




FEATURES OF SPANISH HEADLINES WITH LEXICAL COMPONENT “COVID-19”(ON MATERIAL OF NEWSPAPERS “EL PAÍS” AND “EL MUNDO”)

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ABSTRACT

According to R. Fowler, the media choose the events on the principle of "news value": for example, news is not just a list of current events, but also what they mean for society, what a valuable information it contains (FOWLER, 1991). The article examines the Covid-19 headlines in the Spanish newspapers "El País" and "El Mundo" in terms of their functional load. The results of the study show that the dominant function of Spanish headlines is informative. Communicative tactics of warning, intimidation and attention attraction are verbalized in the headlines of the Spanish press through the lexical means of the language, in particular the use of precedent names, texts, and quotations. The theoretical provisions of the research are accompanied by relevant examples and linguistic commentary of the authors. The research material and theoretical conclusions are also of an applied nature and can be used for the Spanish language courses (KOLABINOVA, PALUTINA, 2014).

Keywords: Media text. Heading. Spanish. Lexical component. Communicative tactics.

RECURSOS DOS TÍTULOS DE ESPANHOL COM COMPONENTE LÉXICO “COVID-19” (SOBRE O MATERIAL DOS JORNAIS “EL PAÍS” E “EL MUNDO”)

CARACTERÍSTICAS DE LOS TITULARES EN ESPAÑOL CON COMPONENTE LÉXICO “COVID-19” (SOBRE MATERIAL DE PERIÓDICOS “EL PAÍS” Y “EL MUNDO”)

RESUMO

De acordo com R. Fowler, a mídia escolhe os eventos com base no princípio do "valor da notícia": por exemplo, notícia não é apenas uma lista de eventos atuais, mas também o que significam para a sociedade e que valiosa informação contém (FOWLER, 1991). O artigo examina as manchetes do Covid-19 nos jornais espanhóis "El País" e "El Mundo" em termos de sua carga funcional. Os resultados do estudo mostram que a função dominante das manchetes em espanhol é informativa. As táticas comunicativas de advertência, intimidação e atração de atenção são verbalizadas nas manchetes da imprensa espanhola por meio dos meios lexicais da língua, em particular o uso de nomes, textos e citações precedentes. As disposições teóricas da pesquisa são acompanhadas por exemplos relevantes e comentários linguísticos dos autores. O material de pesquisa e as conclusões teóricas também são de natureza aplicada e podem ser utilizados para os cursos de espanhol (KOLABINOVA, PALUTINA, 2014).

Palavras-chave: Texto de mídia. Título. Espanhol. Componente lexical. Tácticas comunicativas.

RESUMEN

Según R. Fowler, los medios eligen los eventos sobre el principio del "valor de las noticias": por ejemplo, las noticias no son sólo una lista de los acontecimientos actuales, sino también lo que significan para la sociedad, qué información valiosa contiene (FOWLER, 1991). El artículo examina los titulares del Covid-19 en los periódicos españoles "El País" y "El Mundo" en cuanto a su carga funcional. Los resultados del estudio muestran que la función dominante de los titulares españoles es informativa. Las tácticas comunicativas de advertencia, intimidación y atracción de atención se verbalizan en los titulares de la prensa española a través de los medios léxicos de la lengua, en particular el uso de nombres, textos y citas precedentes. Las disposiciones teóricas de la investigación van acompañadas de ejemplos relevantes y comentarios lingüísticos de los autores. El material de investigación y las conclusiones teóricas son también de naturaleza aplicada y pueden utilizarse para los cursos de español (KOLABINOVA, PALUTINA, 2014).

Palabras-clave: Texto multimedia. Encabezado. español. Componente léxico. Tácticas comunicativas.

INTRODUCTION

In the general complex of mass media, the leading role belongs to the newspaper: it is the most readable source of information in the whole world. The newspaper touches on almost all issues, responds promptly to the events occurring in the world and provides processed information for the reader. These factors have contributed to the fact that the language of the newspaper (newspaper style) has become the object of much scientific research.

Researchers in print media pay special attention to the newspaper headline, since the first thing the reader encounters is the title of the article. The headline is the first signal, a kind of compass, prompting you to read the text of the article; it has its own emotional coloring that arouses the reader's interest and attracts attention. According to T.G. Dobroklonskaya, the title is the first, and perhaps the only chance to attract the reader's attention (DOBROKLONSKAYA, 2008). The heading, preceding the text, carries certain information about the content of the journalistic text and about its author's assessment. A heading is defined as a stylistically strong text component that names the text and provides initial information about it.

Many Spanish newspaper headlines capture the essence of the events in a short, compressed form. Thus, the headline of a news article is often the most important element on a page, as it provides the reader with a big picture of the message. At the same time, the title, as a rule, does not fully disclose the content of the article, thereby stimulating the reader to familiarize himself with the proposed material. That is why headings are usually written in the so-called "telegraphic language" - using the most concise words, extremely laconic phrases, in which all semantically minor elements are omitted. In other words, most headlines are built on the following principle: to convey information using a minimum of words.

Communicative strategies to attract attention and influence, along with an informative component, are characteristic of any Spanish newspaper headline, which has a short form, capacious content, structural specificity and stylistic features (VERESHCHINSKAYA, 2013). Spanish titles have "a huge linguo-pragmatic and national-cultural potential" (Ibid). And they are also the sources of linguistic-creative means (neologisms, occasionalisms, precedent texts, phraseological units, etc.) (REMCHUKOVA, SHEVCHENKO, 2020). So, the use of phraseological units in a title is often the key to understanding the entire subsequent text (AYUPOVA, ARSENTEVA, LUTFULLINA, 2020; PAVLOVNA, ARSENTYEVA, SAFINA, 2015).

METHODS

The material of the study was the headings of the articles from the online versions of the Spanish broadband reputable (according to E.A. Tinyakova's classification) newspapers "El País" and "El Mundo" (EL MUNDO: <https://www.elmundo.es/>; EL PAÍS: <https://elpais.com>), dedicated to the situation with the Covid-19 virus (January-May 2020), selected by a continuous sample. These newspapers are the authoritative nationwide publications for the educated reader.

The theoretical and methodological basis of the study was the work of domestic and foreign authors on the theory of a text title and linguistics (V.G. Kostomarov, E.A. Lazareva, A.P. Bessonov, N.P. Peshkov, S.I. Kostygin, I. A. Syrov, G.A. Weikhman and others). When they analyzed the factual material, a descriptive method, component, contextual and quantitative analysis was used.

RESULTS AND DISCUSSION

The title in the context of a journalistic text is a structural and semantic component and, according to E.A. Lazareva, is a "linguistic structure preceding the text, standing "above" and in front of it", and at the same time, it acts as "a full-fledged component of the text, included in it and associated with other components of the whole work" (KOLESNICHENKO, 2008, p.6).

According to A.V. Kolesnichenko the basic requirements for headings are determined. A headline should: "1) be a clear statement; 2) contain the main idea of a text; 3) not contradict the content of the material; 4) be correct, easy to grasp and clearly formulated; 5) arouse the interest of the reader" (KOLESNICHENKO, 2008, p.97). Taking into account the type of Spanish publications analyzed (the newspapers "El País" and "El Mundo" belong to the solid broadband press) and the specificity of the topics of the selected headlines, we will restrict ourselves to three main functions: nominative, informative and pragmatic.

The nominative function of a newspaper headline is that it names a text, acts as its name. It helps to highlight the text, divide the content into components. The heading activates thinking, arouses interest and carries information about the text, thereby attracting the reader (provided that it contains the necessary and relevant

information at the moment).

- El Gobierno da por hecha la prórroga del estado de alarma por la pandemia de coronavirus - Government extends state of emergency due to coronavirus pandemic (EL MUNDO, 2020);
- España decreta una cuarentena de 14 días sin salir de casa o del hotel a quien llegue del extranjero - Spain introduces a 14-day quarantine order without leaving home or a hotel for all travelers from abroad (EL PAÍS, 2020);
- Seis ideas filosóficas para reflexionar sobre la pandemia - Six philosophical ideas to reflect on the pandemic (EL PAÍS, 2020);
- Las lecciones de la peor pandemia de la historia - Lessons from the worst pandemic in history (El País, 2020);
- El Gobierno, dispuesto a reducir la duración de las fases de desescalada - The government is ready to shorten the timeframe to start easing quarantine measures (EL PAÍS, 2020).

The informative function of a newspaper headline is that it expresses the main content of the material under the title in a concise form. This function helps to reveal the meaning of the material and understand the journalistic position. Let's turn to the selected examples and cite them in chronological order, which will allow us to follow the coverage of coronavirus spread in Spain step by step:

- La OMS declara la emergencia mundial ante la expansión del virus - WHO declares a worldwide emergency due to the virus spread (EL PAÍS, 2020);
- La OMS pide al mundo que se prepare para una pandemia - WHO asks the whole world to prepare for a pandemic (EL PAÍS, 2020);
- Sevilla registra el primer caso de contagio local del virus en España - Sevilla records the first case of local virus infection in Spain (EL PAÍS, 2020);
- Habría sido criminal ocultar datos del virus o minimizarlo - It would be criminal to hide or minimize data about the virus (EL PAÍS, 2020);
- Las muertes por el virus se aceleran con 152 en un solo día - The number of deaths increased to 152 per day (EL PAÍS, 2020);
- Los médicos UCI: en España habría hasta 87,000 muertes si no se cumplen las medidas - Resuscitation doctors: the number of deaths in Spain will rise to 87,000 if no action is taken (EL MUNDO, 2020);
- Primer día en el que no se registra ningún nuevo caso de coronavirus en tres comunidades - The first day when no new cases of coronavirus infection have been registered in three autonomous regions at once (EL PAÍS, 2020);
- Los fallecidos diarios en España caen hasta 59, la cifra más baja en más de dos meses - The number of deaths in Spain dropped to 59 people per day - the lowest number in two months. (EL PAÍS, 2020);
- Los paseos y el deporte podrán practicarse en familia o en grupos de hasta 10 personas desde este lunes - Walking and sports can be done by family members or in groups of up to 10 people starting this Monday (EL PAÍS, 2020);
- La Liga del fútbol volverá a jugarse a partir del 8 de junio a puerta cerrada - Football league players will return to matches behind closed doors (EL PAÍS, 2020).

Fulfilling a pragmatic function, the heading attracts the reader to the text by its form: arousing interest, drawing the reader to the position of the author, instilling a certain attitude in him towards the facts presented. This function is expressed in evaluativeness, motivation, prescription, forecast, expression of the author's attitude to the information presented, pictoriality, and imagery. In this case, the heading affects the reader, makes him turn to the text. Here are some examples:

- Con la desescalada habrá nuevos brotes, es inevitable - With the reduction of quarantine measures, there will be new outbreaks of diseases, this is inevitable (EL PAÍS, 2020);

- Disneas, trombos, depresión ... aprender a vivir con la Covid-19 - Shortness of breath, blood clots, depression ... learning to live with Covid-19 (EL MUNDO, 2020).

The use of quotations in the title adds a certain importance and weight to it, allows you to "modify the statement based on the communicative intentions of the addressee" (TERENTYEVA, 2020) and create a certain mood of the addressee. Since, within the framework of the topic under study, the quotes are mostly from the representatives of the Spanish government, the entire article inspires more confidence among the readers. In the following examples, we see how the communicative strategy of attention attraction is implemented through the tactics of playing around with the names and statements of celebrities:

- Sánchez, sobre la desescalada: "Lo más duro ha pasado pero debemos actuar con prudencia" - Sanchez regarding the reduction of quarantine measures: "The worst is over, but we must proceed with great caution." (EL PAÍS, 2020);
- Reyes Maroto, ministra de Turismo: "Vamos a intentar salvar un poco la campaña de verano" - Reyes Maroto, Minister of Tourism: "We will try to save the summer season at least a little." (EL PAÍS, 2020);
- Josep Borrell: "De esta crisis salimos todos los europeos juntos o no sale nadie" - Josep Borrell: "The Europeans will all come out of this crisis together, or no one will come out". (EL PAÍS, 2020).

In order to grab the attention of the audience, headlines should be as simple as possible, but at the same time, reflect the style of the newspaper publisher. For this purpose, the authors of articles often resort to interrogative sentences in headings:

- ¿Dónde es obligatoria la mascarilla? ¿Debo llevarla para correr? ¿Qué pasa con los niños? - In what cases is it mandatory to wear a protective mask? Should I use it for a run? And what about children? (EL PAÍS, 2020);
- "¿Cómo propagó el 'paciente 1' el coronavirus en Italia en sólo 19 días?" - How did "patient zero" spread the coronavirus in Italy in just 19 days? (EL MUNDO, 2020).

The use of lexical stylistic devices, for example, metaphors is of particular importance when you compose headings:

- "El virus que bloquea el mundo" - The virus that blocked the world (EL PAÍS, 2020);
- "La primavera, una posible aliada contra el coronavirus" - Spring, a likely ally against the coronavirus (EL MUNDO, 2020).

When they analyze newspaper discourse and headlines, in particular, it should be borne in mind that this communication process often involves covert manipulation of readers through the implementation of various communication strategies and tactics. So, for example, an intensification strategy is often used in sports periodicals, which allows to express openly the consent or disagreement of the editorial board with the event and tune the reader in a certain way (GUERRERO SALAZAR, 2017).

In our sample, in connection with the specificity of the topic of Spanish headlines, the main tactics in strategic planning of communication were noted as the tactics of reminder, appeal, wishes, and the tactics of intimidation, threat, and demand. This duality, in our opinion, is dictated by the events taking place in Spain, when the number of cases and deaths from COVID-19 began to grow uncontrollably, the tone of the Spanish periodicals changed from advisory to demanding. Let's look at a few examples:

- Los ayuntamientos imponen medidas para frenar las salidas: prohibido ir a la compra cada día - City halls are introducing measures to stop leaving the house: it is forbidden to go shopping every day (EL MUNDO, 2020).

Case texts are also heavily used in Spanish headings for language implementation of intimidation tactics

- Covid-19. EEUU se prepara para vivir un nuevo "Pearl Harbor" - Covid-19. USA prepares to relive Pearl Harbor (EL MUNDO, 2020);
- Diputados del PP avisan a Ignacio Aguado: "Ayuso tiene el botón rojo" - MPs of the People's Party warn Ignacio Aguado: "Ayuso also has a trigger" (EL MUNDO, 2020); and argumentation tactics:

- El test rápido danés creado tras el grito de socorro de España: "Es como cocer un huevo" - A quick Danish test created after Spain's cry for help: "It's like boiling an egg" (EL MUNDO, 2020).

As already mentioned, a large number of the headlines of the Spanish press performed an informative function, and, thus, served to implement the tactics of informativeness and argumentation, verbalized in nominative constructions: Crisis con C de coronavirus: "Va a ser peor que en 2008" - Crisis with C from the coronavirus: "It will be worse than in 2008" (EL MUNDO, 2020).

SUMMARY

Undoubtedly, all of the above functions of a newspaper headline do not act in isolation, but closely interact with each other. These features vary in relevance. It should be noted that the proportion of headlines with pragmatic potential is not large (approximately 20%) in the analyzed Spanish press. As a rule, most of these headings do not reveal the content of the material in any way, that is, the informative function is not manifested in them. Since the analyzed newspapers belong to a reputable press that seeks to influence the reader with up-to-date information, the predominant use of titles with a dominant informative function (over 70%) is easily explained.

Despite the nominative character of most of the headlines in the Spanish press, among the communicative tactics verbalized in the Spanish headlines, one can note the tactics of motivation with a negative connotation (order, intimidation, warning), which accounted for 28% of the headlines. 36% of headlines use the case or citation to implement an attention grabbing strategy. This tactic is especially effective when it is necessary to create a certain mood of the public.

CONCLUSIONS

The heading is only a small part of a media text, but the number of its readers depends on it. There are many works devoted to the structural, content and linguo-stylistic features of headings, according to which an ideal headline is laconic, emotionally loaded, creative and economical in terms of linguistic means. However, creating a headline becomes a daunting task in a case of emergency, when people are simultaneously hungry for information and overwhelmed with news. The analysis of the headlines in the Spanish press on the Covid-19 topic showed how an ordinary informative headline transforms into a slogan over time, becomes a weapon in the fight against the virus, fakes, careless politicians, and corruption.

The results of the study clearly demonstrate that a newspaper headline, being a special type of media text, serves a certain political and ideological public activity.

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