



## LINGUISTIC WAYS TO CONVEY EMOTIONS IN ARTICLE TITLES

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**Research purpose.** The topic of the article is linguistic ways to convey emotions in press texts. The problem question is how linguistic means and punctuation marks in the article text can help the journalist express emotions. The research aims to reveal how linguistic means and punctuation marks can help to express emotions in online articles. The objectives are 1) to review possible ways of expressing emotions in written texts in journalism at a theoretical level; 2) to identify the linguistic ways (lexical, stylistic and punctuation) of expressing emotions in online article texts.

**Keywords:** articles, attention, emotions, feelings, language, punctuation, words, writing

**Research Methodology.** The paper consists of two major parts: the theoretical review of emotional expression in online articles, and an analysis of cases of emotional expression found in 40 articles from two English newspapers. The theoretical analysis is mainly based on the ideas expressed in the texts of Frățiță (2011), Riemer (2010) and Glazer (2017). These authors suggested valuable insights on word meaning, lexicology relations with other branches of linguistics, and the role of punctuation marks in writing. The practical analysis is based on the samples found in 41 online article titles, and the reasons for choosing these articles are that they best reflect the essence of the topic. The paper concludes with a summary of the main theoretical features of emotional expression in language and the main aspects of its practical use. The list of references contains 24 items of theoretical sources.

**Results / Findings.** The study of article titles from The New York Times and The Sun revealed that journalists use metaphors, synonyms, punctuation marks, and capitalisation to convey emotions. Metaphors are powerful tools for expressing positive or negative emotions. Synonyms add variation and interest to the writing. Punctuation marks, such as exclamation points and question marks, indicate emotions. Capitalization creates emphasis and draws attention to specific words or phrases.

**Originality / Practical implications.** The research is relevant to public relations students, and young specialists needing more experience writing articles because they should be skilful in attracting attention to their written texts.