FUNCTIONAL AND TYPOLOGICAL FEATURES OF TITLES

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Summary. The functional and typological features of titles are investigated. It is found out, that due to the use of titles in modern texts, the following main functions of the titles are distinguished: informative, nominative, advertising, expressive, evaluative, integrative, compositional. Titles can be classified depending on the number of elements of the text they express. On this basis unidirectional and complex titles are highlighted. It is exposed, that from the point of informing titles are divided into the following categories: that fully inform about one or another element of the text, clear to reading publications (fully informing titles); titles-signs of semantic element, that only signal about it (dotted titles); titles, that inform about the meaning, that verbally is not expounded in text, but entered to the implication and titles, that become clear only after reading of the text and perceived retrospectively.

Keywords: titles, functional and typological features, titles’ informativeness, semantic context, communicative act.

Researchers note that the title is one of the main elements of the work. Scientist E. Lazareva is convinced that “title is the first signal, that motivates us to read the material or put it off. Preceding the text, the title explains certain information about the content of the journalistic work. At the same time, the titles have an emotional colour, arouse the reader’s interest, attract attention” [6, p. 3].

The functional status of the title is changed along with the formation of journalistic skills and the evolution of the title’s complex: from graphical (visual selection of material among others) to nominative information function (outlining the theme of the story and determining the main content of the material). Nowadays, the range of header functions has expanded significantly.

In our opinion, it is important to consider its role from a new perspective. Firstly, the trend of modern linguistics in recent decades has been marked by increased attention to the pragmatic aspect of language. Pragmalinguistics – is one of the most relevant spheres of modern science, characterizes the language units in terms of their practical application, that is the impact on man. Secondly, titles from the standpoint of the theory of speech acts are considered as a means of communication. Thirdly, the problem of influencing the reader lies at the intersection
of linguistics, psychology and sociology. As the scientist A. Evgrafova notes, "information about something new, still unknown, can not be considered outside of social, psychological, scientific-theoretical, cultural, age, time and other factors" [4, p. 143]. Given the use of titles in modern texts, we can distinguish the following main functions: informative, nominative, advertising, expressive-evaluative, integrative, compositional [7, p. 279–287].

The classification of title complexes in the aspect of the communicative act "author-reader" realization deserves attention, because the functions of the title are most fully revealed during its analysis from the standpoint of perception by the addressee. At the first, "pre-text" stage, the title of the work, as noted by the scientist E. Lazarev, can perform graphical, nominative, informative and advertising functions. That is, the title should highlight the publication and interest the reader. According to the researcher, "the main role of the title is to draw the reader's attention to the text, to encourage him to read the message contained in the journalistic material" [6, p. 69–72]. During the second stage of perception, when the reader directly went to get acquainted with the text, the title performs informative, evaluative-expressive, integrative and compositional functions. That is, the title, which the reader constantly keeps in sight, helps to understand the semantic load and the concept of publication, participates in providing emotional impact on the reader, the formation of his impressions and evaluation of the material. The title facilitates the reading process itself, dividing the large text into parts, and the process of perception, ensuring the semantic unity of the work. At the last stage of perception, after reading the article, the title can express the content of the material in a condensed form, fix it in the memory of the reader, so it again perform a nominative function.

Researcher E. Lazareva experimentally proved the existence of two effects of readers' perception of titles: the effect of heightened and the effect of deceived expectations. The first is achieved when the reader, after reading the title, can not predict the content of the material, but asks questions and eventually becomes interested in the text. This perception is active, emotional. The effect of deceived anticipation occurs when the title of the publication gives the reader a misconception about the subject of the work, and the content is unexpected and unpredictable.

The scientist O. Kalyakina notes, that titles, which cause such effects, "perform expressive and regulatory functions due to the informative value" [5, p. 65]. The regulatory function of titles is important. It is closely related to the process of reading and perceiving the text. Close to the regulatory function are the indicative, appellate, pragmatic, imperative, signal, motivational, advertising, manipulative functions, the function of forecasting, establishing contact, attractiveness (attracting attention), and so on. In modern journalism, the polyfunctionality of the title is increasingly noted. The title of a journalistic work can no longer contain condensed information about the text, exert a huge variety of influences on the reader and simultaneously perform only one specific function.

The title can express any element of the structure of the work: the main idea, guiding theses, analytical assessment of the situation, the background to the purpose of the message, illustrations. The name of the text signals its content, how the informative function of the title of the publication is realized. There are many classifications of titles depending on their relevance to the content and how they link
to the text. So the scientist N. Arutyunova in the book "Discourse" indicates, first of all, that the title should correspond to the content of the material and give a very concise and accurate expression of the main idea of the text. The general requirement for the title is specificity. To achieve this, it is necessary to take from the text the details, that constitute the essence of the material. Depending on the degree of specificity, the titles can be vague, meaningless, complete. The less specific the title, the more, according to N. Arutyunova, the reader's interest in the material decreases [1, p. 136–137]. The scientist M. Morozov also points to the frequent inconsistency of the title of the topic. Titles more often indicate the subject of speech: the hero, event, phenomenon, less often express the main idea, sometimes the main idea is divided between the title and subtitle.

Titles can be typed depending on how much one or more elements of the text they express. On this basis, we can distinguish unidirectional and complex titles. Unidirectional titles correspond to one element of the semantic structure of the text. These include thematic titles (the title tells the reader about the topic of the publication). The theme of the text is part of its main idea. This is a thesis, that is revealed by the system of theses, that make up the text. The main theme focuses on the content of the text. The title may reflect the subject of the speech, for example, a certain fact referred to in the publication. In the process of reading the material, the information contained in the title is clarified, specified. The process of perception is simple – from the title to the text. But the connection with the title can be modified by means of reception – oscillations (when the subtext of the title becomes clear after reading the text, the so-called, the turn of perception). The hero of the publication is often mentioned in the title, the topic of the publication is thus fully reflected in the title. Complications are also possible here. If the publication, for example, names a person's profession, the reader is set up to talk about the professional qualities of the hero, but the text may contain personal information, in which case the title acquires evaluative connotations. If the proper name is used in the title, then after reading the material the title looks more informative, than at first glance (after the name after reading you can see a certain image) [2, p. 58]. If the text is devoted to an event, the title is usually based on the type of event – happened, took place, showed, that is, the title updates either name of the topic, event, or the whole main idea. The main idea is expressed directly, the information is perceived easily. Deliberate complication of perception in order to interest the reader is done with the help of a title, that contains not the main detail of the event, forcing to refer to the text. Topics can be themed, being a quote or a well-known statement, related to the described event. The expression of the theme, the main idea is often divided between the title and subtitle.

A large number of titles actualizes the analytical assessment, contained in the text. The idea of the text is a kind of result, a conclusion from what has been said. Such titles prepare for the perception of ideological meaning, the publication is understood immediately in a certain way. Based on the title, the effectiveness and persuasiveness of the text increases. The transfer of ideological meaning can be conveyed descriptively, figuratively, in this case the title, its connection with the content is realized only after reading the publication in full, retrospectively. The text may contain certain signals (synonyms of words used in the title, semantic
agreement). The title may also contain an element, that logically follows from what has been said, although not verbally expressed in the text. The title can update also minor elements of the text (content) – illustrations to theses, the general background to the purpose of the message. Such titles are especially expressive, as they are built on making the title non-essential, non-main. The apparent secondary nature of what is expressed in the title makes it more expressive, attracts attention. For example, a person’s words on a given problem can be used as an illustration. The general background is the selection of any rhyming detail, that brings the event closer to the reader, enlivens the text. Evaluation in the title adjusts to a certain perception of the text.

Complex titles – correlate with several elements of the structural scheme of the text simultaneously, convey complex information. The degree of their informativeness is higher, because the connection of such titles with the content is more diverse, which leads to increased expressiveness of the text. In such titles the topic, analytical assessment of the situation, any thesis, illustration are actualized at the same time. The simplest example is a title, consisting of two parts, connected by a connector. Compositional inversion, for example, is a very interesting technique in this case: the first part of the title is correlated with the element at the end, and the second part – with the beginning of the text. The ratio of title and text “on the contrary” [3, p. 61]. Using multiple meanings the word will also create a complex title, because it will be associated with two semantic elements of the text: before reading – the first meaning, after reading – the second, metaphorical meaning, correlated with the idea of the content.

Otherwise, titles can be classified based on the completeness of the display of text elements. Depending on this, the titles can be fully informative and incompletely informative, dotted. The titles, that reflect the theme of the whole text, its main idea or any thesis, that develops the main idea, can be fully informative. Within this classification, the scientist E. Pirikov distinguishes between nominative and predicative titles [8, p. 39]. Nominatives simply name the subject of the entire publication, they have the function of a sign similar to proper names, which serve as the names of geographical objects, living beings, factories and so on. Predicative is a detailed thesis, that contains the subject of speech and its predicate. Such titles are the most informative, give the most complete forecast of the content. In general, this group of titles is a neutral part of the title system of the text, but on the other hand, against the background of such titles, others are more clearly perceived.

Such titles, as incomplete informative and dotted only approximately indicate the content of the text, give a sign by which this or that semantic context is restored. Dotted titles are less informative, but they provide more opportunities to attract readers’ attention. Sometimes incompletely informative titles can be complex, involving a few words, the use of which will be clear from reading. Deliberate use of illustrative signals gives a similar phrase, which again adds more expressiveness to the title.

Thus, informativeness becomes the criterion by which the titles are classified and the ratio of the title to the content components is shown.

To sum up, we can say, that the definition of typological and functional features of titles made it possible to identify a wide variety of views and approaches among
scholars on the classification of titles in print media. The analysis of the scientific literature showed the inadequacy of studying the connection of the title complex with the text and with each other, the correlation of the title with the nature of the depicted events, the type and genre of publication.

List of references: