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EFFECT OF NEWSPAPER HEADLINES

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Introduction. The relevance of the work lies in the fact that the headline is the first signal to read the article. It is the first thing the reader pay attention to. The medical newspaper is not only the most important source of information, it is also a powerful “tool” for people’s beliefs and education, it’s one of the means of formation of civic consciousness and sense of justice. The headline is a guide, which makes one pay attention to some information and skip another one. Each headline has got its emotional coloring, which attracts people’s attention.

Aim of the study: To learn the role, place and function of the headline in modern scientific journalism, to analyze the classification of the headlines, to find out the specification of the headline influence on people’s mind and emotions with the help of experiment.

Materials and methods. Two methods of research were used in the work: theoretical approach, based on the study of the origin of the headline; analytical approach, with the help of which the function of the headlines is analyzed. The materials of such outstanding linguists as M. A. Shostak, A. S. Dubova, A. P. Gorbunov and H. V. Lopes were used to examine the research problem in detail.

Results. According to the research 80 % of readers pay attention to the headline only, that’s why it’s really important to choose the right headline for the news article. The function, classification, basic principles of the headlines and their role in modern journalism were determined. The specific character and difficulties of the journalistic activity were explored. The most influential types of headlines, which can be used in journalism were analyzed.

Conclusion. The impact on the reader can be reached both by logical belief of the reader and by the emotional impact on the reader. The headlines nowadays have become more detailed, act for the purpose of updating the sense. So, the headlines influence the recipient’s emotions a lot.