

## PHILOLOGY

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### **Slang functioning in English newspaper and magazine headlines**

It is considered the slang items functioning in article headlines. Slang has always been one step ahead of the mainstream. But how is it changing in the digital age, when a ‘wrong’ word in mass media so easily offends? Newspapers have generally been keen to give their readership an insight into the ways of slang. Owing to the internet and 24-hour global mass media, slang words get recognition in record time. The present study shows multiple functionality as a characteristic feature of slang items occurring in newspaper and magazine article headings. The following functions are viewed: manipulative, attractive, evaluative, expressive, ironical. The significance of such kind of study is determined by the urgent necessity of theoretical reflection on slang functional aspect.

Key words: English, slang, mass media, slang function, headline.

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