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**MPHTI 16.31.02**

<https://doi.org/10.51889/2020-2.1728-7804.106>

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## NEWS MEDIA DISCOURSE AS THE BASIS OF THE INFORMATION SPACE

### Abstract

The mass media is a powerful tool that influences on people's minds and a means of promptly conveying information to different parts of the world. It is the most effective force of influencing a person's emotions that can convince the recipient in the best possible way. This work is devoted to the study of the role of mass media in the modern society and social communication by analyzing the aspects of modern news media discourse. The research work defines the main features of media, especially news discourse, as the type of media that is economically viable and accessible. However, because of the constantly moving society, people are not able to read all the news, so in modern time it is important to present information briefly and clearly. Especially, catch the attention of the reader with headlines that play a special role in the information message.

**Keywords:** mass media, media discourse, news, newspaper, newspaper headlines

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## ЖАҢАЛЫҚТАР МЕДИА ДИСКУРСЫ АҚПАРАТТЫҚ КЕҢІСТІКТІҢ НЕГІЗІ

*Аңдатпа*

Бұқаралық ақпарат құралдары - бұл адамдардың санасына әсер етудің қуатты күші, әлемнің әр түкпіріне ақпаратты жедел тарату құралы. Бұл реципиентті ең жақсы түрде сендіре алатын адамның эмоциясына әсер етудің ең тиімді құралы. Келесі жұмыс қазіргі заманғы медиадискурстың аспектілерін талдау негізінде қоғамдағы бұқаралық ақпарат құралдарының және әлеуметтік коммуникацияның рөлін зерттеуге арналған. Жұмыста медианың негізгі ерекшеліктері, атап айтқанда, экономикалық тұрғыда қалыпты және қолжетімді бұқаралық ақпарат құралдарының түрі ретінде жаңалықтар дискурсының ерекшеліктері анықталды. Алайда, үнемі қозғалыстағы қоғамның салдарынан әрбір жазылған жаңалықтарды оқуға халықтың мүмкіндігі бола бермейді, сондықтан ақпаратты қысқаша және нақты ұсыну маңызды. Әсіресе, ақпараттық хабарламада ерекше рөл атқаратын *жаңалық тақырыптары* оқырмандардың назарын аудару алуы аса маңызды.

**Түйін сөздер:** бұқаралық ақпарат құралдары, медиадискурс, жаңалық, газет, жаңалық тақырыптары

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## НОВОСТНОЙ МЕДИАДИСКУРС КАК ОСНОВА ИНФОРМАЦИОННОГО ПРОСТРАНСТВА

*Аннотация*

Средства массовой информации имеют мощное влияние на сознание людей и являются средством оперативной передачи информации в разные части мира. Это наиболее эффективный способ воздействия на эмоции человека, который может убедить получателя информации наилучшим образом. Данная работа посвящена изучению роли средств массовой информации в современном обществе и социальных коммуникациях путем анализа аспектов современного медийного дискурса. Исследовательская работа определяет основные черты медиа, особенно новостной дискурс, как экономически стабильный и доступный тип медиа. Однако, как следствие общества, которое постоянно находится в движении, у людей не всегда бывает возможность прочитать все возможные новостные статьи, поэтому в наше время важно представлять информацию кратко и четко. Особенно важно привлекать внимание читателя с помощью заголовков, которые играют особую роль в информационном сообщении.

**Ключевые слова:** масс медиа, медиадискурс, новости, газеты, газетные заголовки

**Introduction.** The XXI century is called the information age, because today information is one of the most important values. Its creation and distribution is the work of the media. Mass media and other forms of communication technologies have an enormous impact on the formation of public opinion and fundamental sentiment. Newspapers, TV and radio are all important sources of basic information about people, places and current situation around the world. The initial task of the media is to cover current events, to inform the public, however, the type and form of presenting information, its role and influence may vary.

The media is a powerful force affecting the minds of people, a means of quickly transmitting information to different parts of the world. This is the most effective means of influencing human emotions, which can convince the recipient in the best way. A vast majority of people, all across the world, rely upon various sources of media for keeping themselves updated on various ongoing issues around the world.

At the same time, people can actively participate and cause changes in society and, consequently, in their lifestyle, responding to events in a timely manner. This is largely due to the merit of the media, especially *newspapers*, because they are effective, economically viable and easily accessible to a wide range of people. The fast pace of life requires the media to be more informative, efficient, clear, which contributes to the expansion of the role of texts of information genres, primarily news texts. In the conditions of time pressure, a modern person does not always have time to read the entire press and therefore, first, pays

attention to the *headlines* and *subheadings* of newspaper articles. The headlines of modern media, in turn, should attract the reader's attention to the publication, interest him and make him to continue reading.

Since the purpose of any publication is its growing trend of popularity, the increase in the number of copies, it should undoubtedly be able to present brightly any material, despite the degree of its relevance. The use of headlines as a means of language expression in newspaper articles allows achieving the task and adding basic material.

The *aim of the research* is to determine the role of media in modern society as the main tool for the formation of social consciousness and social communication. The task of the work is to define the types and purposes of media, specifying the concept, structural and functional features of the newspaper and newspaper headlines in the modern media.

**Research Methodology.** Researches of media discourse are extensive and have an important role in the development of news discourse, including news headlines. In the research, there were used a method of content analysis of the previous literature sources in English and Russian languages. There were considered the works and articles of Western researchers on the topics of media discourse, mass media, particularly, newspapers and news headlines. Following authors' studies were analyzed in approach to reveal the concept of media discourse, its specificity and role to analyze the importance of the discourse to create well structured news sources: A.O'Keeffe "Media and Discourse Analysis" [6], M.Bednarek "Evaluation in media discourse: analysis of a newspaper corpus" [7], A.Bell "The Language of News Media" [9], T.A.Dijk "News as Discourse" [13], as well as heading function studies, contributed by A.Charles "Comprehending newspaper headlines" [18]. Among Russian researchers, the issue of newspaper headlines was studied by E.A.Lazarev "Headline in the newspaper" [22], A.P.Bessonov "Newspaper headline" [23] and others.

**Results.** Discourse, as the tool of social communication, since its inception has been at the level of extremely contradictory interpretations.

The definition of "discourse" causes considerable difficulties due to the fact that it is in demand within a number of scientific disciplines, such as linguistics, anthropology, literary criticism, ethnography, sociology, sociolinguistics, philosophy, psycholinguistics, cognitive psychology, and others [1, p. 6].

In linguistics, discourse described an extended segment of the language outside the boundaries of the sentence.

According to Teun A. van Dijk (2000), the functional-communicative approach considers discourse as the most important form of a daily life practice. He defines it as a complex communicative phenomenon, which includes, in addition to the text, extra-linguistic factors such as sender of the message, its recipient, social context, peculiarities of production, distribution and perception of information, cultural and ideological background, etc. [2, p.8].

N.D.Arutyunova defines that "Discourse is a coherent text in combination with extra-linguistic - pragmatic, sociocultural, psychological and other factors. It is a text taken in the aspect of event; speech considered as a purposeful social action, as a moment involved in the interaction of people and the mechanisms of their consciousness" [3, p.136-137].

A systematic analysis of various definitions allows us to identify three main approaches to the definition of discourse – *structural*, *functional* and *thematic*.

To define discourse within the framework of structural approach, it is necessary to focus on its structural components. Discourse is a product of speech activity, taken together with all verbal and extra-linguistic qualities related with its production, distribution and perception.

The structural approach verifies key components of speech activity involved in the communication process: from the sender of the message, its recipient to the distribution channel, and the context of communication.

The thematic approach groups written and oral texts as products of speech activity around socially significant topics that are under the public's attention.

For example, it might be race relations, immigration, terrorism, elections and other.

The main point of the functional approach in defining discourse is the interrelation of speech consumption with various spheres of human activity, which determine the features of speech communication. At the same time, various socially significant areas of human communication and speech practice, such as science, education, politics, medicine, mass media act as discourse-forming characteristics of the texts. As a result, for instance, functional approach identifies a media discourse as a collection of texts functioning in the field of mass communication.

There are a number of areas of discourse that are divided according to stylistic and functional-pragmatic forms. One of the socially active and popular forms is the *media discourse*. A stable system of parameters complements the concept of a media text as a multi-level phenomenon. They provide an extremely accurate description of the media text in terms of the characteristics of its production, distribution channel and lingual format signs. The named system includes such essential parameters as:

- The method of text creation (author – peer);
- The form of creation (oral – written);
- The form of reproduction (oral – written);
- The channel of distribution (mass media: printed, radio, television, Internet);
- The type of text on the base of functional-genre approach (news, commentary, journalism, advertising) [4, p.181-182].

Today the world is built on the basis of mass communications. Most of the events that are taking place become truly significant, important and visible at the moment when they are covered in the mass media. Mass communication texts may be referred to as “media text” or “media discourse”. It includes - mass-communicative text, mass media text, newspaper text, etc. According to T.G.Pyadyshva (2017): “*Media text is an integrative multilevel sign that combines different semiotic codes (verbal, nonverbal, media) into a single communicative whole and demonstrates the fundamental openness of the text at the content-semantic, compositional-structural and sign levels*”. The recipient of the message faces with an interpretation of the action, which has a different degree of information content. This degree reveals the presentation of information in such aspects as uniqueness, adequacy and relevance. The concepts of communicative space, information and content of information are in interconnection between each other and are directly dependent on the intentions of the society [5, p. 281].

Media discourse is communication that takes place through broadcasting channels that can be both oral and written. Despite the fact that media discourse focuses on these recipients, they often are not able to respond immediately to the producer(s) of the discourse, although this is changing more and more with the rise of the new media technologies. It is important to note that the written or oral discourses concentrate on the readers, listeners or viewing audience, respectively. In other words, media discourse is an open, fabricated, public form of communication [6, p. 441].

An integral part of the media discourse theory is a set of methods for studying media texts. Within the framework of linguistics, there are *discursive structure* and *linguistic function*. Particularly, there are at least eight basic methods of studying media language.

- The *critical method* reveals the hidden political and ideological component of the media text and is based on the identification of evaluative, reflecting certain ideological views and attitudes of the components;
- The *stylistic method* concentrates on the elements and features that are related to the structure and language of the news texts (usually contains pragmatic analysis, genre style and register);
- The *corpus-linguistic method* studies media discourse using the corpora.
- The *practice-focused method* studies media discourse on the base of practice.
- The *diachronic method* studies the history of media texts;
- The *socio-linguistic method* investigates connection among style and social components;
- The *method of cognitive analysis* based on studying the conceptual aspect of media texts, comparing various options for interpreting events in the media and aimed at identifying the relationship between reality and its media presentations;
- The *conversationalist method* studies media discourse using analysis of conversations [7, p.12].

Media discourse is sensitive to the context of social existence and the context of ideology. It is aimed at public awareness and the formation of public opinion. Mass media discourse is distinguished by a specific, mass-based audience and, accordingly, by the “averaging” of its code, which operates in the mode of cognitive-axiological meanings.

The concept of “mass media discourse” refers to the problem field of mass communication as a process of information exchange between all subjects of society, aimed at forming public opinion about the socially significant fragment of social life. Mass communication aimed at a wide, scattered audience is a “socially conditioned phenomenon with the main function of influence through semantic and evaluative information”. Mass communication as a type of speech activity is a “socially conditioned process in which this function is actualized by means of various communication means and channels” [8, p.34].

The media have an important role in the formation of modern society. As a result, it performs a number of functions. Particularly, *informative* and *regulatory*. The informative function is one of the fundamental: people turn to the media for information about what is happening around, or look for information that interests them. However, one should not underestimate the role of the media as a means of shaping and changing public opinion. Its role is becoming increasingly important. The evidence of this is sociological, linguistic, and sociocultural researches.

Media communication is for mass. One of its greatest features is that everyone has an access to it. The most important and researched component of mass communication is the audience. Media exist by the size and composition of its audience.

News media offer the classic example of language constructed by different parties. The audience of the media is multiple. It ranges from interviewees whom a newsmaker addresses eye to eye, to the non-attendant mass crowd, which itself comprises of various fragments. Six of seven characteristics of mass communication related to the audience. They are the followings:

- Audience is relative to other interaction cases;
- Media contents are available for everyone;
- The audience can be heterogeneous;
- Simultaneous contact with different people;
- Mass communication is impersonal and has one directed flow;
- The mass audience creates modern society [9, p.5]

Based on this, the picture of the world is formed on the basis of modern media discourse [10, p.21].

There are also such types of media discourse as news, advertising, promoting (PR) discourses; informative, analytical, publicistic discourses and others. And one of the components of media discourse is *news discourse*.

Given the role of the media in the modern world, it is hardly surprising that media discourses and practices have enjoyed so much attention from scholars in various disciplines. In linguistics, media discourse in general and news discourse in particular have been the focus of much intensive research over the past 25 years. Some of the early classic studies, such as van Dijk (1988) and Bell (1991) laid ground for the development of the discipline along cognitive, critical and ethnographic dimensions and they still inspire some of the more recent contributions in the field [11, p. 213-217].

**Discussion.** The newspaper, as a means of information and persuasion, is aimed at a mass and diverse audience, which it needs to attract and try to keep, to force itself to read. As a rule, Newspapers are read in conditions when it is very difficult to concentrate: in the tram, on the train, at Breakfast, after a working day, etc. In this regard, there is a need to build information in the newspaper concisely and holistically to report the main, even if the information remains unreadable until the end. It is necessary to have a certain emotional impact on the recipient. The material in newspaper articles should be as accessible as possible set out that the reader is not required any preparation, depending on the context should be minimal. It is necessary not to forget about the style factors of any newspaper article. Often found together with the usual regularly occurring topics in almost any subject, for some reason appearing relevant. Subsequently, such new situations and arguments also tend to repeat. Such duplication of topics, as well as the fact that the journalist usually does not have time for thorough processing of the material, lead to the frequent use of stamps.

The main characteristics of the language of the newspaper include:

- 1) Conciseness and economy of language resources, multiplicity of presentation with informative saturation;
- 2) The choice of language media for the purpose of their clear understanding (the newspaper is one of the most popular media);
- 3) Application of socio-political vocabulary and phraseology, change of terminological vocabulary for accessibility of its understanding;
- 4) The use of typical for this style speech stereotypes, sustainable drug combinations;
- 5) The variety of genres and therefore the stylistic use of language means: polysemy of words, word formation resources (author's neologisms), emotional and expressive vocabulary;
- 6) The use of features of journalistic style with the features of other styles of scientific, official-business, literary-artistic, conversational), due to a variety of themes and genres;
- 7) The use of figurative and expressive means of language, for example, means of stylistic syntax (rhetorical questions and exclamations, parallelism of construction, repetitions, inversion, etc.

The most important functions of the newspaper are informational and influential.

The informational function of the newspaper is that the authors of such articles are intended to inform as wide a circle of readers as possible about the problems of public importance and the views of the authors on these problems.

The language of modern high-quality newspapers today tends to be more informative. This is evidenced by the continuous growth and evolution of the system of newspaper genres, as well as this kind of trend can be traced in the headlines of newspaper articles [12, p. 142-143].

The concept of “news” is ambiguous. Firstly, people understand “news” under the general term as “new information”. They find it in everyday sentences as “I have news for you” or “What is the latest news from your classmates?”. It follows that the concept of news can be considered in two ways. Thus, second class of “news” concepts involves the media and mass communication. For instance, “Have you read the news about the start of new Japanese Era?”, or “Did you watch the news yesterday?”. However, in both of that examples there are also some ambiguity. While first example means a new information as a news article, the second one presents news on TV programs and so on. As a result, the concept of media news in everyday use implies the following concepts:

1. New information about any everyday events, things and even people.
2. TV programs and radio that presents news items.
3. News reports, articles on TV or in the newspapers. Particularly, they present the recent events.

This research work will focus on the third section. This is a type of text or discourse is expressed, used or published in the media such as television, radio and newspaper [13, p. 4-5].

The structure of the discourse is a main point of all text forms. It provides important information about the given fragment of the text. This is obvious on academic, technical and legal texts that are clearly demarcated into parts. It contains, for example, introductory, explanatory material. These types of texts makes it easy to find specific information in them quickly. News articles have the same useful, albeit implicit design: they often provide a brief, preliminary summary of meaningful events, relevant background information, comments from experts and journalists, as well as detailed descriptions of major events [14, p.25-27]

In his research, van Dijk provided the structure of the news discourse, organizing it in the form of a tree. His hierarchical theory became the basis for the work of many researchers in the field of media discourse.

T.A. van Dijk identified a number of characteristics and compositional features of the news discourse. He divided News Report into two – *Summary* and *Story*. *Summary* is a short announcement of news materials before the transition to their essence. *Headline + Lead* summarize the news text. The Lead provides a summary of the content of the text, and is also used to attract attention. However, in many print editions, Lead is used extremely rarely, in order not to provide the reader with excessive information, which will tell them more about the content of the news than necessary. The Headline is necessary in order to show the connection between the title and the text. In addition, it should arouse interest for reading the entire article.

*Story* itself consist of *Situation* and Comments. The analysis of the *situational* structures of news revealed the categories of news schemes that journalists and readers know as well. For instance, a news text may contain a Background and Episodes. Usually, in a news discourse, the backgrounds follow current or main news events. Therefore, it is also necessary to have category of Main events. In addition, the information published in the category *Main events* can be embedded in the *Context*.

*Consequences* is one more category that is commonly occurs in the news discourse. The relevance of socio-political events is partly determined by the severity of their consequences. When discussing real or possible consequences, news discourse can give a causal coherence to news events. There some cases, while consequences are much more important than the main news events. In this case, *Consequences* may have the same position as *Main events* in the structure of news. Alternatively, it even may reach a higher level and take place in the headings.

*Verbal reactions* are a special category of news schema that is also a case of consequences. The most important news events follow the standard procedure of requesting comments from important participants. It helps journalists to present a strongly objective opinion that does not necessarily belong to them. Of course, the choice of speakers and quotations does not have to be objective. The names and roles of news participants indicates the category of verbal reactions, as well as direct or indirect quotes from verbal statements. This category usually follows the categories of *Main events*, *Context* and *Background*, almost at the end of news discourse [13, p. 52-54].

Over time, the way people consume information of newspaper articles has changed. Thus, more and more people began to turn to Internet sources than to the usual print media of news.

People used to buy a newspaper, read it from cover to cover while scanning headlines, and reading articles that they thought were interesting [15, p. 657-670]. However, more and more people read individual articles on the Internet, with the exception of their original publication. Often, a person reads this article because it was shared on social media or some other internet platform [16, p. 1-25].

In addition to Newspapers and news publications, the news discourse is widely available on the Internet. Moreover, the Internet has now become a major source of information. News online discourse in a short time managed to acquire its own features, different from the presentation of news in other sources highlights the following features of the news presentation on the Internet: efficiency (quick update of information), concentration (the presence on one web page of many news) and a comprehensive view of the event (at any time you can find information on any topic).

Today, study the news discourse, represented by a set of texts, articles, both in periodicals and on the Internet. At the end of the 20th century there were significant changes in the field of information technology. The Internet has brought human civilization to a new level of development. Now we have the ability to monitor everything that happens 24 hours a day. Many have switched from print to electronic Newspapers, which is not surprising, since online Newspapers have their advantages. Now you can read the news even on social networks Facebook or Twitter, so changing the nature of reading the news column: users to read the notes go to the link specified on the page "New York Times" in Facebook on the newspaper's website and often immediately return to the Facebook site to discuss the article. The way content is distributed can also occur in a variety of ways: iPad, tablet, cell phone, e-book – thus covering a wide range of audiences. In addition, with the development of information technology have become available a variety of applications that allow you to keep abreast of the latest news. Thus, the Internet provides ample opportunities to create a virtual dialogue, as a result of which there is also a change in the addressee factor. Thus, if in the journalistic texts presented in the printed versions of Newspapers, the addressee is usually active, while the addressee is more passive, in the printed versions of online Newspapers both participants of communication can be active.

The next feature of e-newspaper texts is that they have the ability to present media text as hypertext. Due to this feature of electronic press texts, the reader has the opportunity to move between the elements of hypertext ("linear" texts) in order to get acquainted with previous events, historical names, geographical names – all that is discussed in the article. Thus, if there is a semantic interaction between the texts of printed Newspapers, then between the texts of electronic – not only semantic, but also structural, i.e. the connection between the texts can be built through links.

Thanks to the development of the Internet, the messages of the largest news agencies go on their websites almost continuously, immediately reaching the end user, even before they are published in the newspaper or announced on radio or television. There is a rapid exchange of information with the world. Thus, news agencies have become the main news providers.

Many news agencies are now developing their own style of reporting, which is different from the print media. They publish manuals on foreign manners for work in agencies, where explain, as correctly sue information. For example, "Technology news from Interfax. Style Guide", which describes all the rules of the text – from grammar to structure.

In particular, the title should be a simple indicative sentence and should not exceed 76 characters; active pledge is always preferable to passive pledge, it is forbidden to start the title with prepositions and numbers, etc.

Headlines play a special role in the information message. They largely determine the effectiveness of the entire text. It is in the headlines that the General features of the newspaper and journalistic style are most clearly manifested, since many lexical and grammatical features are concentrated in them.

A news headline in our study is a text placed at the beginning of a news site release, forming a block of the main topics of the issue, forming its summary, with several other texts having similar characteristics.

D.A.Kachaev points out that the title should correspond to the content of the material and give a definitely concise and accurate expression of the main idea of the text and emphasizes that the main requirement for the title is concreteness [17, p. 82].

It is known that the headline is the condensation of the content of the text. In linguistic literature, there are two approaches to determining the status of the title and its place in the system of macro text media.

From the point of view of the first approach, the title is an independent element of the media macro text system (a set of media texts sent to the recipient as messages within one media issue), semantically, pragmatically and functionally related to the text of the message, but standing outside it.

According to the second point of view, the headline considers as a structural component of the text of the message, occupying a subordinate position in the system and functionally serving it.

We share the opinion of researchers who consider the headline of the media a kind of text of mass information discourse. It functions in the system of media macro text and takes a stylistically and pragmatically strong position in it. It is an independent component of the media macro text that plays a leading role in the functioning of the macro text system. It also performs a number of general and specific functions: attractive, informative, nominative, appellative, contact setting; advertising and influencing.

The title in the Internet discourse is considered by researchers as a special kind of title, the main features of which are the reliance on hypertext, interactivity, efficiency, the possibility of permanent access from anywhere in the world, arbitrary access to information and the possibility of archiving, which are not typical of traditional media.

There are two main functional types of headers:

1) The traditional informative title gives the main information about the event, using a minimum of words;

2) Inciative (inducing) headline often plays the role of a kind of comment to the already known public event, encourages reading the article, using various stylistic techniques.

Reading a headline is a commonplace example of comprehension that includes processes shared by all instances of language comprehension. However, it is also an example of comprehension that is less straightforward than the comprehension of ordinary sentences. Because of space constraints, headlines are syntactically sparse. They are in some ways reminiscent of the “telegraphic speech” of young children, which largely omits grammatical “function” words [18, p. 692-713].

It is well known that the headline performs the most important structural function of the newspaper text, because “It is not only the first element of the message, but also the first element of perception”. It depends on him whether the recipient wants to read the publication or not to pay attention to it. “The statement in the position of the newspaper headline is able to carry meaningful and logically complete information, understandable and without reading the text under it, and it is a speech act expressing certain author's goal-setting”, constituting an important content fragment of the linguistic category of modality.

The purpose of headings is not limited to the task of providing a clear overview of the content of information or summarizing it, which could be done with less space on the newspaper page. The essence, obviously, is different: to attract the attention of the reader, to induce his interest in printed material. It is also necessary to note the fact that, in the opinion of many linguists who study the language of newspaper journalism, the latter is steadily transforming in the direction of increasing accessibility, using the resources of the national language.

The best headlines both “tell and sell”, they quickly show the reader what the news is about and persuade the reader that the story is worth reading [19, p. 107].

Headlines are usually read first and the information expressed strategically by the editors or headline writers. First, a good headline convinces readers to stop and devote their time to reading the story. Such a headline draws the reader’s attention and also reflects the essence of the story. LaRocque (2003) points out that the authors of headlines generally know pretty well what they want to say.

However, unfortunately, there are some difficulties, such as vocabulary, creativity, knowledge of the language and others that must be overcome when creating the title [20, p. 10].

Anyway, there are also “poor” headlines. What is usually found in the headlines is words that are used too often regardless of the context of article that readers begin to ignore it. The LaRocque's remark that “words are the building blocks of language, and when the blocks are misplaced or misused, what is said sometimes is not what is meant” is unvarnished truth [20, p.10].

Sometimes, despite the fact that a headline attracts attention, in the end, while reading the article, one might find that the headline is unrelated to the story. Nothing can annoy readers more than confusing and inappropriate headline.

Secondly, it is definitely the headline on the first page that sells the newspaper. Therefore, it must be sparkling, smart, attractive and correct. The last, but by no means least important function of headlines is news sorting. To do this, headline authors use font size and style, which emphasizes the importance and quality of news. The size of letters grows with the importance and quality of news.



Usually the reader chooses an article to read by its bright, spectacular, colorful headline[21, p. 27-31]. As E.A.Lazareva notes: “the Headline is the first signal that encourages to read the material or put the newspaper aside. Research psychologists show that about 80% of readers pay attention only to the headlines” [22, p.3]. Headlines help the reader to navigate in the extensive newspaper material, provide an opportunity to judge the most important and interesting articles, information.

A.P.Bessonov wrote that the title — “is a kind of sign, and the more colorful it is, the greater the guarantee that the material will be read” [23, p. 3].

The form and structure of the media headline varies. The name of a newspaper article may be entered as a single heading, but additional, auxiliary elements may also be present. A.P.Bessonov in the book “The Newspaper Headline” names and describes the purpose of the main elements that complement the heading preceding the text of the article. The most common are: “cap”, the title itself, subtitle and heading. In this case, we are talking about the heading complex: “The heading complex allows us not to overload the heading, but to focus on the performance of the contact function, shifting the informative function to additional components” [24, p. 97].

**Conclusion.** The discourse of mass media is understood as a socially determined process of production, reproduction of objectification and translation of socially significant content forms in mass media texts, revealing the peculiarities of public consciousness and mass media picture of the world. Mass media discourse is a cognitive and pragmatic environment that realizes its essence through the production and broadcast to a wide audience of evaluative meanings and ideologies, as well as through naming and metaphorical interpretation of the facts of social existence.

As a result of the study, we came to the conclusion that the discourse of the mass media is a socio-cognitive and socio-regulatory mechanism directly aimed at both social self-knowledge and social construction, as well as the objectification and modeling of public consciousness and public opinion through production, replication and regular delivery of socially significant meanings and assessments to a wide audience.

News discourse is an integral part of the mass media. The main characteristics of this type of discourse are the relevance of the information, the significance of the described event, the brevity of the content, the spatial or psychological proximity to the addressee, as well as a special format. So the structure of news reports in media is characterized by the presence of the following components: Headline, sub-Title, Main Event, Background, Context and Comments. The listed components were identified by T. vanDijk. The beginning of the text (Heading and Sub-title) contains the most important information.

A well-crafted headline can deliver an emotional blow or elicit a burst of insight. Readers can be moved, angered, entertained, or simply informed with half a dozen words. It is without a doubt one of the most important jobs in journalism. The purpose of the headline is that it helps to spread the news on the page for readers, organizing them visually. Without even reading the story and without looking at the photo, readers can look for a few seconds at the newspaper page or the home page on the website and, in general, know not only the information on this page, but also the importance of each of them. one in relation to the others as well.

Mass Media news headlines are multifunctional units. The functions of the news headline are closely related to each other, and, depending on the intentions of the journalist, each of them can become dominant. The most typical are nominative, graphically-highlighting, informative, advertising, pragmatic and prognostic functions. The initial and obligatory is the nominative function; the most important is the informative function. Both implements the transfer header of the main content of the article. The pragmatic function of the headline is to attract the reader to the article, produce the desired effect on it and adjust it to a specific perception of the text

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