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**Syntactic modification of the title in publicist texts**

**A n n o t a t i o n**

of the dissertation submitted to obtain the degree of Doctor of Philology

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## **Introduction**

Our study deals with syntactic modification of title in publicist texts, reflecting on the diversity of the titles of the 19th, 20th, and modern times publicist texts and their causes. The research will also allow us to determine whether the title of the newspaper text corresponds to the information contained therein and what is the connection between the title and the basic text.

**The actuality of the topic:** The first attempt to analyze the title began in the 20-30s of the 20th century. Since then, the title of the publicist text has been the subject of interest for

linguistics for years. The scientific literature had been discussing issues such as Title and text link; The title as an independent speech unit; Newspaper headline functions; Newspaper headline stylistics. The intertextual elements of newspaper headlines are partially studied. All of this proves that the subject of the title is relevant and that current research has served to refine and develop it. The actuality of the research topic is also indicated with the variety of the definitions of a title and still there is no unified, universal definition of this, the reason is that most linguists are interested in the title research, all of them have their own views on the matter, that leads to a diversity of opinions. In the 20th century, they got so interested in title research that they began to wrestle with ideas, which led to the development of an independent field of title study at the end of the 20th and early 21st centuries, a new field of "title studies" has emerged.

Actuality of the topic is determined by the need for a comprehensive description of the advertising texts, that has spread widely in Georgia over the past 10-15 years, it is also related to the changing economic and political conditions in the country.

**Research goal and objective** is to present a syntactic modification of the titles of the publicist text, to identify the types of titles and to investigate the cause or causes of their syntactic modification.

**The following tasks need to be solved to achieve the above-mentioned goal:**

1. Creating a theoretical basis for research;
2. Highlighting the semantic features of the syntactic structure of publicist text titles in the news genre;
3. Identify the connection between the semantic and syntactic structure of the title and the nature of the content of the publicist text;
4. Finding, processing, and comparing empirical material from different periods;
5. Identify the causes of syntactic modification of titles using different methodologies.

Researchers discuss the subject in various aspects and express interesting views. For some, texting is associated with naming a child, some compare the titles and guides: "Reading a fiction without a title is like a tourist wandering without a guide." For Gennet, the title is the "gateway to interpretation." While we would have compared the text without a title to a pathetic

man, the title is the way leading home or to the text. Such a variety of definitions and visions in the various aspects of the title demonstrates that it will always be a subject to study, as the language is dynamic, constantly changing, and this variability is reflected in it, various elements are being modified, and this modification has become the object of our research. Our goal is to address such multifaceted issues as the relationship between the title and the text, the most important and at the same time, the dissertation achievement will be the research on syntactic modification based on empirical material.

**The research methodology** is based on the processing and analysis of existing literature on title discourse and syntactic structures. In the framework of media discourse and analysis, we study the research issues. The work uses synchronous and diachronic aspects of research, to make the syntactic modification noticeable and interesting, it was necessary to collect not only the empirical material of one particular era and describe the changes, but also the comparison of the publicist titles of the different periods and the revealing of changes, and the most convenient to do it are the synchronous and diachronic methods. The collection, classification, observation on the material of the three centuries (19th, 20th, 21st) has shown us a modification on one level of language development and modifications to different levels of language development. To determine the objective reason for the syntactic modification, we used a questionnaire survey and interview.

**Empirical research material** is the titles of the 19th-21st centuries in the Georgian-language press.

**Scientific novelty.** The scientific novelty of the dissertation is that:

- ↗ The syntax status of the title structure will be specified. There is no research on syntactic structure of titles in the Georgian linguistic space. In addition, our research is based on completely unexplored empirical material.
- ↗ The semantic features of syntactic structures will be presented as the title of the publicist text;
- ↗ Syntactic typology of publicist titles.

**The theoretical value** of the work is the discussion of current Georgian and foreign scientific literature, summarizing and analyzing the papers on the text and title.

**Practical significance.** The researchers interested in syntactic analysis of titles and their syntactic modification can use the results of the study. The obtained results can also be used in the processing of journalism theory and linguistics courses in publicist texts.

**The structure of the work** is determined by the goals and objectives set. **The introduction** proves the actuality of the topic we have selected, defines the research objectives, specific tasks and empirical material for study, formulates the research methodology, and emphasizes the novelty of the research, its theoretical and practical value.

**In the first chapter - "Text as a linguistic and communicative unit"** - together with the communicability of the text we are talking about its category and properties, we discuss the views of various scientists and express our opinions.

**The second chapter - "Title - Text or Text Component"** - discusses the title in a structural and communicative context, furthermore, the nature of the title of the text, the features of the title of the publicist text, the title of the publicist text as a unit of text or an independent element.

**The third chapter - "Syntactic Modification of the Title of the Publicist Text"** - deals with the modification of the titles of the 19th, 20th, and modern times Georgian press and its causes, it presents the typology of the modified titles. In addition, this chapter provides an analysis and provisions of our survey.

**The concluding part** of the paper summarizes the general theoretical and specific provisions of the study.

## **Chapter I. Text as a Linguistic and Communication Unit**

The understanding of the text is so diverse that there is a need to discuss it by various scientific disciplines. This is how the term "textual science" came into being, which proves that text is the object of research of many other directions.

Text is a traditional object of linguistic research, and the knowledge of the language system, structure, function and use of linguistic units is derived from its analysis. The linguistics of text has not so long that been separated from linguistics as an independent direction. It

discusses a wide range of issues, the significance of which was widely recognized in the 1980s and 1990s. One of its main tasks is to "bring linguistic experience to the interdisciplinary study of existing communicative speech acts, within the linguistic system, based on the actual use of language, open the principle of constructing sentences and expressions."

What is text? We cannot answer this simply because there are many definitions of text in linguistics. For example: Bakhtin understands the text, as "the primary endorsement of all humanities and generally all humanistic-philological thinking. The text is the immediate reality (the reality of thought and feeling) from which these disciplines and thinking can come from. Where there is no text, there is no object of thought. Whatever the purpose of the research, the starting point is always just the text."

"Text - is the result of a creative speaking process that is completed, in the form of an objectified written document, literally processed to fit this type of document. A work consisting of denominations (titles), and other special units (over the phrase units), united by various lexical, grammatical, logical, stylistic connections, with some certain purpose and pragmatic function."

L. Maidanova provides a more extensive explanation of the term "text", which is considered as a basic unit of communication and a way of reflecting the fragment of reality.

Most scholars regard text as a communicative unit. Tamar Makharoblidze explains the communication as it follows: "**Communication** (from *Communico* in Latin meaning to combine) in a broad sense is the exchange of information between individuals through a common symbol system. Communication is closely related to information, and text is information itself.

Communication can be accomplished either verbally or non-verbally. There is always some prerequisite, that is, background data for communication." "Any communicative act is determined by the interaction of two communicators - the speaker and the addressee (listener, reader, recipient)." Communication between the speaker and the addressee, that is, through text.

K. Brinker believes that text is an integral part of communication: "It is always involved in a particular communication process where the author and the reader are the most important factors with their social and situational characteristics." "The text is, first and foremost, a communicative notion focused on revealing the specificity of a particular type of action."

For Jean-Michel Adam "Text is the highest communicative unit", while, as G. Lebanidze believes: "Text linguistics is organic component of communicative linguistics, the text represents the linguistic reality in which and in whose structure the upgraded idea of communication gets its realization, and on which the communicative paradigm of linguistics is based on, and, therefore, communicative linguistics itself. "

Thus, it is clear from the information we have verified that there are many definitions of the text. The reason is probably the existence of many types of text: scientific, newspaper, official, business, literary, etc. From the textual explanations we provide, mainly focus comes on the communicative function of the text.

## **1.1. Universal categories of text**

When defining a text, it is necessary to forward the text categories. The text has got certain categories. "We can't talk about any research object unless we examine its categories." Modern textual stylistics distinguishes the following textual categories: integrity, constipation, completeness and modality. The words "constipation", "completeness" and "integrity" should mean cohesion and coherence, which are the main categories of the text. Scientists name different elements as text categories, but cohesion and coherence are universally considered, which ensure the contextual and structural unity of the text. We think that the structural, contextual, and functional aspects must be taken into account while separating text categories. If the sentence is structured and the cohesion and coherence are preserved (as scholars attribute it to both sides), if the content of the text is clear and the coherence is preserved, then it will in all cases perform its function, that is, it becomes a means of communication, since cohesion and coherence are also perceived as features of the text.

## **1.2. Text properties**

Linguists recognize the following seven criteria as text properties: cohesion, coherence, intentionality, perception, informativity, situationalism, intertextuality. V. Dressler believed that if the text did not perform at least one of these functions, it would not be considered as a text.

**Cohesion** - is a mean of compilation of the surface structures of text. Surface structures of text are joined together with grammatical forms and attitudes. The basis of cohesion is grammatical attitudes. These are complex referential attitudes, E. I. Comparison of linguistic expressions with real objects, which already belongs to the field of semantics and pragmatics.

**Coherence** - Includes pure, content-related interrelation in the text. The creator and recipient of the text try to establish interconnection with the various components of the text even when the connection is not marked by conventional (cohesive) means. In this case the basis of the text is a combination of the signs that form the so-called "text world" and it is defined by the text's "thoughtful continuity". It is precisely this thoughtful continuity that is the basis of the text's coherence."

**Intentionality** - An attempt of a text creator to create a cohesive and meaningful text that serves a certain purpose.

The first three positions are compared to the above-mentioned main categories of the text - integrity and unity.

**Perception** - the expectation of the recipient to receive a concise and meaningful text, which is taken into consideration by the speaker too.

**Informativity** - The degree of novelty or surprise for the recipient in the elements of the presented text. Informative texts that are relevant to the actual situation of the case are more effective.

**Situationality** - a factor that makes text relevant to an actual or reconstructed communicative situation. The text is always a snapshot of the situation in which it arises and is used. The specificity of the situation dictates certain norms of the communicative behavior of the partners.

**Intertextuality** - the relation of a particular text to a certain type of text and its relation to other texts. "It is a dialogue between several works where the author, the reader and the current or past cultural context are inseparably related.

Therefore, the categories and properties of the text provide the opportunity to present the actual situation of the case and definitely make the text functional.

## **Chapter II. Title - Text or Text Component**

The title of the text, like the categories of the text, is an issue which has not been fully studied to date and whose scientific research does not lose its relevance. This is demonstrated by numerous linguistic or literary studies. There is still debate about whether the title is a text or a component of the text and what place it should occupy in the hierarchical system of linguistic signs. There is an opinion that the title can be both a part of the text and an independent text. Reading the text begins with the title. The title has a certain syntactic and spatial position and is usually separated graphically. When we talk about the title, all the researchers point out that, on the one hand, it is a linguistic structure, which precedes the text, whereupon we perceive it as an external element of the text, which has some independence. On the other hand, the title is a full-fledged component of the text and is relevant to all components of the whole work.

What is the picture of this problem (title text or text component)? There are, of course, many scientists' views on this. Therefore, two sides have been identified: one considers the title as text and the other as an integral part of the text. According to Krzyzhanovsky, "The title is an indication of the author's style and artistic thinking. It must be as organically related to the text as any word in the text to the story conveyed through them." "The Book - This is a full-fledged title, while title is the whole text reduced to two or three words." Galperin regards the title as a guarantor of the integrity of the text as this is precisely the title that starts the formal or semantic integrity of the text: "Only a text whose content and completeness corresponds to its title can be considered perfect text, it should be designed and organized according to the definite rules and carry the cognitive, informational, psychological and social burden of communication." "The subject is both autonomous and independent from the text and its constituent part, which has a specific relation to the rest of the text. This theoretical approach is based on the idea that any type of literary title has the ability to self-interpret."

As for our view on this matter, we think that the answer to this question, whether a title is a text or a component of the text, the structural and functional aspects must be taken into account. From a structural point of view, in our opinion, the title cannot be a text, as for any language form to be considered text, it must have all the text categories and textual properties. Title is one of the main features of the text more than the text itself. From a functional point of

view, the title can be considered as text because it plays the role of communication, allowing for prediction; that is the communication object appears between speaker and addressee – the title.

Thus, we have reviewed the views of several scholars, as well as our view that while explaining this issue, it is necessary to consider the titles in two respects. These are structural, where not all titles are considered to be independent text and functional, according to which everything is text that plays the role of communication, consequently, the title should also be considered as text.

## **2.1. The nature of the title of the text in modern linguistics**

The title of the text has been the subject of interest in the field of linguistics for many years, and its research in various aspects remains a topical topic today. Linguistically, the title is the name of the text, and semiotically it is the first sign of the text. The title most clearly conveys a multitude of interpretations and plays an important role in understanding the text and creating integrity.

"The title is one of the most important details of the text. It helps the reader to identify the topic of the publication and its main idea, the author's position. Choosing a title requires good thinking, mastery of journalists, who, though limited in time, is bound to master the text."

"The title should be the 'key' to the interpretation of the text, it must unite the essence of the work and assemble it into a single whole," Gibson writes.

"The title has essentially a double load. In one case, its task is to distinguish the works from one another. Focusing on the subject as an independent unit, overcoming identification. In the second case, the title is a composite element, a peculiar key that should make it easier to enter the labyrinth of creativity. It is responsible for not only the subject matter of the work but also the author's position, the genre itself, as well as attracting the audience and making it interested."

As a constituent unit of the text the title is examined by the linguistics of the text. The title is interpreted as "the first sign of the text", headed as "the almighty representative of the text", as "highly pressed text bunch", as "text organizing element".

The title, we think, also has an intertextual function, as it helps to orient many texts. This mark of the text is so strong and significant that it has gained "autonomy", this autonomy is expressed by the fact that many of the titles also appear separately from the text, such as in library catalogs, bibliographical notes, various lists, questionnaires or statements, etc.

We think it is important in which field we are considering the title, as their functions differ based on it. However, the basic and general requirement is the following: It should be leading to the text, engaging, interesting, it should not diminish the content and meaning of the text, it should not exceed the text, so that the reader does not get disappointed. It is important to have a balance of information between the title and the text.

## **2.2. The peculiarity of the title of the publicist text**

Despite the lack of semiotic-linguistic research in newspaper articles, the role of titles in the press is undoubtedly significant. Studying the newspaper language started in the 1930s.

The titles are characterized by universal regularities (in prose, poetry, dramaturgy, media), but at the same time different traits are added in different genres. There are generally many features to the title, but we think that being informative, interesting, and linked to the text should be universally considered. The rest of the features depend on the genre. For instance, implicit titles are good for literary work, when the author does not tell us directly in the title what he wants to say, but it is metaphorically embedded in it, and the reader recognizes it mainly after reading the text, or at least in some episode of the text.

The linguistic status of the title of a publicist text is treated as a communicative level unit. The unity of communicative organization 'title - text' presents the specificity of the title of a newspaper article as a linguistic event. The title of the newspaper article itself is a sentence that fulfills the function of establishing contact with the reader and adjusting its behaviour in this status.

In publicity, in our opinion, explicit titles should be used, which will of course be informative, linked to the text, that is, the title should contain the same information as the text and what the author and the text want to say, it should point directly to the content of the text and respond to what the text provides in detail. At this time, while reading the title, the title asks

itself: What will be discussed in the text? What can I expect after reading and what information I get? - And the title itself gives the answer to these questions after reading the text. The function of a publicist title is to provide information, to influence readers, to interest and to inspire them.

### **2.3. The title of a publicist text as a unit of text and an independent element**

Most scholars unanimously acknowledge that all text titles (fictional, publicist, etc.) - are special elements of the text, can function as an independent unit and be a substitute for text metonymy. We think this is so because the title takes the strongest position in the text. First of all, it is leading the text, separated graphically and secondly, the title is as semantically loaded as much as possible, which of course affects the perception of the text by the reader.

Thus, the title of a newspaper article is a text unit that reflects the existing image and acts as a communication unit, its behavior as a unit of communication ensures that the subject is an independent entity.

## **Chapter III. Syntactic modification of the title of the publicist text**

**Modification** - is a change in an object or event that does not relate to its essence. "Modification" [Fr. Change] is a change in something that is accompanied by the emergence of new features.

Language is a dynamic system and is constantly changing, filling, evolving and reflecting very well the changes over time, reflecting at best the country's social and political shifts. The internal language process, open information space, rapidly evolving technical civilization and intense external relations have a major influence on language formation. These changes, of course, affect all the hierarchical levels of linguistic units.

Syntactic modification also implies changes in language at the level of syntax, namely, what kind of sentences were most prevalent in depending on modality and structure as titles for publicist texts of the past centuries and what's happening at the modern stage, What kind of

syntagms did we have in the 19th, 20th centuries, and what is the situation today. Naturally, such changes reflected on leading text mark, title, the simple sentence titles have been replaced with complex ones nowadays, titles, that are similar to resume, have been spread, determinant titles are rare, etc.

Thus, over time, any process or event undergoes modification, all these historical, social or cultural changes are fixed in the language and the research object does not lose its actuality.

### **3.1. Causes of syntactic modification**

Language is a dynamic system, so it changes over time. American linguist Edward Sapir noted in 1921, "Everyone knows that languages change." There are academies in charge of controlling the linguistic situation; they prevent the use of slang, jargons, penetration into written texts of the simplifications for the spoken language of grammatical norms, spelling changes. However, thanks to the colossal development in the press, language is changing rapidly, it accepts many innovations and it is impossible to control this process. This change is linguistic and extra linguistic, which, of course, is reflected in the language itself and does not remain unnoticed. Therefore, one of the causes of syntactic modification is language change.

In the 19th and 20th centuries magazines and newspapers always had loads of readers as they were the main source of information and the function of the title was to provide information, in those epochs the titles of the text to be delivered to the public were given by a simple sentence, which made it easier for the reader to remember and perceive them. In the modern era of globalization, there are many ways to provide information, so there is a competition to find out who can provide information faster and more interestingly with an effective headline. Today, unlike the 19th and 20th centuries, complicated sentences are considered as titles instead of naming sentences. Therefore, epochal changes will also be considered as a cause of modification.

There is no obscene headline in the publicist texts of the 19th, 20th centuries, because the strict censorship of this period was in effect; today the obscene titles have become quite numerous. In that case, what should be the cause of the syntactic modification? We think it is due to the existing **historical - social - cultural background**.

Therefore, the main cause of syntactic modification is the sociolinguistic factor.

Thus, all subjects or events undergo modification and this is the reason of their diversity and often the actuality of the research object.

### **3.2. The structure of the titles of the publicist text in the 19th century Georgian-language press**

The 19th century was the era when the main source of information was the media. The country's historical, social, or cultural novelties, changes, were primarily reflected in the press. At that time the main function of the publicist texts and their titles was to provide information, and sometimes to interest readers. We should take into consideration that, due to the background of that time, there was no need for inserting advertising or intrigue in the title of publicist texts (this feature was taken in the 21st century), because they were reading them anyway; the public was waiting for a new issue of magazines and newspapers to receive new information on events happening in Georgia and around the world. In the empirical materials we have obtained, namely in magazines published in 1866-1901, it appears that the title performs an informative function; one good example of this is single-word titles.

#### **3.2.1. Single-word titles**

Single-word titles had been eye-catching in Georgian-language press of the mentioned time: "Scholarships"; "Politics"; "Greece" (Gazette, "Iveria", 1883, №07-08), "Trade" (Gazette, "Iveria", 1885, №08), "Foreign"; "Evening"; "Telegram" (Gazette, "Iveria", 1889, no. 73), "Nominal"; "Rabbit"; "Fortunately for the Day" (Gazette, "Iveria", 1901, № 282), "Post" (Gazette, "Sasoflo Gazeti", 1869, No. 19), "Machakhela" (Gazette, "Iveria") ", 1878, No. 47), "From Istanbul "(Gazette, "Kvali", 1895, No. 23) ...

Such titles convey information to the reader without any appeal. The reader knows that the text will speak of what the title indicates, the title property was to bring the reader to the text, and the author's motivation was to provide new information.

### **3.2.2. Determinant titles in Georgian-language press of the 19th century**

Along with the single-word titles, two-word, mostly determinant titles are actively found in the 19th century Georgian language press. Both types are used as determinants, substantive and attributive:

#### **Substantive determinant titles:**

"Public Schools" (Gazette, "Iveria", 1883, ,07-08), "Public Library" (Gazette, "Iveria", 1883, 707-08), "Politics Review" (Gazette) .., "Iveria," 1883, No. 9), "The Traveller's Diary" (Gazette, "Iveria," 1878, No. 44), "On the Blessing of the Crown" (Gaz., "Kvali," 1896, No. 24)

...

#### **Attributive determinant titles:**

"Weakness" (Gazette, "Droeba", 1884, №32), "Controversial Ownership" (Gazette, "Droeba", 1884, № 12), "Internal Chronicle" (Gazette, "Droeba", 1884, № 92), "Bibliographic Notice" (Gazette, "Droeba", 1866, no. 12), "Letters from England" (Gazette, "Kvali", 1897, № 25) ...

It is typical for this period to refer to simple name titles, will it be unextended, as we have mentioned above as single-word titles, if extended? We do not have a predicate title at this time.

### **3.2.3. Extended nominal sentences as titles**

The titles given in the extended nominal sentences convey the story, event, time and place of action briefly, clearly, and gracefully. The nominal sentences can be conveyed with similar members of the sentence that are linked with conjunction "and", several determiners, postpositions, etc.

#### **Nominal titles conveyed with postpositions:**

"To the Readers of Iveria Magazine" (Gazette, "Iveria", 1883, 707-08), "Just Before the Holiday" (Gazette, "Iveria", 1889, №73), "Among the Strangers", " Letter from Guria

"(Gazette, "Iveria", 1901, №282), "Letter to the Editor" (Gazette, "Iveria", 1878, № 35), "In the Book-Warehouse of the Literacy Spreading Society" (Gazette, Iveria, 1901, № 282) ..

### **Nominal titles with similar members of the sentence:**

"Historical and Bibliographic Letter" (Gazette, "Iveria", 1883, No. 07-08), "The Women's Right to Elect and the Parliament of England" (Gazette, "Iveria", 1878, No. 47), "The Georgians and the Armenian Relations" (Gazette, "Kvali", No. 21, 1893), "Law and Government Decree" (Gazette, "Tsnobis Furceli", 1896, No. 17) ...

### **Nominal titles with several determinants:**

"New Book Printing", "Kutaisi Elementary School", "The Case of Ottoman Armenia", "The Expense of the Following Year", "The Blessing of Samegrelo Elementary School of the Noblemen" (Gaz., "Iveria", 1883, №07-08); "Private Healing", "Tiflis Private Healing", "To the Attention of Our Students" (Gazette, "Iveria", 1901, № 282); "The Case of the Loss of Andreevski's Woman", "The Case of the Sighnaghi Disorder" (Gazette, "Iveria", 1878, №47) ...

Nominal simple sentence titles of the 60s in the 19<sup>th</sup> century are mostly narrative according to modality, which expresses an objective attitude of the reader towards the reality. During this period, the titles with interrogative and exclamation modality had been revealed rarely. In the empirical material we obtained, only a few titles were given in interrogative or exclamation forms: "Do Not Cough!" (Gazette, "Iveria", 1889, №73), "Can It Be the Truth?" (Gazette, "Droeba", 1884, № 32). This has to be explained by the fact that the reality of the time was transmitted without any coloring and emotions, and the narrator kept his objectivity, which is quite hard in the 21<sup>st</sup> century, and it would convey any fact that the attitude of the teller toward the stated opinion or existing event did not appear to be relevant.

For this period, the title refers to the succinctly conveyed similar members of the sentence linked with conjunction "and", but such titles cannot be regarded as a characteristic of a particular era, since their number is small:

"The Town and the Village" (Gazette, "Iveria", 1989, No. 73), "Talking and Thinking" (Gazette, "Iveria", 1877, No. 16), "Dialectics and the Truth" (Gazette, "Droeba", 1884, № 6), "Watering and Drying" (Gazette, "Sasoflo Gazeti", 1869, № 1) ...

It is noteworthy that in the newspapers: "Droeba" and "Tsnobis Furtseli" we find so called "symbolized", "marked" titles, which David Gotsiridze calls "Zero Titles". Texts have three types of characters instead of a title: "Plus +", "Short Line ----" and "Three Stars \*\*\*" - that's why we called them "symbolized", "marked" titles. In general, such a description is typical of poetry, but it is also found in the media, mainly in small texts with "symbolized" titles. The reason for this may be the shortage of sources of information. In the old days, the main source of information was the newspaper, which was read with interest, so as not to miss the necessary information, therefore, even untitled texts, it could be said, would attract the readers' attention, for not hiding anything under it.

The fact that in the 19th-century publicist texts are merely titles given by simple nominal sentences, we think the reason must be the following:

- ↗ The rules for the media, which were unanimously adhered to at that time, are also confirmed by our empirical material;
- ↗ Journalists' responsibility and professionalism can be seen and felt in the titles as well, with their objective attitude and thinking about the title selection;
- ↗ Language regularity. In general, a complex sentence is considered a relatively late language event; consequently, it was advisable to use a simpler sentence for this period that would be easy to guess. Those who were giving titles had his readers accustomed to similar titles; consequently, they would easily memorize and absorb the titles conveyed in that way.

### **3.3. The structure of the titles of the publicist text in the XX century Georgian language press**

Since the beginning of the 20th century, the titles of predicates have been used while naming the publicist texts, which was not the case in the 19th century.

#### **3.3.1. Titles with predicates in the XX century Georgian language press**

Predicate does not appear in the 19th-century publicist titles, in the twentieth - it does, but with less frequency. The predicate appears in simple sentence titles:

"Georgia Tobacco Trust **Recommends** Everyone to Buy Its Production", "Reactionary Mushteid **Had** a Bad Day", "Shah Does Not **Break** His Heart", "Needs to **Pay** Attention" (Gazette, "Communist", 1922, # 181), "There, Where Democracy **Reigns**" (Gazette, "Communist", 1922, # 200) ...

The examples reveal that the spread of the titles expressed by the predicate began with a simple sentence, by the early 20th century there were fewer predicate titles, and since the mid-1960s their number had increased. We think this is a transitional period, with changes to the title, from a nominal sentence to a predicate simple sentence. From the very beginning of the 21st century, conveying the title via a verb is one of the characteristics.

New types of titles with indefinite person sentences were founded in the 20th century.

### **3.3.2. Types of infinite sentences in the titles of a publicist text**

Infinite sentence titles are intended to interest readers. When the title does not show any event, by whom the action is taken, it provokes a certain interest and the desire to read the text, for example:

"We Got the Best Taste of Granular Caviar"; "How Zelim Khan Was Killed"; "Why Do They Avoid Investigating the Case Together?"; "Preparing to Talk in Bosnia"; "Geshov Was Dismissed"; "How to Heal"; "We Must Tell the Truth"; "Take Care of the Public Affairs" ...

### **3.3.3. Semantic types of nominative sentences in the titles of the publicist text**

19th, 20th century publications often include titles expresses with nominative sentences, mostly in an extended form and we can say that the titles of the events, actions, expressed with nominal sentences are also one of the features of that period. For example:

"Flag on Rails"; "Tram Cases"; "Tiflis, October 3"; "Provisional Ruler of Persia"; "Elections in the Royal City"; "The Petition on Ferrari"; "Churchill's Opinion on England's Budget"; "Materials for the History of Georgia"; "The Case of the Editor-in-Chief of "Golos Caucasus"; "Funny" "Widow" ...

### **3.3.4. Determinant titles in the 20th-century Georgian-language press**

The Soviet-era media is mostly characterized by determinant titles, whether managed or agreed. For example, the managed determinant titles are: "The State of Albania", "The Priest's Punishment", "Escape of the Prisoner", "The Revel Concept"...

The determinant laconic titles performed their function thoroughly, leading the reader to the text. It is neither political nor neutral. Such titles were widespread and characteristic even in the 19th century and were widely used in the 20th century media, this also indicates that the purpose of the title was to be informative, lead to the text and arouse interest.

We also meet attributive determinant titles at the same frequency: "The Last Mail"; "New Provocateur"; "Motor less Airplane"; "Public House"; The "Outbound Year"; "Georgian Indifference"; "The Most Christian Theater" ...

Based on the empirical material studied, we can say that there are many common signs in the two different eras regarding the syntactic modification of publicist text titles, but of course, there are differences.

## **3.4. The structure of the titles of the publicist text in the modern-day Georgian-language press**

The modern Georgian-language press has not only undergone structural change but also a functional one. Some other functions were added to the existing title functions (informative, interest, link to text, etc.) such as advertising, impact and intriguing features, which were performed by epatage titles. During this period, we find titles that were incredible in the publicist texts of the last centuries. These are obscene titles, resume titles, allusive titles, etc. Naturally, such changes could be explained.

Today we often find the following titles with endless content:

“Ivanishvili Has Been Proposed to Return as Prime Minister Several Times, But...” (Gazette, “Kviris Palitra”, No. 5, January 29-February 3, 2019); "I hoped that during these 7

years Giga Bokeria either learned something or grew somehow, though ..." (Gazette, "Kviris Palitra", No. 2, January 7-13, 2019); "I'm Not a Tramp, But ..." (Gazette, "Kviris Palitra", No. 3, January 14-20, 2019) ... Such incomplete content titles not only draw the reader's interest and attention, but in our opinion, they also keep them focused on remembering; it means that incomplete titles are more memorable than the complete ones. **The obscene titles** that are expressed with simple, compound and complex sentences appear on the press sheets of modern times, which indicates the vulnerability of censorship. For example, "I realized that I got deciphered and I cried - you can't catch me, boobs!" (To strengthen emotion, exclamation points were added); "I would F@@k this government's dilettante mothers - Giorgi Kipshidze against the Georgian Dream" (Gazette, "Alia" No. 01, January 14-20, 2019); "If I had killed this ugly bitch, should they judge me for being negligent?!", etc. What has been going on in this field over the past centuries? Were the scabrous titles spread? Of course, no! This is also confirmed by the empirical material we have obtained. We have not seen any obscene headlines in any of the magazines or newspapers at the time. What was the reason? We think this should be explained by the fact that censorship was strictly in force at that time.

The modern press also focuses on **the expressive titles given in both affirmative and prohibitive imperative mood**. There are often simple sentences with exclamation mark, in which the same sentence is repeated in similar manner or with a slight change to express more emotion. These are "Don't be mistaken! Don't go! Don't Call!" (Gazette, "Asaval-Dasavali", 9, February 26 - March 2018); "Don't Drag! Don't move anymore! Do Not Darken!" (Gazette, "Asaval-Dasavali", No. 48, November 26 - December 2, 2018); "They have dragged on! They have cleared off! They have darkened! (Gazette, "Asaval-Dasavali", No. 8, February 19-25, 2018); Do not approach!!! Do not let come closer!!! (Gazette, "Asaval-Dasavali", №43, 22-28)...

**The allusive titles** in simple sentences are also interesting, which are short, concise, smart, emotional, and at the same time with a great load. Allusion is a rhetorical tool - a cross-reference to any known historical fact or literary work. The names of a well-known phrase, idiom, story or novel are alluded in the following titles: Konstantine Gamsakhurdia's novel echoes "Right of the Grand Master" by the following title "Why have you laid so well!" (Gazette, "Asaval-Dasavali", No. 36, September 3-9, 2018); Vazha-Pshavela's Story "It Rises" - "It Rises!" (Gazette, "Asaval-Dasavali", No. 40, October 4-11, 2018); in this title, Tolstoy's

heading “War and Peace” is changed to “Foxtail Millet and Peace!” (Gazette, “Asaval-Dasavali”, No. 32, August 6-12, 2018) ...

The most bizarre and eye-catching titles found in the modern press are presented with super-complex sentences, they are long and almost full-content ones, we call them conventionally - **abstract titles**, because after reading them everything is apparent and there is no longer any desire to read the text. Discussion of the titles in the diachronic context makes it clear that we have moved from simple syntactic constructs to complex, super-complex, resume-like titles in the modern era. "US President Donald Trump has told Fox News that he is not going to invade Syria, despite ordering air strikes on Syrian military bases last week"; "According to one of the victims of Center Point, Tamar Pirtskhalaishvili, the grandson of the founder of the company Rusudan Kervalishvili, Nino Darasel's son sends threatening letters to the victims "...

"In the Georgian media, title laconicism has been replaced by the opposite trend, short and smart titles have been replaced by long and complex linguistic constructions ... Long titles with informative fullness not only attract the readers, but also give them access to the text "(Omiadze, 2006: 67).

We believe that this approach should be due to two reasons-1) The author, who gives the name, simplifies the case and provides us with straightforward phrases directly from the text of the speaker; 2) they think that they are more “effective” in modern society and such titles attract more attention.

Thus, the fact is that super-complex sentenced, ambiguous, obscene titles are starting to emerge today, in the 21st century, and we consider the time factor and competition as the reason of it. However, not to make our opinion subjective, we decided to interview Nana Kvachadze, a journalist from newspaper “Batumeli”, a competent person who has direct connection to the naming the text.

Based on the opinion of Nana Kvachadze, a journalist from newspaper “Batumeli”, the extra-linguistic factor of spreading an extended title is making them more informative that is of interest to readers today. The following are some of the reasons for the spreading of obscene titles: A) reflection of the real picture; B) easy to pay attention to; C) frequent obscene vocabulary that is reflected in the media.

To find out what type of title attracts the public, we conducted a questionnaire survey, which aimed to find out what should characterize the title to be interesting for the reader and to have a desire to read the text.

### 3.5. Typology of titles

The following tables will help us better understand the features and functions of the three century modified titles:

| <b>The types and characteristics of the nineteenth century publicist text titles</b> |                              |
|--|------------------------------|
| <b>Title Types</b>   | <b>Title Characteristics</b> |
| Narrative titles;  | Informativeness;             |
| Simple nominal sentence;   | Laconicism;                  |
| “Symbolized titles”;   | Link to text.                |
| Determinant titles.  |                              |
| <b>The types and characteristics of the twentieth century publicist text titles</b>  |                              |
| <b>Title Types</b>   | <b>Title Characteristics</b> |
| Predicative sentence;  | Informativeness;             |
| Simple nominal sentence;   |                              |
| Incomplete sentence titles;  | Laconicism;                  |
| Determinant titles;  |                              |
| Titles with similar members of the sentence linked with conjunction ‘and’;           | Link to text;                |
| Nominative constructive titles characterizing a person;                              | Arouse interest;             |

|   |  |
|---|--|
| Titles with postpositions such as 'due to', 'between', 'about', 'toward'; |  |
| Substantial and Attributive determinant titles;                           |  |
| Interrogative titles;   |  |
| Titles with numbers.  |  |

### **The types and characteristics of the twenty-first century publicist text titles**

| <b>Title Types</b>   | <b>Title Characteristics</b>      |
|--|-----------------------------------|
| Titles with an effect of incomplete actions and events;                          | Informativeness;<br>Link to text; |
| Obscene titles conveyed by simple, combined and complex sentences;               | Curiosity;                        |
| Titles with numbers;   |                                   |
| The expressive titles conveyed with affirmative and prohibitive imperative mood; | Intrigue;                         |
| Allusive titles conveyed with simple sentences;                                  | Impact;                           |
| Abstract titles conveyed with super-complex sentences;                           |                                   |
| Ambiguous, vague titles;   | Advertising.                      |
| Different modality titles.   |                                   |

Thus, in the tables compiled by us, which is based on empirical material, it can be seen what kind of modifications have been made to the titles of the publicist texts according to both structure and function.

## Concluding Provisions

Thus, the syntactic modification of the title in the publicist texts and their analysis allowed us to draw important conclusions. Namely,

1. There are many types of text definition, but from a linguistic point of view, we think it is necessary to refer to textual categories when interpreting a text;
2. We think that structural, contextual, and functional aspects must be taken into account while separating textual categories. If the sentence is structured and the cohesion and coherence are preserved (as scholars attribute it to both sides), if the content of the text is clear and the coherence is preserved, then it will in all cases perform its function, that is, it becomes a means of communication, since cohesion and coherence are also perceived as features of the text.
3. Is a title a text or a component of the text? To answer this question, the structural and functional aspects must be taken into account.
4. Title should be leading to the text, engaging, interesting, it should not diminish the content and meaning of the text, it should not exceed the text, so that the reader does not get disappointed. It is important to have a balance of information between the title and the text.
5. The purpose of the title is to capture the reader's attention, arouse interest, the title should be brief, while conveying the content of the article or highlight the most important facts, to persuade the readers and to inspire them the main idea of the article.
6. We outline the features of the publicist headline. It should be **guiding** (should be linked to the text and lead the reader to the text); **apparent** (should not be ambiguous to avoid frustration of the reader); **analytical** (should be based on reality); **explicit** (must be directly indicating to the text); **temporarily actual** (expressing actual topic for the given time), **constantly actual** (reflecting issues of all ages).
7. We outline the following functions of publicist titles:
  - ↗ **An informative feature, a curiosity feature** (to be tailored to the actual theme of the particular background), **an advertising feature** (making bold titles to influence and attract readers), **an intriguing feature.**

8. The title of a publicist text performs various functions and certain communicative tasks, meaningfully containing references to different events (or components). If the content of the title - is a nominative event, then its formal organization - is the transformation of the event into the mind of the author. The title of a newspaper is a unit of text that reflects an existing image and acts as a communication unit, while its behavior as a unit of communication ensures that the title is an independent unit.
9. Over time, any process or event undergoes modifications in informative, functional, structural ways, etc. All these historical, social or cultural changes are fixed in the language and a research object does not lose the actuality.
10. Synchronous and diachronic comparisons of the titles of 19th, 20th and 21st century publicist texts has revealed the following reasons for syntactic modifications: a) change of language, b) epochal changes, c) change of values, d) change of purpose and ways of achieving it, e) existing historical - social - cultural background.
11. Based on empirical material, we have identified the following characteristics of 19th-century Georgian-language press titles: **informativeness** (the title briefly and skillfully includes the information to be discussed in the text), **conciseness** (all titles are short, smart, conveyed in simple sentences and easy to grasp), **link to the text** (the information provided by the title is directly linked to the text and is the way to lead the reader to the text).

The following types of the 19th century publicist text titles: **narrative titles, simple nominal sentence titles, zero titles, determinant titles**.

12. We have identified the following characteristics of the 20th-century Georgian-language press titles: **informative, laconicism, link to the text, curiosity**.

The following types of the 20th century publicist text titles: **predicative sentence, simple nominal sentence, incomplete sentence titles, determinant titles, titles with similar members of the sentence linked with conjunction 'and', titles with postpositions 'due to', 'between', 'about', 'toward', substantial and attributive determinant titles, interrogative titles, titles with numbers**.

13. Based on the empirical material we have obtained, we have identified the following characteristics of modern Georgian language press titles: **informative, link to the text, curiosity, intrigue, impact, and advertising.**

The following types of the 21st century Georgian press titles: **titles with an effect of incomplete actions and events, obscene titles conveyed by simple, combined and complex sentences, titles with numbers, the expressive titles conveyed with affirmative and prohibitive imperative mood, allusive titles conveyed with simple sentences, abstract titles conveyed with super-complex sentences, ambiguous, vague titles, and different modality titles.**

Thus, our goal was to study syntactic modification, while we found discussion of empirical material in a synchronous and diachronic way quite helpful.

14. Based on the questionnaire survey method, we came to the following conclusions:

- ↗ Every title has its reader;
- ↗ A short, smart, concise title still fascinates the addressee, as it happened in the 19th and 20th centuries;
- ↗ A short title can also interest, intrigue, and attract readers;
- ↗ Much of the public does not like the obscene headlines;
- ↗ Reading the text depends on the extent to which the information in the title is of interest to the reader;
- ↗ A title containing only information does not seem to be attractive if challenge and appeal do not appear in it;
- ↗ Society has also been modified accordingly, if they used to read titles without any intrigue in the past centuries, today they are the opposite;
- ↗ The reason of the spread of the titles with an effect of incompleteness is the presence of more intrigue that is so fascinating to the public today;
- ↗ Marketing issues are foregrounded. The text is titled so that it is more provocative, intriguing, appealing, so that it can be read and sold well;
- ↗ Titles with super-complex sentences that are resume-like ones appear to be less interesting. The desire to read them only arises if it is relevant to a particular issue

**at a particular time. We think such titles will not last long because it is temporary, periodically appears like a mushroom and disappears again soon.**