

## SYNTAX VERBALIZATION OF MODERN MEDIA NAMES: STYLISTIC AND COMMUNICATIVE-PRAGMATIC ASPECTS

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**Abstract:** The article characterizes the syntactic means of expression of newspaper headlines, in the field of which sentences of different status and structure are presented, their communicative and pragmatic potential and stylistic role are clarified. It is noted that the representation of Ukrainian media names is mainly related to simple two-syllable constructions (53.3%), to a slightly lesser extent – to one-syllable constructions (46.7%). It was found that the two-syllable constructions presented in the heading complexes are usually common and expressively neutral, although sometimes they contain linguistic units that amplify the expression of phase, give it an emotional and evaluative color, which makes the journalistic material attractive to the recipient. Focusing on the modal plan and the frequency of use made it possible to recognize narrative expressions as dominant, and to include interrogatives in the field of peripheral ones. It was determined that a limited expression is inherent in a two-syllabic incomplete sentence. The application of the method of quantitative calculations provided a hierarchy of monosyllabic constructions, among which the unmarked-personal (62.4%), definite-personal (16.3%), impersonal (8.2%), nominative (7.8%), and infinitive (5.3%) syntactic units are fixed. It was found that most of the two-syllable and one-syllable sentences that form the headlines of newspaper articles are uncomplicated. The periphery includes constructions structured by complicating components, in particular, sentences with homogeneous members, addresses, sentences separated by members, and modal syntaxes. The article focuses on headings modeled by complex syntactic units. It has been observed that complex syntactic units are represented in a rather limited way in media names, and in terms of quantitative indicators, there are complex sentences without conjunctions on the opposite axis to them. Complex constructions of non-segmented and segmented structure, aimed at attaching information about the content of the publication, were analyzed.

**Keywords:** headline, mass media; syntax; syntactic units; sentence; communicative-pragmatic aspect; stylistic role; jargon; secondary nomination; Ukrainian language.

### 1 Introduction

The modern information space has undergone noticeable changes. Among the priority tasks that the authors of media content set before themselves, there are advocating of the ideas of anthropocentrism, orientation towards the implementation of communicative and pragmatic instructions, influence on the formation of public opinion, etc. An equally important role is played by excessive attention to the means of verbalization, which emphasize the text, often amplify its expressing, give it an emotional and evaluative color programmed by the journalist, which attract the reader's attention and cause him the desired reaction. A well-chosen language arsenal serves as a powerful tool aimed at the availability of information about certain realities and events, and often at the manipulation of public consciousness. In this context, it is appropriate to pay attention to the headlines – “one of the structural elements of the text of a modern newspaper, which primarily makes an impression on the recipient. The title, as an expression of the main purpose of the message, establishes contact with the reader, attracts his attention, causing interest in the topic of the published material” [5, p. 164]. The title content, which serves as a kind of ornament of the text and its inseparable component, plays an important nominative-characteristic function. An apt, intriguing, creative, unusual and at the same time concise media title largely determines whether the publication will be read, whether it will satisfy the recipient's needs and meet his expectations. In the fight for the attention of the readership, journalists try to present the headline complex in such a way as to surprise the reader and

create an interesting and competitive text, as well as to take care of the publication's image.

### 2 Literature Review

The problems of describing title complexes are reflected in many scientific works. Among the issues raised, there are criteria and means of expression of effective headlines [6], their functional [4] and pragmatic [8] potential, expressive specificity [3], features of architectonic [7], communicative and logical strategies of creation in modern mass media [11], metaphorical verbalization of concepts within media names [2], stylistic role of lexical [9] and some syntactic units structuring the analyzed complexes [5; 10], etc. The specified list of raised issues testifies to the relevance of the study of Ukrainian names of media publications, but does not cover absolutely all issues related to their comprehensive study. The description of title complexes in the context of stylistic syntax requires deepening and detailed scientific interpretation, which will make it possible to find out the specifics of expressive language means of different status, structure and role, to determine their communicative and pragmatic parameters, emotional-evaluative and expressive load. In this context, it is worth noting that the functioning of headings is limited by time dimensions, and therefore requires fixation and comprehensive study, in particular, with regard to syntactic structure and stylistics.

The purpose of the article is to comprehensively characterize media names, analyze their syntactic structure, find out communicative and stylistic functions, and determine the pragmatic role.

### 3 Materials and Method

Ukrainian mass media with high ratings and a relatively large readership served as the research material, in particular, the all-Ukrainian publication “Gazeta po-ukrainsky” (<https://gazeta.ua>) and the regional “Volyn-nova” (<https://www.volyn.com.ua>) (2020–2023), from which headings expressed in sentences of different structure were selected. The comprehensiveness and objectivity of the study was ensured by the use of a number of general scientific methods, in particular, the descriptive method, which made it possible to form the theoretical basis of the study and generalize own observations. With the help of the method of system and functional analysis, the specificity of heading complexes was determined, they were inventoried, the peculiarities of the combination of components within structurally more complex language units were clarified, the types of syntactic connection between the parts of complex sentences were emphasized, the types of sentences were distinguished based on the number of main components, presence/absence of complicating units, etc. The method of contextual and stylistic analysis was used to determine the stylistic role and communicative and pragmatic potential of expressive means. The application of the method of quantitative calculations contributed to the objectivity of the formation of a scale built on the basis of the frequency of use of sentence constructions with different structural parameters, presented in media titles.

### 4 Results and Discussion

Headlines of journalistic texts in the Ukrainian mass media implement a number of functions, among which nominative, informative, expressive-appeal, advertising, separating, etc. claim priority status. Their use is aimed at reproducing the main content of the publication, as comprehensively as possible, and at the same time concisely and accurately outline its issues, interest the recipient. Media names of newspaper publications are represented by various sentences that reflect a relatively independent opinion and convey a fragment of the real world, inform about certain facts, events, etc. As it is known, in modern linguistics, based on the number of grammatical bases, sentence

structures are divided into simple and complex. Incidentally, we note that the representation of headings is mainly related to simple constructions, although the use of complex sentences cannot be considered fragmentary. It is customary to divide simple structures into two-syllabic and mono-syllabic, the basis of differentiation of which is the sign of the presence of two or one main components, respectively. At the same time, attention should be paid to the cases of implicit expression of the subject or predicate, which should not be considered as an indicator of monosyllabicity. Such sentences belong to two-syllable incomplete ones, which we will discuss in more detail later. Bisyllabic and monosyllabic constructions have a number of common qualifying features – in particular, they can be common and uncommon, complicated and uncomplicated.

As evidenced by the source database, there are more two-syllable sentences that function as titles of media texts than one-syllable sentences. Usually, two-syllable constructions are common, which makes it possible to specify the headings informatively and to predict the content of the publication itself. Performing the role of means of explication of media names, such sentences reveal a certain commonality, they are semantically complete and expressively almost neutral: *Бойові дії стихнуть у квітні (The hostilities will subside in April)* (<https://gazeta.ua>, December 24, 2022); *Над Брянськом знову пролетіли невідомі дрони (Unknown drones flew over Bryansk again)* (<https://gazeta.ua>, August 31, 2023); *Український морніх зробив гарний прогноз щодо контрнаступу (The Ukrainian marine made a good forecast regarding the counteroffensive)* (<https://gazeta.ua>, September 2, 2023); *На Волині мама та донька загиблих Героїв отримали нагороди (In Volyn, the mother and daughter of the fallen Heroes received awards)* (<https://www.volyn.com.ua>, August 30, 2023); *Данілов прокоментував інформацію про втрати ЗСУ у війні (Danilov commented on the information about the losses of the Armed Forces in the war)* (<https://www.volyn.com.ua>, September 1, 2023); *Орбан оскардили за заяву про програш України у війні (Orban was scandalized by a statement about Ukraine's loss in the war)* (<https://gazeta.ua>, August 30, 2023). Occasionally, there are constructions that contain words with accompanying stylistic shade. For example: *У серпні 2023 року ЗСУ встановили новий рекорд у «демільтаризації» російської армії (In August 2023, the Armed Forces of Ukraine set a new record in the “demilitarization” of the Russian army)* (<https://gazeta.ua>, September 1, 2023). The noun *demilitarization* enclosed in quotation marks gives the title an ironic tone, as it alludes to the Russian authorities' announced goal of a full-scale invasion of Ukraine – the so-called denazification and demilitarization of Ukrainians. In addition, it performs the role of secondary nomination, used instead of the noun *знищення (destruction)*. Sometimes, in the titles of media publications, modeled by a two-compound simple sentence, there are elements of a colloquial style, in particular, slang vocabulary. For example, in the title *Бізнесмени хотіли «наварити» на танкових двигунах для Міноборони (Businessmen wanted to “cook” on tank engines for the Ministry of Defense)* (<https://gazeta.ua>, September 1, 2023), the verb *наварити (to cook)* performs not only an informative function, but also a communicative and pragmatic one, it conveys information more emotionally, amplifies the expression, provides it with a touch of casual communication, which inspires confidence in the reader. Title sentences of this type testify that modern newspaper reporting sometimes contains deviations from the approved norms, which makes the text attractive to the recipient.

In media names expressed by simple two-syllable sentences, one can find metonymically represented language units built on the basis of transfer by contiguity, in particular, by logical, spatial, temporal, causal, and other parameters. Such secondary names ensure the conciseness and aptness of the statement, make it possible to briefly inform about the situation, to actualize the reader's attention on the most important, saving language means. According to O. Gapchenko, “consideration of metonymy in the communicative and cognitive aspect shows that it is an extremely convenient, creative, multifunctional and, at the same

time, economical and rational means of embodying various meanings” [1, p. 62]. In the names of newspaper publications, we come across various groups of metonymically designed language units, modeled according to the following schemes: 1) common name of a non-being → common name of a person (persons): *Перша країна у Європі закрила посольство в Росії (The first country in Europe closed its embassy in Russia)* (<https://gazeta.ua>, August 2, 2023); 2) the proper name of a non-being → the general name of a collection of persons. In the corpus of the research material, nominations for the designation of geographical objects, the highest state or world organizations, other institutions, companies, etc., used to name people, were found, for example: *США підсилять Україну снарядами зі збідненим ураном (the USA will strengthen Ukraine with shells with depleted uranium)* (<https://gazeta.ua>, September 2, 2023); *Білорусь звинуватила Польщу у порушенні кордону (Belarus accused Poland of violating the border)* (<https://gazeta.ua>, September 1, 2023); *Росія відкрито хоче укласти угоду про вивезення зерна з Туреччиною (Russia openly wants to conclude an agreement on the export of grain with Turkey)* (<https://gazeta.ua>, August 30, 2023); *Болгарія безоплатно передасть Україні сотню БТРів (Bulgaria will hand over a hundred armored personnel carriers to Ukraine free of charge)* (<https://gazeta.ua>, August 4, 2023); *Італія допоможе відбудувати Преображенський собор Одеси (Italy will help rebuild the Transfiguration Cathedral of Odessa)* (<https://gazeta.ua>, July 23, 2023); *ЄС поки не домовився щодо чергового траншу допомоги для України (The EU has not yet agreed on the next tranche of aid for Ukraine)* (<https://gazeta.ua>, September 1, 2023); *ЄС хоче перевиконати план з підготовки біців ЗСУ (The EU wants to over-implement the plan for training soldiers of the Armed Forces)* (<https://gazeta.ua>, August 30, 2023); *Нобелівський комітет ухвалив нове рішення щодо російських та білоруських дипломатів (The Nobel Committee adopted a new decision regarding Russian and Belarusian diplomats)* (<https://gazeta.ua>, September 1, 2023).

In order to attract the attention of readers, media professionals use another type of secondary nomination – a paraphrase, which serves as a kind of synonym, usually saturated with imagery, emotionality, and accompanying evaluative value. Linguistic units of this variety used in two-syllable heading sentences make it possible to emphasize the characteristic features of a person and convey information in a condensed manner: *«Професора з окопу» призначили послом (“Professor from the trenches” was appointed ambassador)* (<https://www.volyn.com.ua>, August 19, 2023).

The corpus of factual material is mainly represented by two-syllable narrative sentences, while interrogative constructions occur much less often, compare: *Внаслідок поранення помер захисник з Волині Ігор Кальчик (Defender from Volyn Ihor Kalchuk died of injuries)* (<https://www.volyn.com.ua>, August 24, 2023); *Українська ракета «Нептун» знищила «Триумф» в окупованому Криму (The Ukrainian Neptune missile destroyed the Triumph in occupied Crimea)* (<https://www.volyn.com.ua>, August 24, 2023) and *Чому росія так часто підіймає літаку МіГ-31 у небо? (Why does Russia so often raise MiG-31 planes into the sky?)* (<https://www.volyn.com.ua>, August 26, 2023). Headlines of the interrogative modality implement the function of specific motivation. They are peculiar expressive-communicative variants of syntactic units, within which motivational semantics are layered. After getting acquainted with the media name in the form of a question, the recipient subconsciously perceives it as a motivation to find out the answer, to expand his knowledge about certain subjects, events, phenomena, etc. For this, he needs to read the text of the publication. Compared to dialogic speech, the interrogative intent is somewhat weakened in the headings, and the addresser-addressee correlation is also somewhat violated. As it is known, in oral communication the addresser produces a question to which the addressee must give an answer. Instead, in media content, the addresser both formulates a question and answers it himself. However, it cannot be claimed that the role of the addressee is leveled, because the interrogative media title prompts the imaginary interlocutor-reader to think and evaluate

the depicted events. Usually, the modal value of interrogativeness is implemented by partially interrogative sentences, in the structure of which the words *хто, кому, чому* (*who, to whom, why*), etc. are presented, which are at the beginning of the statement: *Хто очолить наступний бунт у Росії?* (*Who will lead the next riot in Russia?*) (<https://gazeta.ua>, July 10, 2023). General question constructions that predict affirmative, negative answers or their modifications function much less often: *«Чи справді Україна зацікавлена у боротьбі з корупцією?»* – *The Economist* (“*Is Ukraine really interested in fighting corruption?*” – *The Economist*) (<https://gazeta.ua>, September 5, 2023). While in dialogic speech the answer is mainly represented by affirmative (*так, аякже*) (*yes, sure*) or negative (*ні*) (*no*) particles, in the means of mass communication the answer is the publication test.

In the field of media titles, two-compound constructions with direct word order prevail (61.1%): *Аналітики США оцінили подальшу стратегію контрнаступу ЗСУ* (*US analysts assessed the further strategy of the counteroffensive of the Armed Forces of Ukraine*) (<https://gazeta.ua>, September 6, 2023); *Блінкен приїхав у Київ* (*Blinken came to Kyiv*) (<https://gazeta.ua>, September 6, 2023); *Волинь продовжує приймати переселенців* (*Volyn continues to accept migrants*) (<https://www.volyn.com.ua>, September 4, 2023); *Мер Борисполя вступив до лав ЗСУ* (*The mayor of Boryspil joined the ranks of the Armed Forces of Ukraine*) (<https://www.volyn.com.ua>, September 5, 2023). According to quantitative indicators, constructions with inversion, the purpose of which is to actualize an important component, are inferior to them (38.9%), for example: *На війні героїчною смертю загинув волинянин Борис Шевчук* (*Boris Shevchuk from Volyn died a heroic death in the war*) (<https://www.volyn.com.ua>, September 5, 2023); *Унаслідок потужної негоди загинули рятувальники* (*As a result of severe weather, rescuers died*) (<https://www.volyn.com.ua>, September 6, 2023). Let us compare with the sentences in which the words are in direct order: *Волинянин Борис Шевчук загинув на війні героїчною смертю*; *Рятувальники загинули внаслідок потужної негоди* (*Borys Shevchuk from Volyn died a heroic death in the war; Rescuers died as a result of severe weather*).

In the studied media publications, the headline complex is partially represented by two simple two-syllable sentences: *Є просування на півдні і сході. ЗСУ закріплюються на рубежах* (*There is progress in the south and east. Armed forces are fixed at the borders*) (<https://gazeta.ua>, August 31, 2023); *Зеленський звернувся до ЄС. Сказав про п'ять небезпек* (*Zelensky appealed to the EU. Said about five dangers*) (<https://gazeta.ua>, March 23, 2023). In one of these constructions, there may be stylistically marked units, including metonymic units: *Москва скасовує рейси. Робота найбільших аеропортів РФ паралізована* (*Moscow cancels flights. The work of the largest airports of the Russian Federation is paralyzed*) (<https://gazeta.ua>, September 1, 2023); *Україна почала тестувати власні бойові ракети. Данілов показав відео* (*Ukraine began testing its own combat missiles. Danilov showed a video*) (<https://gazeta.ua>, August 31, 2023). Sometimes, in the first sentence, there are fairy-tale-like metaphors that arose as a result of transferring the features of fairy-tale characters to people. Instead, the second construction specifies the person hinted at in the first syntactic unit: *Цар – голій. Путін виявився слабким, нерішучим та некомпетентним* (*The tsar is naked. Putin turned out to be weak, indecisive and incompetent*) (<https://gazeta.ua>, July 9, 2023). In the given complex, a catchphrase is presented, which has undergone partial modification: the word *король* (*king*) is replaced by *цар* (*tsar*), which performs an important communicative and pragmatic function, as it makes it possible to focus attention on the behavioral stereotypes of the head of the Russian Federation. As it is known, the emergence of secondary nomination is related to the mental perception of one phenomenon through another and is based on a cognitive process that proves the indisputable interaction of language and thinking. In addition to the fact that the emergence of secondary names is associated with associative-thinking operations, it is appropriate

to emphasize the purpose of these units to express human emotions. Incidentally, we note that, forming the title complex *Цар – голій. Путін виявився слабким, нерішучим та некомпетентним* (*the Tsar is naked. Putin turned out to be weak, indecisive and incompetent*) (<https://gazeta.ua>, July 9, 2023), the author of the publication did not even make the reader think out, as in the second part he cited as many as three adjectives that highlight the negative features of Vladimir Putin. In general, figuratively used words play an important role in media texts – they emphasize the object of description, serve as a means of implementing an evaluative function, and reveal pragmatic potential. Using them, journalists try to abandon certain stereotypes and stamps, give the text an appropriate tone, make it more emotional and expressive.

In the studied publications, there are publication titles presented in two-syllable incomplete sentences with an omitted subject and a formally presented predicate in the form of the third person singular: *З протезом ноги грає у футбол* (*He plays football with a prosthetic leg*) (<https://www.volyn.com.ua>, October 16, 2022); *Українці вкрали гроші і втік* (*Stole money and ran away*) (<https://www.volyn.com.ua>, March 11, 2020). In addition to independent use, incomplete constructions function as one of the parts of non-conjunctive sentences or as a separate sentence that together with another one forms a heading. In both cases, the accompanying syntactic unit clarifies the content of the media title of the article: *Поширювала кремлівську пропаганду: СБУ оголосила підозру власниці телеканалу* (*She spread Kremlin propaganda: the SBU announced suspicion of the owner of the TV channel*) (<https://gazeta.ua>, March 9, 2023); *Задушила та закопала: у Києві ревнива жінка жорстоко розправилася із суперницею* (*She strangled and buried: in Kyiv, a jealous woman brutally dealt with her rival*) (<https://www.volyn.com.ua>, August 16, 2023). A group of incomplete title sentences is formed by elliptical syntactic units with an omitted predicate component: *Усі донати – на квадрокоптери та пристрої нічного бачення* (*All donations – for quadcopters and night vision devices*) (<https://www.volyn.com.ua>, July 11, 2022); *Київ під ударами ракет* (*Kyiv is under missile strikes*) (<https://gazeta.ua>, February 25, 2022). They can also be a part of an unconjugated sentence, the second component of which specifies the content of the first part and the entire publication: *«Ворогу – лише знищення»: Зеленський розповів про нараду з військовими* (“*Only destruction is for the enemy*”: *Zelenskyi spoke about the meeting with the military*) (<https://gazeta.ua>, April 1, 2023). Elliptical constructions in newspaper speech serve as a means of its dynamization, they condensed and easily express an opinion, give the expression an emotional color. Functioning in media titles, elliptical sentences attract the reader's attention, create the effect of content uncertainty, which can be eliminated after reading the publication.

The commonality of the media editions “Gazeta po-ukrainsky” and “Volyn-nova” is that they use monosyllabic constructions a little less often to model headline complexes. Among the simple sentences presented in the media names, 53.3% are two-syllable and 46.7% are monosyllabic. Sentence constructions with one main component make it possible to focus on one aspect: on an object, a person, a fact of objective reality, or on the action, process, or state itself. Among the types of monosyllabic sentences presented in heading complexes, preference is given to indefinite-personal ones (62.4% of all monosyllabic structures): *Українців попередили про високу ймовірність російських ракетних ударів* (*Ukrainians were warned about the high probability of Russian missile strikes*) (<https://gazeta.ua>, September 2, 2023); *У Росії почали видавати повістки мігрантам* (*Russia started issuing summonses to migrants*) (<https://gazeta.ua>, September 2, 2023); *В ООН підтвердили приїзд Зеленського на засідання Ради безпеки* (*The UN confirmed Zelensky's arrival at the Security Council meeting*) (<https://gazeta.ua>, September 1, 2023); *Показали деталізовані супутникові знімки атаки на аеродром у Пскові* (*They showed detailed satellite images of the attack on the airfield in Pskov*) (<https://gazeta.ua>, September 1, 2023); *У селищі на Волині в укриттях встановили електронні замки* (*In a village in Volyn, electronic locks were installed in shelters*)

(<https://www.volyn.com.ua>, August 24, 2023); *Для пересування у комендантську годину зроблять нові перепустки (New passes will be issued for movement during the curfew)* (<https://gazeta.ua>, September 1, 2023). The main component of such syntactic units usually has the form of the past tense; occasionally, present and future tense verbs are in this area, for example: *Дружині загиблого Героя з Волині вручили державну нагороду (посмертно) (The wife of the fallen Hero from Volyn was presented with a state award (posthumously))* (<https://www.volyn.com.ua>, August 23, 2023); *Сьогодні до Луцька третій день поспіль везуть на щиті загиблих Героїв (Today, for the third day in a row, fallen Heroes are being carried on shields to Lutsk)* (<https://www.volyn.com.ua>, August 24, 2023); *Завтра на Волині прощатимуться з Героєм (Tomorrow in Volyn they will say goodbye to the Hero)* (<https://www.volyn.com.ua>, August 17, 2023). The task of such sentences is to inform, first of all, about the action itself, its duration or result. Although it is not about the performers of the action here, it is clear that they can only be people.

Quantitative limited ones reveal monosyllabic definite-personal sentences (16.3%), the predicate of which is expressed by a verb in the form of the first and second person singular and plural of the present and future tenses. Such sentence constructions, although they do not have a subject, are nevertheless complete in their structure. The meaning of the person in them implements the ending of the verb. The functioning of definite-personal sentences in media titles reveals certain regularity: they are mostly quotes from persons to whom the publication is dedicated. If the author of the statement is not named in the title, then the sentence is usually put in quotation marks: *«Досі чекаю на нього» («I'm still waiting for him»)* (<https://www.volyn.com.ua>, November 5, 2022) Without quotation marks, those constructions in which lexemes are presented through dashes – proper names that identify a person – are given: *Дуже активно працюємо над повітряним щитом – Зеленьський (We are very actively working on an air shield – Zelenskyi)* (<https://gazeta.ua>, May 22, 2023). In some cases, definite-personal sentences structure one of the parts of an unconjunctive construction: *«Неприховано радіємо»: у ЗСУ прокоментували нову «бавовну» в Криму («We are openly happy»: the Armed Forces of Ukraine commented on the new “cotton”<sup>1</sup> in Crimea)* (<https://gazeta.ua>, August 31, 2023).

Monosyllabic impersonal syntactic units, in which actions or states are presented as independent of the will of a person (8.2%), are uncommon in the media plane. In the corpus of the researched material, the following structures function independently or within conjunction-free sentences: *Усика названо найкращим боксером серпня (Usyk was named the best boxer of August)* (<https://gazeta.ua>, September 2, 2023); *«Тягне на місце злочину»: Подоляк прокоментував нещодавню поїздку Путіна («He feels drawn to the crime scene»: Podolyak commented on Putin's recent trip)* (<https://gazeta.ua>, September 2, 2023).

Infinitive sentences (5.3%) tend to belong to the impersonal group, the main member of which is a syntactically independent indefinite form of the verb. Infinitive constructions express various modal meanings: necessity, inevitability, desire, etc. In media names, syntactic units of this variety are presented sporadically and function as part of a non-conjunctive sentence: *Перемогти у війні та не програти країну: Зеленський заявив про Українську доктрину (To win the war without losing the country: Zelensky declared about the Ukrainian doctrine)* (<https://gazeta.ua>, August 10, 2023).

Focusing on the syntactic aspect allows focusing attention on headings expressed by monosyllabic nominative constructions (7.8%), the main member of which is a noun in the nominative case form. These sentences report about the subject, person, phenomenon, objectified actions, processes, states, existence or

presence of someone/something, etc., that is, they participate in the creation of static descriptions, which can reveal an accompanying dynamic shade (it is about verbal subjects). Nominative constructions differ from other types of monosyllabic sentences in that they do not contain verbs. Because of this, they do not express verbal morphological categories, in particular, time categories, although the speaker usually associates the existence of objects marked with the nominative case of the noun with the present tense. The analyzed sentences occasionally function independently, much more often they are included in the structural scheme of non-conjunction syntactic units, for example: *Великий острів української свободи (Great island of Ukrainian freedom)* (<https://gazeta.ua>, July 6, 2023); *«Рамштайн»-14: протимінна коаліція, навчання пілотів і снаряди (Ramstein-14: anti-mine coalition, pilot training and shells)* (<https://gazeta.ua>, July 9, 2023); *15 мільйонів допомоги сім'ям загиблих воїнів. Алгоритм оформлення і отримання (15 million in aid to the families of fallen soldiers. Registration and receipt algorithm)* (<https://gazeta.ua>, August 30, 2023); *Підриєв Каховської ГЕС: Клименко назвав офіційну кількість загиблих (Explosion of Kakhovskaya HPP: Klimentko named the official number of dead)* (<https://gazeta.ua>, July 20, 2023); *Вступ України до НАТО: Путін побачив небезпеку для себе (Ukraine's entry into NATO: Putin saw danger for himself)* (<https://gazeta.ua>, July 13, 2023). All nominative clauses found in the mass media are common, which we consider absolutely necessary for headline complexes. We consider their use within complex syntactic units or along with other simple constructions to be justified, as this protects them from the fact that the publication may be overlooked by the reader due to the limited informativeness of the media title.

Uncomplicated sentences predominate among the two-syllable and one-syllable syntactic units that form the headlines of newspaper articles. The periphery includes constructions structured by complicating components, in particular: appeals that mainly function in sentences that convey someone else's speech and serve as a means of intimating the context: *«Мамо, я вирішив їти воювати» «Мом, I decided to go to war»* (<https://gazeta.ua>, August 23, 2023); in sentences separated by members: *Україна отримає антидронові системи Slinger, здатні збивати вертольоти й «Шахеди» (Ukraine will receive Slinger anti-drone systems capable of shooting down helicopters and “Shakheds”)* (<https://www.volyn.com.ua>, September 1, 2023); modal syntaxes (insertion language units): *Окупанти вивозять системи ППО з Курильських островів. Ймовірно, їх перекинуть в Україну (The occupiers are taking air defense systems out of the Kuril Islands. Probably, they will be transferred to Ukraine)* (<https://gazeta.ua>, September 1, 2023).

An equally important means of expressive syntax in the title composition is parcellation, which often gives the expression unexpectedness: *Озолотилися за... 40 секунд (They became golden in... 40 seconds)* (<https://www.volyn.com.ua>, September 5, 2020); *Гроші на лікарню витратили на її... рекламу (The money for the hospital was spent on its... advertising)* (<https://www.volyn.com.ua>, May 22, 2020); *Побачити Париж і... ще більше полюбити життя (To see Paris and... to love life even more)* (<https://www.volyn.com.ua>, 05/26/2020); *Закохана у... футбол (In love with... football)* (<https://www.volyn.com.ua>, June 9, 2020).

Despite the fact that the titles of newspaper materials tend to be linguistically economical, in the analyzed press we come across some of the headlines modeled by complex connecting sentences. An important feature of these structural units is the presence of a sequential or subjunctive relationship, which enables a formal syntactic distinction between compound and complex sentences. Compound syntactic units are represented in the heading complexes in a rather limited way: *Рашисти за рік зарилися в землю, а наш уряд лише зараз виділив гроші на фортифікацію! (The Rashists buried themselves in the ground for a year, while our government has only now allocated money for fortification!)* (<https://www.volyn.com.ua>, August 25, 2023).

<sup>1</sup> After Russia's full invasion, the Ukrainian word “бавовна” (in English, literally – cotton) is used to denote explosion. This is because Russian media describe explosions on their territory with the word “хлопок” (clap), which in Russian is spelled the same as the word “хлопок” (cotton)

In this structure, the role of a formal device connecting both parts of a complex sentence is performed by the contrasting conjunction *a* (*while*), which helps to contrast two situations.

In media publications, there are headlines with complex constructions of non-segmented and segmented structure. The specificity of the first consists in the obligation of the subordinate part and its predictability by one of the supporting words of the main part. In compound sentences of a dismembered structure, the subordinate part is often subordinated to the subject-predicate base of the main one, connected with it by asemantic conjunctions and connecting words, and its removal does not destroy the content structure of the complex sentence. The corpus of the collected material is dominated by headings expressed by complex subordinate interrogative sentences of an undivided structure, in which the main part is semantically and structurally incomplete, while the subordinate part compensates for this incompleteness and answers case questions of the noun. As it is known, in Ukrainian language, the subordinate part can perform the role of a subject missing in the main part, a controlled member of the sentence, or specify the content of the main part of the sentence expressed by the pronoun. Among the constructions presented in media names, those in which the subjunctive part descriptively replaces the controlled component dominate: *Путін підтвердив, що зустрінеться із Сі Цзіньпіном* (*Putin confirmed that he will meet with Xi Jinping*) (<https://gazeta.ua>, September 1, 2023); *ЗМІ повідомили, коли Україна отримає перші танки Abrams* (*The mass media reported when Ukraine will receive the first Abrams tanks*) (<https://gazeta.ua>, September 1, 2023). In such headline sentences, the main part can be both two-syllable and one-syllable, compare: *Гумениук пояснила, що відбувається на фронті після прориву першої лінії оборони росіян* (*Humeniuk explained what is happening at the front after the breakthrough of the first line of defense of the Russians*) (<https://gazeta.ua>, September 1, 2023); *Зеленський сказав, за яких умов війна може закінчитися вже у цьому році* (*Zelensky said under what conditions the war could end already this year*) (<https://gazeta.ua>, September 1, 2023); *Лубінець розповів, скільки українських дітей примусово усиновили росіяни* (*Lubinets told how many Ukrainian children were forcibly adopted by the Russians*) (<https://gazeta.ua>, September 2, 2023) and *В ГУР повідомили, які російські генерали виступали проти війни з Україною* (*the GUR reported which Russian generals opposed the war with Ukraine*) (<https://gazeta.ua>, September 2, 2023); *На оновлених картах боїв показали, де ЗСУ зуміли просунутися* (*On the updated battle maps, they showed where the Armed Forces managed to advance*) (<https://gazeta.ua>, September 2, 2023); *У ГУР сказали, коли Росія знову нападе на Україну в разі поразки* (*The GUR said when Russia will attack Ukraine again in case of defeat*) (<https://gazeta.ua>, September 1, 2023). The explanatory subordinate part most often realizes the meaning of the verb predicate of the main part, which is mainly characterized by the semantics of the message, the transfer of information, mental activity, etc. The means of communication in complex constructions of the correlative-specific structure is the semantically non-specialized and stylistically neutral conjunction *що* (*that*). In addition, there are complex subjunctive constructions of an undivided structure with connecting means of the interrogative sphere *який, де, куди, звідки, коли, скільки* (*which, where, where, from where, when, how much*), etc.

A not too extensive and widespread group is formed by compound sentences of a dismembered structure, which model heading complexes. Among them, there are complex syntactic units with subordinate clauses: *Якби ЗСУ слухали Вашингтон, то втратили б бойову міць за кілька днів* (*If the Armed Forces listened to Washington, they would lose their combat power in a few days*) (<https://gazeta.ua>, September 1, 2023). The title *Ти не ти, коли продовжуєш працювати в РФ. Mars і Pepsi визнали міжнародними спонсорами війни* (*You are not you, when you continue to work in the Russian Federation. Mars and Pepsi were recognized as international sponsors of the war*) (<https://gazeta.ua>, September 1, 2023) has a strong pragmatic effect. It modifies the famous advertising slogan “You’re not you

when you’re hungry” associated with the chocolate bar. The author very successfully chose the title of the article, which is about companies that did not refuse to cooperate with Russia during the period of active military operations.

A limited group is formed by complex subjunctive disarticulated constructions with a subjunctive attributive part. The specificity of the syntactic units of the specified sample is that their subordinate part is related to the member of the sentence of the main part, expressed by a noun or a secondary substantive, and indicates the feature of the subject. Nouns denoted by the subjunctive part can perform the function of any member of the sentence in the main part, but the role of the subject or controlled component is dominant: *П’ять смачних сніданків для школярів, від яких важко відмовитись* (*Five delicious breakfasts for schoolchildren, which are difficult to refuse*) (<https://gazeta.ua>, September 6, 2023); *Росіян та білорусів не допустили до Азіатських ігор, де вони планували кваліфікуватися на Олімпіаду-2024* (*Russians and Belarusians were not allowed to participate in the Asian Games, where they planned to qualify for the 2024 Olympics*) (<https://gazeta.ua>, September 1, 2023); *Стерненко показав унікальне відео, як знищили літаки у Пскові* (*Sternenko showed a unique video of how planes were destroyed in Pskov*) (<https://gazeta.ua>, September 1, 2023). Disarticulated subjunctive pre-substantive-attributive sentences, although related to definitions as members of a simple sentence, are grammatically and semantically richer than them. The periphery of the linguistic realization of the titles is formed by compound sentences of interrogative modality: *Як діагностувати діабет, коли це немає зовнішніх симптомів?* (*How to diagnose diabetes when there are no external symptoms yet?*) (<https://www.volyn.com.ua>, August 17, 2023).

The limited display is typical for headings modeled by complex sentences with several subordinate parts. In such constructions, each subsequent part serves as an additional means of unfolding the thought: *Данілов відповів, чи мобілізуватимуть чоловіків, які здобувають другу вищу освіту* (*Danilov answered whether men who obtain a second higher education will be mobilized*) (<https://gazeta.ua>, September 2, 2023).

One of the common syntactic models that serves as a means of expressing mass media headlines is complex sentences without conjunctions. They mainly consist of two parts, one of which informs about the source of the message and contains verbal predicates with the meaning of speech or thinking activity, feeling, perception, etc. Usually it is in the second place. The first part is direct speech enclosed in quotation marks, or it reproduces the form of direct speech not being it. The role of a means of expressing the subject of speech is performed by nouns: 1) personal names of persons used in the singular: *«Їх дуже багато»: Буданов зробив заяву про втрати на війні* (*“There are a lot of them”: Budanov made a statement about losses in the war*) (<https://gazeta.ua>, September 1, 2023); *У росіян скоро «палатиме»: Данілов розповів про нові українські ракети* (*The Russians will soon have a “fire”: Danilov talked about new Ukrainian missiles*) (<https://gazeta.ua>, September 1, 2023); *Ключова увага – Україна: Кулеба назвав домовленості з ЄС* (*The key focus is Ukraine: Kuleba named the agreements with the EU*) (<https://gazeta.ua>, August 31, 2023). It is noteworthy that usually in the headlines, media persons provide only surnames, without mentioning names; 2) general names of persons: *Ліквідували високопоставленого офіцера – командир розвідників розповів про відчайдушні операції* (*A high-ranking officer was eliminated – the commander of intelligence officers told about desperate operations*) (<https://gazeta.ua>, August 30, 2023); *У російському МВС не вистачає кадрів – аналітики назвали причини* (*The Russian Ministry of Internal Affairs lacks personnel – analysts named the reasons*) (<https://gazeta.ua>, September 1, 2023); 3) metonymic nominations that ensure the conciseness of the statement: *Купа техніки та понад 570 загарбників: Генштаб повідомив про нові втрати Росії* (*A pile of equipment and more than 570 invaders: the General Staff reported new Russian losses*) (<https://gazeta.ua>, September 2, 2023). Sometimes, there

is no information about the direct subject of the message, but it can be identified with the help of other nominations. For example, in the sentence *Чи підвищать українцям пенсії у 2024 році: у Мінсоцполітики відповіли* (*Will the pensions of Ukrainians be increased in 2024: they answered in the Ministry of Social Policy*) (<https://gazeta.ua>, September 1, 2023), this role is performed by the prepositional phrase in the *Ministry of Social Policy*. The media name *Стрільщина в Дніпрі: в патрульній поліції прокоментували запобіжний захід співробітнику* (*Shooting in Dnipro: the patrol police commented on the preventive measure against the employee*) (<https://gazeta.ua>, September 1, 2023) is built according to the specified model.

A productive means of expressing headlines are complex sentences without conjunctions with explanatory and complementary relations: *Волинь у жалобі: війна забрала життя ще одного Героя* (*Volyn in mourning: the war took the life of another Hero*) (<https://www.volyn.com.ua>, August 30, 2023); *Міни, босприпаси і залишки ракет: рівненські чотирилані «полицейські» допомагали в розмінуванні* (*Mines, ammunition and remnants of missiles: Rivne four-legged "policemen" helped in demining*) (<https://www.volyn.com.ua>, September 2, 2023); *На Одещині місцевий житель збив Shahed з рушницею: момент потрапив на відео* (*In Odesa region, a local resident shot down Shahed with a gun: the moment was caught on video*) (<https://gazeta.ua>, September 2, 2023); *Росія атакувала Україну «Калібрами»: на Вінниччині є поранені* (*Russia attacked Ukraine with "Calibers": there are wounded in Vinnytsia*) (<https://gazeta.ua>, September 1, 2023); *ЗСУ просуваються на південь від Бахмута: нові карти бойових дій* (*The Armed Forces of Ukraine are advancing south of Bakhmut: new maps of combat operations*) (<https://gazeta.ua>, September 2, 2023).

Among the syntactic units presented in the heading complexes, there are unconjugated sentences, the second part of which, according to formal indicators, in particular the interrogative words used prepositively, resembles a simple interrogative sentence, but the interrogative intent in it is leveled while the narrative modality, instead, is actualized: *Україна отримає від Австралії новітні антидронові комплекси: що про них відомо* (*Ukraine will receive the latest anti-drone complexes from Australia: what it is known about them*) (<https://gazeta.ua>, September 2, 2023); *Керівник МЗС Туреччини зустрівся із Шоїгу: про що говорили* (*The head of the Turkish Foreign Ministry met with Shoigu: what was discussed*) (<https://gazeta.ua>, September 2, 2023); *В РФ почали арештовувати Z-блогерів: яка причина і кого вже затримали* (*Z-bloggers began to be arrested in the Russian Federation: what is the reason and who has already been detained*) (<https://gazeta.ua>, September 1, 2023).

Outside the established structural schemes, there are non-conjunctive constructions, one of the parts of which corresponds to an unarticulated simple sentence. *Ого: Нідерланди передадуть Україні всі свої винищувачі* (*Ho! The Netherlands will transfer all its fighter jets to Ukraine*) (<https://www.volyn.com.ua>, August 25, 2023). The first part of *Ого* (*Ho!*) is an exclamatory syntactic unit to indicate the emotional and evaluative reaction of the author of the publication to the situation. Its main purpose is to influence the sensory sphere of the reader, to cause admiration and surprise in him. In this way, the journalist tried to convey his emotional state as expressively as possible and to influence the imaginary interlocutor.

## 5 Conclusion

Thus, the formal means of expression of newspaper headlines are sentences of different status and structure, aimed at a laconic and at the same time information-rich reproduction of the main content of the publication, as well as at arising of the interest in reader. The representation of Ukrainian media names is mainly associated with simple two-syllable constructions (53.3%), to a slightly lesser extent – with monosyllabic constructions (46.7%). Two-syllable constructions usually presented in title complexes

are common and expressively neutral, although sometimes they contain language units that express the statement, give it an emotional and evaluative color, which makes the text attractive to the recipient. Focusing on the modal plan and the frequency of use makes it possible to recognize narrative expressions as dominant, and to include interrogatives in the field of peripheral ones. A limited expression is inherent in a two-syllabic incomplete sentence. Among communicatively and cognitively relevant syntactic phenomena, monosyllabicity occupies an important place. In heading complexes, one-syllable indefinite-personal structures (62.4%) are predominant, which inform about the action, its duration, or result without specifying the performers. A limited group is formed by one-syllable definite-personal sentences (16.3%), which are usually quotes from persons to whom the publication is dedicated. Quantitative limitation is revealed in monosyllabic impersonal (8.2%) and infinitive (5.3%) syntactic units that inform about actions or states as those independent of a person's will. Monosyllabic nominative constructions (7.8%) have a fixed function of denoting objects, persons, phenomena, objectified actions, processes, states. Most of the two-syllable and one-syllable syntactic units forming the headlines of newspaper articles are uncomplicated. The periphery includes constructions structured by complicating components, in particular homogeneous members of sentences, addresses, isolated members of sentences, and modal syntaxes. Despite the fact that the titles of newspaper materials tend to use language economy, in the analyzed press some of the headlines are modeled with complex sentences. Complex syntactic units are presented in a rather limited way in media titles. On the opposite axis in terms of frequency of use, there are complex sentences without conjunctions. In addition, in the modeling of the headings, complex constructions of non-segmented and segmented structures are involved, aimed at the inclusion of information and the most complete representation of the publication content.

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