



PHONETIC PECULIARITIES IN HEADLINES OF SOCIAL MEDIA

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Research purpose. The research aims to share the survey results on the variety of phonetic devices used in headlines in social media channels.

Keywords: alliteration, assonance, Facebook, headline, onomatopoeia, phonetics, rhyme, rhythm

Research Methodology. In its most rudimentary frame, the headline can be depicted as the title of a news report set in huge and strong letters. These few words, when set on top of a news report in show sort, that's enormous letters, work as the reader's direct, compass and index. They start interest and draw readers into a story, build up news esteem and relative significance of a news report, give, differentiate and adjust on a page and give character and personality to a publication. Good editors these days spend impressive time composing features. As Saxena (2006) wrote in her book, the headline's first function is to index the news. The three most essential components that capture eye development on a daily paper page are photographs, illustrations and features. Of these three aspects, photos and design tell a story outwardly, whereas features tell a story in words. The number of words utilized to relate the story may be few, but they work as an important index when taken together. The authors of the paper tried to reveal what phonetic stylistic devices are used in the headlines of Facebook to index the news or information and attract more audience or the number of *clicks*. In the theoretical part, the authors of the paper observe the meaning, definitions of common phonetic stylistic devices like alliteration, assonance, onomatopoeia, rhyme and rhythm, and the importance and functions of headlines at a theoretical level. While in the practical part, the authors analyze and compare the headlines that possess phonetic devices presented in the paper's theoretical part. To conduct the research, the authors chose to study 60 headlines found on Facebook.

Results / Findings. The analysis revealed that the most popular phonetic devices used in headlines are alliteration and rhyme. Onomatopoeia, rhythm, and assonance were used less frequently and were more difficult to find. It was also noticed that pages like 'BBC news' when posting on Facebook tend to use assonance in headlines. In contrast, influencers or private Facebook users tend to use rhythm, rhyme, onomatopoeia, or alliteration in an effort to attract as many readers as possible.

Originality / Practical implications. The paper reveals the survey results on the peculiarities of phonetic devices used in headlines on Facebook to attract the reader's attention. Thus, the research might be relevant to students of public relations or young journalists to see how the variety of phonetic devices might be used while creating the headlines on social media and understanding how to engage the reader properly.