THE TITLES IN THE JOURNALISTIC STYLE

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Abstract*: This article is concerned about the dynamics of the discursive processes used in certain types of news media texts belonging to the verbal "peritext". The generally accepted idea is that between a text and its title is a relationship of interdependence. The title prepares the entrance into the discursive universe. It emphasizes the denotative or connotative alternative, or the secondary central theme of the text, expresses inventiveness or suggests the author's attitude towards the content of the text. This strategy makes the text to be already programmed by the title. The link mentioned in the text is fundamental for the journalistic text, the different linguistic features revealing the title of the journalist's communication intention, the attitude towards the message, the target audience, becoming a routing reading instrument. The journalistic title reveals both the tendency to stereotype, and the diversity of expression. Thus, there were established highly refined various types of titles, illustrating the richness of the material (informative titles, titles based on puns, securities quoted paraphrase titles, rhymed titles, government-interrogative or exclamatory imperative predicate defective titles, related titles and subtitles, etc.). Refining this typology, more classes of titles determined by largely rhetorical grammatical schemes has resulted.*

Keywords*: journalistic style, titles, communication.*

The reader's attention is always drawn by the titles, because these clasifies the information on different levels of importance: "The title remins us of events which began before the appearance of the newspaper's number, and whose duration overcomes the daily one. The heading title of the newspaper gives specific temporality that exceeds the daily one" (Maurice Mouilland, Jean-Franţois Tetu, *Le Journal Quotidien*, 1989: 119).

Abstract verbs appear in the "wooden language" whose value allows them to transform into a connection instrument, sometimes of equivalence of two fixed formula or of two slogans: demonstrate, assures, constitutes. The most common constructions were the appositional or elliptical ones, with specific structure of definitions: "Femeile-prezenţă activă în…"; "Munca, factor hotărâtor…"; "Realegerea, chezăşie sigură a…"etc. The narative title is the summary of a simple story, with its main characters: "Asasinatul din Bulevardul Carol"(Evenimentul Zilei, 1994, 505:1), "Misterul scheletului din strada Râşnov" (Evenimentul Zilei, 1993, 422:1) repeat the tradition of the shocking formulas of the last century. The titles speak about "Violatorul din Herăstrău"(Evenimentul Zilei, 1993, 285:1); "Violatorul din Herăstrău a fost arestat!"(Evenimentul Zilei, 1993, 306:1).

Actually, the journalistic style is dominated by the lack of the verbs: „Clasa managerială – multe drepturi şi nici o obligaţie" (Adevărul, 3.07.1997:2); "România, buricul pământului" (Jurnalul Naţional, 2008:1), without using the verb „se crede ~", and in connection with the Romanian expression "a se crede buricul pământului".

The interrogative titles have the advantage to provide a challenge to the curiosity of the reader, who is quick to read the article, to find an answer to the question. Here are some examples: "Pică Lăzărescu, vine Culcer?" (Jurnalul Naţional, 15.05. 2011:1).

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The exclamatory-imperative titles exploit the emotive function of the language, eg.: “PDL, ești cel mai bun!” (Jurnalul Naţional, 18.05.2011:1); „Hai acasă, puișor!” (Evenimentul Zilei, 07.08.1998:1); „Femeile astea!” (Adevărul de Cluj, 07.08.1998: 1).

The interrogative title is common in Romanian newspapers. It was argued that the reader expects answers, not questions. Then, the reader feels questioned, and this may deter any reading, because he cannot answer. If he knows the answer, more he does not read, because he knows what it is about, the question of title may give the impression that the journalist himself does not know (or he cannot, or he will not) answer.

In her study, Maria Cvasnîi Cătănescu says that the title should be studied after “three lines of interesting” (Maria Cvasnîi Cătănescu, *Retorică publicistică. De la paratext la text*, 2006: 49) the grammar title, the lexical-semantic component and the stylistic recurring processes.

The phrase titles are also used rarely: “Podul lui Oprescu a trecut primul test” (Jurnalul Naţional, 23.05.2011:1).

The interrogative titles have the advantage of constituting a challenge regarding the reader’s curiosity, who hurries to read the respective article, in order to find out an answer to the addressed question: “PDL, ești cel mai bun!” (Jurnalul Naţional, 18.05.2011:1).

Defective predicate titles, in which the predicate is marked by different signs: comma, dots: “Gheorghe Dinică, un actor pentru eternitate” (*ibidem).*

In order to be concise, the title must not contain more than seven words. The shorter the title is, it may achieve larger letters in the newspaper. Thus, you may give up abreviations and avoid the specialty words. It is also advisable to stop the overcrowding with nouns, adjectives and use appositions, attributes, subordinates, in general, incident sentences. The more direct the language is, the greater its impact is.

The most direct syntactic construction in the title is subject-predicate-object.

The quote in the title is usually used for interviews and the dominant impression the author is the title story. The title is drawn after the first revision of the text, in which correctness, expressiveness, brevity and clarity must be obtained.

Quoted titles, used mostly for interviews and other articles, when informed of important, unusual, sensational is excerpted and used as a title. The quotation should be used with extreme rigor, not allowed omission or addition of words as informed reader who goes through that article will be unpleasantly surprised: “Nu aștept muza, o provoc în toate chipurile” (Jurnalul Naţional, 19.05.2011:1).

The narrative titles represent the summing up of the article: “La 8 km de Mircești, val de sinucideri într-o liniștită comună ieșeană” (Evenimentul Zilei, 190, 1993:2); “Un om a încercat să înșele statul român cu peste 450 milioane lei” (Libertatea 2171, 1997: 24).

Coloquial and slang terms are used: “Oamenii legii au putut fi numărați pe degete la mitingul de ieri” (Jurnalul Naţional, 24.05.2011:1).

There are titles which use the rhymes: “Unii cu faima, alții cu spaima” (Adevărul, 9.01.1993: 3).

There are sometimes used logos of parties, institutions or individuals: “CNADNR robinetul de 19 miliarde de euro al clientelei” (*ibidem*).

The evazive titles confuses the readers and creates a contradiction between the proper meaning and the article’s content: “Moartea purifică aerul” (Jurnalul Naţional, 18.05. 2011:1).

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The expressiveness of the titles lead the reader to lecturing, sometimes arousing the reader's curiosity: "Sărbătoare a teatrului în orașul de pe Bega" (Jurnalul Național, 05.05.2011:1), "Blonda, chiorul, piticul și directoarea" (Jurnalul Național, 23.05.2011:1); "Udrea vrea drumuri verzi la Dunăre" (Jurnalul Național, 24.05.2011:1) - in this situation, the English term "greenways" is translated.

A good title needs, first of all, "the force of the signal word".This depends of the "frequency of the word's use, the possibility that it might be perceived without any effort of decoding. Its sense must be clear and unequivocal. And it must coincide with the possibilities of the average reader. "This coincidence" triggers the reflex of the alert mind and the need to know more. A title must be concise, contain specific words and simple formulation" (Jacques Douel, *Le Journal tel quil est Iu*, 1987: 68-69).

The classic, traditional title is customized by the specific feature to inform the reader about the content of the article, without resorting to other methods: "Atentat impotriva lui Ghaddafi" (Adevărul, 13-14.07. 1998); „PUNR se considera invingator in procesul cu Guvernul Romaniei" (Adevărul de Cluj, 28.05.1998).

The title should be concise in order to be perceived in a single glance. Then, the shorter the title is, the more it can benefit from larger letters in the newspaper. Finally, a concise title risks less to say more than the text provides.

A practical way of writing a good title by successive attempts might be this one: keywords are selected in the text. There are written the words that form their semantic fields. One may choose the words that form the title, thus reaching a suitable, original formulation of the title. The title belongs to one text only.

A feature of the current journalistic style is the appearance, in the titles of articles, of some verbs that require a mandatory complement, but used without that complement. There are very often used the following verbs: to refute, to refute, to reveal, to defy: "Rapid dezminte" (România Liberă, 24.08.1994, 15).

Throughout its existence, the title has experienced various transformations. The titles have become larger in terms of font size, but smaller than the number of words used. A good knowledge of title methodology could avoid the mistakes of all kinds, including the linguistic ones.

Thus, "the title is the hardest part of the journalism. Nowhere else so many problems do not focus together in so few words" (Mihai Coman, *Manual de Jurnalism*, 2009:14). Some writers have established five requirements that must be satisfied by a good title: to have a clear message; the message is excerpted from the information of the article, and not from the collateral one; there is a close connection between text and title held by it; the title is correctly formulated and easy to understand; the title should be exciting.

In the case of the Romanian newspapers, where the information is most often associated with the article's author reviews and comments, some of these requirements cannot be applied. Therefore, it can be said that the possibilities to find a title are more extensive for the Romanian journalist than for the U.S. or Western Europe one. However, from the title, the reader can judge the orientation of the publication, its profile (cultural, social, political, scandal, etc.). Some newspapers are individualized by the ingenuity of making-up of titles and their page layout or graphics used. "The objectivity and the quality of information disseminated by the press starts undoubtedly from the formulation - with major impact on the audience - the titles that precede the actual information from the layout of the distribution on the pages of the titles of the articles, including printing that can capture the reader's attention" (*ibidem*: 145).

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