عنوان مقاله:

Functional Analysis of English Headlines Based on the Reuters News Portal: A Study of the Lexical-Semantic Level

نویسندگان:

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خلاصه مقاله:

The article aims to examine a headline as a component of a media text, which is intended to name the text and provide primary information about it. The headline is intended to influence the feelings and emotions of the readers in order to maximize the publication's popularity. The study focuses on lexical and semantic features that are used to draw the attention of a specific number of readers. A news portal (Reuters) was used as a source of English headlines for this purpose. The analysis revealed that Reuters publications are characterized by a high degree of standardization and the use of cliches, metaphors, and terms, but also by the use of expressive language and evaluative epithets to attract readers' attention. For a wide audience, English-language media uses simple headlines. The differences in the headlines could be attributed to the article's topic and the media's editorial policy. Furthermore, publications aimed at a broad audience contain elements of literary and artistic genres aimed at attracting and entertaining the audience.

کلمات کلیدی:

English Headlines, News Portals, Media

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