIY* is a homophone of *death*, and in the title *DIY* is short for *do it yourself*. The article is about a pensioner who makes his own coffin (*The Mirror*, 24/07/2015)<sup>8</sup>.

Great puns can also be found in phrases based on phrases. In any culture, there are established expressions, phraseological units, proverbs, and words that describe the stereotypes of the nation. Such linguistic tools in titles cannot leave the reader indifferent or even make them smile. In British culture, the most common sources of such expressions are songs and book titles. For example, the headline "Join the kew for the bloom with a phew" (*The Independent*, 20/10/2014) E.M. Refers to Forster's famous novel *A room with a view*<sup>9</sup>.

It is possible to observe the presence of metaphorical expressions in many titles, for example, "More water money goes down the drain" (*Daily Times*, 24.05.2014). This example literally refers to water and represents the flow of water in a pipe, but the expression means that all efforts are wasted and money flows down the drain<sup>10</sup>.

Analysis of over 1,000 newspaper headlines and articles, in today's information-saturated society, one of the most effective ways to attract attention to newspaper articles, influence minds, and manipulate society is the word of mouth. allows us to conclude that it is the use of yin. Perhaps this is the only method that hides irony and describes different social relations.

The economic and political processes taking place in the society are really able to attract the attention of the students and ensure the positive or negative manipulation of the society. Thus, puns can be considered one of the most popular manipulative weapons in newspaper headlines.

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