Subject matter: Means of figurative expressiveness in headlines of German newspapers.

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Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropol krai.

Research relevance: Headline is one of the most important parts of the article. It delivers information on the content, at the same time drawing readers’ attention. That is why it is important to understand how lexical stylistic means fulfill this function and how to reflect these peculiarities in translation.

Purpose: to describe how newspaper headlines with the means of figurative expressiveness function, taking into consideration their vocabulary and expressive means.

Tasks:
• to define means of expressiveness studying lexical stylistic peculiarities of newspaper headlines;
• to analyze how such means of figurative expressiveness as metaphor, metonymy and periphrasis are used in headlines;
• to study the peculiarity of lexical stylistic means and their role in drawing attention to a publication.

Theoretical significance is to continue the study of the newspaper style. This research could as well be a help to the journalists in creating catchy headlines with expressive lexical means.

Practical significance is in using of the research results during German grammar courses and studying functional stylistics and lexicology, during practical German language lessons while working with newspaper articles, in creating a manual on newspaper vocabulary.

Results of the research:
• the means of expressiveness were defined while studying lexical stylistic peculiarities of newspaper headline;
• it was analyzed how much means of figurative expressiveness as metaphor, metonymy and periphrasis are used in headlines;
• the peculiarity of lexical stylistic means and their role in drawing attention to a publication studied.