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Stylistic Features of Headlines of English Sports News Media Texts

The scientific interest to the study of sports news media texts is due to the fact that sports journalism texts, as well as other specialized texts, have their own stylistic features. The field of sport is constantly evolving, it brings changes in the way of life and in the language, and therefore, stylistic features of sports texts attract the attention of many researchers [1]. The purpose of this study is to analyze stylistic features of headlines of English sports news media texts.

During the research, the BBC website [2] was studied and more than 70 headlines of sports news media texts on the topics of Olympic Games in London and Tokyo were analyzed.

The first feature of these news headlines is incomplete sentences. This is clearly seen in the following examples: “London 2012: Olympic Games security in spotlight”, “Tokyo 2020: No international fans at Olympics and Paralympics”. The meaning of the title remains clear, but at the same time it is not overloaded with unnecessary words.

The next feature of the headings on the topic under study is the use of different stylistic devices such as hyperbole and personification. For example: “London 2012: Olympic Games 'greenest ever””, “Tokyo 2020: Tokyo Olympic Games plans are 'irresponsible””. This feature makes the headlines look more attractive.

And the last feature is using the quotes in the headlines: “London 2012: 'I still have a lot to give' – Jill Scott after Everton move”, “Tokyo 2020: 'I'll never take it for granted again' – Georgia Davies joins swimmers grateful to be back in the pool”. That is justified as intrigue attracts the reader. Such a title slightly opens the veil over the fact, encouraging reading further.

Also, it has been found out that a word in a headline on the BBC website is not capitalized unless it is a proper noun, the personal pronoun I, or is used at the beginning of a sentence.

Thus, the style of the headlines used by sports journalists is quite specific. It is obvious that features of sports headlines are similar without regard to the sports event and the time of writing about it. It should be recognized that sports news media texts are currently an independently organized system, with features inherent only in it, performing the tasks and functions intended for it.

Литература

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