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## FIGURATIVE-EXPRESSIVE MEANS AS STYLE-FORMING HEADINGS OF MODERN NEWSPAPER

**Abstract.** The article is devoted to the analysis of the linguistic and stylistic features of newspaper headlines, determining the role and functions of newspaper headlines, searching for the most effective language and stylistic means of resending information through headlines, correlating headings with text, visual and expressive means as style-forming headlines. The materials of the study were the materials of the Uzbek newspapers "Vecherny Tashkent", "Business Herald of the East", "Lady", "Humo" and the Russian newspaper "World of News", for 2012–2018. The article discusses various existing definitions, the role, functions of a newspaper headline, the issues of achieving mastery of inventing effective, successful headlines, correlation, headline correlation with newspaper text, as well as graphic expressive means as style-forming newspaper headlines.

*Keywords: newspaper text, expressive means, title, stylistic figure, newspaper style, trope, metaphor, expression, language expressiveness, newspaper language.*

In the newspaper headline takes the most strong, accented position. Being a part of the newspaper, the heading performs the following language functions: informative (conveys information about the text), pragmatic (affects the intellect and emotions of the addressee - recipient of information). In the modern newspaper headline the pragmatic function is the most important. "The pragmatic focus of a newspaper headline is motivated by its role as an intermediary between the reader and the author of the text."<sup>8</sup>

One can name only a small number of works devoted to the sociolinguistic aspect of mass communication in terms of features of language functioning in conditions of mass communication as a type of social communication (See the works of V.N. Kostomarov, Schweitzer, G.Ya. Solganika, M.V. Zarvy, Svetana)<sup>9</sup>.

It is obvious that today's competition in the field of mass media stimulates the authors to search for non-standard ways of attracting reader's attention. Creating successful headlines is subject to a number of rules that should be remembered. The main one is the observance of the principles of the organization of the title.

Where does the creation of the heading begin? The most common way is to start by defining for yourself the essence of the phenomenon that is mentioned in the text.

When creating a header, you can go the other way. Let us turn to the experience of D. Tolkachev - "the

editor of the headlines" of the magazine "Profile", the author of the brochure with the ironic title "Brilliant headlines. Far from complete works. The journalist believes that when compiling the headline, the main thing is to reflect the meaning of the article in it, and to do it beautifully, with humor, without getting lost in mediation. The title should be such that the reader wants to read the text. For example, instead of the heading "Depositors Cannot Take Money from the Bank", dryly reporting a problem arising in relations between investors and the bank, he suggests giving the title: "Depositors", or "MENATEP Deposit Box", "Sberbayki from the Crypt", etc. .

D.B. Tolkachev believes that "for young men who are thinking over headlines, the main thing is to grasp the essence of the article and try to play with associative links, with the form of a word right up to the violation of the norm of the language. And thus, to obtain a paradoxical meaning, called upon to serve the reader as a special signaling system: there is a zest here - it is necessary to read it. ... Associations with the directorial activities of N. Mikhalkov (production of the film "Unfinished Piece for a Mechanical Piano") served as the basis for creating a title for an article about Mikhalkov - a politician and businessman: "An unfinished play for an oligarchic piano". The consonance of the words kandalny - scandalous gave life in its time to such a headline: "You hear the scandalous sound". But I, by golly, do not know how to

<sup>8</sup>Chokoy A.M. A role of emotionally-expressive means in the modern political newspaper text: the author's abstract of the dissertation of a candidate of philological sciences. - M.: State Russian Language Institute named after A.S. Pushkin, 2007. - C.11.

<sup>9</sup>Lazareva E.A. The language of electronic media in the communicative aspect. // Publicism and information in modern society.- M., 2000.-C. 205.

explain from the point of view of linguistics the title to the material about crime in the vodka business: "Condemned master of alcohol". What it is: just the loss of letters or the game is consonant with the roots of words that are far apart in the meaning of the words (the words "honored - condemned" and "alcohol - sport" can even be called rhymed) ... You can't just take blanks, dies and mechanically cram a new content into them. This is 99 percent intuition, intuition. <sup>10</sup>

In terms of meaning, the title still cannot be regarded as something separate from the text. The title, on the one hand, prepares for the understanding of the text, on the other hand, the title can become clear only after reading the text. The first classification of newspaper headlines is based on the reflection of text elements. On this basis, single and complex titles are distinguished.

Unidirectional titles correspond to one element of the semantic structure of the text: - with the topic, - with the fact, - with the hero of the publication, - with a quote or a well-known expression, - with an analytical assessment of the situation, - with the idea of the material, - with secondary elements of the text. At the same time, a greater number of titles express the theme of the text.

For example, the title "**Products from local raw materials**"<sup>11</sup> fully reflects the topic of the article, which deals with the progressive improvement of the business environment in the capital. The article tells about the company "Bil Tash", which is engaged in the production of majolica and frieze ceramic tiles from domestic materials.

"**Simple and sleek vest.**"<sup>12</sup> A note on denim vests and how to use them in women's wardrobe.

"**Comic Library**"<sup>13</sup>. The note tells about the library specializing in "hand-drawn literature".

"**Found the manuscript of the first fairy tale Andersen.**"<sup>14</sup> The title fully reflects the topic of the article, which describes how a manuscript was found in Denmark, the text of which is a previously unknown fairy tale by Hans Christian Andersen.

Some headlines reflect a single fact. Often articles shout about facts that have not yet come true. Most often these are the headings of political notes: "**The media forced the mayor to resign**"<sup>15</sup>; "**The prime minister was going to ruin the drivers,**"<sup>16</sup> etc.

Facts, sometimes not too important, reflect the titles of the gossip: "**Khazanov's relatives were offended**"<sup>17</sup>; "**Baskov was humiliated and insulted**"<sup>18</sup>; "**The mirage broke up because of the**

**money**"<sup>19</sup>; "**Sokolov does not want to return the money.**"<sup>20</sup> Such titles are, as a rule, fully informative, understandable for the reader and fully reflect the content of the note.

Much less often among the analyzed titles are headlines that call the hero of the publication. Journalists skillfully use various stylistic methods to play up a name, adding additional meaning to it, highlighting its internal form. One of the most frequent methods is paronomasia, based on the convergence of similarly sounding words: "**Barack Obama is ruled by three ladies.**"<sup>21</sup>

Often, famous surnames are given in the title, and in the article they are only casually mentioned. In the title, the surname of the hero of the publication is often pronounced, but the main idea of the article is not indicated: "**Tabakov confessed to sin**"<sup>22</sup>; "**What is Anna Semenovich afraid of?**"

The heading may represent a quote or famous expression related to the event being described. So, the title "**Eye for an eye**"<sup>23</sup> becomes clear after reading the material. Another example: an article about mountaineers and "wild" tourism in the mountains is published under the heading: "**Highly high in the mountains.**"<sup>24</sup> It turns out that this phrase comes from an old saying. In the material, an experienced mountaineer shares his impressions and gives valuable advice to beginners and tourists.

In the article "**In word and deed seeking the support of the electorate**"<sup>25</sup> of the open joint-stock company Suv mash, the title expresses a positive assessment of the events described and the heroes of the publication. Thus, such a title informs the reader about the content of the article and forces the reader to view the material from a certain point of view.

There are headlines that update the idea of the material. They may contain elements that follow logically from what has been said, but are not expressed verbally in the text itself. For example: "**The taste and color**"<sup>26</sup>. The article tells about the four trendy colors this season. Another example: "**The legs in the boots.**"<sup>27</sup> This article is about fashionable women's boots of the season. Such a title follows logically from what has been said in the article. Another example: "**FUN choice**"<sup>28</sup>. The article tells how to choose the right gum and hairpins.

Often the headings update the secondary elements of the text. In the headline "**Julia Peresild: A Bride without a Place**"<sup>29</sup>, the background detail is brought to the fore. In this short interview with a famous actress -

<sup>10</sup>Tolkachev D. B. Great titles. Far from complete works. -M., 2001.-P.30.

<sup>11</sup>Evening Tashkent, No. 62, March 28, 2016.-C.1.

<sup>12</sup>Lady, No. 13, March 28, 2013. -C.8.

<sup>13</sup>World of News, No. 3, January 16, 2013.-S.

<sup>14</sup>Lady, No. 52, December 27, 2012.-C.5

<sup>15</sup>World of News, № 3, January 16, 2013.-C.6.

<sup>16</sup>World of News, No. 48, November 28, 2012.-C.3.

<sup>17</sup>World of News, No. 45, November 7, 2012.-P.20.

<sup>18</sup>World of News, No. 44, October 31, 2012.-C.14.

<sup>19</sup>World of News, No. 44, October 31, 2012.-C.21.

<sup>20</sup>World of News, No. 39, September 26, 2012.-P.22.

<sup>21</sup>World of News, No. 35, August 29, 2012.-P.22.

<sup>22</sup>World of News, No. 34, August 22, 2012.-C.21.

<sup>23</sup>Lady, No. 12, March 22, 2012.-C.14.

<sup>24</sup>Lady, No. 12, March 22, 2012.-C.4.

<sup>25</sup>Voice of Uzbekistan, No. 38, September 28, 2012.-p.2.

<sup>26</sup>Lady, No. 13, March 28, 2013.-C.9.

<sup>27</sup>Lady, No. 49, December 6, 2012. - C.16

<sup>28</sup>Lady, No. 49, December 6, 2012.-C.17.

<sup>29</sup>Lady, No. 10, March 7, 2013.-C.18.

only briefly mentioned that Julia for some time lived in Moscow without shelter.

**“The secret of love is unraveled.”**<sup>30</sup> The article mainly deals with the fact that a study was conducted, as a result of which it became clear that men are attracted to women with similar facial features.

**The second classification of headings is based on whether a particular element of the text is fully or incompletely reflected in them.** Here the titles are fully and incompletely informative.

Full informative titles can reflect either the topic of the entire text, or its main idea, or any thesis that develops the main idea. Of the hundred analyzed titles, only forty are fully informative. From the point of view of syntax, full informative titles are most often declarative and interrogative sentences. Approximately one-fourth of the full informative titles are interrogative sentences: **“Children's hospices for or against?”**<sup>31</sup>; **“The State Duma legalizes sacrifices?”**; **“Should we be afraid of the end of the world?”**<sup>32</sup>; **“Stuttering: how to deal with it?”**<sup>33</sup>; **“Why is dizzy?”**<sup>34</sup>

Two-fourths of full-information headings are narrative sentences. Such headlines immediately call the topic of the article and are a summary of its content. For example: **“Parliamentarians of Uzbekistan are preparing changes to the country's constitution”**<sup>35</sup>; **“More than 17 million citizens took part in khashar”**<sup>36</sup>; **“Approved another project under the Clean Development Mechanism”**<sup>37</sup>; **“IpakYuli Bank has introduced a new product”**<sup>38</sup>; **“The US wants to cut Paris off Russian gas.”**<sup>39</sup> The titles, formulated as narrative sentences, clearly define the topic of the article and do not give emotional and expressive evaluation.

Full informative titles in the form of an exclamatory sentence - one fourth, as well as titles in the form of an interrogative sentence. The exclamation sentences are emotional. Obviously, the emotions are so overwhelmed by the author, that the title is difficult to immediately understand what is said in the publication. These are such titles: **“Save our ears!”**<sup>40</sup>; **“Do not miss the time, gardeners!”**<sup>41</sup>; **“What kind of people are in Hollywood!”**<sup>42</sup>

The title - an exclamation sentence immediately catches the eye of the reader, has a sensational touch and reflects the author's subjective assessment. The title can not express the whole thesis, only one part of it - a logical topic, sometimes in such a name there is only a signal about the subject of speech or its sign. In this case, the title is called incomplete (dotted).

Over time, there is a tendency to concisely, articulate the title as clearly and accurately as possible. There is a simplification of the syntactic structures underlying it. Freeing themselves from the standardization of speech, publicists turn to the search for new, more effective, expressive means of expressing assessment. These tools include various stylistic figures and techniques. Their importance in the system of evaluative means of newspaper language is increasing. So, if in the headlines of newspapers in 1985, stylistic figures and receptions accounted for only 20-25%, in modern titles there are already more than 80%. Practically all the figures of speech are found in the newspaper, but four groups prevail significantly: questions of various types, repetitions created by means of different language levels, applications, and structural-graphic selections<sup>43</sup>.

In "respectable" newspapers, designed for a more educated reader, colloquial words appear as something unexpected. The stylistic contrast with the surrounding neutral vocabulary increases their expressiveness in the eyes of the reader: **“Kickbacks are better than both brother and matchmaker.”**<sup>44</sup>

Taking a “stylistically strong position”<sup>45</sup>, the title refers to those “compositional elements of the text that attract increased attention when they first get acquainted with the publication”<sup>46</sup>. To make the title informative and expressive, to achieve its emotional and expressive impact on the reader, the author resorts to various stylistic techniques. The most common means of stylistic organization of titles in the analyzed publications are **trails**. The authors of newspaper publications often use epithets as titles (**“This Sweet Revenge”**<sup>47</sup>, **“Fleeting Beauty”**<sup>48</sup>, **“The Best School Principals”**<sup>49</sup>, **“Eternal War”**<sup>50</sup>, **“Hard Start”**<sup>51</sup>); metaphors (**“Burned at work”**<sup>52</sup>, **“The city will go**

<sup>30</sup>World news, № 50, December 12.-C.5.

<sup>31</sup>World of News, No. 48, November 28, 2012.-P.25.

<sup>32</sup>Lady, No. 39, September 27, 2012.-C.62.

<sup>33</sup>Lady, No. 10, March 7, 2013.-P.49.

<sup>34</sup>Business Bulletin of the East, No. 22, March 17, 2012.-C.2.

<sup>35</sup>Business Bulletin of the East, No. 22, March 17, 2012.-C.2.

<sup>36</sup>Business Bulletin of the East, No. 22, March 17, 2012.-C.3.

<sup>37</sup>Business Bulletin of the East, No. 53, July 8, 2012.-C.3.

<sup>38</sup>World of News, No. 34, August 22, 2012.-C.4.

<sup>39</sup>World of News, No. 34, August 22, 2012.-C.26.

<sup>40</sup>World of News, No. 34, August 22, 2012.-C.26.

<sup>41</sup>World of News, No. 31, August 1, 2012.-C.27.

<sup>42</sup>World of News, No. 30, July 25, 2012.-C.13.

<sup>43</sup>Vinogradov S.I. Culture of Russian language. - M.: Infra - M., 1999. - p. 124.

<sup>44</sup>World of News, No. 33, August 15, 2012.-C.2.

<sup>45</sup>Lazarev E.A. Headline in the newspaper. Sverdlovsk, 1989.-C.3.

<sup>46</sup>Kharchenko N.P., Bannik L.S. Titles-quotes in modern newspaper journalism // Proceedings of the international scientific conference "Changing Language World." - Perm, 2001.-S. 38-42.

<sup>47</sup>Lady, No. 39, August 27, 2012.-C.54.

<sup>48</sup>Lady, No. 10, March 7, 2012.-C.16.

<sup>49</sup>Voice of Uzbekistan, No. 37, September 21, 2015.-P.8.

<sup>50</sup>Lady, No. 13, March 28, 2013.-C.30.

<sup>51</sup>World of News, No. 41, October 10, 2012.-C.3.

<sup>52</sup>World of News, No. 38, September 19, 2012.-C.4.

**underground**<sup>53</sup>, **“Golden anniversary**<sup>54</sup>; metonymy (**“Metropolis went under the hammer**<sup>55</sup>, **“Lio-lio chooses Russia**<sup>56</sup>, **“IKEA turned on the color in Gorky Park**<sup>57</sup>); Synecdoche (**“Stop smoking, woman!**”); parafrazy (**“Country officials**<sup>58</sup>, **“Well, the viewer, wait!**”<sup>59</sup>); Oxymoron (**“Bitter Joy of Victory**<sup>60</sup>); irony (**“Moscow for six yards**<sup>61</sup>); comparisons (**“Dark asphalt“ roasts “citizens like a huge frying pan**”<sup>62</sup>).

For the organization of the newspaper headline are actively used stylistic figures. The most common stylistic figures are divided into four groups:

1) Figures in which the structure of a phrase is determined by the ratio of the meanings of word-concepts in it.<sup>63</sup> This group includes the antithesis (**“Own, but alien”**, **“Newton was inspired not by an apple, but a niece!**”) And gradation (**“Tart, bitter and sour - a sweet delicacy”**);

2) Figures that are fixed in the speech tradition as special rhetorical means because they have the property to facilitate its listening, understanding and memorization<sup>64</sup>. This group includes repetition, anaphora (**“Steep steeper than steep, and Buenov is more violent than violent!”**) And epiphora (**“What is not pleased with the device”**), ellipsis (**“In traffic police - on a flat road”**, **“Tobacco law is out of the law ?!”**), Silence (**“I do not understand ...”**, **“We took the paint in hand ...”**), parallelism (**“Pyramids “are crumbling,” SeverSintez - is getting stronger!”**), Chiasm (**“Health is better than beauty, not beauty is better health”**, Zevgma (**“Gardens: warm, clean and square-nesting”**);

3) Figures associated with changes and irregularities in the arrangement of parts within the syntactic structure. This group includes inversion (**“Emotions and passions of the star’s stream are carried to the skating rink”**, **“The governor answered at the blackboard”**), parcellation (**“Vanins live by the rules. And very fun,” “The border is locked. Electronic”**), segmentation (**“Khloponin in the Caucasus. What is he looking for in a faraway country? What did he throw at his native land?”**);

4) Figures that are used as methods of “dialogization of monologue speech”, and, therefore, they attract the addressee's attention, induce “own inner word”<sup>65</sup>. These are figures of rhetorical appeal (**“Farewell, eight!”**, **“Dio, my Dio!”**), Rhetorical

exclamation (**“Microbes enter the body with hands!”**), A rhetorical question (**“Ushitsa and kebabs: what's in a glass?”**).

In addition to tropes and stylistic figures, language and pun intended are often used in headings. The pun effect is “in the contrast between the meaning of the same or similarly sounding words.”<sup>66</sup> Compare: **“How waste turns into income”**; **“Swift married unbearable”**; **“Who is comfortable in “Comfort”**; **“Nasty Square”** and others.

The language game is one of the types of language creativity that uses the resources of the language at different levels; the principle of its creation is based on the “correlation of language stereotype (standard) and intentional (conscious) deviation from this standard in the speech behavior of an individual.”<sup>67</sup> The language game in the design of titles appears on all language levels. For example, the language game at the phonetic level: **“Where was the million millionaire lost?”**<sup>68</sup>. In this example, there is a repetition of the initial sound combination in a phrase that performs the function of attracting attention. Another example: **“Mountain in the town”**<sup>69</sup>. Language game at the word formation level: **“Russia is sad”**. The language game is formed by graphically highlighting the component of “tea”, so the reader immediately realizes that this is not about the state of extreme hopelessness, but about the different sorts of tea that are sold in Russia. Another example: **“Is the artificial intelligence going to work a person?”**<sup>70</sup> The language game at the lexical level is most often created by polysemy or homonymy. For example, in the heading **“Malignant Education”**<sup>71</sup> the word “education” has two meanings: 1) what is formed from something; 2) training. In this case, the word is used in the second meaning; collision of meanings leads to language play. Another example: **“America. Elections without a choice.”**<sup>72</sup>

Another means of stylistic heading is allusion. In the strict sense of the word, it is neither a path nor a figure. “Allusion is a method of forming a text, which consists in correlating the text being created with any precedent fact — literary or historical.”<sup>73</sup> The following types of literary allusions are used in the analyzed newspaper headlines: literary quotations, reminiscences, names of characters, titles of works

<sup>53</sup>World of News, No. 38, September 19, 2012.-C.6.

<sup>54</sup> Lady, No. 13, March 28, 2013. – C.21.

<sup>55</sup>World of News, No. 36, September 5, 2012.-C.4.

<sup>56</sup>World of News, No. 36, September 5, 2012.-C.10.

<sup>57</sup> World of News, No. 36, September 5, 2012. -C. eleven.

<sup>58</sup>World of News, No. 36, September 5, 2012.-C.13.

<sup>59</sup>World of News, No. 48, November 28, 2012.-P.7.

<sup>60</sup> The world of news, № 28, July 18, 2012.-C.27

<sup>61</sup>World of News, No. 39, September 26, 2012.-C.5.

<sup>62</sup>World of News, No. 39, September 26, 2012.-C.5.

<sup>63</sup>Mikhalskaya A.K. Basics of rhetoric. Thought and word. -M., 1996.-S. 228.

<sup>64</sup>Mikhalskaya A.K. Basics of rhetoric. Thought and word. M., 1996.-S. 228.

<sup>65</sup>Mikhalskaya A.K. Basics of rhetoric. Thought and word. M., 1996.-S. 228.

<sup>66</sup>Moskvin V.P. The style of the Russian language.Theoretical course. - Rostov-on-Don, 2006.-C.147.

<sup>67</sup>Gridina T.A. Language game: stereotype and creativity. Ekaterinburg, 1996.-C.3

<sup>68</sup>World of News, No. 33, August 15, 2012.-C.27.

<sup>69</sup>World of News, No. 46, November 14, 2012.-C.14.

<sup>70</sup>World of News, No. 47, November 21, 2012.-C.27.

<sup>71</sup>World of News, No. 42, November 17, 2012.-C.5.

<sup>72</sup>World of News, No. 46, November 14, 2012.-C.4.

<sup>73</sup>Graudina L.K. Culture of Russian language. M., 1998.-P.274.

“Country of Officials”<sup>74</sup>, “Heart of a Dog”<sup>75</sup>; quotations, including transformed ones, from popular songs (“When finances sing romances”); the changed names of television and video films, phrases from popular films, television programs, commercials: (“I would go to the officials, let them teach me”<sup>76</sup>, “The Adventure of Electronics”<sup>77</sup>).

Other means of expression are also used: the proverb is continued and its meaning is increased with the help of a passing remark (“You can’t throw words out of a song. But you can throw out music”); occasional vocabulary (Laptandia, Zabugorje, Kremlin Brulee), Kvasenko! deceived expectations (“Life ... Retired?”<sup>78</sup>) and the effect of heightened expectations (“Scientists called the most healthy berry”, “Where Medvedev and Putin now live and what they go on; non-literary vocabulary (“Putin ran into ministers”<sup>79</sup>); tautology (“We want clean yards, without garbage”, “In meats do not report the meat”<sup>80</sup>), numerals (“What is a 100-year dinner”);? derivational funds (“Nozzles-winged samaras” cucumber time”); words with connotative coloring (“Son of Vasily Livanov jealousy slew a man with an ax”).

Of great interest are titles that use a combination of several stylistic techniques. Such headers convey a strong pragmatic charge. For example: “I can, but I do not want! Because the salary is small ...” - an exclamation sentence + parcellation + antithesis; “To Stalin led a secret passage in the wall, and to Brezhnev - an elevator with an electric car” - parallelism + ellipsis; “Medvedev loves sports, and Sarkozy - sportswomen” - parallelism + ellipsis + irony; “Two wheels are good, but one ...” - literary allusion + silence; “Why is there cold water in the hot tap?” - interrogative sentence + paradox + epithet + contrast; “Smart alcoholics?” - irony + rhetorical question; “Buses - under the hood” - ellipsis + metaphor; “A mountain ash fire burns” - inversion + allusion + metaphor; “Youth in boots” - metonymy + allusion; “If the payment is lost ...” - default + personification; “Do not tear flowers and do not give a bouquet!” - rhetorical exclamation + allusion and mn. other examples. Thus, of all the visual means of the language, hyperboles and metaphors predominate in newspaper headlines.

The analysis leads to the following conclusions:

1. Paths, stylistic figures, language game, pun, literary allusion are important means of stylistic organization of titles in selected newspaper publications.

2. Artistic and expressive means significantly expand the possibilities of headings, fulfilling, first of all, an advertising and evaluative, expressive function.

3. Comparison of headings of the central and regional editions did not reveal fundamental differences. The titles of the newspapers analyzed are equally characterized by trails and rhetorical figures. Differences in terms of the specifics of the selection and the frequency of use of certain means of expression in the headings of different speech genres are private. For example, in Uzbek newspapers the effects of deceived and heightened expectations are common; in the Russian editions - language game, pun and non-literary vocabulary.

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<sup>74</sup>World of News, No. 49, December 5, 2012.-C.3.

<sup>75</sup>World of News, No. 42, November 17, 2012.-C.9.

<sup>76</sup>World of News, No. 44, October 31, 2012.-C.2.

<sup>77</sup>World of News, No. 45, November 7, 2012.-P.8.

<sup>78</sup>World of News, No. 42, November 17, 2012.-P.20. Mikhalskaya A.K. Basics of rhetoric. Thought and word. M., 1996.-S. 228.

<sup>79</sup>World of News, No. 39, September 26, 2012.-C.2.

<sup>80</sup>World of News, No. 47, November 21, 2012.-P.23.