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Phraseological Units in Headlines of English-Language Newspapers

The mass media play an important role in modern society. With the invention of the Internet, information became more available and catchier. Trying to keep readers, pressmen resort to the help of different stylistic devices. The most popular and effective ones are phraseological units, which make a headline more expressive, vivid and attractive.

English-language print media use different types of phraseological units: phraseological fusions ('one and done' (NCAA's stance against one and done — 'We don't want you' — doesn't make sense / USAT, March 30, 2018), 'a dumpster fire' (Facebook gathered us all together — and then set a four-alarm dumpster fire / WP, March 30, 2018) [4], [3]), phraseological unities ('to go to the mat' (Health Official Willing to Go to the Mat Over Obesity and Sugared Sodas / NYT, April 4, 2010), 'to be in a bind' (Businesses Beg for More Low-Skill Visas, Putting White House in a Bind / WSJ, March 30, 2018), 'to be a spark plug' (Adam Eaton proved he's healthy and ready to be a spark plug for the Nationals / WP, March 31, 2018) [1], [2], [3]).

It is also worth remarking that pressmen often modify phraseological units in order that information in the headline corresponds to current events, e.g. the phrase 'kindle a flame' is changed to 'rekindle fears' in the headline 'The rapid global economic downturn has rekindled fears that Japan may be slipping back into a deflationary cycle' [2].

It can be said without any doubts that phraseological units are often used in newspapers. The aim of it is to arouse readers' interest in a certain article. They contain a minimal form and maximum content allowing the readers to select the most interesting article.

Литература

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2. The Wall Street Journal [Электронный ресурс] // <https://www.wsj.com/news/us>
3. The Washington Post [Электронный ресурс] // <https://www.washingtonpost.com>
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