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## INFORMATION ABOUT THE JOURNAL

“KLAD” is a student journal first published at M. Narikbayev Kazguu University School of liberal arts. This journal is aimed at enhancing students’ involvement into science and research.

«KLAD” journal admits for publication various types of articles: original research, review articles, short reports or essays, reflections, case studies, methodologies and cases in english; containing the results of fundamental and applied research in the field of philosophy and identity, history of kazakhstan, pedagogy, linguistics and methods of teaching languages, translation, and tourism.

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PART 01

KAZGUU LIBERAL ARTS DIGEST

**RESEARCH  
PAPERS**





# LINGUISTIC FEATURES OF HEADLINES IN THE ENGLISH PRESS

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The present study aims at investigating the linguistic features of headlines. Especially, it is aimed to study linguistic features. The research paper consists of theoretical and practical parts. Therefore, the linguistic feature of newspaper headlines will be studied not only in the literature review, but also applied in the practical part for the analysis. Moreover, for analysis in the practical part 100 headlines from different sources were selected. Furthermore, the linguistic method will be used by doing lexical, morphological and grammatical analysis to draw a conclusion and describe specific linguistic features of English newspaper headlines in details.

Keywords: newspaper headlines, lexical features, grammatical features, morphological features, phraseological units, abbreviations, synonyms, metaphors

## INTRODUCTION

Newspapers are the main source of information for many people. First of all, people pay attention to the title and decide whether they will read this article or not. Therefore, we can consider that headlines are an important part of news articles that serve as a means of attracting the attention of newspaper readers. The headlines do not always contain a summary of the newspaper, as many people think. They can be in the form of a quote, a phrase, or a trigger word from the news. Headlines are written by manipulating the language of the writer. Thus, the headlines acquired their linguistic features separate from the journalistic style. Linguistic features allow you to display not only the content of the article but also the ideology and points of view of the newspaper and its target audience. Therefore, understanding the

linguistic features used in headlines is essential for analyzing how news articles are framed. Linguistic features may include the use of a specific vocabulary and the use of various grammatical structures. The research work includes a literature review, methodology, findings, and discussion sections. The research consists of both theoretical and practical parts, in which lexical, morphological, and grammatical features of newspaper headlines will be studied and identified. Considering all necessary information, a method used will be described in the methodology section. In the practical part, 100 headlines will be analysed in terms of linguistic peculiarities. The main research purpose of the study is to identify the linguistic features of news headlines in the newspaper.

## LITERATURE REVIEW

This section of the research paper will look at previous works on the language features of headlines. Linguistic features of headlines in the English press can vary depending on the type of publication and target audience. Newspaper headlines achieve their goal of capturing readers' attention through the use of specific lexical and morphological features within grammatical peculiarities.

### LEXICAL FEATURES OF HEADLINES IN THE ENGLISH PRESS

Journalists usually use concise and clear words when writing newspaper headlines to achieve the ABC (Accuracy, Conciseness, Clarity) principle. English-language newspapers skillfully manipulate vocabulary. There are some common language features commonly used in headlines to make them more appealing, effective and grab the reader's attention. The headline vocabulary is therefore characterized by its extraordinarily dramatic nature. Frequent use of certain words in certain types of headlines often changes their original meaning, and such words are usually concise and memorable. Commonly used short words are, for example, "win, job, OK, allege, bar, leap, key, oust, pledge, boost, quiz, probe, riddle, slate" (Lamichhane, 2017; McCarthy & O'Dell, 2001; Sulaymonova, 2021). However, several scholars have studied that the use of polysemantic words and homonyms can lead to ambiguity (Fitri, 2019, p. 12). Ambiguity in a newspaper headline can be triggered by different parts of speech. Bukaria has tried to identify the parts of speech that are particularly associated with lexical ambiguity. There were mentions of nouns, verbs, and prepositions. In her opinion, homonyms and polysemous nouns and verbs caused more confusion than prepositions (2004, p. 52). Synonyms and antonyms also often appear in headlines since they help to emphasize information by

comparing it and demonstrating the degree of drama (Fitri, 2019, pp.15-16) Although the author of the headline can use euphemisms to lessen the impact of negative news. This practice is often used to describe wars and murders (Salih & Abdulla, 2012, p. 197-198). Furthermore, metonymies and metaphors are used to stimulate readers' imaginations or to make news more exciting. Shie examined the use of non-lexicalized metonymies and metaphors in her research. She claimed that using metaphors and metonymies enables the reader to comprehend concepts that are unclear, unknown, or abstract. Metonymies were discovered to be useful for shortening certain long sentences, to be rhetorically effective, and to be understandable because they sometimes represent the main idea of news (Shie, 2011, p. 1329). While metonyms replace words based on their semantic connection or adjacency, metaphors make a hidden comparison between unrelated things that share characteristics (Lamichhane, 2017, p.35). Another distinguishing feature of a particular style in title writing is the use of phraseological units. However, according to Vinogradova, phraseological units are rarely used in headlines. She identified substantival, verbal, and adverbial PhUs as the most common types by examining the semantic and structural changes of various types of PhUs (2022, p.3). In addition, phraseological units are used in English newspaper headlines because of their brevity, clarity, and sometimes sensational effect, allowing headers to effectively convey meaning and attract readers.

### MORPHOLOGICAL FEATURES OF HEADLINES IN THE ENGLISH PRESS

This section is about morphological features in English newspaper headlines. Morphology studies the structure of a word. Several researchers studied that some types of word formation are frequently used to diversify the language used in headlines. For instance, changing part of speech is also known as conversion. In headlines language

nouns and adjectives are frequently used as a verb or a verb can be used as a noun. For instance, such words are: “cuts, bite, top”. Another example of a specific language of headlines is abbreviations, they commonly occur in newspapers instead of the full equivalent of a word to keep the headline short for instance “TOEFL, AIDS, PM” etc. It includes various types of shortening words as acronyms and clipping : “demo, pic, exam, bus, fridge”. However, it is not the only example of producing specific morphological characteristics in the English press. The researchers claimed that because the number of words in the English language is not fixed, writers can create neologisms to save space on pages. New words created in this manner are frequently coined with the help of affixation or compounding (Salih & Abdulla, 2012, pp. 195-198; Lamichhane, 2017, pp.33-34). A word like «Irragate» is an example of producing a new word by adding a suffix “-gate” to a country, now that word describes people who are from that country. Lamichhane stated that the composition of words allows simplifying complicated structures. For instance, the word combination “school dropouts” refers to “the student who drops out of school”. Moreover, she mentioned that the productivity of such words is unlimited to word combinations (2017, p.34).

### **GRAMMATICAL PECULIARITIES OF HEADLINES IN THE ENGLISH PRESS**

The language used in headlines deviates from English grammar norms. The relationship between grammatical elements may have an impact on the reader’s understanding of the headline’s main point. Journalists extensively use present tense for past events, use infinitives for future events, and use gerunds for conveying action or event (Lamichhane, 2017, p. 58; Salih & Abdulla, 2012, p. 204). It is also can be associated with a structural form of a headline, specifically, simple and composite sentences both occur in headlines (Lamichhane, 2017, pp.36-38).

One more grammatical peculiarity is that writers can use commas for “and” and colon for “says” in terms of shortening a title. Also, the numerals are rarely spelled out due to the same reason. Furthermore, Salih and Abdulla classified headlines according to their function into: “statement, interrogative, command, exclamation” and based on form into: “adverbial, nominal, verbal” (2012, pp. 204-209). In that classification omission of certain elements also were covered as in other research. Scholars found that prepositions, articles, and auxiliaries often are omitted in headlines. Summing up all written syntactic features, it should be mentioned that because of grammatical structure, omission of elements, and word order in a sentence structural ambiguity may occur (Marcoci, 2014, p. 711; Salih & Abdulla, 2012, pp. 201-203). Structural ambiguity as a lexical ambiguity may lead to misunderstanding, nevertheless, it is common for newspaper headlines style.

After analyzing and evaluating the various literary works on the topic at hand, it is now time to delve into the methodology that will be employed in this study.

### **METHODOLOGY**

Having examined previous research on the language features of headlines in the English press, this section will describe the materials and methods used, as well as the stages of research within the framework of this study. The primary objective of this research is to identify the most commonly used lexical, morphological, and grammatical features in English newspaper headlines. The research work consists of a theoretical part and a practical part. A systematic literature review is used to accomplish the theoretical part’s goal. The steps of searching for literature began with the formulation of a research question: “What are the linguistic features of headlines in the English language?”; the development of a plan for further research; searching for relevant literature; the application of the exclusion and inclusion criteria for found sources and the synthesis

of the literature. All necessary information for analysis of headlines is described in the theoretical section. For the practical part of this research 100 headlines were gathered from various publications. These newspapers were chosen in terms of their popularity in each location among readers. The different types of newspapers were not chosen for comparative analysis of each type. The headlines not selected randomly, and the subject of the titles and the release date had no bearing on the decision. The materials used for practical part can be viewed in appendices. The language used in the headlines will be studied using linguistic method. It will cover lexical and morphological analysis, as well as grammatical analysis. Thus, the lexical, semantic, and grammatical features of the newspaper headlines will be investigated in the practical part. It will help to describe the linguistic features of headlines and to narrow the knowledge of how journalists create influencing headlines by manipulating a language. After defining a type of

analysis, the next step will be analyzing the selected headlines in the practical part. Each headline will be examined separately based on the theoretical part and various types of analysis. With the methodology section providing a clear understanding of the research design and data analysis techniques used, the subsequent findings section presents the results of the study.

## FINDINGS

Based on the methodology employed, this part of the research work presents the results of the research by providing a detailed analysis of the collected data. As it was stated before linguistic analysis was conducted in order to identify linguistic features of headlines in the English press. 100 headlines were analysed in terms of lexical, morphological and grammatical features. The frequency tables below provide a full summary of the analysis that was performed.

**Frequency table №1**

№	Language features	The use of	Frequencies
1.	Lexical features	Synonyms	3
		Antonyms	8
		Euphemisms	1
		Metaphors	10
		Metonymies	4
		Phraseological units	23
		Short words	36
2.	Morphological features	Converted words	2
		Neologisms	3
		Acronyms	1
		Abbreviations	14
3.	Grammatical peculiarities	Past tense	11
		Present tense	64
		Future tense	3
		Simple sentences	58
		Composite sentences	12
		Elliptical sentences	5
		Fragmentary sentences	25

**Frequency table №2**

Criteria	Frequencies
Ambiguous headlines	37

This section presents the findings which refer to lexical features. It was found that the most common lexical feature in headlines is the use of short words. The analysis of 100 headlines from various news sources showed that short words are frequently used in headlines; here are some examples of the 36 found cases: “Probing the Limits of Biography” and “Housing Lawsuit Alleges Bias”. In these cases, “probe” means “to investigate”, and “allege” means “to make an accusation”. The most commonly used short words in the headlines were “probe”, “allege”, “bar”, “riddle”, “slate”, and “key”. Phraseological units come in second place in the frequency table for usage. The results showed that 23 headlines contained substantival and adverbial phus. Through the analysis of newspaper headlines, it was found that idioms are frequently used to convey complex ideas concisely and engagingly. In the following examples, substantive PhUs as «raw deal» is used in: «India’s raw deal with the United States» headline. Adverbial phus such as «on horizon» was also used in headline: «A year into pandemic, working moms see help on horizon”. Additionally, the use of synonyms in headlines is a common practice among journalists to avoid repetition and make headlines more engaging. However, only 3 headlines included synonyms: “The Democrats’ No Good, Very Bad Day Changes the Landscape”. The terms «no good» and «very bad» can be classified as synonyms because they are both adjectives and both phrases convey a negative connotation that describes something that is not desirable or unpleasant. In contrast, antonyms are words that have opposite meanings. They are often used in headlines to create contrast and emphasize the difference between two things or ideas. 8 cases with the use of antonyms are found, for instance: “PENN STATE DRILLS LATE.; Session Continues Long After Dark Before Halt Is Called” and “SPORTS PEOPLE: BASEBALL; League’s Worst Team Provides Best Rookie”. The words “after” and “before”, “worst” and “best” contains opposite meanings which contrast headlines. Metaphors were found

in 10 headlines. One of the most common metaphors used in headlines is the sports metaphor. For example, «The Ball is in Iran’s Court Now» implies that it is Iran’s turn to take action, as in a game of tennis or basketball. This metaphor is used frequently in political headlines. A headline: «As Financial Empires Shake, City Feels No. 2 on Its Heels» is also an example of a metaphor. The phrase «Financial Empires Shake» implies the fragility and instability of the financial industry, while «City Feels No. 2 on Its Heels» is a metaphorical reference to the competitive pressure that the city is experiencing in the face of the instability. Another lexical feature that appears four times in the headlines examined is metonymies. For example, «Wall Street Reacts to Fed’s Decision» uses the term «Wall Street» to refer to the financial industry as a whole. The last lexical feature that was analyzed is the use of euphemisms, but the use of less offensive expressions was not found frequent. Only in the “1966: buddhists would ‘neutralize’ key areas” headline the word «neutralize» in this context is a euphemism, as it could be interpreted to mean something like «take control of» or «pacify» instead of explicitly saying «attack». The study has revealed interesting findings regarding the lexical features in headlines, and now it is important to explore also the morphological features.

## MORPHOLOGICAL ANALYSIS

This section presents the findings concerning headline morphological features. The use of converted words was considered as common practice I writing headlines, but such words were found only in 2 headlines. For example, “KICKING BABY CONSIDERED TO BE HEALTHY” a verb kicking is used as a noun On the other hand, headlines commonly utilize abbreviated terms. There are 13 headlines that contain abbreviated words, for example: “Chief Ousted in Surprise at A.M.D gf” and “Iraqi PM in crisis talks”. “A.M.D” is abbreviation of “Advanced Micro Devices” and “PM” is a short form of “Prime Minister”.

However, acronyms are found only in 1 headline, in that case a word is shortened as “NASA”. Furthermore, neologisms also appear in headlines. Examples of such words in headlines: “Number of university dropouts due to mental health problems trebles” and “IN THE NATION; Running Out on Irangate”. The word “dropout” is a compound word consisting of “drop» and «out”. The meaning of the compound word «dropout» is a person who has left school or college before completing their studies. Moving from the examination of morphological features to the analysis of grammatical structures will deepen knowledge about the linguistic features of headlines.

## GRAMMATICAL ANALYSIS

The analysis of headlines revealed several interesting findings about the grammatical peculiarities used in newspaper headlines. Firstly, the findings indicate that headlines mostly use a present simple (N=64), rather than past tense (N=11) to describe past events, and future simple is rarely used in headlines. For example, the headlines “Ed Sheeran sings in court as part of Marvin Gaye copyright case” and “1 dead, 9 injured after BMW test car veers into traffic in Germany” both report action in the past. However, the first article is written in the present tense, while the second one is written in the past tense. Additionally, it was observed that headlines tend to use complete sentences (N=70), rather than fragmentary (N=25) or elliptical (N=5) sentences. Most headlines structurally are simple sentences (N=58), with only one independent clause, and express a complete thought. The following headline: “Student doctors lock horns with hospital over union” is a simple declarative (affirmative) sentence consisting of the subject (student doctors), phrasal verb (lock horns), object (hospital), and prepositional phrase (over union). However, composite sentences (N=12) also were found. “At least 1 dead, officer injured in Knoxville school shooting” is an example of a compound

sentence with two independent clauses joined by the coordinating conjunction «and», but the conjunction is substituted by a comma.

The first clause is «At least 1 dead,» and the second clause is «officer injured in Knoxville school shooting». Other findings indicate that the omission of some parts is common in headlines. In elliptical sentences prepositions, articles, and auxiliaries are mostly omitted, for instance: in “Requiem for Man Whose Ideas on Transit Aren’t Past”, in this headline indefinite article «a» and possessive pronoun «whose» possibly are omitted. Which are both modifying «man» and «ideas,» respectively. Another common grammatical feature of headlines is that most of them are fragmentary sentences that lack a subject, a verb, or both, and do not express a complete thought or idea; 25 of such headlines were found. The following example: “The Empire slate” and “In a blaze of confusion” are not complete sentences, the first one is a noun phrase that lacks a verb and the second headline structurally is a prepositional phrase. It is analysed that such headlines without additional context are difficult to determine the meaning of news. Specifically, there are also headlines that are lexically or syntactically considered to be ambiguous. 37 headlines among 100 headlines are ambiguous. For instance, the syntactically ambiguous headline: “Girl hit by car in hospital” structurally is fragmentary and ambiguous because it has 2 possible interpretations. The actual meaning is that “the girl who was hit by a car is now in hospital” and the secondary meaning is that “a girl has been hit by a car in the hospital”. Overall, these findings provide insight into the grammatical features of the language. Summing up, the conducted analysis highlighted the main findings in order to answer the main research question. The following discussion section will explore the implications of these findings and their potential impact on readers’ attention and interpretation.

## DISCUSSION

The discussion section presents the findings of the linguistic features of headlines in the English press based on a lexical, morphological, and grammatical analysis. The findings indicate that news outlets can effectively convey their message to readers clearly and concisely by using short words in their headlines. Moving on to the usage of idioms in headlines, it is crucial to remember that they are frequently employed to give headlines a unique and amusing touch. The analysis also indicates that idioms are a powerful tool in headline writing, enabling journalists to convey complex ideas succinctly and engagingly. Furthermore, the use of synonyms and antonyms in headlines is an effective technique for journalists to make their headlines more engaging and compelling while maintaining clarity and accuracy. Additionally, metaphors and metonymies are common figures of speech used in headlines to create a vivid, clear, and memorable image in the reader's mind. However, they can also be overused or misused, leading to confusion or a lack of clarity in the headline. In terms of morphological features, it was analysed that abbreviated words were commonly used, while neologisms and converted words were less frequent. Journalists can save space in a newspaper by contracting a word and drawing the reader's attention by using a newly coined term. Neologisms are typically clear to readers because they are created by combining two words or by deriving a new word from an old one. However, some obscure terms could mislead readers as well as unfamiliar abbreviations. Finally, the grammatical analysis indicated that headlines mostly used the present simple tense to describe past events, while the future simple tense was rarely used. Instead of utilizing the past tense, which renders news out-of-date, the present tense helps to make something feel more urgent or current. Concerning syntactical peculiarities, the results indicate that the majority of headlines mostly are simple sentences or fragmentary sentences.

Structurally simple headlines that express the news's central premise also inform readers of what the story will be about, while structurally fragmentary headlines produce a piece of dramatic or breathtaking news. On the other hand, it was found that fragmentary and elliptical sentences that lack additional information often are syntactically ambiguous. Therefore, ambiguous headlines draw the reader's attention because they make them curious about the content of the article. Another finding reveals that the conjunction «and» is replaced by a comma to save space and maintain a concise style. Summing up, the purpose of the research paper to investigate linguistic features in English headlines was fulfilled. It is studied that headline writers exploit numerous features such as lexical, morphological, and grammatical to reach a specific aim.

## CONCLUSION

In conclusion, the linguistic analysis of 100 headlines was performed in order to answer the main research question. The analysis of headlines was conducted based on the theoretical part of the research. The 3 analyses: morphological, lexical, and grammatical were conducted in the practical part. Overall, it was found that lexical along with morphological and grammatical features of headlines in the English press is carefully crafted to capture readers' attention and convey the essence of the news story in a concise and impactful manner. The usage of short words, antonyms, metaphors, and phraseological units, was discovered as the most common lexical features. The use of short words allows the writer to maintain a concise writing style, while the rest of the semantics provide contrast in the headings. Additionally, abbreviated words are the characteristics of morphological features. According to grammatical analysis, it was found that journalists utilize the present tense to report past events. Moreover, they can create structurally or semantically incomplete sentences in order to grab readers' attention. Journalists manipulate

these linguistic features to work together to make headlines enticing, informative, and memorable, encouraging readers to read and engage with the news content. The outcome of the research provides insights into the linguistic strategies employed by headline writers to create attention-grabbing and concise headlines that effectively convey complex information to readers.

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