

### The features of use of phraseological units in the headlines

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**Abstract.** The article is devoted to the research of the pragmatic potential of phraseological units used by the journalists in the headlines. This article considers the most important aspects in the history of phraseology development in the world linguistics and also the peculiarities of this section of linguistics in the Russian and English linguistics. Based on the research works of the world outstanding scientists, the main features of phraseological units are defined in this paper where special attention is paid to that side of the considered language means which has not been studied properly up to this point yet – the cognitive nature in the ethnic aspect.

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#### Introduction

The success of the sale of certain goods in the market depends on its appearance directly: the products beautifully packaged in a colourful wrapper finds its potential buyers much more often than the one the appearance of which is not so striking, though not inferior in quality content. This regularity does not avoid publicism. Here, a reader acts as a potential buyer who purchases "product" – an op-ed and the very "colorful wrapper" looking at which he makes a choice is the headline of this article. Indeed, as psychologists have established, about 80% of recipients, reading a newspaper, pay their attention exclusively on the headlines and only then stop their attention to those articles the headlines of which managed to interest them.

“The headline is a unique type of a text. It has a range of functions which specifically dictate its shape, content and structure. It summarizes the whole story in a minimum number of words, attracts the reader to the story and, if it appears on the front page, attracts the reader to the paper” [1, 13].

Despite the fact that the main function of the headline is a brief informing the reader about the content of the article, currently in the world of publicism, where hundreds and even thousands of periodicals coexist, there is a real "fight" for the reader's interest. Let's pay attention to the history of the formation of the given structure of a newspaper text: according to researches by scientists R.E.Garst and T.M.Bernshtein, originally the American newspapers have no headlines because the recipients then, as expected, read them from cover to cover. And in due course, as soon as the number of periodicals increased in consequence of that the number of the recipients reading the newspaper (or magazine) fully became less, the editors began using

the "article summary" at the very beginning dedicated, as a rule, large or bold [2]. Thus, the headline gradually began to speak bait when "hunting" on the reader's attention.

In modern publicism the journalists set the various language (and non-linguistic) means going to make the headline more attractive. One of these frequently used means is a phraseological unit.

Phraseological units take a significant place in the lexical structure of the language because they convey the idea vividly and exactly, reflect different aspects of reality. Phraseological units for the most part not only signify a certain phenomenon of reality but also characterize it, give definite estimation to it.

As A.V. Kunin said, a prominent specialist in the English phraseology: “Phraseology is a treasury of the language” [3]. Phraseological units not only help to make the speech emotional and most expressive but also reflect the culture and life of the language of a people. Phraseological units often wear brightly national character.

In this article we will consider the use of phraseological units in the headlines of the Russian and American periodicals and also try to identify the features of these structures not only in pragmatic but also in ethnic-cognitive aspect.

#### The main part

There was no an unanimous opinion in the world linguistics about what a phraseological unit is for many years. Some researchers (L.P. Smith, V.P. Zhukov, V.N. Telia, N.M. Shansky and others) include the stable combinations into the of composition of phraseology, others (N.N. Amosova, A.M. Babkin, A.I.Smirnitsky and others) – only certain groups. Thus, some linguists do not include proverbs, sayings and winged words into the category

of phraseological units believing that they differ from phraseological units on their semantics and syntactical structure. V.V. Vinogradov stated: "Proverbs and sayings have a structure of a sentence and are not the semantic equivalents of the words" [4].

The Swiss linguist C. Balli, who is considered a founder of the theory of phraseology, systematized the combinations of the words in his book "French stylistics" for the first time in which he included a chapter on phraseology. He identified several types of the word-combinations [5: 69]:

1. loose word-combinations (les groupements libres) – the combinations of words devoid of stability, falling to pieces after their formation;

2. usual word-combinations (les groupements usuels) – the word-combinations with relatively loose tie of components allowing some changes, for example, une grave maladie – serious disease (une dangereuse, serieuse maladie – dangerous, serious disease);

3. phraseological series (les series phraseologiques) – a group of words in which two concepts almost merge into one whole.

Later C.Balli revised his concept and came to the conclusion that the usual word-combinations and phraseological series are only intermediate types of combinations. In consequence of that he identified only two main groups of combinations:

1. loose word-combinations;
2. phraseological unities, i.e. word-combinations the components of which, constantly used in these combinations to express one and the same thought, lost all self-importance.

As A.V. Kunin said, phraseological units are stable combinations of words with complicated semantics not forming by generating structural and semantic models of variable combinations. They fill the gaps in the lexical system of the language which cannot fully provide the name of known by a man (new) aspects of reality and are the only designations of objects, properties, processes, conditions, situations, etc. in many cases. The formation of phraseological units weakens the contradiction between the needs of thinking and the limited lexical resources of the language. In those cases when the phraseological unit has a lexical synonym they usually differ stylistically [3, 4].

And I.R. Galperin calls a phraseological unit (hereinafter – PU), "a combination of words in which the meaning of the whole dominates the meaning of the component parts or, in other words, the meaning of the whole combination is not entirely exact and sometimes is not quite derivable from the sum of the components of this combination of parts" [6].

As to the foreign linguistics, the main problem in the debates of the scientists is a question of considering idioms separately from phraseological units. The group of the linguists headed by A.Naciscione [7] share these two language means apart from each other basing on their semantics and structure, whereas A.V.Kunin [3], H.Burger [8], A.Langlotz [9], Ch.Fernando [10] believe it right to consider idioms only as the variation of phraseological units formed during the discourse. Ch.Fernando uses the term "ordinary grammatical transformation" and states that idioms, being a part of the language system, cannot move away far from the original phraseological meanings as are in fact only their usual variation [10: 54].

In this paper, we found it right, holding to this opinion, to consider idioms in the composition of phraseological units.

Classification of phraseological units is another disputable point in this section of linguistics. Thus, for example, in the Russian and Kazakh linguistics the classification has been established for many years presented by Academician V.V. Vinogradov according to which phraseological units are divided into three groups: phraseological fusions, phraseological unities and phraseological combinations [3]. Whereas there is no definite classification in the English linguistics: PU are here divided into the subgroups in their structure in accordance with the parts of speech to which they are equivalent, in the themes, etc.

Considering the given circumstances, we decided not to divide PU into the subgroups and consider the peculiarities of their use in the publicistic headlines in accordance with the functions they perform.

Many linguists determined various functions for PU, let's focus on the most important ones.

- **Nominative function** of phraseological units is expressed in their correlation with the objects of the real world, different situations and phenomena. A distinctive feature of this function is an ability to replenish the lexical structure of the language: [11-14].

- **Stylistic function** is the purposeful use of PU to achieve certain stylistic effect. This function is conditioned by the main reason for the formation of phraseological units in the language – the figurative expression of thoughts. The expressive and imaginative, emotional and expressive and other additional functions are typical for the stylistic functions: [15-18].

- Not always a journalist has an opportunity to express his point of view to the news presented in the article, in this case, the **estimation function** is put into action which is also typical for PU: [19-23].

• Another feature of PU, which we would like to highlight in this paper, is their **ethnic-cognitive function**. Despite the fact that phraseological units of different languages have much in common and some are even literal translations of one and the same phraseological unit, in each language, as a separate culture, there

is a group of set word-combinations specific to the given mentality, nation and ethnic culture. Some of them may have the analogues in other languages but the main characters and objects in them are the other persons and objects which, in their turn, may have cognitive character typical of the given ethnic culture.

As we can see, phraseological units not only give the text the stylistic colouring but also carry certain national cognitive character. This is an additional reason for using PU by the journalists in the titles of their articles.

### Conclusions

In this article we have examined phraseological units in the role of the language means used in the headlines of the publicistic articles by the journalists to enhance their pragmatic influence on the potential recipient. In the course of this study we paid special attention to the ethnic-cognitive function, one of the main features of phraseological units, which still has not been studied. Considering that each phraseological unit is one of thousands of properties of one or another language, we are convinced that they are also a reflection of the culture of an entire people. Consequently, despite a general similarity, the differences in the use of phraseological units in the discourse of the Russian and English languages are inevitable. Taking into account such stylistic, ethnic-cognitive and, mainly, pragmatic potential of phraseological units, we can safely say that they are one of the commonly used and, most importantly, successful language means used in the newspaper headlines to perform its primary function – informative, along with the drawing the reader's interest what, in turn, is the main goal of the author.

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