

THE TITLE - THE FIRST WORD THAT THE AUTHOR SAYS TO HIS READER

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Abstract: *This article discusses the functions of headlines in the press, creating good headlines, better understanding the strategy of using figures of speech in headlines in the French press, and the differences between paper and online versions of newspaper headlines.*

Key words: *lexeme, metaphor, diagnostics, comparison, means, structure, speech structure, image.*

Introduction. It is known that the language of newspapers, along with the language of radio, television, and the Internet, was accepted as a part of the language of mass media and took place as a scientific direction in linguistics in the XXI century. The theme of the newspaper is different. But 70 percent of it is aimed at reflecting the political, economic, social or cultural life of a particular country or city. The study of newspaper language is closely connected with the study of literary language features. For this reason, linguists have paid great attention to the study of newspaper language and newspaper headlines.

Discussions and results. In the course of our work, we found out that the main role of French newspapers is to deliver information, language purity, educational, socio-political influence and formation of public opinion. The headline of French newspapers is a kind of microsystem that can convey a lot of information in a small language material. The elements of this microsystem are interconnected in a certain way: on the one hand, it includes the norms of the modern French language, on the other hand, extralinguistic (expressiveness, emotionality, affectivity, etc.) and internal factors related to language (language tools that create style savings, etc.) we will see the effect. These features are also seen in the headlines of French newspaper and magazine texts. That's why we in the article newspaper We found it necessary to talk about the types, functions and expression methods of titles. Any text begins with a title. The existence of the title, its essence and status is related to the existence of the text. The first word an author tells his reader is the title. In the practice of written speech, communication begins with the title. Headings basically perform three main functions.

These are: 1) naming the article, 2) stating the content of the article, 3) advertising tasks. The purpose of the headline is to quickly draw the reader's attention to the text under the headline and increase their desire to read it. The headline is usually written by a copy editor, but can also be written by a copywriter, page layout designer, or other editors. The most important story on the front page can have a bigger headline if the story is very important. In general, headline is a shortened form of news writing style used in newspaper headlines. Due to space limitations, headlines are written in a condensed telegraphic style using special syntactic conventions. In the newspaper "Le Monde" published in France, "Is Uzbekistan a new country of miraculous riches?" An article with the title was published. In this article, written by Charlotte Hervot, it is recognized that the government of our country is paying great attention to the development of tourism, and the tourism potential of Uzbekistan is growing. Also, an opinion was expressed regarding the establishment of a safe tourism system in the units of the Ministry of Internal Affairs. In particular, it was noted that the efforts of the safe tourism service in Samarkand contribute to the increase in the flow of tourists.

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The functional functions of French newspaper headlines give rise to its linguostylistic features. The principle of saving language tools is clearly visible here. This will reduce the information. Trying to give the main content of the text in the shortest possible form is expressed first of all in the title. On average, it consists of five to seven words. Some researchers say that the number of words depends on the size of the letters in the title. Shuayb Khalifi, Mohammad Fikri, Jamil Hamdavi from Arabic linguist researchers present several classifications of titles according to different parameters. According to them: "Headings are divided into indicator-headings and agitation-headings based on the content of the text. The purpose of the first type is to help find the desired work among others. Such headings are short, consisting of one word or phrase. They are neutral, and the reader cannot know what the work is about through them. The second type of title is to give the reader a brief information or hint about the content of the text. Here, the words of the title refer to the information in the text". Researchers identify five main forms of headlines based on their placement and lines on the newspaper page:

- 1) Separate header. In this case, it will be placed in the entire line width.
- 2) Title in the form of an inverted eham (pyramid). It consists of two, three or four lines, and is reduced in length. All of them are located in the middle of the line.
- 3) Stair shape. Consisting of two, three, or four lines of equal length, the ladder descends in a pattern.
- 4) Hanging title. It consists of two, three or four lines, with the first line being the longest, and the rest being of the same length, slightly shorter than a newspaper column.
- 5) Flat title on one side. Consists of two, three or four lines, all starting from the same edge and varying in length. Due to the graphic independence of newspaper headlines, separate from the text, the newspaper headline has the ability to attract the attention of the newspaper reader, to decide whether to read this article or not, and is the first important link in the relationship between the author and the reader. It serves a great purpose as a lam. The title conveys the author's intention to the reader and creates interest in the topic. The titles of French newspaper articles are considered as an independent microtext with a clear internal integrity and a special communicative importance in the system of newspaper macrotexs.

Conclusion. In short, the purpose of the headline is to clearly convey the summary of the news text, and to attract the reader's attention and thereby influence him to some extent. The clarity and clarity of titles is characterized not only by the number of words, but also by how informative the lexemes are and how these lexemes are related to each other..

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