

A comparative analysis of English media and research article titles

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Both media and research article titles are the first structural element of articles which is the most available to readers. All titles produce an attention-grabbing effect making readers curious about the contents; fulfill the nominative and informative functions. However, media titles do not only communicate new events but also raise communication potential. Research titles draw readers' attention to the problem under investigation; include the purpose, methods and sometimes the object of the research as necessary constituents.

The study of media and research article titles can help differentiate journalistic from scientific style and facilitate their translation into other languages.

700 media titles from *The Economist*, *Harvard Business Review*, *the Guardian*, *the Independent*, *BBC*, *the New York Times* and *the Washington Post* on the topic "Education" [Filyasova 2018] were compared to 700 research titles from *the Journal of Petroleum Geology (JPG)*, *Petroleum Geoscience*, *the Journal of Unconventional Oil and Gas Resources*, *the Journal of Petroleum Science and Engineering*, *the Marine and Petroleum Geology*, *the Petroleum Exploration and Development*, and *Petroleum Science* [Filyasova 2019a: 189], having been continuously sampled from 2013 to 2018.

1. Morphology. Media titles' length varied between 7 and 11 words, on average. The longest title included 19 words; the shortest - 3 words. While the length of research article titles ranged from 13 to 16 words; the longest title - 34 words, the shortest - 3 words.

The largest word class was the noun in all titles; however, research article titles had a higher percentage - 50% - of nouns, whereas media titles - only 39%. The second place in research titles belonged to function words - about 26%. Adjectives constituted the third most numerous group in research titles - 17%. However, in media titles, adjectives, adverbs (11%) and verbs (9%) had almost equal quantity. Other word classes were represented by significantly fewer units, not exceeding 4%.

2. Syntax. 380 media titles (54%) had the subject-predicate structure typical of a complete sentence. 44 media titles (6%) were interrogative. On the contrary, the overwhelming majority of research article titles (98%) had a nominative character; 2% were subject-predicate sentences, mainly, interrogative.

3. Punctuation. 68 media article titles (10%) included inverted commas for indicating direct speech. 126 media titles (18%) were parceled with the colon. However, it should be noted that the use of the colon depended on the media source: they were only prevalent in titles from *The Economist*, *HBR* and *The Guardian*. 10 media titles (1%) had the dot.

258 research article titles were characterized by the use of the hyphen (37%) and 159 titles - by the colon (23%). Other punctuation marks, in decreasing order, were the dash, slash, inverted commas, dot, plus, per cent, and semicolon.

4. Geography. Media article titles mentioned only the names of countries or cities within the national region of the newspaper or magazine. The only media source with a relatively wide geography was BBC [Filyasova, Selenkov, Evseeva 2018: 340].

Research article titles specializing in petroleum production embraced Asia, Europe, Middle East, Africa, North America, South America and Australia; in other words, almost all continents [Filyasova, Makhno, Shubin 2018: 115]. Geographical names in research article titles were more detailed and specific [Filyasova 2019b: 566], for example:

REGIONAL 3D MODELLING OF THE PERMO-CARBONIFEROUS AL KHLATA FORMATION IN THE RIMA AREA, EASTERN FLANK OF THE SOUTH OMAN SALT BASIN (JPG)

Conclusion. Media article titles are shorter than research titles. The former are more variable: over half of them have a narrative character with the subject-predicate and interrogative structures, including direct speech. The latter are mainly nominative with moderate use of punctuation marks. Geographical scope is wider in research article titles as geographical names denote specific locations of oil reserves around the world; whereas media titles cover national and local places.

Источники и литература

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