

The disappearance of competence of headlines

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Abstract

The title is the text locomotive. It draws all the other compositions behind. Newspaper texts are termed as productions or reproductions of reality but are often denied their literary feature. It seems to be hasty denial. Endless examples show that news headlines have extraordinary power of expression. The transition from printed journalism to online journalism is degrading the stylistic power of news headlines. This article explains some of the types of degradation and the reasons related to the new concepts imposed by online journalism. The main factor that is degrading the title is clickbait, and it is not the only one. The titles either consist of two or three words, followed by reticence... to robbing clicks or being transformed into novels. Consequently, the title competence is vanishing. The measurements of the words in newspaper headlines at different times and in two ideological blocks signal that the titles are being totalitarianized. Meanwhile, the competence of the locomotive is being transferred to wagons.

Keywords: style, headline, newspaper, click, clickbait, empty calories of information.

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