

## PHILOLOGY

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### **Precedent texts in newspaper headlines: sources and the recognition issue**

It is examined the headings of articles of the military newspaper "Krasnaya Zvezda", which are precedent texts – fragments of well-known and culturally significant speech works. Precedent units are presented in their original and transformed form. It is determined the functions of the precedent texts in the titles of newspaper publications; the sources of their origin are identified; the semantic and pragmatic connections of the precedent units with the texts titled by them are traced; the results of an experiment aimed at recognizing the precedent units by cadets of a military university are presented. The conclusion is made about the important role of precedent texts in the construction of bright headings that attract the attention of readers.

Key words: "Krasnaya Zvezda" newspaper, article title, precedent text, source of origin, experiment.

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