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STRUCTURAL AND GRAMMATICAL PECULIARITIES OF THE HEADLINE IN MODERN UKRAINIAN MASS MEDIA

The modern society lives in oversaturated informational space where mass media becomes the main source of reading and, according to sociological surveys, publicistic texts partially push fiction out of the interests of the audience [Skokova 2013: 178]. Substantial increase of the sources of information is linked to the spread of the Internet and a broad cross media network. Moreover, the access to them from different gadgets (PCs, laptops, tablets, smart phones) has made the process of getting news easier in any place where a recipient is. However, lack of time for reading of huge amount of material leads to the situation when a person does not manage to read the whole range of the news both in printed and internet-media, satisfying oneself only with headlines.

Issues of the headline as a structural part of any complete text have been studied for many decades by the representatives of many scientific fields: theory of literature, linguistics, psychology, journalistic science, etc. At present specialists in social communication are actively studying headlines as an essential part of publications. The researchers underline that the connection of the title of the material with the text emphasizes the main functions of a headline: nominal, informative, appellative (contact between the author and the reader), emotive (reflecting the author's attitude to the message), advertisingly attractive (attracting the recipient's attention) [Dotsenko 2009]. As V. Ivanov states, 'good newspaper headline should influence the reader, thus in its essence there is always the content correspondence, clearness, accuracy, brightness and expressiveness' [Ivanov 2000: 110]. Laconism, economy, monosemanticism, adequacy, evaluativeness, expressiveness, advertisingness and combining the elements of a headline complex have been always named as the main

requirements to headlines of printed materials [Kutsenko 2004]. However, in the cross-media texts the formation of the titles of the materials takes place according to other rules than in the printed media. It is mostly explained by the fact that while surfing the internet-media the reader sees only headlines, that is why they influence the reader's decision to continue reading the news or not. With this purpose the authors try to insert as much information as possible into the headline, breaking the optimal length proposed by scholars - the text consisting of 12 words is remembered in 100%, and only the first seven elements from longer sentences remain in the memory [Potyatynyk 2010: 98]. Thus, the headline consisting of not more than 12 words is considered to be the optimal for perceiving, though modern internet journalists often break this rule trying to include the whole content of the article into its headline, e.g. *Six citizens of Russia who possibly were military or connected with terrorists were not allowed to come to Ukraine - В Україну не пустили шість громадян РФ, які можуть бути військовими або пов'язаними з терористами* (НВ, 27.01.17), *Almost half of the Ukrainians surveyed are satisfied with their health, go in for sports and do not suffer from loneliness - Майже половина опитаних українців задоволена своїм здоров'ям, займається спортом і не страждає від самотності* (ІФ, 25.01.17), etc. The presented headlines characterize the event in details and are considered to be semantically exhaustive, that is, they do not demand further concretization with the help of the text of the article or message. On the other hand, such titles of information materials are hardly perceived because of their length and are not remembered in full range – only several first words and the main idea are fixed in the memory.

A comprehensive study of headlines led to different classifications based on various criteria. Thus, I. Gal'perin differentiates several types of the headline on the basis of information conveyed in it [Gal'perin 1981: 134]; M. Tymoshyk offers to classify headlines according to the features of the content [Tymoshyk 2006: 252-256]; V. Zdorovega differentiates headlines according to their contextual filling [Zdorovega 2004: 108-109]; O. Tertychnyi defines various types of headlines on the basis of the emotional influence on the recipient [Tertychnyi 2004: 82]; H. Pocheptsov classifies types of headlines according to their semantic and structural analysis [Pocheptsov 1971: 271]; V. Karpenko offers a classification based on syntactical features (informational, incentive, interrogative, exclamative) [Karpenko 2007: 65].

Despite the fact that scholars of journalism and linguists propose such a variety of headline classifications, the structural and grammatical analysis of the modern titles of publicistic materials was held fragmentarily and non-systematically. Thus, we consider it appropriate to research the syntactic structure of the headlines of media publications in the recent years (2017-2018) to define the structural peculiarities of modern headlines and the reasons which caused some changes in naming journalistic texts.

Taking into consideration the fact that the speed of perceiving information from the screen is slower than from paper sources (approximately by 30%) [Potyatynyk 2010: 20], it would be logical to presume the tendency to shorten the headline. However, cross-media demonstrate the opposite one: Ukrainian journalists try to include the essence of the whole publication into a headline. Due to this method of introducing the material, the interested reader will continue to study the information in details, and those who are not interested will skip it. But wordy headlines lose (partially and completely) their intrigue functions by disclosing the main content of the article, and sometimes carrying excessive particularization of the event.

A headline of any structure and length we consider to be a sentence. According to structural classification of sentences all headlines correspond to simple or compound sentences. Simple syntactical structures comprise a majority of titles of publicistic texts both in printed media and in internet media. Such headlines reflect the main information and in a neutral tone reveal the content of the publication. The mostly used type of a simple sentence-headline is two member uncomplicated sentence extended by a few secondary members, e.g.: *The youth doesn't want to work in the village* – *Молодь не хоче працювати у селі* (СВ, 21.02.17); *Islamists killed dozens of Kenya militaries in Somali* - *У Сомалі ісламісти вбили десятки кенійських військових* (Гр., 27.01.17); *Lukashenko was indignant by canceling the rap-concert in Belarus* – *Лукашенко обурило скасування реп-концерту в Білорусі* (УНІАН, 14.12.18). The absence of secondary-member expanders in the predicative center of the sentence practically always keeps some intrigue, leaves the question concerning the content of the message without an answer till reading the whole text of the publication, e.g.: *Alliance is expanding* – *Альянс розширюється* (СВ, 07.06.17); *Fish is dying* – *Гине риба* (День, 28.08.18); *Baboornism will not pass* – *Бабуїнізм не пройде* (УТ, 07.11.18); *May peace reign* – *Хай запанує мир* (СВ, 21.12.18). Thus, in the article “Fish is dying” the topic concerns mass pestilence of fish in particular regions of the country. The reasons are also mentioned: poisoning by chemicals, abnormal heat, inappropriate work of environmental institutions, etc. We may conclude that short non-extended two-member headlines fulfill the intrigue function encouraging the recipient to read the whole text of the publication. But such titles are characteristic of some public editions which have been issued for many decades and often continue some traditions of the Soviet epoch. Internet-media do not use non-extended sentences for headlines preferring sentences extended with a lot of components.

Most frequently two member sentences include such secondary members as an adverbial modifier and object. More rarely the attribute is used due to its less informative characteristics: *Ukraine Security Service of Cherkassy region blocked a contraband of drugs from the European Union for a million hryvnas* – *СБУ Черкащини блокувала контрабанду наркотиків із ЄС на мільйон* (УМ, 27.11.18);

Occupants shelled the dwelling quarters of Donetsk to discredit the Ukrainian Military Forces – *Окупанти обстріляли житлові квартали Донецька задля дискредитації ЗСУ* (УТ, 20.12.18); *Ukraine turns to be among Top-100 best countries for business* – *Україна потрапила у ТОП-100 найкращих для бізнесу країн* (День, 20.12.18). The secondary members of the sentence localize the event in time and space, referring to the direction of the action towards the object, and, thus, disclosing the main information which is described by the text of the publication.

One-member sentences of different types slightly yield to two-member non-compound sentences in their frequency of usage. Among the most frequent, we can mention indefinite-personal and nominative constructions which are traditionally used in the place of a headline in Ukrainian mass media texts. According to the statistics, among the headlines selected within one day in different editions, the most popular one-member sentence-headlines are nominative ones (55 units), coming next with big margin - the indefinite-personal (22 units), with even less frequency of usage - the impersonal (8 units), infinitive (4 units), definite-personal (3 units). Popularity of nominative headlines has a deep tradition in the Ukrainian publishing tradition since the Soviet times, and nowadays short, often one-word titles are mostly spread in paper editions and their online versions (48 out of 55 units). Instead, only journalists of a weekly media “Dzerkalo tyzhnya” use nominative sentences in function of headlines in current news lines, though they may be extended by secondary parts of the sentence, e.g.: *European Union’s reaction to Trump’s decision to withdraw troops from Syria* – *Реакції з ЄС на рішення Трампа про виведення військ з Сирії*; *Train crush in Serbia* – *Аварія з поїздом у Сербії*; *Selling of Tesla and bankruptcy of Netflix: prognosis for 2019* – *Продаж Tesla і банкрутство Netflix: прогнози на 2019 рік*; *Shooting in the restaurant in Vienna* – *Стрільщина в ресторані у Відні* (ДТ, 21-27.12.18).

Short nominative headlines often disorient the reader about the content filling of the material due to the semantic vagueness or lexical polysemy of the word used in the title. Because of this, the one-word headlines are used more often in newspapers with old traditions, e.g. *Sil’ski visti* founded in 1920: *The teacher* – *Учителька* (СВ, 21.12.18); *The Difference* – *Різниця* (СВ, 16.11.18), *Healing* – *Зцілення* (СВ, 06.10.17); *The Crane* – *Журавель* (СВ, 05.05.17). Thus, in the article “The Crane” the author uses a word-play with the surname of the main character during the meeting at the haymaking, comparing it with the name of the bird. But the main object of the story is an old man with the surname Zhyravel (Crane). The reader can understand this only after reading the article. Nominative headlines consisting of two and more words are more often used, e.g.: *Healing of the defense* – *Лікування оборонки* (УТ, 26.04.17); *The crisis of ambitions* – *Криза амбіцій* (День, 14.08.18); *Fake moratorium* – *Фіктивний мораторій* (СВ, 16.05.17); *The Duke Myshkin syndrome* – *Синдром князя Мишкіна* (УТ, 04.01.17); *A quarter of a billion job* – *Робота на чверть мільярда* (День, 12.12.18); *Collonial business in the Crimea*

– *Колоніальний бізнес в Криму* (РС, 04.02.17); *The last front of the Anticorruption Court – Останній фронт Антикорупційного суду* (ДТ, 16-22.06.18); *The deep crisis of the pension system – Глибока криза пенсійної системи* (СВ, 14.04.17). But such headlines are also characteristic of paper editions, while online-media do not use them preferring extended two-member sentences which clearly reflect the content of the publications.

The peculiarity of impersonal sentences is the absence of the active doer of the action. The reasons for avoiding the direct mentioning of the doer in the headlines can be different: for supporting the intrigue, the doer is unknown or is not important for the description of the event, also the mentioning of the doer can be inserted into the secondary parts of the sentence (mostly into adverbial modifiers of place): “Elimination of the subject in the surface structure of the sentence does not mean its absence in the semantic structure, that is why it is appropriate to consider structural and semantic types of such sentences in further concretization of the text components such as subtitle, lead and in the text itself, taking into consideration the ways the subject and its types are indicated” [Dotsenko 2009], e.g.: 1) *It is planned to aggravate the punishment for poachers in Ukraine – В Україні хочуть посилити покарання для браконьєрів* (УНІАН, 27.01.17); 2) *The land reform postponed in Ukraine – Земельну реформу в Україні перенесли* (НВ, 06.02.17); 3) *The Kremlin reaction to unsatisfied Lukashenko – У Кремлі відреагували на незадоволеного Лукашенка* (Р, 04.02.17); 4) *Protests against the rising bus prices in the Kyiv district – На Київщині протестують проти подорожчання маршруток* (РС, 27.01.17). In the first two examples the subject of the activity is not as important as the activity itself, that is why the recipient is little interested in who does it – the action itself is more important. Sentences 3) and 4) include the indirect indication of the doer of the action in the adverbial modifiers of place: correspondingly, “the Kremlin” means the descriptive indication of the ruling establishment in the Russian Federation, “in the Kyiv district” means its dwellers. At the same time, avoiding the mention of the doer of the activity in such sentences means the author’s unwillingness to indicate the doers exactly. The great popularity of indefinite impersonal sentences, obviously, is explained by the opportunity to avoid the direct mentioning of the active participants of the events.

Impersonal one-member sentences indicate the action which is fulfilled without a subject that is impossible or difficult to define, e.g.: 1) *The increase in work places – Побільшало робочих місць* (СВ, 14.04.17); 2) *Ukrainians should be prepared for mass information attacks – Українцям потрібно готуватися до масованої інформаційної атаки* (ДТ, 04-10.02.17); 3) *The UN negotiations in Geneva concerning Syria are postponed till the end of February – Женевські перемовини в ООН щодо Сирії перенесено на кінець лютого* (Ес., 27.01.17); 4) *New Ukrainian Orthodox Church is founded at the Unifying Synod in the Kyiv Sofia cathedral – На Об’єднавчому соборі у Софії Київській утворено нову*

Українську православну церкву (Ес., 15.12.18). Thus in examples 1) and 2) it is impossible to define the subject of the action because of the formal grammatical reasons (the form of the main sentence does not foresee the presence of the subject). In examples 3) and 4) the authors used impersonal constructions intentionally as in such a way the attention is paid to the activity, moreover the number of doers of the activity in these pieces of news is not defined.

From the semantic point of view, impersonal headlines may be divided into the following semantic categories: defining the state of the environment (*Greenhouses are frozen by taxes – Теплиці приморозило податками* (УМ, 31.08.18), *It quakes again – Знову затрусило* (СВ, 07.03.18) – about the earthquake in Iran; or psychological and emotional state of a person (*If it is not cosy at school – Якщо у школі незатишно* (СВ, 17.04.18), *It's fine in Kratatorsk – Файно в Краматорській* (УТ, 04.08.18), *It's fashionable to be "eco" and "smart" – Модно бути на «еко» та «смарт»* (День, 11.09.18)); statement of the finished action (*The Gasprom's complaint is rejected – Скаргу «Газпрому» відхилено* (СВ, 24.02.17), *The main scientific breakthrough of the year by the Science magazine is named – Названо головний науковий прорив року за версією журналу Science* (ДТ, 21-27.12.18)); different modality, such as possibility/ impossibility, necessity, constraint of the action (*The New year presents can be wrapped free in Kyiv subway – У київському метро можна безкоштовно запакувати новорічні подарунки* (Ес., 30.12.18), *Will we have to accept it? – Доведеться змиритися?* (СВ, 18.05.18), *The collective imagination should be developed – Потрібно розвивати колективну уяву* (День, 21.12.18), *It is worth daring – Варто наважитися* (УТ, 15.06.18)) and some others.

Infinitive constructions with a predicative center which consist of an independent infinitive, are close to impersonal sentences according to their grammatical and semantic features: *Which school should we rely on? – На яку школу опиратися?* (СВ, 13.03.18), *To go out of the trade comfort zone – Вийти із зони торговельного комфорту* (ДТ, 01-07.04.17). The semantic peculiarities of such sentences are dictated by the fact that they express the inevitability and necessity of the act (*The state language is to be – Державній мові бути* (СВ, 09.06.17), *To simplify passport regime – Спростити паспортний режим* (УТ, 28.08.18), *Not to wait for Godo! – Не чекати на Годо!* (ДТ, 04-10.02.17), *To preserve music in the monastery walls – Зберегти музику в монастирських мурах* (День, 28.11.18)), desirability (*To overcome the boundaries of the possible – Вийти за межі можливого* (УТ, 21.06.18), *To seize the IMF by the beard – Піймати МВФ за бороду* (ДТ, 28.04-11.05.18), *To help military doctors – Щоб допомогти фронтовим лікарям* (День, 22.11.18)), advice or instruction (*How to resist the society of entertainment? – Як протидіяти суспільству видовищ?* (УТ, 19.07.18), *To "ease" the state ones – Щоб «розвантажити» державні* (День, 16.02.17) – concerning private kindergartens; *How to stop living in the imitation mode? – Як припинити жити в режимі імітації* (День, 03.02.17)). Both impersonal and

infinitive headlines are used mostly in paper editions, which are characterized by non-wordy clear headlines. Among the surveyed cross-media editions only “Dzerkalo tyzhnya” uses impersonal and infinitive sentences for entitling the online materials, e.g.: *Near the shores of Tasmania more than 100 new deepwater species are found* – *Біля берегів Тасманії знайдено більше 100 нових глибоководних видів* (ДТ, 21.12.18); *The most successful Ukrainian theatre people of 2018 are named* – *Названо найуспішніших людей українського театру у 2018 році* (ДТ, 29.12.18); *How to fight the source of corruption* – *Як побороти першопричину корупції?* (ДТ, 12.01.18).

Definite personal sentences, which semantically have a clear indication on the doer of the action with the help of personal endings of the verb, appeared to be among the least popular one-member sentences for entitling the publicistic texts. Mass media prefers the 1st person plural, which involves the reader into a common activity, e.g.: *(How) we get rid of the old paint* – *Позбуваємося старої фарби* (СВ, 24.02.17), *(How) we refresh the leather clothes* – *Освіжаємо шкіряні вироби* (СВ, 10.02.17). The form of the 1st person singular is also used for expressing personal feeling, thoughts, actions (*I don't want to be unstrange* – *Не хочу бути своїм* (СВ, 21.12.18)). The 2nd person singular or plural is used for addressing the interlocutor (“*Heritage, be strong!*” – *«Спадщина, тримайся!»*) (День, 20.12.18)). Such forms of the verb bring the component of participation and non-official communication into the text. That is why they are not very often used in the headlines of information genres, especially in the internet editions.

Avoiding the sentence elements unimportant for the reception causes structural incompleteness, which is realized with the help of contextually incomplete and elliptical sentences on the headline level. The first of the latter discloses its content in the text, thus the headline itself fulfills the intrigue and attraction function encouraging the reader to find out non-understandable details of the message, for example: *Administered and went away* – *Покерувала і пішла* (СВ, 12.05.17) – about the former National Bank of Ukraine Head Valeria Hontareva; *On the volunteers' principles* – *На волонтерських засадах* (УТ, 05.01.17) – about the important role of volunteers in providing the militaries in the East of Ukraine with everything necessary; *Outrunning the international law* – *Наввипередки з міжнародним правом* (ДТ, 21-27.12.18) – about the Russian aggression against Ukraine in the Kerch Strait. In contextually incomplete headlines, a part or parts of the sentence, including the whole predicative, can be broken. Elliptical sentences differ from contextual ones in the absence of predicate, which is not obligatory for the understanding of the headline, e.g.: *A fine for bulling* – *За цькування – штраф* (СВ, 12.21.18), *Control behind bars* – *Контроль за ґратами* (УТ, 20.12.18), *Russia over the hill* – *За нагорбом – Росія* (СВ, 14.02.17). To indicate the presence of a phenomenon, the predicative may usually be omitted (*Hypertonic crisis of “Ukrainian saboteur” Dudka* – *В «українського диверсанта» Дудки гіпертонічний криз*

(ДТ, 21-27.12.18), *Snowfall and 10-degree traffic jams in Kyiv – У Києві снігопад і 10-бальні затори* (ІФ, 06.02.17)), to indicate the existence of something in a particular place of time (*Childhood under shelling – Дитинство під обстрілами* (СВ, 21.02.17), *Spring sowing campaign in danger of derangement – Весняна посівна – під загрозою зриву* (День, 16.02.17), *Aurochs and bears under ban – Під заборною – зубри і ведмеді* (СВ, 03.02.17)). Such predicative locatives “signalise the semantics of elliptical predicate, but its exact definition is impossible. Most often the meaning of such predicate is defined in a range of synonymic row or thematic group” [Bohat’ko 2010: 76]. Besides, the absence of predicate may mean possibility of action or phenomenon (*Replanning is up to your own reasoning – Перепланування – на власний розсуд* (СВ, 21.12.18)), movement, moving (*From trenches to business – З окопів у бізнес* (УТ, 22.03.17)), the process of speaking (*Zhebrivskiy about the situation in Avdiivka – Жебрівський про ситуацію в Авдіївці* (ІФ, 04.02.17)) etc. Elliptical headlines are often used as an appeal for action: *Aggressor – to the punishment – Агресора – до відповіді* (СВ, 07.03.17), *Grab your axes, woodcutters! – За сокири, лісоруби!* (СВ, 14.02.17). Elliptical sentences were actively used in the times of preconvergent journalism, as they made it possible to present condensed information in a short message. Today, paper media use elliptical sentences more often than online-media which prefer extended syntactical constructions.

In publicistic texts, mostly in the internet media, simple sentence-headlines are often extended by additional information which is expressed in homogeneous detached parts of the sentence. Though, Ukrainian cross-media often use different extensions without any important reason for that.

Extension with homogeneous parts of the sentence is approved in cases when without them the information will be distorted, e.g.: *EU and USA called upon Russia to release Crimean Tatar political prisoner Bekirov – ЄС та США закликали Росію звільнити кримськотатарського політв’язня Бекірова* (Єс., 21.12.18), *Polish “support” of Ukrainian national railway “Ukrzaliznytsya” and national manufacturer – Польська «підтримка» «Укрзалізниці» і національного виробника* (ДТ, 17.03.17). At the same time journalists often include excessive detailing into the headline that leads to extra wording in the title: *Within a week 144 houses and 22 flats were damaged or ruined in Avdiivka – За тиждень в Авдіївці були пошкоджені або зруйновані 144 будинки і 22 квартири* (ІФ, 04.02.17) – homogeneous predicates should be replaced with “ruined”, and subjects with “166 dwellings”. This would not change the content of the message, but shorten the form. In the headlines of modern mass media, all types of homogeneous parts of the sentence are used – both main and secondary ones: *Eight women and a child died because of bombing in Yemen – Вісім жінок і дитина загинули внаслідок бомбардування в Ємені* (ДВ, 16.02.17) – homogeneous subjects; *The USA supported EU sanctions against Russia and warned Germany about the danger*

of “North stream-2” – США підтримали санкції ЄС проти Росії та заявили Німеччині про небезпеку «Північного потоку-2» (Єс., 17.12.18) – homogeneous predicates; *French and English fishermen fought in the English Channel for sea-shells* – Французькі і англійські рибалки побилися у Ла-Манші через морських гребінців (УМ, 31.08.18) – homogeneous attributes; *The weighing of Berinchuk and Mytrofanov took place before boxing evening in Brovary* – Відбулося зважування Берінчика та Митрофанова перед вечором боксу в Броварах (ДТ, 21.12.18) – homogeneous objects; *Strong winds with thunderstorms moved from Kyiv to Sumy and Chernyuhiv districts* – Від Києва шалені вітри з грозами посунули на Сумщину і Чернігівщину (УМ, 17.08.18) – homogeneous adverbial modifiers.

Detached constructions add additional senses to the content of the sentence, which promotes deeper understanding of the essence of the information proposed. Such extension is not characteristic of traditional media headlines as journalists preserved the limits in the length of the headline. But the internet media are aimed at providing their recipients with clear understanding of the content of the message, thus the length of the headline has increased considerably. This fact allows us to include detached constructions into the message structure. Most often sentence-headline includes detached attributes (*NASA has found planets similar to Earth* – NASA знайшло планети, схожі на Землю (СВ, 28.02.17), *The court released ex-member of “Berkut” who was suspected of murders on Maydan* – Суд випустив экс-«беркутівця», підозрюваного у вбивствах на Майдані (УП, 04.02.17)), adverbial modifiers (*British diplomats congratulated Ukrainians on the holidays by singing kolyadka* – Британські дипломати привітали українців зі святами, заспівавши колядку (День, 21.12.18)), more rarely – the explanatory part of the sentence which should be given in the text of the publication itself (*What happened that “black Thursday” – February 20, 2014? – Що сталося того «чорного четверга» – 20 лютого 2014 року?* (День, 14.09.18), *The book about volunteers in ATO was extended – the photos and maps were added* – Книгу про добровольців АТО розширили – додали фотографії і карти (РС, 27.01.17)). It should be mentioned that the quantity of headlines with detached constructions is not large. It means that journalists mostly meet the requirements of the length and content of headlines.

Addressing is another component of extension in headlines. The titles of journalistic texts with addressing always include emotional expressive elements, as addressing in a publication is not a typical form of presenting the materials, e.g.: *When will you, bribetakers, be fed to the teeth?* – Коли вже ви, хануги, наїстесь? (СВ, 14.04.17) – about criminal management of one of the agricultural companies; *“Heritage, be strong!”* – «Спадицино, тримайся!» (День, 20.12.18) – about the approval of cultural heritage protection program in Kyiv for 2019-2020. Both publications bear an emotional component not only in the headline but also in the texts.

Interrogative sentences (questives) are a separate group among simple sentences whose function in the headline differs from that fulfilled in the text: “their informative function becomes secondary, putting estimative, expressive, incentive functions to the first place with the purpose to involve the audience into the material and to provide interactivity” [Revenko 2018: 127], for example: *Why are nightingales grieving?* – *Чого ж сумують солов'ї?* (СВ, 10.02.17) – about the moratorium on land selling in Ukraine; *Does the court support the disobedient?* – *Суд – на стороні неслухняних?* (День, 16.02.17); *How to force national deputies not to skip parliament meetings?* – *Як змусити депутатів не прогулювати?* (РС, 28.01.17); *What can the National Council not prolong the “Radio Vesti” license for?* – *За що Нацрада може не продовжити ліцензію «Радио Вести»?* (ДМ, 16.02.17). Such headlines-questions include the intrigue component drawing the reader’s attention to the whole article. Besides, headline-questions express the modality of doubt, which is supported or rejected in the text, e.g.: *Will the railway tariffs be frozen?* – *Залізничні тарифи заморозять?* (СВ, 10.02.17), *Does not Russia trust Putin?* – *Росія не дорівнює Путіну?* (УТ, 26.08.17), *Do column-shaped apple trees need clipping?* – *Чи потребують обрізки колоноподібні яблуни?* (СВ, 17.02.17); headline-questions aim to ease the negative information inserted into the content of the article: *Why is the turnout with Russian Federation growing?* – *Чому зростає товарообіг з РФ?* (УТ, 02.11.17), *Will the food prices be freed?* – *Ціни на продукти відпустять?* (СВ, 10.02.17), *What is wrong with values?* – *Що не так із цінностями?* (УТ, 28.08.18). Headline-question “blocks and eases the influence of negative information... The negative form in the title of the text leaves hope for positive outcome, alternative solution of the problem” [Pavlyuk 2010: 289]. But it should be mentioned, that in the Ukrainian media space only some editions and resources use headlines in the form of questions, at the same time, majority of media resources do not use such a form at all. On the one hand, it brings the Ukrainian media closer to the world ones, in which headline-questions are rarely used [Revenko 2018: 127]. On the other hand, doing this the publishers lose one of the brightest and most efficient means of involving the readers into the texts.

A complex sentence is very characteristic of most internet-media cases and practically is not used for titling the text in paper editions. Convergent media present the further content of the message with the help of a complex sentence, even by putting some important details into the headline, e.g.: *A Ukrainian scientist invented a biopackage which is decomposed in the ground within a month* – *Український вчений винайшов біопаке́т, який протягом місяця розкладається у землі* (Ес., 29.12.18), *In Mykolayiv, the weather will worsen within the nearest hours, snowfalls and strong wind are expected* – *У Миколаєві в найближчі години зіпсується погода, очікуються снігопади та сильний вітер* (УНІАН, 11.12.18) and others. Among composite sentences, complex and asyndetic sentences are mostly used in the function of a headline, while compound sentences are used rath-

er rarely. Composite sentences we understand as the ones having two predicative lines of nominative type which are linked by connective or contrastive relations, e.g.: *Historical heritage and tactic steps – Історична спадщина і тактичні кроки* (День, 20.12.18); *Taxes and “yellowvests” – Податки і «жовті жилети»* (ДТ, 21-27.12.18). Though, their amount is not more than 10%, as composite sentences express mostly static events, but not their dynamics. Absence of the verb-predicate in nominative predicative clauses claims to nominate some events, e.g. *Words from the tribune and the real life – Слова з трибуни і реалії життя* (СВ, 21.12.18); *Intrigues and disinformation – Інтриги й дезінформація* (УТ, 20.12.18), but there are not any details. Thus, they are mostly used in paper media rather than in the internet ones.

In complex sentences, the subordinate clause expands and specifies the information given in the main clause. That is why such headlines always consist of many words, and that contradicts the requirement to use short and clear headlines, e.g. *What to do to make orchids blossom – Що зробити, аби орхідеї зацвіли* (СВ, 21.12.18), *“Don’t do what Americans say to do, but do what Americans did themselves...” – «Не робіть те, що вам кажуть робити американці, а робіть те, що американці робили самі...»* (ДТ, 04-10.03.17). The attributive and objective clauses are used mostly in complex sentences (*In the USA the storm has broken a 227-year-old tree planted by George Washington – У США шторм зламав 227-річне дерево, яке посадив Джордж Вашингтон* (Гр., 04.03.18), *It was declared in Turkey that the military operation in Syria is postponed – У Туреччині оголосили, що відкладають проведення військової операції в Сирії* (УТ, 20.12.18)), the clauses of time, manner and purpose are used much more rarely (*While the police is looking for the serial murderer in Florida, the number of victims has increased – Поки поліція розшукує серійного вбивцю у Флориді, число його жертв зросло* (УНІАН, 15.11.17), *The years are flying like seagulls above water – Летять роки, мов чайки над водою* (СВ, 21.12.18), *The occupants purposely kept people in their control points to disrupt the procedure of going out and in at all posts – Окупанти навмисно тримали на своїх блокпостах людей, щоб порушити роботу усіх КПВВ (Контрольних пунктів в'їзду-виїзду)* (ДТ, 21.12.18)).

Combination of the parts of the composite sentence without conjunctions clearly focuses our attention on the action. Journalists mostly use asyndetic syntactical constructions combining (naming of enumerated events and phenomena) and explaining the relations between the parts: *National anticorruption bureau of Ukraine has presented the suspicion of delinquency to Nasirov, doctors – of the heart attack – НАБУ (Національне антикорупційне бюро України) оголосило Насірову підозру у правопорушенні, лікарі – підозру на інфаркт* (РС, 03.03.17), *How houses and plants exist in occupied Gorlivka: broken windows, everything is plundered – Як живуть будинки й заводи в окупованій Горлівці: вибиті*

вікна, усе розграбовано (Ес., 15.12.18). Conditional clauses are sometimes also used (*Protests in Barcelona: many arrested and wounded – У Барселоні акції протесту: Є затримані і поранені* (День, 20.12.18)); (*The less you have worked – the less you will get – Менше працював – менше отримуватимеш* (СВ, 13.06.17)). At the same time such headlines often have excessiveness, which should be disclosed in the text of publication, but not included into the title.

Linguists consider the sentences with direct speech to be asyndetic sentences too. Such sentences are often used in headlines: *Claudia Landsberger: “What we consider to be the best cinema is not the same according to the American taste – Клаудія Ландсбергер: «Те, що ми в себе вважаємо найкращим кіно, не обов’язково є таким на американський смак»* (УТ, 18.08.18), *Everything points to the establishment of fascist regime in Russia – according to the words of Russian professor Yuriy Fedorov – Все йде до встановлення у Росії фашистського режиму – російський професор Юрій Федоров* (РС, 04.02.18), *After my being wounded, the information about the war in Donbas appeared in the British news – photograph Cristopher Nann says – Після мого поранення інформація про війну на Донбасі з’явилась у британських новинах – фотограф Крістофер Нанн* (РС, 15.02.17). In such headlines one part includes the direct speech with the information, other names and the author of the citation. Thus, journalists can reduce the number of words in the headline preserving the main idea and its author.

We consider the title-presentations, which belong to asyndetic sentences, to be a separate type of the headline, too. In such headlines the first part is a nominative sentence and the second localizes and narrows it. Using such a structure the headline defines the main idea of information with minimal number of words, e.g.: *Psychic viruses: invisible weapon of informational wars – Психічні віруси: невидима зброя інформаційних війн* (ДТ, 04-10.02.17), *Contract army of Ukraine: success and drawbacks – Контрактна армія України: успіхи та недоліки* (УТ, 05.01.17), *How to discover the world with Ryanair: advice of Ukrainian travelers – Як відкривати світ з Ryanair: поради українських мандрівників* (РС, 23.03.18). This kind of headlines is more popular in the internet and paper media. The double headline, which combines two titles of the same material with the help of the conjunction “or”, is similar to a title-presentation. In such a way authors present two different views on the information: *On indivisible freedom or What Poland do we like? – Про неподільну свободу, або яку Польщу ми любимо?* (День, 16.02.17), *A “compass” for learning the native land or Bring love back though knowledge – Створено «компас» для вивчення рідного краю, або Через знання повертати любов* (ДТ, 25-31.03.17), *Predilections for Avdiivka or The humanitarian catastrophe inside out – Пристрасті за Авдіївкою, або Гуманітарна катастрофа навиворіт* (ДТ, 06.02.17). Such headlines are graphically arranged as two sentences and the second part starts with a capital letter.

The modern media, trying to attract the reader's attention, use the extension of a headline to two or three sentences, including the whole information of the article in it. The recipient can address the text of such news only for more details, e.g.: *An electronic cabinet of a driver is launched in Ukraine. What will be possible to do online now?* – *В Україні запустили електронний кабінет водія. Що тепер можна буде зробити онлайн* (Ес., 21.12.18), *Family doctor. How to choose them?* – *Сімейний лікар. Як його вибрати?* (ДТ, 18-24.02.17), *“Kept and provided weapons”. Chubarov told about the activity of Moscow patriarchate churches in the Crimea during the first days of occupation* – *«Зберігали та видавали зброю». Чубаров розповів про діяльність церков МП у Криму в перші дні окупації* (УТ, 20.12.18). Such a type of the headline can be used in any media under condition of meeting the requirements to the length of the title, because it is not a secret that trying to attract more readers the authors break the rules of writing journalistic articles, including the headlines. We consider headlines of more than 12 words to be unproficient, as it is difficult to understand and remember such headlines after the first reading. For example: *Our counterintelligence service detected a Russian agent with the call sign “Bar” who was taking pictures of secret objects in Chernigiv district for 10 thousand roubles* – *Контррозвідка виявила на Чернігівщині російського агента із позивним «Бар», який за 10 тис. руб знімав секретні об'єкти*, – *ЗМІ* (Ес., 30.12.18) – this headline of 17 words includes a lot of excessive information which should not be included in it. *Julia Kovaliv: “For the completion of the gas market reform it is necessary to implement the European regulations ultimately, not fragmentarily”* – *Юлія Ковалів: «Для завершення реформи ринку газу потрібно повністю, а не фрагментарно, імплементувати європейські правила регулювання»* (ДТ, 01.07.04.17); *Thousands of people from all districts of Ukraine gathered at the Sofia square expecting the results of the Unifying Synod and the Head of the New church* – *Тисячі людей з усіх областей України зібралися на столичній Софійській площі в очікуванні результатів Об'єднавчого собору та предстоятеля нової Церкви* (Ес., 15.12.18). The given examples testify to the lack of proficiency of the journalists, as along with the unnecessary length these headlines include excessive details.

Thus, the proposed research of headlines both in paper and internet media demonstrates that a two-member extended sentence is the most frequent structural type. At the same time short nominative headlines are not characteristic of online media, as they do not disclose the essence of the material. The increasing number of convergent media has caused the appearance of too long and wordy headlines which include excessive details of the presented event. But, on the other hand, it means the lack of proficiency of the authors, the lack of their knowledge about the requirements concerning headlines. The skill to create an attractive, interesting and short headline is a sign of proficiency, experience and craftsmanship.

The list of abbreviations of the media

- Гр. – Ukrainian internet-channel “Public television” – український інтернет-канал «Громадське телебачення»: <http://hromadske.ua/>
- День – “Den” – daily Ukrainian newspaper – щоденна всеукраїнська газета: <https://day.kyiv.ua/>
- ДВ – Deutsche Welle (Ukrainian version) <http://www.dw.com/uk/>
- ДТ – “Dzerkalo tyzhnya” – public political weekly - суспільно-політичний тижневик «Дзеркало тижня»: <https://dt.ua/>
- ДМ – Ukrainian internet media the “Detector media” – українське інтернет-видання «Детектор медіа»: <http://detector.media/>
- Ес. – private Ukrainian TV channel “Espresso TV” – приватний український телеканал «Еспресо TV»: <https://espreso.tv/>
- ІФ – the “Interfax-Ukraine” company (in the structure of the international information group) – компанія «Інтерфакс-Україна» (у структурі міжнародної інформаційної групи): <https://interfax.com.ua/>
- ІВ – information and news site and journal “Novoye vremya” – інформаційно-новинний сайт і журнал «Новое время»: <https://nv.ua/ukr>
- Р – information and news site – інформаційно-новинний сайт <http://replyua.net/>
- РС – the internet media “Radio Svoboda” – інтернет-видання «Радіо Свобода»: <https://www.radiosvoboda.org/>
- СВ – Ukrainian information newspaper “Sil’ski visti” – всеукраїнська інформаційна газета «Сільські вісті»: <http://www.silskivisti.kiev.ua/>
- УМ – daily information political newspaper “Ukrayna moloda” – щоденна інформаційно-політична газета «Україна молода»: <http://umoloda.kiev.ua/>
- УНІАН – independent Ukrainian information news agency – Українське незалежне інформаційне агентство новин: <https://www.unian.ua/>
- УП – internet media “Ukrains’ka Pravda” – інтернет-видання «Українська правда»: <https://www.pravda.com.ua/>
- УТ – weekly public political journal “Ukrains’kyi tyzhden” – щотижневий суспільно-політичний часопис «Український тиждень»: <https://tyzhden.ua/>

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STRUCTURAL AND GRAMMATICAL PECULIARITIES OF THE HEADLINE IN MODERN UKRAINIAN MASS MEDIA

Summary

The article presents the grammatical structure of headlines of modern Ukrainian media. It is stated that traditional paper media continue the tradition of short headlines including non-extended simple sentences. They are often one- or two-word sentences, which intrigues and interests the reader. At the same time, cross-media editions show a tendency to use long titles in form of extended simple or composite sentences including the main content of the article. Sometimes too long headlines of publicistic materials can be an obstacle to remembering and understanding the sense of further information.

Key words: title, grammatical structure, two-member sentence, one-member sentence, compound sentence