Syntactic And Punctuation Features of Newspaper Headlines As A Possibility Of Pragmatic Influence Expression Possibilities Of The Syntax Of Newspaper Headlines

Turg'unova Fazilat Rustam qizi
Assistant of the Department of Foreign Languages of
Tashkent State Transport University
https://orcid.org/0000-0003-4371-5279
E-mail: fazilatturgunova05@gmail.com
Tel: (94) 008 66 99

Annotation: Newspaper headlines are an important way to communicate news and capture readers' attention. These concise and attention-grabbing formulations not only inform but also shape the readers' perception of the following news. To understand their pragmatic influence on readers, it is important to understand the syntax and punctuation features of newspaper headlines. In this article, we consider the possibilities that newspaper headline syntax offers for expressing pragmatic influence. Syntactic and punctuation features play a fundamental role in capturing the essence of a message within the space limitations of a headline. Careful arrangement of words and use of punctuation allows journalists to convey important information effectively and capture readers' interest. By examining these characteristics, we can uncover the conscious choices that headline writers make to influence readers' interpretations and reactions to the news.
Keywords: newspaper headlines, parceled constructions, lexical repetitions, question heading, language category, emotionality, imagery, intensity, pragmatically, article.

Introduction. In this subsection, we consider the peculiarities of the expression syntax of the titles of English-language online publications. A striking feature of modern online newspapers is the tendency to make headlines more descriptive. With the help of the expression, the author can not only make clear the problem of the newspaper material reflected in the title but also give his assessment of the events and facts described. Because "every information in the headline should be emotionally contagious and not just content-rationalistic"[1] attention must be paid to the expressive possibilities of headlines in the Internet press. According to A.N.Lyutaya a specific language category and expressiveness is "the result of the synthesis of several basic connotative aspects - valence, emotionality, imagery, intensity, and others, representing the subjectivity of the content of the corresponding verbal unit" [1]. E.N.Rozhkova, in turn, understands expressivity as "the ability of linguistic meanings (both lexical and grammatical) to express certain stylistic features to implement various types of communicative and pragmatic tasks"[2].

Literature review. It should be noted that when analyzing the expressive syntactic structure (including punctuation design of newspaper headlines, we rely on the fact that they contribute to the fulfillment of a specific communication task and, therefore, the more effective impact on the audience to the works of O.V.Alexandrova, in which the expressive possibilities of syntactic units were considered in detail[3]. As part of these studies, the analysis of the expressive possibilities of syntactic units was carried out at four levels: at the level of static and dynamic syntax, at the level of phrasing, and the level of bracket additions. This dissertation research seeks to confirm that the pragmatics of headlines in the Internet press, expressed at the syntactic level, can be represented in the form of headline questions, headline negative questions, and headline exclamations. In addition, parceled constructions, lexical repetitions, and attributive phrases are analyzed as expressive syntactic constructions of online publications.

One of the syntactic features of the Internet press is the spread of questioning headlines. Such a technique undoubtedly attracts attention, since the interrogative newspaper headlines are expressive and addressed to the audience - the author invites the reader to think about the problem described. According to the correct remark of M.A.Ulanova, the question heading is the surest way to involve a person in communication, since the question "triggers the main mechanism of the mind - the search for information for an answer"[4]. Question headings "serve as a lure for the recipient's attention"[5], which not only present information in a concise form but also convey a whole range of the author's emotions[6]. According to I.A.Rudnitskaya, heading questions have a complex modal meaning: on the one hand, they express the attitude of the author of the article to the event or state of affairs described, on the other hand, they encourage the addressee to participate in the author's assessment. The perlocative effect of the title with the question is that "the question in the title is a mini-text, the meaning of which fades into the background under the influence of the title position." Assessment and function of content prediction. [7].

Research methodology. When analyzing the factual material, a large number of heading questions were found that were pragmatically aimed at the recipient. We emphasize that the heading questions of the original language are constructed by the grammatical features of English interrogative sentences. An example of a general question type might be the following headlines in online newspapers: *"Crowds honor soccer player killed by crocodile in Costa Rica"; "Who Killed the Cockney Sparrer?"*[8].

The segmented design gives the title dynamism and meaningfulness and allows you to present the essential information in the newspaper material succinctly. The newspaper headlines presented in the first part of the segmented construction reflect the main problem of the article, while in the second part, the journalist expresses his concern about this issue in an interrogative form. The considered variants of the headline questions of modern English-language online publications allow conclusions to be drawn about the distribution and variety of pragmatic "tricks" with which journalists draw the audience's attention to newspaper material. Therefore, question headings are an important aspect of the expressive syntax of the modern English-language Internet press.

In the context of this study, it appears necessary to take into account exclamatory headlines in newspapers, which, in addition to question headlines, are expressive and have a certain pragmatic effect on the recipient. It is important to note that the main purpose of the exclamation point is to increase emotionality: "It comes at the end of a sentence, is unmistakable and hopelessly persistent, and is called a screamer, a gasper, etc. in the newspaper world." Schrecker. Ever since the exclamation mark came into existence, grammarians have warned us to be careful, especially because even when we try to suppress it with parentheses, it still screams, flashes neon colors, and jumps up and down. In the family of punctuation marks where the period is "father," the comma is "mother" and the semicolon are quietly practicing piano with crossed hands, the exclamation point is the attention-poor big brother going crazy. breaks things and laughs too loud[9].

Analysis and results. The analysis of the factual material confirmed that journalists try to avoid exclamatory constructions and prefer a more neutral style of conveying information. At the same time, the low frequency of exclamatory headlines compared to question headlines and negative headlines increases the expressive and pragmatic possibilities of exclamatory construction and makes their appearance in a newspaper headline unique and memorable. - Unsatisfied? Just blame the immigrants! [11]. Both a question and an exclamation are used in the same heading. The pragmatic content, atypical of headlines, undoubtedly attracts attention. The question allows the addressee to address the readership (the British people). The exclamation, in turn, draws the recipient's attention to the immigration sign, which makes it possible to highlight who is the real culprit of all the United Kingdom's problems. The headline with exclamation points calls for action: - *The future of news: Stop the printing presses!* [12]. The author of the article calls on publishers of mainstream newspapers and magazines to be more careful when entering into agreements to create news services from Apple and Facebook. Expressive punctuation conveys the pressure of serious publications as well as the

journalist's concern for his future in the transition to digital format. The use of an exclamation mark gives the headline of a newspaper an additional emotional color.

- *Good morning, Ukraine! Army Radio seeks a colorful DJ to mock Russians*[13].

Punctuation also contributes to the pragmatic influence of newspaper headlines. For example, using question marks in headings can arouse curiosity and interest. A headline like "Is Your Food Safe?" "The Hidden Dangers of Contamination" encourages the reader to think about their safety and urges them to read the article for more information. Likewise, the use of exclamation points can convey excitement, urgency, or shock and grab the reader's attention. A headline like "Breaking News! World record broken!" creates excitement and encourages people to find out more about the record-breaking event. Additionally, the placement of punctuation marks within a heading can change its meaning and emphasize different aspects. Strategic placement of commas, hyphens, or colons can delineate the structure of the message, emphasize contrasting elements, or create tension. For example, a headline like "Technology: Blessing or Curse?" presents a dichotomy by presenting opposing viewpoints and engaging readers in a debate before they even engage with the article.

Conclusion and recommendations. In summary, the syntax and punctuation features of newspaper headlines are powerful tools that facilitate the expression of pragmatic influence. Headline writers strategically use techniques such as ellipsis, subject structure, and punctuation to engage readers and improve their understanding of the news. By exploring these possibilities, researchers can gain a deeper understanding of how language constructs meaning, influences readers' perceptions, and plays a critical role in spreading news. The syntax and punctuation features of newspaper headlines provide enormous opportunities to express pragmatic influence. Headline writers carefully craft these linguistic elements to convey specific messages, evoke emotions, and shape readers' interpretations. By analyzing these features, researchers can gain insight into how language is used to influence readers' perceptions and how the syntax of headlines can promote engagement with news. Understanding the pragmatic influence of newspaper headlines is critical to media literacy and critical reading. Readers who are aware of the deliberate choice of language in headlines can view news critically, question the intended messages, and seek multiple perspectives.

References:

1. Лютая А.А. Современный газетный заголовок: структура, семантика, прагматика: дис. … канд. филол. наука. – Волгоград, 2008. – 164 с.
2. Рожкова Е.Н. Структурно-содержательная специфика реализации категории экспрессивности в глоссе как жанре немецкой прессы: автореф. дис. … канд. филол. наук. – М., 2012. – 24 с.
3. Александрова О.В., Куницина В.А. Принципы сегментации речевого потока (текста): учеб. пособие. – Симферополь: СГУ, 1982. – 136 с
4. Уланова М.А. Интернет-журналистика: Практическое руководство. – М.: ЗАО Изд-во «Аспект Пресс», 2014. – 238 с.
5. Машанова К.В. Языковые средства воздействия в публицистических текстах бизнес-тематики (на материале английского языка): дис. … канд. филол. наук. – М., 2015. – 172 с.
6. Вахтель Н.М., Муртада К.С. Вопрос в позиции газетного заголовка. – Воронеж: Изд-во ВГУ, 2003. – 115 с.
7. Муртада К.С. Заголовок-вопрос на газетной полосе: дис. … канд. филол. наук. – Воронеж, 2003. – 141 с.
8. Шварцкопф Б.С. Внимание: кавычки Русская речь. 1967.-№ 4.-С.61- 64.
9. Truss L. Eats, Shoots and Leaves: The Zero Tolerance Approach to Punctuation. – London: Profile Books, 2003. – 209 p
10. The Independent [2013–2016]
11. The Financial Times [2013–2016]
12. The Wall Street Journal [2013–2016]

13.   Mirza o'g'li A. I. O'QITUVCHINING TANBEHIGA VA TANQIDIY BAHOSIGA ANIQ JAVOB SIFATIDA TALABAGA TANBEH BERISH //Journal of new century innovations. – 2022. – Т. 19. – №. 1. – С. 142-148.

14.   Атабоев И. MADANIYATLARARO SIYOSIY MAKONDA TAJOVUZKOR SALOHIYATGA EGA NUTQ TA'SIRINING USULLARI //Ижтимоий-гуманитар фанларнинг долзарб муаммолари/Актуальные проблемы социально-гуманитарных наук/Actual Problems of Humanities and Social Sciences. – 2023. – Т. 3. – №. 6. – С. 214-219.

15.   Mirza o'g'li A. I. Linguistic-Conceptual Description of the Concept" Ta'na-Dashnom" in Uzbeki and English Languages //Genius Repository. – 2023. – Т. 24. – С. 13-20.

16.   Mirza o'g'li A. I. O 'ZBEK TILIDA TA'NA-DASHNOM VA TANBEH TUSHUNCHASI //Proceedings of International Conference on Scientific Research in Natural and Social Sciences. – 2023. – Т. 2. – №. 12. – С. 6-14.

17.   Mirza o'g'li A. I. "TA'NA-DASHNOM" KONSEPTINING SEMANTIK MAYDONI //Proceedings of International Conference on Educational Discoveries and Humanities. – 2023. – Т. 2. – №. 12. – С. 4-8.

18.   Qizi A. D. X. et al. Importance of uzbek and english songs in education and language learning //ACADEMICIA: AN INTERNATIONAL MULTIDISCIPLINARY RESEARCH JOURNAL. – 2021. – Т. 11. – №. 2. – С. 1146-1150.

19.   Rustamov I., Mirza ogli A. I. THE IMPORTANCE OF LISTENING AND SPEAKING IN LEARNING ENGLISH //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

20.   Rustamov I., Mirza ogli A. I. ANALYSIS OF THE ROLE AND PSYCHOLOGICAL CHARACTERISTICS OF EFFECTIVE SKILLS IN TEACHING ENGLISH //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

21.   Rustamov I., Mirza ogli A. I. PROJECT WORK NATURAL EXTENSION STUDY OF CONTENT-BASED TEACHING //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

22.   Rustamov I., Mirza ogli A. I. TECHNOLOGY TO DEVELOP WRITING IN THE CURRENT INFORMATION AGE //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

23.   Rustamov I., Mirza ogli A. I. ADVANTAGES AND METHODS OF USING GAMES IN FOREIGN LANGUAGE TEACHING //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

24.   Rustamov I., Mirza ogli A. I. DEVELOPMENT OF INTERACTIVE METHODS IN FOREIGN LANGUAGE TEACHERS //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

25.   Rustamov I., Mirza ogli A. I. APPLYING AN ECLECTIC APPROACH TO ENGLISH TEACHING IN SECONDARY SCHOOLS //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

26.   Rustamov I., Mirza ogli A. I. USING THE VOX-POP METHOD IN TEACHING A FOREIGN LANGUAGE TO YOUNG LEARNERS //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

27.   Rustamov I., Mirza ogli A. I. METHODS OF TEACHING GRAMMAR THROUGH HOMEWORK //Журнал иностранных языков и лингвистики. – 2023. – Т. 5. – №. 5.

28.   Tursunovich R. I. The Role of Lexical Units in Teaching A Foreign Language in The Field of Transport //International Journal of Scientific Trends. – 2024. – Т. 3. – №. 2. – С. 119-128.

29.   Rustamov I. Jamol SYMBOLS IN MODERN LINGUISTICS: SYMBOLS IN MODERN LINGUISTICS //Журнал иностранных языков и лингвистики. – 2022. – Т. 4. – №. 4.

30.   Anarbaev O., Rustamov I. ИЗУЧЕНИЕ ИНОСТРАННОГО ЯЗЫКА: ПРОБЛЕМЫ И СПОСОБЫ ИХ РЕШЕНИЯ: ИЗУЧЕНИЕ ИНОСТРАННОГО ЯЗЫКА: ПРОБЛЕМЫ И СПОСОБЫ ИХ РЕШЕНИЯ //Журнал иностранных языков и лингвистики. – 2022. – Т. 4. – №. 4.
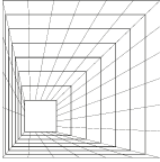
31.   Tursunovich R. I. Teaching A Foreign Language Through Text! //Genius Repository. – 2023. – T. 24. – C. 24-29.

32.   Rustamov I. et al. LEXICAL PROBLEMS ENCOUNTERED IN THE TRANSLATION OF SMALL STORIES: QUALITATIVE STUDY APPROACH //SPAST Abstracts. – 2023. – T. 2. – №. 02.