

## PHILOLOGY

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### **Headline as a means of speech influence in English socio-political discourse**

This article examines the role of the headline as a key element of speech influence in English-language socio-political discourse. Based on online versions of reputable English-language newspapers from 2020–2025 (“The New York Times”, “The Guardian”, “The Washington Post”, “The New Yorker”), the study analyzes phonetic, lexical, and syntactic devices used in headlines to attract readers' attention, shape public opinion, and manipulate information perception. Particular attention is paid to the analysis of emotionally evaluative vocabulary, syntactic constructions that create an effect of involvement, and phonetic techniques that enhance memorability and expressiveness of the headlines. The results obtained allow drawing a conclusion about the synergy of linguistic means in exerting a speech influence on the reader.

**Key words:** socio-political discourse, speech influence, headline, English-language media, discourse strategies, discourse tactics, public opinion.

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