

# Актуальные проблемы журналистики

Сборник трудов молодых ученых

Выпуск XIII

Томск • 2018

Anastasia Berdnikova

## **POLYSEMANTIC WORDS IN THE HEADLINES OF BRITISH NEWSPAPERS**

*Tomsk State University*

*Sci. supervisor G.I. Shostak*

‘Polysemy is the existence of several meanings in a single word. A polysemantic word is a word having more than one meaning correlated with each other’ [1].

The research is aimed to study techniques of using polysemantic words in headlines of British newspapers. To reveal functions of polysemantic words, there were analyzed news stories in British newspapers since 2001 to 2016.

The studies of print media carried out in the 1990s revealed that visual techniques attract readers’ attention more than three times as much as text. Headline is the first visual element of a news story that is produced to communicate with the reader. The main task for journalists is to make their headlines more attractive and informative for readers. In some cases journalists include polysemantic words and phrases into headlines to intrigue the reader. The choice of polysemantic words to form accessible and relevant text for readers needs special research.

Creative effective headlines are based on cultural knowledge and understanding linguistic techniques of the reader because polysemantic words in headlines can also make the reader think differently about subject matter of a news story.

‘Now my fat wife’s as thin as a read...’ This headline is taken from ‘Sunday Mirror’ [2]. In this case we deal with grammatical polysemy. The word ‘read’ moves from one class of words into another. In standard usage the word ‘read’ is a verb, but in the headline above it has the function of a noun. Consequently, it makes the headline obscure for an unprepared reader.

‘Princess Diana dresses to be auctioned’ [3]. This news story is from ‘The Guardian’. This headline can also be understood and interpreted in two ways. It is clear for the reader that Princess Diana herself cannot be auctioned, and in this case the message of the story is that Princess Diana’s dresses are going to be auctioned. The word ‘dresses’ can be understood both as the plural noun and as the third person singular verb. This language technique is called a pun, the technique of humorous usage of words or phrases that have two meanings to attract the reader’s attention and arouse curiosity.

‘Hate preacher goes shopping for yoghurt’ [4]. This story is taken from ‘The Sun’. Its headline can be misunderstood, because of the word ‘hate’. It is unclear from the headline whether ‘hate preacher’ is a person who hates

preachers or this is a person who is hated by other people. In this way, the headline writer makes an intrigue. The reader should read the whole story to understand the headline in the proper way. Actually, this story is about Anjem Choudary, the islamist preacher who inspired about 100 British people for terrorism.

In conclusion, it is important to mention that polysemantic words have many different functions: to inform, to provoke the reader's interest and emotions, to entertain and intrigue. A headline, that contains polysemantic, words has two meanings. Polysemantic words make the headline obscure and unclear for a reader. Headline writers focus on polysemantic words' choice to impact on the reader in more striking manner and produce different affects.

*List of literature:*

1. Collins English dictionary <https://www.collinsdictionary.com/>
2. Sunday Mirror 03/03/2001
3. The Guardian 15/03/2013
4. The Sun 05/04/2016
5. Michael Bromley 'Journalism' 224 p. Stoughton, 2004

Natalia Ovechkina

**'CELEBRITIES' IN THE TEXTS OF BRITISH NEWSPAPERS**

*Tomsk State University  
Sci.supervisor G.I.Shostak*

The intensive process of communication in the modern media world demands new strategies in presenting information about famous people. 'Celebrity' is a 'title' so much used today. It is used in the shortened form 'celebs'. The word 'celebrity' is a 'loose, capacious bag which finds room for not only Royalty and film stars,...but also for TV people, for cooks, for top-class footballers, and many others'. [Mass Media in a Mass Society / Richard Hoggart. – Continuum London. – New York, 2004, p.60]

The aim of the research is to understand, analyze and interpret the possibilities and resources of creating effective and interesting news stories about celebrities in British newspapers for the period from 1999 to 2018.

The subject matter of stories about celebrities can be music, TV shows, fashion, sport, Royalty and others. The royal content always excites the