

PHILOLOGY

Pei Shuoxing

(Southern federal university, Rostov-on-Don, Russian Federation)

The interrelation between headlines and the content of texts in the press

The general and special aspects of the relationship between the title and the content of the text in the press are analyzed. The text and title are the main integrative elements of an article in the press and their theoretical understanding in conjunction with specific data is still an urgent task. Various approaches to defining the title are considered, as well as its relationship with individual elements of the text. Special attention is paid to the dialectical relationship between the title and the text as a prerequisite for the existence of the text in the press. The main trends in the development of the relationship between the title and the text are briefly outlined and criticized.

Key words: news media, headline, text, press, clickbait, politics.

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