



THE THEORETICAL ISSUES OF HEADLINE FORMATION IN NEWSPAPER MATERIALS (BASED ON THE EXAMPLES OF ENGLISH AND KARAKALPAK LANGUAGES)

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ABSTRACT

This article examines the theoretical issues of headline formation in newspaper materials based on the examples of English and Karakalpak languages. The study analyzes the linguistic, stylistic, communicative, and pragmatic characteristics of newspaper headlines and their role in attracting readers' attention and conveying information effectively. The research also highlights the importance of headlines as powerful communicative tools that influence readers' perceptions and shape public opinion. The findings demonstrate that newspaper headlines represent multifunctional linguistic units closely connected with the semantic and pragmatic organization of media texts.

In modern society, mass media plays an increasingly significant role in political, economic, cultural, and spiritual development. Newspapers, magazines, television, radio, and internet journalism not only provide information about current events, but also influence public opinion, shape social consciousness, and participate actively in the formation of ideological and moral values. Among the numerous elements of journalistic texts, the newspaper headline occupies a particularly important position because it serves as the first communicative bridge between the author and the reader.

A headline is not merely the name of an article. On the contrary, it represents a complex linguistic and stylistic unit that reflects the essence of the text, attracts the attention of readers, and creates emotional or intellectual interest. Therefore, the study of newspaper headlines has become one of the actual problems in modern linguistics, stylistics, pragmatics, and discourse analysis. Especially in English and Karakalpak journalism, headlines demonstrate unique lexical, grammatical, and stylistic characteristics that deserve comparative investigation.

The newspaper reader usually begins acquaintance with a newspaper through headlines. Before reading the full article, the reader evaluates the headline and decides whether the material deserves attention. Consequently, the headline performs several important communicative functions simultaneously. First of all, it nominates the text by giving it a title. Secondly, it informs readers about the topic of the article. Thirdly, it influences the emotions, interests, and attitudes of the audience. Thus, the headline becomes not only an informational tool but also a pragmatic instrument of persuasion and impact.

In both English and Karakalpak newspapers, brevity and precision are considered essential stylistic requirements. Nevertheless, because of the need for concise expression, headlines frequently violate ordinary grammatical norms. This phenomenon is often called the “telegraphic style.” Articles, auxiliary verbs, conjunctions, and sometimes even subjects may be omitted in order to achieve compactness and dynamism. For example, English headlines such as “Government Approves New Reform” or “Markets Fall After Crisis Talks” illustrate the tendency toward grammatical reduction. Similarly, Karakalpak newspaper headlines often demonstrate elliptical structures and compressed syntax aimed at increasing expressiveness and immediacy.

Furthermore, the language of newspapers differs significantly from literary, scientific, and colloquial language. Newspaper discourse is intended for mass audiences representing different social groups, educational backgrounds, and professional spheres. Since readers consume newspapers under various circumstances, journalists must organize information in a concise, understandable, and emotionally effective manner. Consequently, newspaper headlines become highly specialized linguistic constructions characterized by simplicity, informational density, and stylistic expressiveness.

Researchers emphasize that the perception of newspaper information occurs in two stages. During the first stage, the reader selects an article according to its headline. During the second stage, the reader interprets and evaluates the full text. Therefore, the headline functions as a guide directing readers toward specific information. It acts as a verbal signal that organizes communication between the newspaper and its audience.

A considerable number of scholars have investigated the theoretical aspects of newspaper headlines. For instance, V.G. Kostomarov defines headlines as a special genre of journalistic speech whose main feature lies in their advertising function [3]. According to the scholar, the headline must attract attention and motivate the reader to continue reading the text. Likewise, L.A. Mankova considers the headline a component of the textual system that possesses a strong stylistic position and provides preliminary information about the article [4].

Another important researcher, I.A. Sirov, explains that a newspaper headline is a communicative unit positioned at the beginning of the text and structurally connected with the semantic content of the article [5]. Similarly, Yu.A. Belov argues that headlines combine verbal and non-verbal means of communication and graphically distinguish the text from surrounding materials while simultaneously interpreting and evaluating the information [1, 794-796].

These scholarly approaches demonstrate that the headline is not an isolated linguistic phenomenon. Rather, it is deeply interconnected with the semantic, pragmatic, and stylistic structure of the entire text. Therefore, modern headline studies investigate headlines from syntactic, semantic, communicative, cognitive, and discourse perspectives.

Most researchers agree that newspaper headlines perform several major functions. The first is the nominative function, through which the headline names the article. The second is the informative function, because the headline provides condensed information about the content of the text. The third is the pragmatic or persuasive function, since headlines influence

readers emotionally and psychologically. Additionally, scholars identify expressive, appellative, graphic, advertising, and delimitative functions.

The expressive function is particularly visible in modern journalism. Journalists actively use metaphors, idioms, phraseological units, proverbs, quotations, and wordplay in order to increase emotional impact. English newspapers frequently employ metaphorical headlines such as "Storm Over Parliament" or "Economic Iceberg Ahead." In Karakalpak journalism, proverbs, figurative expressions, and culturally specific linguistic units are also widely used to strengthen emotional and national coloring.

Moreover, headline formation strongly depends on genre characteristics. Informational articles generally use direct and factual headlines, whereas analytical articles, interviews, reports, and feuilletons tend to employ figurative and emotionally colored headlines. For example, interview headlines in both English and Karakalpak newspapers often include direct quotations from speakers because quotations create authenticity and immediacy.

Researchers also classify newspaper headlines into several types. Informational-conceptual headlines directly reflect the content of the article. Informational-tropic headlines combine information with figurative language. Conspectus headlines summarize the article briefly in sentence form. Reminiscent headlines refer to myths, literary works, or cultural texts. Finally, nominative-imagery headlines express the main idea of the article through symbolic or metaphorical images [2].

In English journalism, especially in tabloids and digital media, headlines often prioritize sensationalism and emotional appeal. Short structures, puns, alliteration, and ambiguity are commonly employed to capture readers' attention quickly. Conversely, Karakalpak newspaper headlines traditionally preserve stronger connections with national mentality, moral values, and public educational functions. Nevertheless, under the influence of globalization and internet journalism, contemporary Karakalpak headlines increasingly demonstrate tendencies toward linguistic creativity, brevity, and pragmatic influence similar to English media discourse.

Another important feature of headlines is their integrative function. Headlines connect different structural elements of the text and contribute to textual coherence. In this respect, the headline serves as a semantic core around which the article is organized. Simultaneously, headlines facilitate easier comprehension because they prepare readers cognitively for the information presented in the article.

The pragmatic influence of headlines has become especially important in the modern information age. Contemporary readers encounter enormous flows of information every day, and attracting attention has become increasingly difficult. Consequently, journalists attempt to create memorable and emotionally charged headlines capable of standing out within the competitive media environment. Research demonstrates that a significant percentage of newspaper readers focus primarily on headlines when choosing materials to read. Therefore, an unsuccessful headline may reduce the effectiveness of even a highly important article.

Historically, headlines did not always exist in their modern form. In the early nineteenth century, Russian newspapers often published texts without headlines, indicating only geographical location and date. Gradually, headlines appeared first in leading articles and

later spread throughout newspapers. Today, nearly all journalistic materials include headlines because they are considered inseparable components of media texts.

The comparative analysis of English and Karakalpak newspaper headlines reveals both universal and national-specific features. Universally, headlines in both languages aim to inform, attract attention, and influence readers. However, differences emerge in stylistic preferences, lexical choices, syntactic organization, and cultural symbolism. English headlines frequently emphasize speed, compression, and sensational effect, whereas Karakalpak headlines more actively preserve traditional phraseology, moral evaluation, and national-cultural imagery.

Consequently, the study of newspaper headlines in English and Karakalpak languages possesses considerable theoretical and practical significance. Such research contributes to the development of media linguistics, discourse analysis, stylistics, pragmatics, and intercultural communication. Furthermore, investigating headline structures and functions helps reveal the interaction between language, culture, society, and journalism.

In conclusion, newspaper headlines constitute a powerful linguistic and communicative phenomenon. They are not simple textual labels but multifunctional structures combining informational, expressive, pragmatic, and stylistic purposes. Through headlines, journalists shape readers' perceptions, guide public attention, and influence social consciousness. Comparative analysis of English and Karakalpak headlines demonstrates that despite linguistic and cultural differences, both traditions employ headlines as effective instruments of communication and persuasion. Therefore, the theoretical investigation of headline formation remains an important and promising field in contemporary linguistic and journalistic studies.

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