

STRUCTURAL AND SYNTACTIC FEATURES OF THE HEADER

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Abstract: The title is not a new object of research, the study of its features has been reflected in the works of domestic and foreign scientists in the field of literary studies, linguistics, journalism, sociology and cultural studies.

Keywords: title, nominative structure, Structural schemes, syntactic status, nominative.

Within the framework of the structural aspect, the features of the title are traditionally considered, which serve to convey the semantic content enclosed in a certain syntactic form. T.V. Vasilyeva notes that in the works devoted to the study of the title, the structure is interpreted as a concept equivalent to the concept of «Form», that is, as a set of means used to convey a message.

In connection with the question of its syntactic status, the title has been considered by many researchers. An analysis of early works devoted to the linguistic nature of the title showed that the question of its syntactic status was ambiguously resolved: 1) the title can be attributed by structure to a word or phrase (O. Espersen 1958, F. F. Fortunatov 1956, A.A. Shakhmatov 2001). A.A. Shakhmatov generally excluded headings from the sphere of syntactic research because only those spellings that are reflected in living speech can be recognized as sentences in written speech, and headings, manifesting themselves mainly in written speech, cannot be a transfer of a living word; 2) the title can be attributed to a nominative sentence (A.M. Peshkovsky 2001); 3) the title of any structure is a sentence (V.M. Ronginsky 1965); 4) headings are divided into sentences and non-sentences (N.E. Bakharev 1971, A.S. Popov 1960).

Analyzing these approaches, one can see two opposite positions, consisting in the fact that the title is considered either as a nominative structure or, regardless of its syntactic structure, as having the property of predictivity, that is, the ability to correlate the text with reality.

The dualistic nature of the structural features of the title is noted by many researchers (M.Y. Dotsenko 2009, I.P. Zyryanova 2010, E.A. Lazareva 2004, K.S. Murtada 2003, etc.). A simultaneous combination of nomination and predication, according to M.Y. Dotsenko, is an essential property of the title. «Acting as an utterance, the title as an independent communicative unit tends to the structure of the sentence with grammatical predication. At the same time, as a nominative unit, as a proper name of the text, the title tends to be expressed by nominal structures. The form

and content enter into conflict relations in the title, which reflects its essential properties» [1].

There are quite a lot of classifications in the scientific literature devoted to the features of syntactic structures used in the heading position, which are also called syntactic models (sentences or a set of sentences in the function of naming the text [2] or «Structural schemes» of sentences (abstract models of a sentence or a set of sentences acting in the function of the title of the article).

One of the first classifications of structural models of the title in the Russian language was proposed at the beginning of the century by S.D. Krzhizhanovsky, distinguished titles that strictly follow the form of logical judgment; doubled titles; semi-titles (non-predicate and non-subject); noting that a pure non-subject semi-title, in contrast to a non-predicate title, is almost a rarity [3].

Analysis of available research has shown that the most complete, in terms of reflecting syntactic models of headings in the Russian language, is the classification of N.E. Bakharev, which is based on features based on the functional development of headings and «traditional signs of differentiation of syntactic structures. » In this classification, headings are divided into ten types: nominative headings, free lexical forms-headings, two-part sentences-headings with a verbal nominal predicate, two-part sentences-headings with a predicated syntactic form, headings-sentences with a formally non-expressed subject (definitely personal and generically personal constructions), nominative one-part sentences-headings, headings are sentenced consisting only of a predicated prepositional, case, nominal or adverbial form, unsubstantiated and unpredictable sentences are headings, complex sentences are headings [4].

I.V. Arnold, in strict accordance with the level structure of the language, distinguishes the title-a word, the title-a phrase (verbal, nominal or adjectival), the title-a sentence (compositional or subordinate), the title-an infinitive or participial turn [5]. She also calls the latter «quantized titles of obvious fragmentation. »

Yu.V. Peshkova, examining the material of the headings of German-language media texts, identifies the following structural types: nominative, two-part sentence headings, question headings, and elliptical headings [6].

M.A. Shamelashvili notes that the structural and grammatical features of headlines in the modern press are determined by such factors as the tendency of the newspaper's language to the standard, expression, and compression [7]. These trends are reflected in the syntactic structures used for the design of headings. Thus, the tendency of the newspaper language to the standard is manifested in the fact that, despite the variety of syntactic structures used in the headings of media texts, it is still possible to distinguish structural types of headings, the use of which is determined by the functional genre type of the media text.

The tendency to expression can manifest itself in the use of structural types in the titles of media texts that have an emotional, psychological, and ideological impact on the reader. These include, for example, headings in the form of interrogative and motivational sentences, as well as headings in the form of rhetorical questions.

Syntactic compression manifests itself through «Compression of the sign structure by ellipsis, grammatical incompleteness, syntactic asymmetry (omission of logical links of utterance)» [8]. Updating with the help of syntactic means allows you to highlight the most important elements of the message. To do this, the titles of media texts, regardless of the language in which they are created, are widely used: 1) elliptical constructions that take up less space on the newspaper page, and differ in that the actual division in them does not have a clear design, and the meaning of such headings can be understood only after reading the text of the article; 2) syntactic constructions with parcellation when the content of the utterance is divided into separate parts, links following each other after a separation pause; 3) segmented structures.

The study of the syntactic structure of headers is very relevant since it is subject to significant changes. In this regard, productive and unproductive syntactic models of headers are distinguished. The productive model combines headers, the syntactic structure of which is often used for the design of media text headers, whereas the unproductive header model is understood as a syntactic model that does not receive distribution and is little or practically not used. Over time, some syntactic models become productive, others cease to exist at all, which is due to natural changes in the language of the newspaper-journalistic style. A.V. Fatina notes that the productivity of a particular type of headline is usually determined by extralinguistic features [9].

The title is one of the most important elements that make up a single hypertext space of a network media publication. With the help of hyperlink headings, the structure of the online publication is organized, that is, it is by the headings that the reader is guided in the hypertext space of the electronic publication. Headers are one of the tools that provide functionality or navigation in hypertext.

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