

## PHILOLOGY

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### **Functional potential of substitutions in media headlines**

The functional and pragmatic potential of media text headings containing phraseological modifications using substitution is investigated. The analysis of the functions of substitutions in the headings of media texts is carried out on the material of online publications of the Russian and English-language media discourse. It is noted that the popularity of substitutions as a method of phraseological modification in media headlines is explained by the role they play in media communication and the functions they perform. It is concluded that phraseological modifications by the method of replacing one or more components of a stable image represent a multifunctional phenomenon of media discourse that performs a nominative, informative, adapting, pragmatic, cryptolactic, compressing, identifying, intellectualizing, phatic function and the function of creating a comic effect.

**Keywords:** substitution, phraseological modification, phraseology, function, title, media text.

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