

болгон элдик оозеки чыгармаларды мурас кылып таштап кеткен ата бабаларыбызга таазим гана демекчибиз. Биз бүгүн элдик оозеки чыгармачылыктын түгөнгүс казынасынын бир жанры болгон элдик ырлар, анын ичинен да ашыктык жана эмгек ырларына гана кыскача токтолуп өттүк. Элибиздин маданиятын көтөрүүдө, кийинки муундарды маданияттуу тарбиялоодо элдик ырлардын тарбиялык мааниси зор. Ошондуктан мамлекеттик тилди окутууда да элибиздин маданияты, каада салты, ырым-жырымдары, элдик оозеки чыгармалары чон роль ойноп, эне тилибизди өнүктүрүүгө зор өбөлгө түзөт деп ишенем.

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**БРИТАНИЯЛЫК ГАЗЕТАЛАРДЫН БАШ АТТАРЫНЫН СТИЛИСТИКАЛЫК
ӨЗГӨЧӨЛҮКТӨРҮ**

Бул макала британиялык газеталардын баш аттарынын стилистикалык өзгөчөлүктөрү каралат. Макалада британиялык газеталардын баш аттарынан алынган ар түрдүү стилистикалык мисалдар келтирилген. Ошондой эле азыркы коомдо газетанын ролу чон.

Негизги сөздөр: *стилистикалык метод, газета, стиль, баш ат, окурман, көнүл бурдуруу, функция, маалымат.*

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СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ БРИТАНСКИХ ГАЗЕТНЫХ ЗАГОЛОВКОВ

В данной работе рассматриваются стилистические особенности британских газетных заголовков. В статье приводятся примеры различных стилистических приемов взятых из заголовков британских газет. Также пристальное внимание уделяется роли газет в современном обществе.

Ключевые слова: *стилистический прием, газета, стиль, заголовок, читатель, привлечь внимание, функция, информация.*

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STYLISTIC PECULIARITIES OF BRITISH NEWSPAPER HEADLINES

The given work deals with stylistic peculiarities of British newspaper headlines. The article provides examples of different stylistic devices taken from British newspapers. Also, a great attention is given to the role of newspapers in our modern society.

Key words: *stylistic device, newspaper, style, headline, reader, attract attention, function, information.*

Today the English language is widely spoken throughout the world. It is the language of the 21st century, the language of informative technologies, so describing the English language first of

all it should be underlined, that the English language is the mother tongue of the global media. To understand English clearly one should know not only its standard vocabulary, but also its different styles, as they are used in any sphere: books, films, newspapers, formal speeches. One, looking through some papers, magazines and journals, will discover the same language to sound quite different, because he will find familiar words with unfamiliar meanings.

Modern British newspapers include a system of interrelated lexical, phraseological and grammatical means serving the purpose of informing, instructing and in addition, of entertaining the reader. Therefore, modern British newspaper carries materials of extremely diverse character. According to the BBC English Dictionary: "Newspaper is a number of large sheets of folded paper on which news, articles, advertisements, and other information are printed. Some newspapers are produced every day from Monday to Saturday, and others once a week." [1]. On the pages of a newspaper one can find not only news and comments on it, but also stories and poems, crossword, puzzles.

Thus we can point out two main functions of the newspaper:

1. Informative
2. Entertaining

Newspaper has become an integral part of our lives and cannot be separated from it. Particularly for the urban people, the need for information is more important than ever. Our values and way of life in the society in this information era are strongly influenced by the mass media like newspapers, TV, radio, video and internet. We are now in the midst of the information revolution. Due to continuing developments in media technology, we are flooded by a huge volume of nonstop information. Most of this information comes to us without a filter or censor. The information can be positive and negative and we can make a choice, which can be useful for us. Mass media is the most powerful tool of communication. It helps promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong it helps a lot to inform us about the realities as well. Newspaper style can also be defined as a purposeful and thematic arrangement of language means in order to bring up-to-date, accurate and convincing information on current affairs. However, this concerns only news, commentaries, articles, reports, and the like. On the pages of a newspaper one can also find stories and poems, crossword puzzles, chess problems, sports results, TV or radio program listings and many other similar kinds of printed material which can hardly be characterized as representing newspaper style.

Since the primary function of newspaper style is to impart information, only printed serving this purpose comes under newspaper style proper. The basic genres of newspaper style are as follows:

- headlines;
- brief news items and communiqués;
- articles purely informational in character;
- press reports;
- advertisements and announcements.

The listed genres of newspaper style have their own style- and genre-forming features. One feature which is common to all the genres is the choice of lexical items and set expressions. The bulk of the vocabulary used in newspaper style is neutral and common literary. But apart from this, newspaper style has its specific vocabulary items which include the following:

- Special political and economic terms, e.g. apartheid, by-election, per capita production.
- Non-term political vocabulary, e.g. public, people, progressive, nation-wide unity.
- Newspaper clichés, i.e. stereotyped expressions, commonplace phrases familiar to the reader, e.g. vital issue, well-informed sources, overwhelming majority, amid stormy applause.
- Bookish clichés which more than anything else reflect the traditional manner of expression in newspaper writing. They are commonly looked upon as a defect of style (e.g. captains of industry, pillars of society). But nevertheless clichés are indispensable in newspaper style: they prompt the necessary associations and prevent ambiguity and misunderstanding.

Abbreviations. News items, press reports and headlines abound in abbreviations of various kinds as it helps to save space and time. Among the types of abbreviations used in newspapers are the following:

a) abbreviations read as individual letters: WHO (read as W-H-O) – World Health Organization; BBC – British Broadcasting Corporation; UN – United Nations; PM – Prime Minister; MP – Member of Parliament;

b) abbreviations read as words that are called acronyms: NATO – North Atlantic Treaty Organization; OPEC Organization of Petroleum Exploring Countries; AIDS – Acquired Immune Deficiency Syndrome;

c) commonly accepted abbreviations used in titles: Mr, Ms, Mrs, Dr, etc.

A lot of different printed as well as online newspapers try to attract readers' attention. Firstly, the reader notes the headline of the article and then decides whether to read it or not. Therefore the headlines are one of the most important components of the piece of writing. The newspaper as a form of the mass media is known for several ages. However, the investigation of the language in newspapers has started only in the middle of 20th century. The principles of creating and analyzing newspaper headlines have not been widely explored.

According to I.R. Galperin, "The headline is the title given to a news item or a newspaper article. The main function of the headline is to inform the reader briefly of what the news that follows is about. Sometimes headlines contain elements of appraisal, i.e., they show the reporter's or the paper's attitude to the facts reported. English headlines are short and catching, they compact the gist of news stories into a few eye-snaring words"[2].

Oxford Advanced Learner's Dictionary of Current English, defines headline as follows: "A line of words printed in large letters at the top of a page or an article, esp. in a newspaper." [3].

A headline for newspapers is often the most important element on a page as it gives the reader an overall picture of the news. The main goal of a headline is to grab the reader's attention so various stylistic devices are used. A headline should be gripping in order to attract people to read an article. Most newspapers now use headlines that say what has to be said in a minimum of words.

Headlines are usually written in a sensational way in order to arouse the reader's curiosity. As headline writers try to catch the reader's eye by using as few words as possible. Moreover, T. Mc Arthur claims that "Headlines is the language of headlines which is affected by the constraints on space. From the definitions given above, it can be summarized that this writing style of headlines that includes as minimum word as possible and has the specific writing style is called headlines"[4].

It seems that newspaper headlines provide a summary of an article. However, this function of a headline seems to be narrow and some linguists suggest a more precise division. They state that a headline can not only summarize, but sometimes highlight or quote. Bell makes a distinction between headlines which abstract the main event of the story and headlines which focus on a secondary event or a detail. Bell observes that R. Nir distinguishes between "headlines which function as a summary of the story and headlines which, rather than summarize the story, promote one of the details of the story"[5]. Furthermore, in more popular newspapers, especially in tabloids headlines are not informative. The main function of them is to ask a riddle which gets resolved in the text. J. Morley distinguishes five main functions of newspaper headlines:

- 1) attract the reader's attention;
- 2) summarize the content of the article;
- 3) indicate the writer's attitude to the story ;
- 4) indicate the register of the article;
- 5) indicate the focus of the article.

As it can be seen from these functions of newspaper headlines, they are concentrated not only on the summary of the contents of the article, but more on the reader and the attraction of his/her attention. Correct use of these functions gives the reader a chance to have a quick view of the news by giving informative headlines and thereby it helps to save the reader's time.

In some British newspapers sensational headlines are quite common. The practices of headline writing are different with different newspapers. In many papers there is, as a rule, but one headline to a news item, whereas such papers as the Times, The Guardian, The Sun, The Daily Telegraph, the Independent, The Daily Express often carry a news item or an article with two or three headlines, and sometimes as many as four. Here are some examples of headlines taken from British newspapers.

From The Guardian:

- *Britain almost "cut in half"*
- *Many Vehicles Marooned in Blizzard*
- *Fire forced airliner to turn back*

From The Times:

- *Safe landing for 97 passengers*
- *Cabin filled with smoke*
- *Atlantic drama in super VC10*

Such group headlines are almost a summary of the information contained in the news item or article.

The functions and the peculiarities nature of English headlines predetermine the choice of the language means used. The vocabulary groups considered in the analysis of the brief news items are commonly found in the headlines also abound in emotionally coloured words and phrases, as the italicized words in the following: End this *Bloodbath*, Milk *Madness*, Tax agent *acheat*. Nowonder housewives are pleading: *Help*, Roman Catholic *Priest* sacked. This examples we have found in the British newspaper The Sun. Furthermore, to attract the reader's attention, headline writers often resort to a deliberate breaking-up of set expressions, in particular fused set expressions, and deformation of special terms, a stylistic device capable of producing a strong emotional effect, e.g.

- *Cakes and Bitter Ale* (The Sunday Times)
- *Conspirator-in-chief Still at Large* (The Guardian)

Other stylistic devices are not infrequent in headlines, as for example, the pun (*And what about Watt- The Observer*), etc.

Syntactically headlines are very short sentences or phrases of a variety of patterns:

- a) Full declarative sentences, e.g. *They threw bombs on gipsy sites*(Morning Star), *Allies now look to London* (The Times)
- b) Interrogative sentences, e.g. *Do you love war?* (Daily World)
- c) Nominative sentences, e.g. *Gloomy Sunday* (The Guardian), *Atlantic sea traffic* (The Times)
- d) Elliptical sentences:
 - a. with the an auxiliary verb omitted, e.g. *Initial report not expected until June!* (The Guadian), *I Yachtsman spotted* (Morning Star)
 - b. with the subject and part of the predicate omitted, e.g., *Off to the sun* (Morning Star), *Still in danger* (The Guardian)
 - c. Sentences with articles omitted, e.g. *Blaze kills 15 at Party* (Morning Star)

Articles are very frequently omitted in all types of headlines.

- d. Questions in the form of statements, e.g. *The worse the better?* (Daily World) *Growl now, smile later?* (The Times)

i) Headlines including direct speech:

- a. introduced by a full sentence, e.g., *Prince Richard says: " I was not in trouble "* (The Guardian).
- b. Introduced elliptically, e.g. The Queen: *" My deep distress"* (The Guardian)

The above-listed patterns are the most typical, although they do not cover all the variety in headline structure. The headline in British newspapers is an important vehicle both of information and appraisal; editors give it special attention, admitting that few read beyond the headline or at best the lead.

Reading newspaper is a very good habit. We cannot think of modern life without the newspaper. It is a storehouse of knowledge. Reading newspapers broaden our outlook and enrich our mind. Reading English newspaper is good way to spend our leisure properly. A newspaper is very helpful to us. It brings news of home and abroad. The economic situation of a country is described in it. It also brings news of trade and commerce, games and sports. It also helps the growth of public opinion. It gives us the current news of the world. It makes the citizens aware of the duties and responsibilities. Students are also benefited by reading newspapers. They can learn the prevailing condition of economy, politics and culture by reading article in the newspaper. Newspaper satisfies the need of all sections of people. Once the habit of reading newspaper is formed, none can throw off this. It becomes a habit of like taking a cup of tea after breakfast.

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«СҮЙҮҮГӨ» БАЙЛАНЫШТУУ МАКАЛ-ЛАКАПТАР ЖАНА АЛАРДЫН ОРУС ТИЛИНДЕГИ ЭКВИВАЛЕНТТЕРИ

Бул макала «Сүйүүгө» байланыштуу макалдарга жана учкул сөздөргө арналган. Бардыгына белгилүү болгондон илгертеден келген макалалакаптарда жана учкул сөздөрдөтөрөң ой жана элдик акылмандуулук камтылган. Ошондуктан биз бул макалага дүйнөдөгү «Сүйүү» деп аталган эң бийик сезимдерди камтыган маанилүү жана ачык-айкын макалдарды чогултуп жана талдаганга аракет кылдык. Ошондой эле биз кээ бир макалдардын келип чыгышып жана эквиваленттери орус тилинде карап чыгабыз.

Негизги сөздөр: акылмандуулук, эквивалент, маданият, келип чыгуу, лингвистикалык белгилер, белгилүү, мааниси.

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ПОСЛОВИЦЫ ОТНОСЯЩИЕСЯ К «ЛЮБВИ» И ИХ ЭКВИВАЛЕНТЫ В РУССКОМ ЯЗЫКЕ

Таким образом, в статье мы постарались собрать и проанализировать самые содержательные. Данная статья посвящена пословицам и поговоркам, относящимся к «Любви». Всеобщее известно, что пословицы и поговорки имеют глубокий смысл и народную мудрость, которая уходит корнями далеко в прошлое и яркие пословицы об одном из самых высоких чувств в мире называемым «Любовью». Также мы рассматриваем происхождение некоторых пословиц/поговорок и их эквиваленты на русском языке.

Ключевые слова: мудрость, эквивалент, культура, происхождение, лингвистические черты, известный, значение.

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