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Headlines of media texts: hidden contradictions

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ABSTRACT

This inquiry aims to determine the ways and means through which the accuracy category manifests itself in the news genre and to identify internal contradictions formed by the interaction between logical and semantic components of the expression. The objectives were as follows: to determine how the accuracy category is presented through the categories of subject, time, and place of action, what are the transformative possibilities of these categories in the field of adequate transmission of meaning, which linguistic means actualize the accuracy category or, on the contrary, "blur" it. Continuous sampling, analysis and synthesis, transformational, and descriptive methods were used in the research process. We confirm that the subject in the headline is delivered explicitly and implicitly in the conclusions presenting the research results. "Nonsubjectivity" is realized using indefinite (non-personal) forms of the predicate or can be determined through a locus. For news headlines, the locus is an essential component, its place in the sentence can adjust the semantic accents of the statement. The time category in analyzed titles is almost always explicit. The accuracy category is most clearly manifested in direct indications of time and place and in two-syllable sentences where the subject of the action is specified.

АНОТАЦІЯ

Метою розвідки є визначення способів і засобів, через які проявляє себе категорія точності в новинному жанрі, і визначення внутрішніх суперечностей, які формуються взаємодією логіко-смислових компонентів висловлення. Для досягнення результату було виконано такі **завдання**: визначити функціонально-семантичні особливості прояву текстотвірної категорії точності висловлення як однієї з домінантних категорій текстів інформаційного характеру; виявити типи лексичної і граматичної представленості логіко-смислових компонентів заголовків (суб'єкт, місце, час) і їхні трансформаційні можливості; описати мовні засоби, що актуалізують мовно-логічні суперечності зазначених текстів. У процесі дослідження застосовувалися такі **методи**: суцільної вибірки – для збирання матеріалу дослідження із мас-медіа; аналізу й синтезу – основних методів препарування й узагальнення отриманих даних; трансформаційний, що уможливив представлення кореляції семантико-синтаксичних позицій номена і його функціонально-смислового навантаження; описовий – для представлення отриманих даних. **Результатом** дослідження на матеріалі заголовків інформаційних повідомлень про COVID-19 стало виявлення прихованих внутрішніх суперечностей, що проявляються під впливом взаємодії логіко-смислових компонентів висловлення, визначення способів і засобів реалізації категорії точності в новинному жанрі; обґрунтування виокремлення категорії точності як однієї з провідних для інформаційних текстів. Описані типи лексичної і граматичної представленості таких логіко-смислових компонентів заголовків, як суб'єкт, локус та час і їхні трансформаційні можливості; визначені мовні засоби, що актуалізують мовно-логічні суперечності аналізованих текстів. У висновках зазначено, що суб'єкт як опорний компонент заголовка наявний у ньому як експліцитно, так і імпліцитно. «Асуб'єктність» реалізується за допомогою неозначено-особових форм предиката, коли на поверхневому синтаксичному рівні суб'єкт «приховується» в локусі. Для новинних заголовків локус є важливим компонентом, місце в реченні якого здатне коригувати смислові акценти висловлення. Час в аналізованих назвах майже завжди експліцитний. Категорія точності найчіткіше проявляється в прямих номінаціях часу й місця та у двоскладних реченнях, де зазначений суб'єкт дії.

КЛЮЧОВІ СЛОВА: заголовок, категорія точності, внутрішні суперечності, мовні засоби, суб'єкт, локус, час.

Introduction

The opinion about the leading role of the media texts headlines in journalism has been established for a long time. Creating the headlines, their task, expressive and emotional accents were studied in hundreds of works of linguistic and socio-communicative nature (see, in particular, the works of D. Prylyuk, V. Rizun, V. Karpenko, N. Leonova, A. Yevgrafova, I. Lakomska). Somewhat less scholarly attention is attracted to the correlation between titles and subsequent texts (see the works of L. Hrytsyuk, O. Volkovynskyi, I. Kochan, O. Trachenko, L. Mankova, etc.) and even more so to the coordination of logical components in the title complex of a news nature. Semantic-stylistic coordination and transformation of the headlines' meaning,

functional possibilities of their logical components, as far as the authors of this study know, were not the subject of scientific research in Ukrainian journalism studies.

It is widely accepted that heading, as "compressed scroll of the entire text (work), which are perceived in inseparable unity with the entire text" (Kochan, 2017, p. 93), should carry core information of an objective-subjective nature, attract the reader's attention, arouse interest in the text and the desire to read it. This is especially important for the presentation of news messages, where each word must convey as accurately as possible the content of the message and its assessment by official institutions. Such texts, on the one hand, convey "hot" news and, on the other hand, attune readers to a specific, socially desirable type of behavior[1]. Moreover, this setting occurs thanks to the choice of language means that accurately and adequately reflects the event. Although, in general, the headlines of news texts about the COVID-19 pandemic, do not pretend to be colorful (Marynenko & Shumarova, 2021, pp. 30-31), their primary function is different: they encourage the reader to get familiar, often hastily, with information and form a mental-conceptual field of perception, within which the content of the message is understood. They should also not be too long so as not to hinder the flow of consciousness.

The news text aims to reveal and concretize the information from the headline to objectively cover the event, avoiding pronounced evaluation, excessive detail, and deviations from the semantic axis. Compared to the title, the text, from a semantic point of view, should contain important details that would satisfy the reader's interest in the event. Moreover, since news texts are small in volume, they should contain clear answers to the questions: who? what? when? where?, to a lesser extent, why? and how?, and the headings, in turn, compress these thematic blocks into "clots of meaning". In this case, a crucial text-creative feature, which is realized both in the headline and in the news text, is a sign of accuracy, which manifests itself in the semantic field as an adequate reproduction of the event's content (answers to the above questions), and in the formal one - as a condensation of meaning in the relevant lexical and syntactic structures.

When studying the categories of texts of different functional styles, Ukrainian linguists give a different status to the text-creating category. However, they include it in the category of signs or properties of a specific functional style (see, e.g., Trishchuk, 2014, p. 179). The primary purpose of journalism, in particular, the news genre, is truthful, comprehensive, and objective, informing readers/listeners about current events in society and the world. Therefore, accuracy becomes the top text category in the news genre. Based on the definition of the text category as "a supra-paradigmatic invariant feature that reflects the most essential regularities of the textem and actualized texts" (Selivanova, 2006, p. 602), we have every reason to consider accuracy one of the main categories of the informational text in general and of the heading complex in particular. In terms of importance, accuracy is on par with such generally recognized text categories as cohesion, coherence, intentionality, addressability, informativeness, situationality, and intertextuality (de Beaugrande & Dressler, 1981).

We can talk about accuracy as a text-creating genre category based on the purpose of the author in such text and the principles of information presentation. Among such principles, we should mention the need to indicate the exact dates when the event took place, the exact time and place of its "completion", exact figures relating to the subjects or objects to which the action is directed, etc. Such news is saturated with figures and numbers that reproduce the quantitative parameters of facts, can be easily verified, and therefore form the category of accuracy as a text-forming functional-semantic category, realized in quantitative-qualitative parameters ("numbers

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[1] *In our case, after informing about the course of the pandemic related to the spread of COVID-19, this means wearing masks in public places, keeping a distance, washing hands as often as possible, etc. Even if the specific text does not say so, previous narratives as experiences gained in collective danger stimulate readers to a certain type of behavior.*

and words"), which are clearly correlated with the referential reality. In other words, accuracy should permeate the entire text of the news genre, not allowing the slightest deviations.

The latter requirement reflects the "expected accuracy" used by technical sciences, which is built on specific dimensions. E.g., in textology or functional stylistics, it is a characteristic of an ideal text in which there are neither content gaps nor redundant information.

The search for real opportunities for presenting the accuracy category in informational genres forced the authors to turn to textual material.

This article **aims** to determine the ways and means through which the category of accuracy manifests itself in the news genre and to determine the internal contradictions formed by the interaction between the statement's logical and semantic components.

To achieve the result, it is necessary to complete the following **objectives**:

• to determine the functional and semantic features of the manifestation of the text-creative category of the accuracy of expression as one of the dominant categories of informational texts;

• to identify the types of lexical and grammatical representation of logical and semantic components of headings (subject, place, time) and their transformational possibilities;

• to describe linguistic means that actualize the linguistic and logical contradictions of the specified texts.

Method

The research material was the daily monitoring of mass media texts conducted by Looqme – a media monitoring system from February 26 – August 1, 2021, as well as materials collected by the authors of this investigation from August 2, 2021, to February 23, 2022, after which it began processing the selected content. Therefore, the collected data covered a year in Ukraine's information environment during the pandemic.

Monitoring of publications in the mass media by the Looqme system was based on the mention of COVID-19 /coronavirus by keywords (https://looqme.io/uk). Among the radio and television news, only those with print headlines that mentioned the disease, the infection data, or the vaccine were selected. Texts with titles such as the Eiffel Tower reopened (UA_Pershyi, 17.07.2021) or the International Review (TRC Ukraine, 07.07.2021) were ignored by researchers. The authors collected the material on the same basis. In general, the headlines of news texts from ten news websites - online versions of the newspapers "Den" and "Dzerkalo Tyzhnia", as well as news agencies and internet resources - UNIAN, censor net, korrespondent net, were analyzed, which together with the texts monitoring is more than 2000 positions.

Methods of analysis.

The following methods were used in this study:

• continuous sampling - for collecting research material from the mass media;

• analysis and synthesis - basic methods of preparing and generalizing the obtained data;

• transformational method, which made it possible to present the correlation of the semantic and syntactic positions of the nomen and its functional and semantic load;

• descriptive methods - to present the obtained results.

Analysis algorithm.

1) In the title, we highlighted and analyzed sequentially logical and thematic components such as the subject, place, and time of the action, which form three semantic blocks.

2) For each block, we defined the lexical-grammatical forms of presentation of the specified components and, if necessary, the types of their transformation during the change of form or semantic-syntactic position in the sentence.

3) We detected the presence/absence of emotionality in all three thematic segments and the linguistic means that created it.

Results and discussion

The study's relevance is due to the need to determine the internal deep logical-grammatical contradictions in the text, which are not visible at the surface language level, in order to identify the effectiveness of the category of accuracy and models of condensation of meaning in short news messages, when it is necessary to fit a maximum of information and meaning into a small text, and to make it accessible for perception and adequately understood.

For a journalist-newsmaker, it is important to indicate essential things in the headline, to inform about who is the subject of the events, what is happening or happened, what the action is aimed at (who or what is the object of the action), where and when the event takes place, i.e., in the headline five logical components of the construction of the message should be laid out in the minitext, three of which (subject, locus, time) became the object of analysis in this investigation. The choice of these elements is caused by their consistent representation in most of the headings of the "code" materials, the focus on conveying the accuracy of the event's content, and the semantic load in the sentence composition - the headline of the publication.

Let us consider these components in the headline's structure, which from a grammatical point of view, most often represents sentences of different types.

Subject

The subject in this inquiry is considered as a logical-semantic category that denotes the subject (person) in question; something is affirmed or denied, i.e., the subject is what we are talking about (from a semantic point of view, it is an actor, a driving force of the event, the one that creates the meaning dynamics), and the predicate is what we say about this subject, what actions it performs, what features characterize it. At the syntactic level, the subject is represented by the subject as the primary member of the sentence (Ukrainian language. Encyclopedia, 2000, p. 611), which, together with the predicate, forms the predicative center of the sentence/expression and defines the system of semantic-grammatical coordinates within which the message is formed. In headings, the subject is expressed in different ways. It can be a nomination:

• of a person without specifying his or her personal data: *У київській лікарні помер перший українець у якого діагностували штам коронавірусу Дельта* [*the first Ukrainian diagnosed with the Delta coronavirus strain died in a Kyiv hospital*] (TRC Ukraine, 28.07.2021); *В Італії чоловік прийшов на вакцинацію із силіконовою рукою* [*In Italy, a man came for a vaccination with a silicone hand*] (gazeta.ua, 03.12.2021);

• of a specific person with the name and surname or only the surname, e.g.: *Білл Гейтс розповів, які помилки призвели до локдаунів: могли б уникнути* [*Bill Gates told what mistakes led to the lockdowns: they could have been avoided*] (RBK-Ukraine, 26.03.2021); *Ганиченко: упродовж двох тижнів відбудеться стабілізація ковід-ситуації COVID-19* [*Hanychenko: stabilization of the situation with COVID-19 will take place within two weeks*] (TK Ukraine 24 | National, 01.04.2021); *Ляшко каже про покращення ситуації з Covid, але радить готуватися до нової хвилі* [*Lyashko says that the situation with COVID has improved, but advises to prepare for a new wave*] (Ukrainian Pravda, 06.12.2021). Quite often, the nomination of the last name from a syntactic point of view is either the initial part, as in the second example mentioned above or the final part, i.e., the source's name in the message or the author's words, in a construction that is in the form of direct speech, which is presented in the title without quotation marks: *В Україні немає технічної можливості виявляти штам "Дельта" – Радуцький* [*In Ukraine, there is no technical possibility to detect the "Delta" strain – Radutskyi*] (Ukrainian Pravda, 22.06.2021). The complete (three-part) form of personal identification (name) is not typical for headlines. Even the first and last names of the reader/viewer are secondary from a semantic point of view since the recipients may not know them. In order to assess the degree of importance of what is reported, the social status of the informant is more important than the individual one and therefore precedes its name: *Експертка ВООЗ Наталія Виноград: Те, що*

Україна буде мати проблеми зі штамом "Дельта" – однозначно [*WHO expert Nataliya Vynograd: It is evident that Ukraine will have problems with the "Delta" strain*] (UNIAN, 23.06.2021);

• person's position or social function: *Щеплений від коронавірусу глава МОЗ Британії заразився COVID-19* [*The head of the British Ministry of Health, who was vaccinated against the coronavirus, contracted COVID-19*] (RBK-Ukraine, 17.07.2021); *Генсек ООН заявив, що кількість жертв COVID-19 перевищила населення кожної третьої країни на планеті* [*The UN Secretary-General stated that the number of victims of COVID-19 exceeded the population of every third country on the planet*] (UNN, 08.07.2021); *Лідер гурту "ТІК" вперше розповів, як ледь не помер від коронавірусу* [*The leader of the band "TIK" told for the first time how he almost died from the coronavirus*] (UNIAN, 07.12.2021). All the given examples reveal the predominance of the social status of the speaker over the individual one: most readers do not know who the head of the Ministry of Health of Great Britain and the United Nations is currently or the name of the front man of the band "TIK";

• person's age or professional characteristics: *У регіонах в Китаї дитина нещеплених батьків не зможе ходити в школу* [*In regions of China, a child of unvaccinated parents will not be able to go to school*] (Ukrainian Pravda, 16.07.2021); *Вчені виявили ефективні ліки від коронавірусу: знижує ризик смерті на 50%* [*Scientists have discovered an effective medicine against the coronavirus: it reduces the risk of death by 50%*] (Voi znay pravdu | Little known, 17.07.2021);

• a clearly or approximately determined number of performers, cf.: *В Україні – 591 новий випадок коронавірусу* [*In Ukraine - 591 new cases of coronavirus*] (ukrinform.ua, 17.07.2021); *Більшість українців зможуть вакцинуватися до кінця року – Степанов* [*Most Ukrainians will be able to get vaccinated by the end of the year – Stepanov*] (ukrinform.ua, 01.04.2021); *Вже більш ніж половина дорослих канадців отримали два щеплення від COVID-19* [*More than half of Canadian adults have already received two vaccinations against COVID-19*] (politdumka.kiev.ua, 17.07.2021);

• institution, settlement, region, country, or state as a whole: *Укрзалізниця вже забезпечила понад 800 ліжок у відомчих лікарнях для хворих на COVID-19* [*Ukrzaliznytsia has already provided more than 800 beds in departmental hospitals for patients with COVID-19*] (National, 02.04.2021); *Київ вирішив послабити карантинні обмеження в транспорті* [*Kyiv decided to relax quarantine restrictions in transport*] (Obozrevatel, 25.03.2021); *Миколаївщина переходить у «червону зону» з 27 березня* [*Mykolayiv Region will enter the "red zone" from March 27*] (ukrinform.ua, 25.03.2021); *Ізраїль почав закривати COVID-відділення лікарень* [*Israel has begun closing hospitals' COVID wards*] (Volyn News, 01.04.2021). In such cases, the nomination has a figurative character, it is built on metonymy, but the imagery is erased since it is not based on expression but on a model of meaning condensation to compress the text and ease its perception;

• any object, process, or phenomenon, which sometimes has a transferable character. Most often, this is the name of the virus, its synonymous nominations, and the names of specific vaccines, as well as the names of actions and measures related to them: *Коронавірус атакує* [*The coronavirus is attacking*] (TV channel 1+1, 01.04.2021); *Спалах COVID-19 важчий за осінній: відомий лікар озвучив чотири причини* [*The outbreak of COVID-19 is more severe than the autumn outbreak: a well-known doctor announced four reasons*] (ukraina24.segodnya.ua, 25.03.2021); *Вакцина Moderna від COVID-19 незабаром прибуде в Україну* [*The Moderna vaccine against COVID-19 will soon arrive in Ukraine*] (Slovo i Dilo, 17.07.2021); *Вакцинальна кампанія в Києві* [*Vaccination campaign in Kyiv*] (TRK Kyiv, 16.07.21);

• of the substantivated part of speech without the clarifications above: *В Індії хворий помер від ускладнень "Дельта плюс" штаму – це перший випадок* [*In India, a patient died of complications of the "Delta Plus" strain - this is the first case*] (Dzerkalo Tyzhnia, 24.06.21);

Загиблий від "Дельта" був лікарем і не виїжджав з України, – Кузін [*The deceased from "Delta" was a doctor and did not leave Ukraine, - Kuzin*] (RBK-Ukraine, 28.07.2021).

The latter example requires further explanation. We are discussing syntactic constructions with direct speech. They have a subject in each part of the structure. All types of nominations mentioned above are characteristic of direct speech. In the "words of the author", the nomen is almost always represented by the surname of a specific official or the position of the quoted speaker:

• only the names of positions or professions, organizations that report some news: *COVID-паспорт не гарантує безперешкодний в'їзд в межі Євросоюзу – МОЗ* [*the COVID-passport does not guarantee unhindered entry into the European Union - Ministry of Health*] (Slovo i Dilo, 16.07.21); *Ми перебуваємо на початку третьої хвилі коронавірусу, - глава Єврокомісії* [*We are at the beginning of the third wave of the coronavirus, - the head of the European Commission*] (RBK-Ukraine, 26.03.2021).

A characteristic type of nomination for headlines is "nonsubject nomination", when the subject manifests through syntactic constructions that indirectly identify him- or herself. These are monosyllabic indefinite-personal sentences, where verbs indicate the action in the third person plural of the present or future tense or in the plural form of the past tense: *У Греції послаблюють карантин на тлі збільшення випадків COVID-19* [*In Greece, quarantine is being relaxed against the background of an increase in cases of COVID-19*] (RBK-Ukraine, 01.04.2021); *Угорцям пропонуватимуть третю дозу вакцини від COVID-19* [*Hungarians will be offered the third dose of the vaccine against COVID-19*] (ukrinform.ua, 17.07.2021); *Хворіють, але вмирають менше: в Індії оцінили ефективність вакцин проти "Дельти"* [*They get sick, but die less: in India, the effectiveness of vaccines against "Deltas" was examined*] (Ukrainian Pravda.ua, 16.07.2021). In the last non-conjunctive sentence, each part does not name the actor. However, suppose in the first part it is quickly established, then in the second, it is as blurred as possible because patients, doctors, and government members can evaluate the vaccine's effectiveness. Cf.: *У світі зафіксували понад 190 мільйонів випадків коронавірусу* [*More than 190 million coronavirus cases have been recorded worldwide*] (ukrinform.ua, 17.07.2021).

Traditional grammar states that the subject is not named for various reasons. Everyone knows who it is; it is not vital from a semantic point of view or deliberately hidden. In the headlines, these semantic properties of indefinite-personal forms do not "work" to the end: the reader or listener often cannot clearly determine who is the source of information, because he does not know the details of the structural organization of the institution authorized to convey this or that information to the public. Here, the names of the actors' conflict with the semantic requirements for the headlines of news texts: to name the participants clearly and accurately, to identify the source of information, and to convey the course of events. In the examples mentioned above, the subject is absent. Only his place of residence (in Greece, India) is named, which makes it possible to present his correlation with the institution or organization that takes care of COVID-19 and is authorized to make corresponding decisions. At the same time, the approximation of identification does not hinder the perception of the message content until concealment ceases to be "safe" and creates specific difficulties in understanding the content. Cf.: *У Хмельницькій ОДА заперечують слова Ляшка про непрацюючі пункти вакцинації* [*The Khmelnytskyi Regional State Administration denies Lyashko's words about non-working vaccination points*] (ukrinform.ua, 22.07.2021). The uncertainty of a specific official can be a negative perceptual hook for a reader from Khmelnytskyi because he wants to know who strictly disagrees with the expressed opinion. Although residents of other cities may not notice this, it is not indispensable information for them. By the way, in the subsequent text, his name and position are mentioned, thus removing the semantic lacuna in the message's headline.

Similar headlines represent an active variant of the subjective expression of the subject: *У ВООЗ прозвітували про смертність від штаму "омікрон"* [*In WHO reported on the mortality*

from the "omicron" strain] (Dzerkalo Tyzhnia, 04.12.2021). The indefinite-personal sentence hides the subject, but the name of the "place" of the event (in WHO) indicates its institutional affiliation and, in a "hidden form" nominates and, therefore, semanticizes it. The transformation of the sentence makes it possible to present its other form: *ВООЗ прозвітувала про смертність… [WHO reported on the mortality…*], which immediately clearly distinguishes the subject and makes such a predicative center a fairly typical heading, created based on metonymy - a stylistic technique that emphasizes the statement, but does not interfere with perceiving the nomination of an actual subject of the action.

Metonymy is a characteristic feature of headlines; it "removes the dryness" of the news presentation, and to a certain extent it gives colloquialism and points to the subject at a sufficiently pronounced level of specificity: *Білий дім розкритикував Китай за відмову розслідувати походження COVID-19 [the White House criticized China for refusing to investigate the origin of COVID-19*] (Ukrainian Pravda.ua, 22.07.2021).

"Nonsubjectivity" can be realized in another way, e.g.: *Носити маски – рекомендації американцям від центру регулювання захворюваності на ковід [Wear masks - recommendations for Americans from the center for regulating the incidence of COVID*] (ICTV, 28.09.2021), when the "real", semantic subject is the compound that occupies the semantic and syntactic position of the object in the sentence, which after the transformation of the surface structure of the sentence easily turns into a subject: *Центр регулювання захворюваності на ковід надав американцям рекомендації носити маски [Center for the regulation of the incidence of COVID advised Americans to wear masks*]. The subject returns "to its place" due to semantic and grammatical modification: the object, which is a semantic subject at the deep level, turns into a real, logical (semantic, clearly expressed in the surface structure of the sentence), which is expressed at the syntactic level subject, and then the linguistic consciousness of the reader/listener adequately perceives its content, despite the ability to perceive its metonymic nature.

As we can see from the examples above, the subject can appear in the headlines both explicitly and implicitly. In the first case, these are different types of nomination of the subject in different semantic and syntactic positions; in the second - indefinite-personal sentences where the performer of the action is absent but is implicitly manifested at the semantic level. Of course, it needs to be clearly defined, but for the most part, this does not interfere with the perception of the message.

Examining the nominations considering the accuracy of information transmission, the ratio of clarity to the blurring of the nomination shows that, on the one hand, the subject presented in the news is nominated adequately (just as a subject). On the other hand, it can be associated with the place of the event or with the organization where the event takes place or where the actors are, maybe a hint or a misunderstanding. It cannot be called a lacuna in the sentence since, semantically, it is present in the title, but formally it is not, which creates a certain contradiction between form and content. Metonymic relations in the linguistic representation of meaning mediate its "presence". The formula for the "disappearance" of the subject from the space of the news headline can be presented as follows:

Subject nomination in the nominative case → nomination of an institution or locus in the nominative case → indefinite-personal form + nomination of a locus or institution in the indirect case

The following sequence can serve as an example:

N (ім'я і прізвище) попередив → Київ попередив → У Києві попередили…

[*N (name and surname) warned → Kyiv warned → in Kyiv warned...*]

Such a transition indicates the depersonalization of the nomination and the removal of responsibility for the event. However, at the same time, it eliminates its excessive detail and does not interfere with the adequate perception of information.

Locus

The components that convey the locus of the event in the conceptual field of the title mainly belong to its periphery (Marynenko & Shumarova, 2021, p. 32) but are clearly defined and often geographically relevant. Delineation of the place of the event is possible by naming a geographical or "administrative" location and fixing it mainly at the beginning or end of the sentence. E.g.: *В Україні менше, ніж тисячу випадків коронавірусу зафіксували за минулу добу* [*In Ukraine, less than a thousand cases of coronavirus were recorded per last day*] (ТС Pryamy, 24.06.2021); *У США майже всі смерті від COVID фіксують серед не вакцинованих хворих* [*In the USA, almost all deaths from COVID are recorded among unvaccinated patients*] (RBK-Ukraine, 24.06.2021); *В Україні – 876 нових випадків коронавірусу* [*In Ukraine - 876 new cases coronavirus*] (ukrinform.ua, 25.06.2021); *Першу смерть від штаму Delta Plus зафіксували в Індії* [*The first death from the Delta Plus strain was recorded in India*] (ukrinform.ua, 24.06.2021); *В РНБО розповіли, коли штам "Омікрон" може з'явитися в Україні* [In the National Security and Defence Council said when the Omicron strain might appear in Ukraine] (Dzerkalo Tyzhnia, 13.12.2021); *Нову мутацію коронавірусу виявлено у Великій Британії* [*A new mutation of the coronavirus was discovered in Great Britain*] (censor net, 24.07.2021). Sometimes the place of nomination of the locus in the context is of fundamental importance: *Пандемію коронавірусу в Україні поки що не подолали – епідеміолог* [*The coronavirus pandemic in Ukraine has not yet been overcome - an epidemiologist*] (my.ua/ 25.06.2021). If the locus is made a determinant, it turns out that in other countries, the disease has already been overcome, i.e., changing of the order of sentence members causes a semantic shift.

Sometimes the position of the place is occupied by the subject of the event, but according to its "deep meaning" it is the name of the place (territory) where the action takes place, e.g.: *Німеччина відкрила кордони для вакцинованих туристів з України* [*Germany opened borders for vaccinated tourists from Ukraine*] (Ukrainian Pravda.ua, 25.06.2021); *Єгипет дозволив в'їзд туристам без ПЛР-тестів: названо умову* [*Egypt allowed tourists to enter without PCR tests: the condition was named*] (Obozrevatel, 24.06.2021); *Італія вводить COVID-перепустки і продовжує режим НС* [*Italy introduces COVID-passes and continues the state of emergency*] (RBK-Ukraine, 07/22/2021). In such cases, the predicative base is built on the principle of metonymy (*In Germany, Egypt*, and so on).

Another type of nomination of the event's place represents the names of administrative, state, political, and other bodies of various types where the event takes place: *У МОЗ розповіли, як захищати себе від нових штамів COVID-19* [*In the Ministry of Health said how to protect oneself from new strains of COVID-19*] (Word and Deed, 25.06.2021); *У РНБО назвали країни звідки може прибути до нас вірус Дельта* [*In the NSDC named the countries from which the Delta virus can come to us*] (ТС Ukraine 24, 24.06.2021). As we can see, the event's place from a lexical-grammatical and semantic stance can be determined in two ways: through the name of the country, region, settlement, or state institution in the nominative case or by a word form that acts as a circumstance of the place in the sentence (*In Kyiv, in the Ministry of Health, in Argentina*).

The variable possibilities of transferring one form into another (the name of the subject into the name of the locus or vice versa) in the subsequent text depend on the statement's content. Sometimes this possibility exists, sometimes not. The first option can be represented by an example: *У Греції працівників туризму без щеплення будуть регулярно тестувати на COVID* [*There will be tourism workers without vaccination in Greece who regularly tests for COVID*] (RBK-Ukraine, 22.07.21). Cf.: *Греція працівників туризму без щеплення буде регулярно тестувати на COVID* [*Greece will regularly test tourism workers for COVID*] (RBK-Ukraine, 22.07.2021). The second option is presented in the following examples: *На Івано-Франківщині судитимуть жінку за поширення фейків про ковід* [*In Ivano-Frankivsk region, a woman will be prosecuted for spreading fakes about COVID*] (Livyi Bereh, 26.03.2021); *У*

Миколаєві місць для хворих на COVID-19 не вистачає навіть у коридорах [*In Mykolaiv, there are not enough places for patients with COVID-19 even in the corridors*] (Obozrevatel, 26.03.2021); *На Олімпіаді в Токіо виявили ще 17 випадків Covid* [*At the Olympics in Tokyo, 17 more cases of COVID were detected*] (Ukrainian Pravda, 24.07.2021).

Time

In this study, the category of time is considered as an expression of real, not grammatical, time, with its representation through past, present, or future verb forms. In news texts, it is mandatory to report on events unfolding in objective reality with the reference point "here and now". Nevertheless, since such a point for the author and the reader is constantly changing, dates, an indication of the time duration of this or that event take over the function of time expression, and the coordination of verb forms conveys only the correlation of actions, "timeless" in non-verb nominations.

Explication of the time component in the headlines of the message is less crucial for the news text since it a priori reflects urgent events that occur almost synchronously with the process of their transmission in the media (or with a slight gap)[2]. At the same time, this does not mean there are no time markers in the news. In texts on COVID, time is emphasized if it is vital from the semantic side or if there is a certain distance from the event: it has already happened or will happen in a certain period, e.g.: *Цими вихідними в Сумах запрацює центр вакцинації від COVID-19. Якою вакциною будуть прищеплювати?* [*This weekend, a vaccination center against COVID-19 will open in Sumy. Which vaccine will they inoculate?*] (Ukrainian News, 24.06.2021); *Польща запровадить у грудні Covid-вакцинацію дітей з 5 років* [*In December, Poland will introduce COVID vaccination for children over the age of 5*] (Ukrainian Pravda, 03.12.2021); *РНБО збереться 23 червня, щоб обговорити загрозу "дельта-штаму" корона-вірусу, – "слуга народу" Радуцький* [*The NSDC will meet on June 23 to discuss the threat of the "delta strain" of the coronavirus, - "servant of the people" Radutsky*] (censor net, 22.06.2021).

All the analyzed content shows that the explanation of time in the headings is presented in the form of dates, nominations of time periods, an outline of the perspective-forming axis, and a characterization of "approximation of time".

• Dates are an actively used means of localizing the event's time, but for the above reasons, they are not always included in the headings, although they are usually mentioned in the text. In the title, they emphasize the relevance of the information and direct the reader to read or ignore the information if it does not meet the "here and now" criterion. E.g.: *Карта вакцинації: ситу-ація в областях України на 25 червня* [*Vaccination map: the situation in Ukraine's regions as of June 25*] (Slovo i Dilo, 25.06.2021). This information will definitely be read on the same day, maybe after 2-3 days, but it will no longer interest the reader in a week.

• The names of the chronological features orient the reader in the course of events, making it possible to orient the audience about the time of the appearance of the news and the relevance of this event for him while reading text for the first time: *Масова вакцинація у Києві цього тиж-ня відбуватиметься у четвер і п'ятницю, а не у вихідні* [*Mass vaccination in Kyiv this week will take place on Thursday and Friday, not on the weekend*] (UNIAN, 14.06.2021), i.e., we are talking about the specific Thursday and Friday that will follow the date of publication - June 14; *В Україні за добу рекордна кількість захворілих на COVID-19: майже 20 тисяч* [*In Ukraine, a record number of patients with COVID-19 per day: almost 20 thousand*] (UNN, 01.04.2021). In this case, the daily interval is determined by referring to the real-time occurrence of the event - April 1; *За добу в Україні виявили більше 1000 нових хворих на COVID, "лідер"*

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[2] *Previously we noted the greater importance of spatial characteristics compared to temporal char-acteristics for the speaker in perceiving a dynamic situation earlier during the analysis of secondary (reproductive) texts (Shumarova, 2000, p. 195-196).*

– Київ [*In a day more than 1,000 new COVID-19 patients have been identified in Ukraine, the "leader" is Kyiv*] (Ukrainian Pravda, 14.06.2021); *Британія на чотири тижні відклала скасування всіх ковідних обмежень* [*Britain delayed the repeal for four weeks of all COVID restrictions*] (ukrinform.ua, 14.06.2021); *Найменше хворих за рік* [*The fewest number of patients in a year*] (TV channel STB, 14.06.2021).

• The perspective-forming time axis arises due to either the nomination of time slices that demonstrate probable future actions about which speaks the subject of the message or the statement of what has already happened. When perceiving the content of the headline, the time perspective is created using the interaction of objective, factual and relative, textual time. Cf.: *До серпня Україна робитиме 220 тисяч щеплень від коронавірусу на добу, – Ляшко* [*By August, Ukraine will do 220 thousand vaccinations against coronavirus per day, – Lyashko*] (Slovo i Dilo, 15.06.2021) and *За добу у світі зафіксували ледь більше 300 тисяч нових COVID-інфікувань* [*Just over 300,000 new COVID-19 infections were recorded in the world during the day*] (Ukrainian Pravda, 15.06.2021). Future and past tense forms are actively used to present relevant events. Perception of the time component in the headlines of news texts is closely related to natural, objective time and becomes adequate precisely because they agree in the recipient's mind.

• The approximation of the time marker can indicate, firstly, the indefinite duration of the action or process to which the news is dedicated, e.g.: ***Відсьогодні*** *приймають заявки на "Вовину тисячу": що потрібно зробити* [*Starting today, applications are accepted for "Vova's Thousand": what needs to be done*] (gazeta.ua, 13.12.2021); *Вимагаємо негайно закрити кордон і припинити пасажирське сполучення з РФ,* ***поки*** *там не нормалізується ситуація з COVID-19, – заява "ЄС"* [*We demand to immediately close the border and stop passenger traffic with the Russian Federation until the situation with COVID-19 normalizes there, - EU statement*] (censor net, 23.06.2021); secondly, on an unspecified date for the start of a particular event, such as: *МОЗ прогнозує запуск бустерного щеплення* ***на середину січня*** *2022 року, – "слуга народу" Радуцький* [*the Ministry of Health predicts the launch of booster vaccination in mid-January 2022, - "servant of the people" Radutskyi*] (censor net, 12.12.2021); ***Восени*** *на Україну знову чекає "червона зона": головний санлікар назвав причину* [*In the fall, the "red zone" looms over Ukraine again: the chief health doctor named the reason*] (Dzerkalo Tyzhnia, 23.07.2021); thirdly, on the regularity of action, e.g.: ***Щодоби*** *на Буковині через коронавірус ушпиталюють до 15 дітей* [*Every day in Bukovyna, up to 15 children are hospitalized due to the coronavirus*] (UNIAN, 25.03.2021). In the role of determinants with the meaning of time approximation, adverbs are most often used (*every day, from today, when, while, for now, in the fall, currently, already, later, earlier*), much less often - adverbial compounds and phrases of the corresponding semantics (with time, soon, by mid-January), cf.: ***З часом*** *центри вакцинації отримають нову вакцину, але сьогодні там CoronaVac – Ляшко* [*Over time, vaccination centers will receive a new vaccine, but today there is CoronaVac – Lyashko*] (Dzerkalo Tyzhnia, 23.06.2021); ***Найближчим часом*** *держкомісія розгляне виведення дев'яти регіонів із "червоної" зони, – МОЗ* [*In the near future, the state commission will consider the withdrawal of nine regions from the "red" zone, - Ministry of Health*] (censor net, 06.12.2021). Chronological uncertainty can be conveyed due to the absence of time determiners in the sentence, only with the help of a predicate in the form of future tense, which implicitly indicates the blurring of specific dates or periods, e.g.: *Подорожувальники з країн, де вирує "Дельта", будуть здавати тести на кордоні – МОЗ* [*Travelers from countries where "Delta" is raging will take tests at the border - Ministry of Health*] (Ukrainian Pravda, 23.06.2021); *В Івано-Франківську будуть послаблювати карантин* [*Quarantine will be relaxed in Ivano-Frankivsk*] (Ukrainian News, 25.03.2021).

Conclusions

Analysis of the three components of news headlines from the point of view of reproduction of accuracy, i.e., the adequate transmission of the course of the event, makes it possible to accept the following:

1. The title presents the subject in different versions - explicitly and implicitly. In the first case, it represents nominative compounds outlining various forms of presenting social and demographic identification for the individual. In the explicit subject's representation, the actual nomination can be combined with the nomination of his social status, or these components can appear separately. However, in this case, the social parameter is more informative. The use of an individual nomination is typical for cases about personalities that are definitely known to the Ukrainian reader. The implicit form implies the absence of a subject expressed by the nominative case, which does not interfere with perceiving the reported facts. The "Nonsubjectivity" of the message is supported by grammatical constructions - indefinite-personal forms of the predicate and compounds in the indirect cases. These syntactic compounds, indicating the semantic subject in a hidden form, demonstrate linguistic possibilities of revealing or hiding elements of meaning.

2. A subject at the surface syntactic level can "reincarnate" into a locus (actually a locus or an institution, which at the surface syntactic level is reproduced as a place from which information originates) and vice versa. It interacts with the locus and can also have a metonymic character.

3. Possible variants of the subject design through the metonymic use of names of a toponymic or institutional nature, its transpositional shift into grammatical constructions formed by indirect cases, testify to the significant variable possibilities of Ukrainian syntax, and the hiding of the subject in indefinite-personal constructions - also to the extra-linguistic additional potential for avoiding responsibility or hiding details. The latter blurs the functionality of accuracy but fails to prevent the adequate perception of the content.

4. The locus is a crucial component of the title, and its place in the sentence can adjust the content of the statement, placing semantic accents according to the laws of rheo-thematic sentence structure.

5. Time is one of the significant components of a news message, although it is only sometimes fixed in the headlines. It clarifies the statement and creates a prospectus or retrospection of the text, which reflects the history of the events' development or the planned perspectives of their development. Suppose the subject and the locus interact as semantic components, enabling semantic transformations and facilitating the text's perception. In that case, time seems to stand apart and represents the precision of the parameterization of the event. Time, unlike the subject, is almost always explicit.

6. The accuracy category manifests itself in the direct nomination of the subject or locus, in the temporal characteristics of events - dates and nominations of specific shades of time. All three categories simultaneously form this text category and are subject to its requirements.

7. The lexical-grammatical forms of presentation of the specified logical components are primarily represented by surnames, positions of civil servants authorized to provide official information, names of state and international institutions, regions and countries (for the subject); nominations of authorities and institutions where the event takes place (for the locus); adverbs and adverbial compounds with a temporal meaning, predicates of the past or future time depending on whether the described event has already been completed or is only expected (for time).

8. The accuracy category in the headlines of news messages is clearly implemented in two-syllabic sentences where the subject of the action is indicated. Headlines - monosyllabic sentences - are characterized by the "blurring" of the definition of the specific action performer and nonsubjectivity, which helps to hide part of the communicated information.

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