



HUMOUR IN THE TITLES OF ENGLISH NEWSPAPER ARTICLES. WHY?

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Research purpose. Humour in journalism tends to draw attention to some matter or encourage the readers to think about something newsworthy with pleasure, so the research aim is to identify how humour is created in newspaper articles titles online. And the objectives are to review theoretically possible linguistic means of creating humour and to reveal the practical use of the means of creating humour in the titles of online newspaper article.

Keywords: articles, ambiguity, humour, irony, parody, sarcasm, satire

Research Methodology. Theories on stylistics indicate many means of creating humour also different sorts of humour itself. There are many humour types that you can be chosen to entertain the audience, but the most popular ones are irony, sarcasm, pun, satire, and parody. For the practical linguistic analysis, 37 article titles from several successful and well-known newspapers were chosen and investigated from the point of view of what type of humour was used and how the humorous effect was achieved.

The analysis is of high value for future specialists in journalism, advertising, or PR, as it suggests knowledge on how to use humour effectively to succeed in one's goals. Methods applied are analysis of theoretical sources and descriptive, comparative linguistic analysis.

Reasons for example source selection were the following: media uses such linguistic devices of humour creation to attract the public's attention or just simply to clickbait. Examples of humorous article titles were found in The Sun, NY Times, Buzz Feed News, Daily Mail and NY Post. Criteria for practical analysis were reviewed in theoretical analysis and they are the types of humour: satire (8 cases), parody (3 cases), irony (9 cases), sarcasm (9 cases) and ambiguity (8 cases). The method for analysis of titles: descriptive comparative linguistic analysis.

Results / Findings. Linguistic means of creating humour in the titles of online newspaper article applied practically are: (1) Satire seeks to expose foolishness in humans, the government, or other institutions; (2) Parody is employed to ridicule the copying matter; (3) Irony represents a situation that turned down the opposite of what was expected; (4) Sarcasm states the opposite of what some like to say; (5) Ambiguity aims to make the audience think twice.

Originality / Practical implications. Humorous titles of newspaper articles play a crucial function in today's media as they effectively attract attention and shapes people's opinions. That is one of the main reasons why humour is in use as a primary strategy in journalism. An effective publicity strategy requires careful attention to the target group and the relevant aspects of implementation.