

How to Cite:

Baturina, L. A., Lepikhov, N. V., Panova, E. P., Popova, A. V., Karpova, G. G., & Gumerova, L. Z. (2021). The newspaper heading and proper name are parts of medial space. *Linguistics and Culture Review*, 5(S4), 583-590.
<https://doi.org/10.21744/lingcure.v5nS4.1675>

The Newspaper Heading and Proper Name Are Parts of Medial Space

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Abstract---In article the basic components of modern medial space are examined: heading and proper name. Authors emphasize that the heading in the modern Internet - newspaper text influences the reader and forces to pass under the reference to the publication which is interested by him. Besides it, the basic functions of heading and proper name as parts of the journalese text are analyzed. All theoretical moments of functioning onyms in newspaper headings, authors of the article illustrate concrete examples. Researchers judge that proper name had in newspaper headings are used with a support on (background knowledge) reader that allows to draw quickly his attention to the publication.

Keywords---expressions, figures of speech, heading, newspaper text, proper names.

Introduction

It is necessary to note that the heading is not only an organizing component of language of the newspaper but also the most significant part of the text. Speaking about specificity of functioning proper names in the journalese text (and as a part of it is the title), expediently especially to consider the problem on the functions which are carried out by titles as communicative units of speech (Krylova et al., 2020; Keefer and Haj-Broussard, 2020; Garrone-Shufran and Tannebaum, 2020; Masud, 2020). Modern media text has passed exclusively to the Internet. However even there does not lose the urgency newspaper heading which continues to carry out the function - to draw attention to the text of the publication. In media space heading always bright, substantial, frequently inconsistent but always curious, forcing to open suggested by authors of the article the reference. It defines an urgency of the theme which is chosen by us (Evrard, 2002; Allerton, 1987).

Object of the given research are onims units in newspaper heading. And a subject is specificity of functioning proper names and newspaper headings in medial space (Baturina & Kharlamova, 2020). The purpose of work will be to reveal and analyse publicistic titles and onims as one of making structural - stylistic components of a mass - media discourse. Achievement of an object in view assumes the decision of the following tasks:

- To describe specificity of functioning proper names in newspaper headings.
- To prove the importance of publicistic titles in system of mass-media.

Methodology

The decision of tasks in view is carried out by means of the descriptive method including receptions of supervision, description, generalizations and classifications of a researched material. We consider a part of linguistics known as anthroponymy. The basis for our research present works of V.I. Suprun (Suprun, 2000; Karpenko, 1978; Panova, 2003; Panova et al, 2020).

Results

The heading briefly informs the reader on the maintenance of a newspaper material, informs on value, character and a degree of importance of the events reflected on pages of the newspaper. On heading of the article, the reporting, the feuilleton, the correspondence frequently it is possible to judge the attitude of the author to described events, about a position of edition. Newspaper titles carry out some functions on a strip (Kim & Lee, 2019; Chandrasekar & Srinivas, 1997). First, nominative informative function, function of the message on the fact. In opinion of many researchers, the majority of newspaper headings, including nominal character are full statements, but not just simple name groups. Second, it is possible to speak about the advertising expressive function of heading closely connected to function nominative informative. The basic assignment of this function is - to interest the reader, to force him to read a material. Thirdly, the graphic - secretary function is inherent in all newspaper headings, allowing to separate one text from another, to allocate the text from a surrounding context

and at the same time "to connect" all strip in a single whole. This function of the title is carried out, as a rule, by graphic means (Rosental, 1981).

Probably more fractional partitioning of functions of heading: nominative, informative (including incentive, communicative, emotional, didactic), advertising (Popov, 1966). So, each newspaper title carries out basically three functions: nominative, informative and advertising. Between these functions struggle and at the same time interaction, unity is observed. One of functions usually pushes into the foreground, pushing aside other functions (Medvedeva & Mitina, 2021; Gabidullina et al., 2017; Gabidullina, 2014). The onims lexicon functions in the publicistic text as its integral component. Proper names in the publicistic text possess semantic-stylistic features: proper name is capable to accumulate speech-contextual and associated meanings due to that becomes important semantic and style element of substantial - semantic text space (Baturina et al., 2019; Baturina et al., 2020). On an insignificant piece of the journalese text (for example, in the title) onims are capable to code a lot of information. On a background of a verbal material, in an environment of the nearest and general context, proper names «receiving speech-contextual, associative and background meanings» (Voronova, 2000).

Hence, onims units are a constructive element of substantial - semantic space of structure of the text. This conclusion is caused also by ability of proper names to code a lot of information on an insignificant linear piece of the text, and the pragmatical potential (expression of an author's plan through the semantic-stylistic properties), and being in significant positions of the text (for example, in the title). Jakobson, V.A. Avrorin, V.Z. Panfilov, A.A. Leontjev, etc. and as primary allocate communicative function. N.F. Alefirenko assumes to examine it «as the complex integrated phenomenon in which all its basic properties are combined» (Alefirenko, 2015). Supporters of polyfunctionality allocate (except for communicative) the following functions: an idea forming, cognitive, expressive, aesthetic, voluntative, faticheve, constructive, etc. If all nouns in language and speech carry out nominative function, we can determine the basic (primary, base) function proper names as nominative differential (onims name and distinguish separate objects of one denotative line (Yevgeniy, Vladimir, Sergey, etc.).

Proper names serve for is underlined the concrete name of separate subjects of the validity and owing to such specialization they develop some features in meaning, grammatical registration and functioning (Bondaletov, 1983). Nominative-differential function is inherent in all proper names. They reflect the world surrounding us, informing about attributes (properties, qualities) any concrete subject (the person, event). Onomastic units not only stop attention to individual object, but also establish identity of named individual objects of world around. The heading in language of the newspaper, according to our position, carries out the following functions:

- Nominative (serves as a designation of the text).
- Informative (transfers the information on the text).
- Pragmatically (affects intelligence and emotions of the addressee - the receiver of the information).

The given function includes in the structure advertising and emotional functions. Emotionless, expressiveness of idea is achieved through semantic-stylistic features of proper names which strengthen, thus, pragmatically purpose of newspaper titles. So, in modern titles the method of a deliberate ambiguity (dilogy) is distributed: *the Intriguing Roman* [AaF, on February, 24, 2020]: the intriguing novel, stimulating interest, curiosity something mysterious, not clear; Roman is a name (antroponim) - (the Author of article tries to find out who is the person Roman Abramovich). Pragmatical function of the newspaper title is expressed with the help of a reinterpretation nomination: *In day of the basis numerous tourists will visit Petrov's city* [the Life, on May, 21, 2021], and with the help of using methods of the figurative metonymy: *[Moscow does not believe in tears* [the Life, on May, 31 2019], etc.

It is necessary to note that within the framework of structure of the text each element of publicistic speech (in particular, onim) expresses the attitude of language signs to the person who uses language, in our opinion it makes an essence of the pragmatists. Now the big attention in linguistics is given the pragmatological approach in the analysis of language units of a various level. Especially it is significant, from our point of view, for language of newspapers because the pragmatological characteristic of the given texts is available. Using mechanisms (semantic-stylistic, structural) of the pragmatological influence the sender achieves the greatest influencing effect on the addressee, that, certainly, and realizes the basic purpose of a newspaper material. We think that onims as other lexical units can possess expressiveness, reflecting the subjective attitude of the author of the text (in wide understanding of both previous terms) to the maintenance. Hence, proper names have double meaning (connotation) which accompanies of the meaning of a lexeme, and it also testifies for the benefit of their usefulness as lexical-semantic units (Alawawda & Hassan, 2021; Lasut et al., 2021).

In publicist heading as a piece of written speech, a certain situation as the substantial unity constructed under the certain communicative plan for realization of certain communicative intention receives language realization. The thematic, stylistic, structural unity of a newspaper discourse and closely to them semantic and formal completeness, is examined by us as fundamental characteristics - integrity, connectivity, completeness. The basic distinctive features of language of the newspaper are a social estimation, a communicative general importance, and special character of the expressiveness. That is why in publicism (as well as in fiction) the problem of a choice of an exact and bright, effective and expressive word is so important. Such word also is proper name. The basis of system expressive means of publicism is made with an estimation. Onim in the newspaper text "lives" not for long for this reason it is capable to change social estimation with positive to negative in the certain minimal historical time interval. This thesis brightly confirms the following example: *With whom the government is going to fight if the BAB is not alive more?* [K.T., on May, 7, 2018].

The using of a name, patronymic and surname in the abbreviation form carries obvious pejorative character. Given abbreviation appears in days of "board" of the first president of Russia B.N. Yeltsin when the cultural sphere has undergone to massed American influence. One of phenomena of culture is language and it also

has not stood aside. The spelling of the initials of the person in a similar way typically for the American mentality and does not carry negative painting. The using abbreviation BAB during the first period of the occurrence also had more likely neutral character, however, in due course, the given form has got obviously disrespectful, deliberately negative connotation. Change in the attitude to denote of the given lexeme and has caused changing in semantics of an onim (Batty & Taylor, 2003; Etcoff & Magee, 1992).

Among structural-semantic methods of transformations of proper names functioning in newspaper texts the following are allocated: paradigmatic changing of the onomastics units (a homonymy, paronymic: *the Carnival and a holiday!* (a surname of the well-known Russian video blogger - Valya Carnival); *Will be Dan - there will be also a food?* (the article about cooperation of the blogger Danya Milohin and popular singer Nikolay Baskov), paraphrases (replacement of an element of the case text with a case name (Give, *Макрон, fortunately a hand to me; Run Bayden from the wife - if only there was no war!*), juxtaposing (saturation of the text by onims), abbreviation (*VVP has already made a lot for us*) (Rambut, 2021; Tanwete & Kombinda, 2020).

To actually semantic methods concern: double actualization on the basis of a context (*there is no place "Apple" to fall*), false letters of the onomastics unit (*the hero city enters the WTO* - the question is the all-Russian theatrical society, instead of about the World Trading organization; the Name of a heading: *NEP: our Economic strip*), onomastics stamp (it is based on precise representations about the person, whose name disappears in the newspaper text behind a nickname: *"Kinder - surprise" gets weird again!* - about "activity" of the first deputy head of administration of the president of the Russian Federation Sergey Kirienko; *Chubchik and a mousy* - about Anatoly Chubajs'es and Elvira Nabiulina's "sins"), occasional actualizations of the onims (LAUREL (LAVROViye) victories), and also stylistic methods: metonymy and metaphorical carries of the proper name, the ambiguous using of the onomastics units, onims – reinterpretations (Rinartha & Suryasa, 2017; Ekasani, 2015).

Newspaper headings which basis are made with figures of ambiguous speech (for example, paronymic replacement (phonetic allusion) and dilogy where are used proper names) carry special expressive character, realize both pragmatical and influencing function of onims. *People speak that in family there is no without Mavrody [KT, on July, 28, 2020]*. Here the close sound word to the word-combination *in people* is used a surname of a well-known Russian businessman Sergey Mavrody (*without Mavrody*). The perception by the recipient of the language game getting attention to the text of the publication and providing an ambiguity of the using proper name is impossible without a support (account) on the non-lingual factor: knowledge of an economic situation in Russia in 1993-1995. Businessman Sergey Mavrody has created voucher pyramid "MMM" after disintegration of which thousand investors have remained ruined and the businessman has emigrated abroad with the large account in the Swiss bank. Certainly, that after such "feat" the surname Mavrody associates only with obviously negative connotation words. Therefore, the surname Mavrody is easily stacked in semantics of the transformed Russian national proverb «In family there

is not without the ugly creature» (always there is a bad person in a respectable society).

Specificity of figures (phonetic allusion, dilogy) which basis are onomastics units, is that onims in language of newspapers are actual only during the certain period of time and to open essence of the onomastics dilogy, allusion, as against appellative, it is possible only being based on a wide context and background knowledge of the recipient. Occurrence of proper names (in particular antroponyms) can be connected to transition onims from one category of names in another. So, girls from popular youth group «Pointers» call under this name. The role in «War and peace» has brought to Lyudmila Saveljeva glory. Abroad an actress named precisely Natasha, and a well-known American star of Hollywood Dzhuliju Roberts began to name "Beauty" after she was took part in the same name film (Van den Berg, 1996; Blakemore et al., 2004).

Distinction of political estimations of events and their participants is distinctly expressed in semantic process of transformation of proper names in common nouns in the form of plural. In publicism names of modern public figures began to be used actively in estimate-nominal sense: *Oh uzh these are putins and medvedevs!* [MK, on December, 6, 2019]. The originality of a structure and functioning of the onims continuum, importance of a role proper names in a life of a society, a wide spectrum of their communicative - graphic opportunities realized through various stylistic receptions, became the reason of enhanced attention to proper names in newspaper heading, adequately expressing author's intentions (de Mendoza Ibáñez, 2020; Littlemore, 2003).

Conclusion

Thus, using of the onims lexicons in the newspaper title remains an actual problem of modern functional Russian philology. Certainly, that the sender (the author of the newspaper text) makes the big rate on background knowledge of the recipient. The concept of «background knowledge» concerns to pragmatistical aspect of the newspaper text, that is the newspaper reader through language units, in particular onims, with a support on actually text of the newspaper and background knowledge of the reader, renders the certain influence on the addressee. And the main dominant of similar "pressure" in wide space of the media information were and there are headings which will be interest long time for the reading public.

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