BUSINESS ARTICLE HEADLINES:
CNN VS *VERSLO ŽINIOS*

Dominyka Jasiunaite,
Dr. Ligita Judickaite - Pasvenskiene *(supervisor)*
Kaunas University of Applied Sciences, Language Center

Research purpose. The aim of the research is to reveal the techniques of creating headlines of English and Lithuanian business articles in news channels of mass media.

Keywords: articles, author, business, headlines, internet, functions, media, methods, news, readers, techniques, online, questions, quotes.

Research Methodology. The research was planned and performed in two steps: step 1 dealt with the theoretical description of the concept, while step 2 investigated the examples of practical application. The following method of research were used in the process: analysis of theoretical sources that helped to reveal what types of writing techniques are used in the headline writing; descriptive, contrastive linguistics analysis to find out the ways of how English and Lithuanian business article headlines are created practically.

Results / Findings. Online news channels of mass media are characterized by sentence-type headlines, which are based on a verb, which gives the headline clarity, concreteness, visuality, dynamism and names the finite idea. Headlines can be divided into 6 specific types: question, citation, commentative, label, descriptive and subject headlines. Different types of headlines, influence both the linguistic structure and the content provided to the readers. Therefore, the techniques and language used in headlines performs not only a nominative function, but also communicative and even expressive functions.

Originality / Practical implications. The research is relevant to translation students and professional translators as it helps to find out how to reveal the main message of business type articles in English and Lithuanian and attract potential readers.
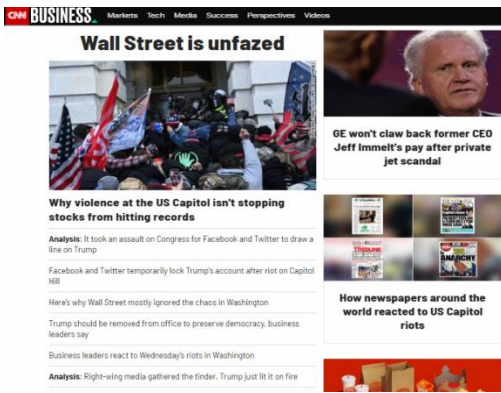
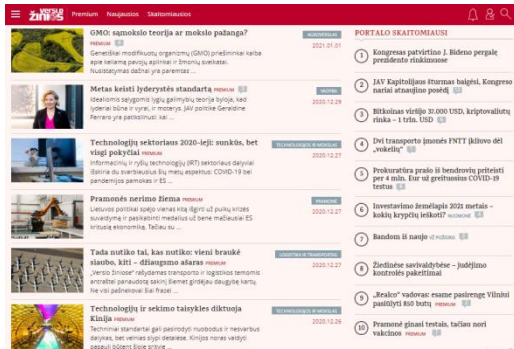Figure 1. **Example of how headlines are positioned in *CNN* webpage**

Figure 2. **Example of how headlines are positioned in *Verslo žinios* webpage**

Figure 3. **Headline example from *Verslo žinios***

Figure 4. **Headline example taken from *CNN***