

Summary

Subject Matter: Pragmatics of syntax constructions in modern headlines: a comparative research on a material of German and English languages.

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Topically of research is determined by the thing that this linguistic phenomenon can be described in the dynamics of development, based on examples of different forms of deployment. This diversity of the headlines forms is justified by different pragmatics each of a plurality of variants. In this study is conducted a comparison of headlines and their pragmatics, taking into account sociocultural characteristics of each of the explored newspapers.

Subject of the research: stylistic, lexical and grammatical features of language processing German and English headlines in comparison.

Object of research: German and English headlines of newspaper texts.

Goal of research: to compare headlines of the German daily newspaper "Frankfurter Allgemeine Zeitung" and the English daily newspaper "The Telegraph" in the lexical-stylistic, syntactic and lexical-grammatical aspects.

The task of the research:

1. to define the headline as an essential element of the text;
2. to identify the main types and functions of the headline;
3. to consider the headline in synchronic and diachronic aspects;
4. to identify the specific lexical-grammatical, lexical-stylistic and syntactic features of headlines of both newspapers.

The theoretical significance of the research is that we have explored current headlines. The results of our study show that using of all sorts of grammar, syntax, and stylistic variations always finds new forms.

The practical significance of the research is determined by the ability to use the material in lectures on the stylistics of the German language.

The result of the research:

1. Analysis of the headlines of the German and British press has revealed that one of the most common ways to attract the reader's attention is the use of metaphors (FAZ - 13%, The Telegraph - 8,9%) and metonymic (FAZ -

9,6%, The Telegraph - 7.8%). The use of lexical and stylistic means allows to create an expressive and imaginative title.

2. In the headlines are used different syntactic constructions. One of the most popular syntactic constructions is the headline-complete sentence (FAZ - 79%, The Telegraph - 83%).

We have found that both syntax constructions and stylistic means suggest that the emotional level of German headlines is higher than English.