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FUNCTIONS OF TRANSFORMATIONS IN PRECEDENT TEXTS INCLUDED INTO HEADLINES OF BRITISH NEWSPAPERS

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The aim of the research is to reveal functions of transformations in precedent texts included into headlines of British newspapers.

The term 'precedent text' (PT) is introduced by Y.N. Karaulov. 'PT is the text that exists in the intergenerational transmission — fairy tales, myths and epics, legends, parables, anecdotes (in oral traditions), and classic texts'. [1]

The knowledge of national PTs that are often used in headlines can help to understand better the main idea of the content of an article.

The present research is based on the British newspaper headlines containing precedent phenomena. The texts were obtained by sampling from online sources and newspapers since 2009 to 2016.

Headlines with PTs are often created by two ways: with the use of transformation and without it.

We have observed and analyzed the following ways to transform PTs in headlines: adding components, cutting components, changing components. Besides we have examined some common functions of lexical transformations of PTs in headlines:

1. nominative function (using a PT to economize space, to express an author's attitude to a subject he presents);
2. persuasive function (using a PT to persuade reader in author's point of view);
3. expressive function (using a PT to make the text more attractive and emotional);
4. linguo-cultural function (using a PT to present the culture of a nation)

To specify functions, we have analyzed British newspapers' headlines, including PTs in the following editions: The Guardian, The Times, Daily Mail, The Sun, The Sunday Times.

'Black judge effect': study of overturning rates questions if justice is really blind (The Guardian, 17/03/2016)

The PT 'justice is blind' is used in the headline by adding the component: 'really'. The PT functions in the headline are: persuasive function and expressive. The author impacts on a reader, using the expressive word 'really', which enhances the meaning of the expression 'justice is blind'; The phrase 'justice is blind' in the question form realizes persuasive function of the PT in the headline. The author focuses on his own skepticism to the American judicial system because of 'the increased likelihood of reversal for rulings written by black judges as the 'black judge effect'.

Uneasy lies the head (The Times 24/03/2016)

In the origin the Shakespeare's phrase sounds like: 'Uneasy lies the head that wears a crown' that means a person who is very concerned with a great responsibility. The author of the headline cuts the end of the phrase (cutting component).

The phrase is well-known to the British readers from the play 'Henry IV' by William Shakespeare, so the phrase realizes the linguo-cultural function. Besides, the role of PT in the headline is expressive. The author creates a language game to intrigue readers because the essence of the article is not clear from the headline, the author attracts a reader to read the whole article.

A pact with fame (The Sunday Times, 20/03/16)

The original phrase is from Goethe's 'Faust' — 'Pact with the Devil'. The component replacement (last word) makes the headline attractive and appeals to the readers' knowledge. It is an intellectual game that involves into the game of senses in the text of the article. It is an intrigue that helps to make better relationship with the reader (expressive function). The article is devoted to the interview with the actor of the popular serial 'Game of Thrones' that made the actor very famous. A 'pact with fame' helps to realize informative function of the headline.

In the conclusion it is important to say that headlines with the inclusion of PT are based on the shared social, cultural and language knowledge of a headline writer and the readers. Lexical transformations of PTs make a strong emotional impact on the readers, provoke their associative thinking. Correct understanding of a headline with PT needs the correlation of previous knowledge of readers and a headline writer with the new information in the content of an article.

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TECHNIQUES OF EXPRESSING THE WRITER'S «I» IN COLUMNS OF BRITISH NEWSPAPERS

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In journalistic theory, there are three definitions of a «column» — 1. Graphic element; 2. Heading (Rubric); 3. Genre. We will consider the column as a specific