

## STRUCTURAL AND SYNTACTIC FEATURES OF THE HEADLINE COMPLEX

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The article addresses the structural and syntactic features of the headline complex in the German weekly "Der Spiegel". The growing interest in mass media language resulted in choosing the topic of the research. The headline has been the subject of a number of linguistic studies as part of the compositional structure of texts of different languages and styles. Recent researches tend to study the functioning of the headline complex, which includes overheadline, headline itself, subheading and in-textual titles. Each part of the headline complex has its own features. To describe the syntactic structure of the headline complex, it is advisable to use certain symbols and abbreviations.

The overheading as the first element is predominantly a single-part nominative sentence, whose main function is to define the general readers' orientation to the message. The article focuses on the fact that geographical and personal names are essential parts of the overheading. More often there is a syntactic structure with a noun in the nominative case, which can be considered the main component of the overheadline.

Unlike overheadings and headlines of printed messages, where one-part nominative sentences prevail, most of the headings in online messages are two-part developed predicative sentences with direct word order. It obviously reflects the communicative structure with a clear distinction between the theme and the rheme: subject with corresponding extensions or without them is the theme (Sn), the predicate or the group of the predicate is the rheme (Vf). The syntactical structure (Sn+Vf+ Sa/Sd) tends to be typical, where the main emphasis is on the second part of the headline including the essential information. There is a certain load distribution in the syntactic structure: if the first component – a noun in the nominative case – contains one or two words, then the second component – a verb with depending words – can be complicated by verb-dependent words, which can enhance the information content of the headline. The informative richness of such headlines allows us to consider them as an independent genre. It should be noted that the headlines are distinguished by a variety of syntactic structures (single-component nominative, subordinate clauses).

The subheading contains predominantly one or two sentences: simple developed or complex ones. In-text titles are simple developed sentences, mainly interrogative. The succession – overheadline – headline – subheading – in-textual titles – reflects the structural arrangement of supplying information in online messages. Each component of the headline complex has its own functional load. Since the headline complex in online messages (except for in-textual headings) is spatially separated from the online text, this, as well as information richness, allows it to function as an independent message.

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