

STYLISTIC FEATURES OF BRITISH NEWSPAPER HEADLINES IN THE DIACHRONIC ASPECT

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Abstract: The paper focuses on the tendencies in the linguistic evolution of newspaper headlines in the diachronic aspect – of two time periods: the beginning of the 20th and the 21st centuries. The article considers the structural types of newspaper headlines, their stylistic composition and predominant expressive means. On the basis of the obtained results an attempt to identify the main pragmatic function of the excerpted headlines has been made.

Key words: media discourse, newspaper headline, expressive means, pragmatic function, diachronic aspect.

1. Introduction

Media discourse represents current tendencies in the development of any national language. The proof of this idea is the suggestion to consider BBC English as the standard variant of the English language. At the same time, media discourse is not stable. It is in its constant development and evolution. The norms of the mass-media are changing so rapidly that scholars do not manage to present them in the dictionaries; moreover, they are often quite affected by individual styles in operating with the language.

Journalistic discourse makes a part in the paradigm of the media discourse. It is the oldest and most traditional among the other genres of the more general media discourse. Newspapers and magazines have been changing their “paper life-span” for digital one. This technical process is going hand in hand with the change of its pragmatic side and the roles they play of manipulation and commercialization as revealed by E. Herman and N. Chomsky (2002). Discourse

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Table of Contents Newspaper Style Stylistic Features Of The Headlines

1. Understanding the eBook Newspaper Style Stylistic Features Of The Headlines
 - The Rise of Digital Reading Newspaper Style Stylistic Features Of The Headlines
 - Advantages of eBooks Over Traditional Books
2. Identifying Newspaper Style Stylistic Features Of The Headlines
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in a Newspaper Style Stylistic Features Of The Headlines
 - User-Friendly Interface
4. Exploring eBook Recommendations from Newspaper Style Stylistic Features Of The Headlines
 - Personalized Recommendations
 - Newspaper Style Stylistic Features Of The Headlines User Reviews and Ratings

- Newspaper Style Stylistic Features Of The Headlines and Bestseller Lists
- 5. Accessing Newspaper Style Stylistic Features Of The Headlines Free and Paid eBooks
 - Newspaper Style Stylistic Features Of The Headlines Public Domain eBooks
 - Newspaper Style Stylistic Features Of The Headlines eBook Subscription Services
 - Newspaper Style Stylistic Features Of The Headlines Budget-Friendly Options
- 6. Navigating Newspaper Style Stylistic Features Of The Headlines eBook Formats
 - ePub, PDF, MOBI, and More
 - Newspaper Style Stylistic Features Of The Headlines Compatibility with Devices
 - Newspaper Style Stylistic Features Of The Headlines Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Newspaper Style Stylistic Features Of The Headlines
 - Highlighting and Note-Taking Newspaper Style Stylistic Features Of The Headlines
 - Interactive Elements Newspaper Style Stylistic Features Of The Headlines
- 8. Staying Engaged with Newspaper Style Stylistic Features Of The Headlines
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Newspaper Style Stylistic Features Of The Headlines
- 9. Balancing eBooks and Physical Books Newspaper Style Stylistic Features Of The Headlines
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Newspaper Style Stylistic Features Of The Headlines
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Newspaper Style Stylistic Features Of The Headlines
 - Setting Reading Goals Newspaper Style Stylistic Features Of The Headlines
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Newspaper Style Stylistic Features Of The Headlines
 - Fact-Checking eBook Content of Newspaper Style Stylistic Features Of The Headlines
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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