

## PHILOLOGY

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### **Structural-semantic functions of the title in journalism**

It is considered the structural-semantic description of a newspaper headline in a pragmatic aspect with an emphasis on the recipient of the statement and contains evidence that the means of creating a pragmatic statement, by merging the content side of the language with its structure, it is explained the possible directions of the semantic development of the phrase and implement its private rethinking. It is the structural-semantic pragmatic means of heading complexes that adapt to the needs of their addressee and establish speech contact between the reader and the author. The author of the study puts forward the hypothesis that it is the headlines that introduce the author's "I" and play a special role in expressing the influencing principle, since the recipient's final understanding of the meaningful content of the phrase depends on the conditions and technology of the author's linking the statement with various semantic and expressive syntax units.

**Key words:** title, pragmatics, journalism, suggestion, expressive syntax.

*February 16, 2022*

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