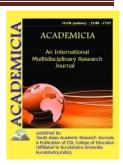




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# ELLIPSIS IN THE HEADLINES OF ENGLISH NEWSPAPERS (IN THE MATERIAL AMERICAN NEWSPAPERS USA TODAY, THE NEW YORK TIMES, THE WASHINGTON POST)

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#### **ABSTRACT**

The article describes the usage of ellipsis in the headlines of newspapers written in English. A number of headlines with this phenomenon were analyzed, the most effective and often used types of ellipsis were pointed out. The very concept of "ellipsis" has appeared in linguistics since ancient times and is still being refined. Therefore, to begin with, we will analyze the definitions of ellipsis in English, because there are many approaches to its definition. The omission of the subject is not very common - we found 12 examples (6%) of the omission of the subject. And the most rarely used type of ellipsis turned out to be the absence of an introductory verb when citing, only two headings met this criterion (1%).

**KEYWORDS:** Ellipsis, Newspaper Headlines, Ellipsis In Journalism

#### INTRODUCTION

The problem of ellipsis has always been of great interest to linguists. It is explained by the fact that it was in this stylistic figure that many of the main questions of linguistics: language and thinking, the relationship between logic and grammar, forms and meanings, sentence theory, etc. K. Buhler not in vain called the ellipsis "an ancient problem theory of language" [3,501]. For centuries, researchers have sought to explain this phenomenon, identify its main features, and propose a classification of elliptical sentences in different languages.

Ellipsis is often used in writing as well as in lively colloquial speech. In the process of communicating with each other, people invariably face the need for something shorten their remarks, and the reasons for this can be very different: the interlocutors are in a hurry to tell an



interesting story, to make their speech easier to understand, or they just want to create an informal atmosphere in the conversation.

Modern linguistics is showing great interest in the problems of elliptical sentences that can arise in oral speech, in works fiction and technical texts. A review of theoretical literature showed that the phenomenon of ellipsis in a language began to be widely studied only in the 50s - 70s of XX century. The first linguists who began to study this issue were S. Bally, A. Martine, A. Doza [2,200]

The very concept of "ellipsis" has appeared in linguistics since ancient times and is still being refined. Therefore, to begin with, we will analyze the definitions of ellipsis in English, because there are many approaches to its definition. According to Zh. Golikova, "ellipsis" is a gap in the speech of any easily understood word, a member of a sentence [one]. L. L. Nelyubin defines an ellipsis (ellipse) as a stylistic figure, which consists in the omission of any implied element of the sentence [4,375]. In this article, we give the following definition of ellipsis: "Ellipsis is an intentional omission of irrelevant words in a sentence without distorting its meaning, and often for enhancing the meaning and effect "[1,569].

**Analysis:** One of the areas of widespread use of such a grammatical tool as ellipsis is journalistic texts, namely the headings of articles. We selected 200 articles from electronic versions of popular American periodicals USA Today, The Times, The New York Times and The Washington post. The main criterion for the selection of articles was the presence of an ellipsis in the title. All viewed articles were limited to the time frame of the 2008-2016 period [6,125].

The most common omissions in headings are:

- Omission of the verb to be;
- Omission of the article:
- Omission of the subject;
- Absence of an introductory verb when quoting.

Here are some examples:

Consider the cases of omission of the verb to be. For example, an article in the New York Times about the trial of the murderer of British actor Rob Knox, best known for his participation in the Harry Potter films, was titled as follows: Harry Potter actor's killer jailed for life [7,68].

This heading is a simple two-part sentence and refers to the informational type of the heading, i.e. its purpose is to briefly inform about the content of the article. That is why a two-part sentence that is not expressive by structure, is the best choice, giving a more complete description of the situation [9, 43].

The word jailed in this heading is expressed by the third form of the verb (participle II), and, having read the content of the article, we can conclude that this heading is in the passive voice (Past Indefinite Passive). Therefore, the linking verb —to be is omitted here. Other, most striking examples of omission of the verb to be in headings are given below:

Eleanor Catton's new novel revealed as a pre-apocalyptic drama set in New Zealand (omission of the verb to be before revealed, Present Indefinite Passive), The Washington post.



—Fat Leonard US admiral arrested in sex for secrets scandal (omission of the verb to be before arrested, Present Indefinite Passive), The Washington post.

-Iranian TV executive shot dead in Istanbul, Turkish media report, USA Today (omitted verb to be before shot, Past Perfect Indefinite Passive)

Why Russia still in love with Putin? (Omitting the verb to be in the form is), The New York Times.

—Contrived, vulgar and stupid : Going in Style and the rise of the geriatric buddy movie.

The title of an article dedicated to the release of the American comedy film directed by Zach Braff, which tells the story of three retirees who want to rob a bank, can be translated as follows: "Sly, vulgar and stupid": "It's nice to leave" or the revival of the Buddy movie about old people. As we can see, the author intentionally builds sentence in a certain way, avoiding the use of the verb to be.

Some examples of the omission of an article are presented in the following headings:

- --Ivanka Trump is complicit in her dad's mission to get rich at US's expense (omission the article the before US's expense), The New York Times.
- —Real misery is in the countryside : support for Le Pen surges in rural France

the article the before "real misery"), USA Today

Erdoğan is relishing this war of words with Netherlands Netherlands), The New York Times.

Holding to Boycott: greatest over ever, or just the most memorable? (omitted the before an adjective that is in superlative degree)

The title of the latest article on British croquet players "bears" in its title a typical example of the omission of the article before the superlative adjective (The Superlative Degree). According to the rules of the English language, this the proposal should have looked like this: Holding to Boycott: the greatest over ever, or just the most memorable? However, its absence does not allow one to be mistaken in understanding the meaning of the sentence, so it can be omitted in the title.

Another example of the omission of an article, taken from the USA Today newspaper:

Apocalypse, how? A survival guide to end of the world

In this heading "How does the apocalypse work? Survival guide during the end light "the phrase the end of the world is stable. Since the end of the world a unique phenomenon, according to the rules of English grammar before this phrase there must be a definite article. However, the author of the article allows himself to neglect the article and use its omission. ...

There are few examples of omitting the subject, here are several options:

The title Many Killed in Aleppo as Fierce Fighting Shatters Syria's Fragile Truce, which translates to "In the fierce battles that destroy the fragile truce, many people died in Aleppo", the subject people and the verb to be (past tense form —were) are omitted. The subject and predicate must always be present in an English sentence.



Worried about North Korea? Spare thought for Otto Warmbier's family, The Washington Post

Should wait for the father of the unborn child to choose with his ex-wife? USA Today.

Consider examples of the absence of an introductory verb when citing: Anne Hathaway: I regret not trusting female directors Ms. Rabinyan: I refuse to let go of my instinct of being in contact with others' pain. The New York Times

Quotes are often served without the introductory verb says, tells, said, told..

Among the types of ellipsis in the selected headlines of newspaper articles, the most frequent is the omission of the article - 132 articles, which is 66% of the total number of articles considered. Then comes the omission of the verb to be, out of the total number of selected headings, 54 meet this criterion, which is 27% of the total. The omission of the subject is not very common - we found 12 examples (6%) of the omission of the subject. And the most rarely used type of ellipsis turned out to be the absence of an introductory verb when citing, only two headings met this criterion (1%). We also conducted a comparative analysis of the popularity of articles by examining the statistics views on the sites of electronic versions of newspapers, using ellipsis and articles, which does not use this means of expression.[8,510] We have selected the most viewed articles with neutral content (excluding sensational news, which may generate more interest due to their content). Among the 40 most popular articles, 34 contain an ellipsis in the title.

#### **CONCLUSION**

Articles with an ellipsis in the title are more popular with readers and have a better chance of being read before end than articles that do not contain this means of expression. I.S. Stam claims that roughly 80% of readers give significant attention to not so much the content of what you read as the newspaper headlines [5, 71]. That is why the ellipsis in the title of the headings plays a crucial role, because it is the first thing that sees reader. In this article, we have identified the most effective types of ellipsis, which help the headline to fulfill one of its most important roles to attract attention of the reader.

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