

## LEXICAL AND STYLISTIC FEATURES OF THE FRENCH NEWS PRESS HEADLINES IN THE CONTEXT OF THE CORONAVIRUS EPIDEMIC

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The article is devoted to the study of lexical and stylistic features of the French news press headlines in the context of the coronavirus epidemic. The headlines are most often presented as a short sentence whose structure is concise, the structural and grammatical means are simple so that any reader can perceive at once the meaning of the headline and, consequently, of all article. The functions of headlines in the French news press have been outlined. According to the study of A. Podvalova and E. Yurina, the nominative, informative and expressive functions are typical for the French news newspapers headlines. So the headline names the article, reflects its main idea, interests the readers and draws their attention to the published material.

Newspaper headline helps the reader to navigate through many newspaper articles, find the most interesting articles and the important information for them, and therefore motivate them to buy the newspaper, especially when print editions faces competition from digital news editions. The headlines of French newspapers such as *Le Monde*, *Le Figaro*, *L'Opinion*, *Libération*, *Les Echos*, *La Provence*, *Le Parisien* from March 9 to April 15 have been analyzed. The most common types of headlines in the French news press have been identified: headline-statement and summary, headline-citation, headline-intrigue and sensation. Other types of headlines mostly used in French newspapers have also been revealed: headlines containing a question and headlines containing a keyword at its beginning.

It is obvious that the French news press headlines in the context of the coronavirus epidemic are characterized by words with a negative connotation such as *dangereux*, *dévasté*, *souffrir*, *paniquer*, *aggraver*, *paralyser*, and so on. The French newspapers headlines mostly contain a brief summary of the articles and their essential content, though many articles have emotionally colored, expressive headlines. Journalists use metaphors in headings of their articles, so such words as *virus*, *épidémie*, *contagion* have figurative meaning. Among expressive means used in the French news press headlines, the most frequent ones are allusions, intertextual inclusions, puns, rhyme. These means attract the reader's attention to the article and make the whole page more positive in comparison with all newspapers' content. Journalists make the headlines of their articles more expressive by using the idiomatic expressions associated with the professional activities of the people in the article, adapting the idiom in the headline to the situation described in the article. Allusions to French idiomatic expressions and proverbs have been found, the authors of the articles modified these idioms and proverbs according to the context of the article so it makes the headline more original. A large number of intertextual inclusions, allusions to novels, movies, songs etc. used in the French news press headlines indicates the readers' erudition and a wide range of their interests.

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