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**Language as a Mirror of Globalization from the Linguocultural Aspect  
(on the Materials of Newspaper Headlines  
from Selected Periodicals of Three Slavic Countries)**

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Globalization, one of the most distinct features of the 21st century, is not related only to the economic sphere but to a certain extent influences all aspects of social life. It brings a seeming breaking down of boundaries along with it, as a consequence of which the mixing of diverse cultures comes about, which is afterwards also reflected in language. The image of today's language represents primarily spoken and mass media language, and specifically that one is the most important working tool for a journalist. It is for this reason that language in mass media and mainly in newspaper headlines (the concentrated form of mass media texts) is able to reflect specific peculiarities of national cultures. This study focuses on the linguoculturological aspect of newspaper headlines of selected Slovak, Russian and Czech periodicals with regard to the influence of globalization processes. The analysis of excerpted newspaper headlines enables to define some peculiarities of the individual linguocultures with interesting results, which are subsequently compared.

Globalization, culture, language, linguo-cultureme, newspaper headline, linguoculture

*Introduction*

The term 'globalization' is derived from the word 'global' (summary, whole) and the theorists who deal with this phenomenon agree that it is an uncontrolled, spontaneous process of increasingly intense integration of world countries into a single economic system.<sup>1</sup> Even though globalization is most commonly connected to the economic field, in reality it has a much wider meaning. The factors that are a part of it are not only economic but also political, social, cultural or spiritual and all of these fields are affected by globalization processes. The efficiency of globalization is further increased by information technology, which enables not only a faster, but also a more extensive spread of sociocultural information. While in the past communication among different societies had been complicated because of distance, in the present day it is simplified and accelerated by the employment of information technology, mainly mass communication media and the internet. In connection with globalization, we can talk about imaginary break-

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<sup>1</sup> Mezřícký, V.: *Povaha globalizace, základní problémy, její pozitivita i negativa*. In Dlouhá, J. – Dlouhý, J. – Mezřícký, V. (ed.): *Globalizace a globální problémy*. Praha: Univerzita Karlova v Praze, 2006, s. 11.

ing down of boundaries, where a kind of contamination of individual national cultures occurs, which, of course, also reflects itself in language. The language becomes saturated with a number of neologisms and mainly terms borrowed from foreign languages, primarily from English. A certain paradox of globalization processes is the fact that the awareness of the importance of one's own national identity, of guarding and preserving the culture created by entire generations of their ancestors is growing stronger. National culture which can be considered to be a kind of mirror into the mentality of a nation, its customs, stereotypes etc., manifests itself strongly in language, which, within its dynamic, constantly testifies about revaluation or, on the contrary, devaluation of a given culture. It is thus evident that both phenomena are very closely related. And it is their mutual relationship that is the object of research in the field of linguoculturology.

### *Theoretical bases*

#### *Linguoculturology*

It is natural that we learn about the spiritual wealth of different nations through language. This fact also confirms the idea that language is to a certain extent formed by national culture.

V. Vorobjov<sup>2</sup> who stood at the birth of this scientific discipline, considers the fundamental quantities to be the language, the culture, but also the nation (he calls them the main triad of linguoculturology). He emphasizes the importance of language in the accumulation of cultural information and notes that the role of language is not only the usual mediation of communication.

J. Bartmiński<sup>3</sup> is also convinced that the identity of nations and their culture are very well visible in language. At the same time he underlines that the interaction between language and culture is greatly influenced by the current increased migration of people, which means that the mutual relationship of the mentioned phenomena is not as strong as it used to be in the past, although, despite this, language can still be considered the basic element that enables the identification of a nation, as well as a stable point connecting its members.

Hence, linguoculturology works with the idea that language is very closely related to culture. And although this thought has been occupying scientists for a few centuries already, linguoculturology (on the intersection of linguistics and culturology) in the form of an independent scientific discipline has formed at the end of the 20<sup>th</sup> century. Not even the initial scepticism of the scientists hindered the further development of this scientific discipline, in which language is regarded as the cultural code of a nation.<sup>4</sup>

Linguoculturology constitutes a scientific movement with a vast capacity at its disposal, because present globalization allows different cultures and languages to be closer to each other, which is the reason for the constant changes in culture and in language. These facts influence the continuous development of this modern and still not sufficiently explored scientific discipline, which from even this point on holds the potential to provide scientists with an abundance of diverse research material. The present day linguistic studies are focusing more and more on the linguistic image of the world, which means the relationship between language and culture, the mentality, the reflection of culture in language.<sup>5</sup>

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<sup>2</sup> Воробьев, В. В.: Лингвокультурология. Москва: Издательство Российского Университета дружбы народов, 2008, с.13.

<sup>3</sup> Bartmiński, J.: Jazyk v kontextu kultury. Praha: Karolinum, 2016, s. 14-17.

<sup>4</sup> Маслова, В. А.: Лингвокультурология. Москва: Издательский центр Академия, 2001, с. 3.

<sup>5</sup> Tyshchenko, O. – Iermachkova, O. – Malaniuk, M.: Nomination of extramarital relations in the language of traditional folk culture (based on the material of Slavic languages and cultures in comparison with English). In: Slavica Slovaca, 2021, 56, č. 2, pp. 205-225.

The intersection with other similar linguistic disciplines (e.g., ethnolinguistics, sociolinguistics, cognitive linguistics, etc.) is the reason for a certain indefiniteness in the area of research methods or the extent of the terminological apparatus of linguoculturology.

V. Vorobjov,<sup>6</sup> too, is confident about the interdisciplinary nature of linguoculturology, while pointing out its integrative standpoint of studying the relationship of language and culture. He claims that during the complex examination of the interaction between language and culture it is very important to single out the unit in which both of the mentioned phenomena are synthesized. A study of linguo-culturemes is needed in order to understand their mutual relationship, primarily of their meanings, which directly reflect the extralinguistic reality. For this reason it is important to not only focus on their form but also on their content. V. Vorobjov<sup>7</sup> clarifies that a linguo-cultureme is a unit with a substantially greater depth than a word. He defines it as a complex intermediate unit consisting of linguistic as well as extralinguistic content.

A linguo-cultureme might not be comprised of only a single word, but rather of an entire text with cultural meaning. Many scientists of today are already working with it as a basic unit of linguoculturological analysis. Studying them brings interesting findings while comparing languages where their content diversity is apparent and the cultural particularities of societies whose languages were studied are prominent.<sup>8</sup>

These particularities are becoming the foundation for defining the individuality of different linguocultures. This term is becoming increasingly popular. According to V. Krasnychova,<sup>9</sup> it is about culture expressed through language. She points out that even though a synonymic confusion of the term 'linguoculture' with the term 'linguistic image of the world' still occurs, these terms are not identical. She explains that the linguistic image of the world needs to be understood as a strictly linguistic phenomenon, while on the other hand she defines linguoculture as a linguocognitive phenomenon, which is formed by the images of consciousness in verbal clothing. The semantics of linguoculture is composed of cultural meaning, which is externalized in the language character.

We can add that linguoculture presents a much more complicated concept, whilst the linguistic image of the world creates its component. Unmistakably, the research of linguoculture holds great significance because it offers an objective piece of evidence about the character of a studied culture.

### *Newspaper headline*

A headline (from Latin *titulus*) is a term for establishing a title, a sign, a place of honor etc. In no case does it only serve as a title to a specific text, it often plays a part as the main attention grabber, which influences the overall effect of the newspaper.<sup>10</sup>

The headline is an important element of a newspaper that provokes the reader to read the entirety of a text, but can also cause the opposite – demotivate the reader, and they will leave the text (or the entire newspaper) unnoticed. A newspaper headline should therefore be interesting

<sup>6</sup> Воробьев, В. В.: Лингвокультурология, с. д., с. 36.

<sup>7</sup> Воробьев, В. В.: Лингвокультурология, с. д., с. 44-45.

<sup>8</sup> Елисеева, Е. Б.: Лингвокультурема как единица декодирования культурных смыслов при переводе художественного текста. In: Филологические науки, 2013, № 3 (21) в 2-х ч., с. 67-70. Доступ: <http://www.gramota.net/materials/2/2013/3-2/16.html>.

<sup>9</sup> Красных, В. В.: Грамматика лингвокультуры, или что держит языковую картину мира? In: Экология языка и коммуникативная практика. 2013, № 1, с. 133-141. Доступ: <http://ecoling.sfu-kras.ru/wp-content/uploads/2013/12/V.V.-Krasnykh.pdf>.

<sup>10</sup> Halada, J. – Osvaldová, B.: *Slovník žurnalistiky*. Praha: Karolinum, 2017, s. 250.

to the extent to be able to earn the attention of the reader. For this reason, journalists think of various ways for its creation – they can leave it only as an announcement of a certain fact, or they might engage their own originality in order for the headline to fulfil one of its basic tasks – to capture the reader’s attention, for which they utilize different literary devices. The mentioned statement is evidenced by an entire series of professional works dedicated to the given subject.<sup>11</sup>

A headline in a newspaper fulfils several basic functions and the majority of journalism scientists<sup>12</sup> consider the following to be the most important:

- title, naming of a text – subjective function;
- information about the content of an article – informational function;
- capturing the attention of a reader – advertising (expressive) function;
- the emotion, or the opinion of the author about the content of an article – evaluation (emotive) function;
- influencing the reader, challenge to a certain activity – conative (persuasive) function;
- graphic distinctiveness – structural function.

### *Material and methods*

#### *Linguoculturological analysis of newspaper headlines*

Mass media texts, primarily headlines, constitute a rich base for linguoculturological analysis because the appearance of today’s language is represented by the language in mass media together with colloquial language. Mass media language often reflects the culture of a certain society and it is because of this potential that mass media texts are frequently studied in different scientific fields. From a linguoculturological aspect, they are interesting because of their capacity that enables them to uncover some particularities of different linguocultures.

In this study, we focused on newspaper headlines from Slovak, Russian and Czech periodicals (which belong to the most read in the countries of their origin and at the same time have a similar reader base) in their internet format – daily journals Plus 1 deň (P1D),<sup>13</sup> Kommersant (K)<sup>14</sup> and Lidové noviny (LN)<sup>15</sup> and weekly magazines Trend (T),<sup>16</sup> Argumenty i fakty (AIF)<sup>17</sup> and Respekt (R),<sup>18</sup> which we excerpted simultaneously in a period of half a year, while focusing on their linguoculturological aspect. The object of our interest were

<sup>11</sup> Napr.: Magalová, G.: *Frazeológia nielen pre žurnalistov*. Nitra: Univerzita Konštantína Filozofa, 2008, 87 s.; Mlacek, J.: *Publicistická frazeológia v slovenčine*. In: *Studia Academica Slovaca*, 1990, roč. 19, s. 223-239; Stanková, M.: *Publicistická frazeológia na Slovensku (v kontexte výskumov Danuše Serafinovej)*. In: Sámelová, A. (ed.): *Od novinovedy k teórii a dejinám žurnalistiky: zborník k životnému jubileu Danuše Serafinovej*. Bratislava: Združenie MASS-MEDIA-SCIENCE, 2020, s. 51-64; a iní.

<sup>12</sup> Bečka, J. V.: *Jazyk a styl novin*. Praha: Novinář, 1973, 216 s.; Křístek, V.: *Současné novinové titulky*. In: *Naše řeč*, 2011, roč. 56, č. 5, s. 229-237. Dostupné z: [http://nase-rec.ujc.cas.cz/archiv.php?lang=en&art=5724#\\_ftn2](http://nase-rec.ujc.cas.cz/archiv.php?lang=en&art=5724#_ftn2); Srpová, H.: *K aktualizaci a automatizaci v současné psané publicistice*. Ostrava: Ostravská univerzita v Ostravě, Filozofická fakulta, 1998, 168 s.; Верещинская, Ю. В.: *Заголовки газетных статей в аспекте медиалингвистики (на материале испанского языка)*. In: *Филологические науки в МГИМО: Сборник научных трудов*, 2007, № 28 (43), с. 17-25. Доступ: <https://mgimo.ru/files/48314/48314.pdf>; Трубникова, Ю. В.: *Текст и его заголовок: проблема структурного и семантического взаимодействия*. In: *Известия Алтайского государственного университета*, 2010, № 2 (2), с. 121-126. Доступ: <http://izvestia.asu.ru/2010/2-2/phll/TheNewsOfASU-2010-2-2-phll-04.pdf>; Хаззагеров, Г. Г.: *Функции стилистических фигур в газетных заголовках (по материалам Комсомольской правды): диссертация*. Ростов-на-Дону: Ростовский государственный университет, 1984, 159 с.; a i.

<sup>13</sup> Plus 1 deň. Dostupné na: <https://www1.pluska.sk/> [01.2020-06.2020].

<sup>14</sup> Коммерсантъ. Доступ: <https://www.kommersant.ru/> [01.2020-06.2020].

<sup>15</sup> Lidové noviny. Dostupné na: <https://www.lidovky.cz/> [01.2020-06.2020].

<sup>16</sup> Trend. Dostupné na: <https://www.trend.sk/> [01.2020-06.2020].

<sup>17</sup> Аргументы и факты. Доступ: <https://aif.ru/> [01.2020-06.2020].

<sup>18</sup> Respekt. Dostupné na: <https://www.respekt.cz/> [01.2020-06.2020].

therefore comprised of the headlines from the mentioned periodicals with the linguocultural information which held the potential to offer an image about whether and by which means is globalization reflected in language. During the mentioned period, we managed to excerpt 1418 such headlines. We based this on the basic thesis that the language of newspaper headlines can be studied from a linguoculturological aspect. We presumed that the authors work with linguo-culturemes while creating headlines, which means that the cultural information in language is used either in a denotative or in a connotative meaning. At the same time, we assumed that the cultural information participates in strengthening of one of the basic functions of a newspaper headline, mainly advertising and evaluation functions. We also expected that the individual cultures (linguocultures) carry elements of globalization processes, whether it is their mutual contamination or favouring one's own national culture. And this exactly is one of the factors why we regard the given study as up-to-date – because of the current strong trend of globalization and internet, but also because of the great influence of mass media on society.

We have realized this research through the following methods: the method of collection and excerpting of material; the deductive method (we worked with the theory of the connection of language and culture); the inductive method; the heuristic method; the semiotic method (the research of signs with a cultural background); the method of system-structural analysis; the statistical analysis of the material and the comparative method.

Besides searching for linguo-culturemes with a reference to phrasemes and paroemias, and linguo-culturemes expressed through standard or substandard vocabulary or through neologisms and borrowed vocabulary, we defined our goal to be to discover which of these authors use the most often. With phraseology and paremiology, we also focused on the transformation of individual expressions because the dynamic processes in language also significantly influenced this field, even though it was recently still considered a fairly stable part of vocabulary.<sup>19</sup> We were interested in with what intention did journalists use linguo-culturemes in headlines. For that matter, we used all the discovered facts to determine some particularities of Slovak, Russian and Czech linguocultures and their subsequent comparison.

#### *Newspaper headlines of Slovak periodicals*

##### *Linguo-cultureme expressed through a phraseme*

The highlighting of the advertising function of the headline ***Tak tento záber Matečnej vám VYRAZÍ DYCH: Spoločná fotka so sexicou, ktorú preslávila NAHOTA!***<sup>20</sup> is helped by the phraseme *vyraziť dych niekomu*, which is used in the meaning of *šokovať*. In the article, the author informs about the former minister's visit to Florida, USA, where she met a former anchor-woman, who currently lives there.

In order to intensify the advertising and evaluation functions, the author of the headline ***Poriadny úlovok prešovskej polície: Zadržala osoby, ktoré majú prsty v drogách!***<sup>21</sup> used figurative language and the phraseme *mať v niečom prsty*, which expresses someone's participation in something. The text underneath the headline is the information about the detention of persons suspected of drug crime.

<sup>19</sup> Grigorjanová, T. – Spišiaková, A.: Štruktúro-sémantické frazeologické modifikácie v slovenskom a ruskom mediálnom texte. In: *Slavica Slovaca*, 2020, 55, č. 2, s. 211-222.

<sup>20</sup> <https://www1.pluska.sk/spravyl/z-domova/tak-tento-zaber-matecnej-vam-vyrazi-dych-spolocna-fotka-sexicou-ktoru-preslavila-nahota-2> [01.01.2020].

<sup>21</sup> <https://www1.pluska.sk/krimi/poriadny-ulovok-presovskej-policie-zadrzala-osoby-ktore-maju-prsty-drogach> [11.02.2020]

In the headline **SLEDOVALI SME NAŽIVO Nekompromisný Matovič o kauze predražených testov: Budú padat' hlavy!**<sup>22</sup> the phraseme *budú padat' hlavy* is used, which in figurative language means that someone will bear the blame for something. By putting an exclamation mark after the phraseme, the author emphasized the evaluation, as well as the advertising function of the headline. This way, the reader is motivated to read the article about the overpriced purchase of rapid tests for the presence of coronavirus.

In the headline **Objavujeme teplú vodu. Superodpočet na výskum vyvoláva otázky,**<sup>23</sup> it is possible to observe the contamination of the automated phraseme *objavovať Ameriku* by the updated phraseme *objavovať vlažnú/studenú vodu*, borrowed from the Spanish language. Both phrasemes express the same meaning – to discover something, what is already known. The use of such a phraseme adds an ironic impact to the given headline, which means that it greatly supports its evaluation function. The article is a criticism of the support for research and development in the form of super-subtraction of taxes.

While creating the headline **Ide proti prúdu. Elitný hatchback má priestor na zlepšenie,**<sup>24</sup> the author used the lexical transformation of the phraseme *plávať proti prúdu*, which is the figurative meaning of moving in a different direction than others. This is exactly what the author writes the text about, which is actually a review for the automobile Mazda 3. The phraseme in the quoted headline therefore fulfils not only the advertising, but in this case also the informational function.

The author of the headline **Slovenskí pekári už melú z posledného**<sup>25</sup> created an interesting play on words by developing the phraseme *mliet' z posledného*, which expresses work or an activity done with the last of one's strength. In the text, the author informs how the designation of minimal wage has influenced the loss-rate of production in the baking production. Mainly the advertising function is supported.

In Slovak periodicals, the authors often used phraseology in an updated form in the creation of headlines, and even though we managed to excerpt phrasemes and idioms in their automated forms as well, these did not constitute the majority. They were often updated in the form of colloquial language, by which the headlines gained in expressiveness that participated in the strengthening of primarily the advertising function. Their transformation cannot be considered overly imaginative, by using phrasemes the priority of the authors of Slovak periodicals was mainly to attract the reader's attention. The fact that phrasemes and idioms often repeated themselves which means that the selection was not extensive is also worth mentioning.

#### *Linguo-cultureme expressed through a paremiological unit*

The proverb **Dobrá rada nad zlato** lends a dose of irony to the headline **Dobrá rada nad zlato: Poslanec odporučil chudobnej babičke, aby predala psa, keď nemá na lieky.**<sup>26</sup> It thus fulfils the evaluation and advertising functions, as well as the informational function. In the article, the Ukrainian politician, Jevgenij Bragdar, is criticized for a suggestion he offered to a poor retired woman. He, of course, caused a great public outrage by doing this.

<sup>22</sup> <https://www1.pluska.sk/spravy/z-domova/sledujte-nami-nazivo-matovic-rokoval-kicukrom-kauze-predrazenych-rusok-ako-to-dopadlo> [22.03.2020].

<sup>23</sup> <https://www.trend.sk/trend-archiv/objavujeme-teplu-vodu-superodpocet-vyskum-vyvolava-otazky> [10.01.2020].

<sup>24</sup> <https://www.trend.sk/trend-archiv/ide-proti-prudu-elitny-hatchback-ma-priestor-zlepsenie> [12.01.2020].

<sup>25</sup> <https://www.trend.sk/trend-archiv/slovenski-pekari-melu-posledneho> [14.02.2020].

<sup>26</sup> <https://www1.pluska.sk/spravy/zo-zahranicia/dobra-rada-zlato-poslanec-odporucil-chudobnej-babicke-aby-predala-psa-ked-nema-lieky> [05.02.2020].

In the headline *Všetko zlé je na niečo dobré: Vichrica Yulia vytvorila rekord vo výrobe veternej energie*,<sup>27</sup> in order to support the evaluation and advertising functions, the proverb *Všetko zlé je na niečo dobré* is used. The headline also fulfils the informational function because the main piece of information is disclosed in it.

While creating the headline *Detvanci sa v karanténe v Gabčíkove nevedeli vpratáť do kože: Upokojit' ich musela polícia!*,<sup>28</sup> the author made use of developing the proverb *Nemôže sa vpratáť do kože*, the meaning of which lies in the fact that a person loses self-control and cannot stop acting foolishly. In this sense, it is also used in the mentioned headline, which therefore fulfils mainly the evaluation function, but also the advertising and partly the informational function. In the article, the author informs about Slovaks working in Germany, who returned home, but in the institution designated for mandatory state quarantine started wreaking havoc to such an extent that the police had to be called.

In the headline *Vône sú ako čierna mačka, ktorá prejde cez cestu. Dokážu motivovať aj brzdiť*,<sup>29</sup> the author utilized the superstition about the *čiernej mačke, ktorá prejde cez cestu* with its origin in the middle ages, when people used to believe that black cats are transformed witches who bring misfortune. It fulfils the roles of primarily the advertising function, but the evaluation function as well in this headline. The reader wants to find out more after reading it and probably will read an article about how the human olfactory cells are able to perceive various smells.

In the headlines of Slovak periodicals, the authors did not make use of paremiological units that much. In the amount of excerpted materials, they only constituted an insignificant portion. Most often, they were used in the headlines directly or through structural transformation and aided the support of mainly the evaluation and advertising functions.

#### *Linguo-cultureme expressed through standard and substandard lexicon*

The colloquial verb *načapať* (to be caught in the act of something) is used in the headline *VIDEO NAČAPALI SME Trnku s pivom v ruke! Ihneď po prepustení už vysedával v KRČME*<sup>30</sup> in order to increase its advertisability. The article below the headline explains the reason for the detention of the former attorney general, Dobroslav Trnka, and reacts to his release.

The noun *čachre* (illicit business; careful, dishonest actions) is a part of colloquial lexicon and because of it the headline *VOEBY 2020 Príbeh Tomáša Druckera: Multifunkčný exminister a podivné čachre s pozemkami*<sup>31</sup> acquires a strong advertising character. The article offers extensive information about the politician, Tomáš Drucker, to the reader.

The colloquial noun *basa*, which means prison, strengthens the advertising function of the headline *Čo zachránilo Trnku pred basou*.<sup>32</sup> The article looks at the detention of the former attorney general, Dobroslav Trnka, from several angles.

<sup>27</sup> <https://www1.pluska.sk/spravy/zo-zahranicia/vsetko-zle-je-nieco-dobre-vichrica-yulia-vytvorila-rekord-vyrobe-veternej-energie> [25.02.2020].

<sup>28</sup> <https://www1.pluska.sk/krimi/detvanci-karantene-gabcikove-nevedeli-vpratat-koze-upokojit-ich-musela-policia> [05.05.2020].

<sup>29</sup> <https://www.trend.sk/trend-archiv/vone-su-ako-cierna-macka-ktora-prejde-cez-cestu-dokazu-motivovat-aj-brzdit> [02.02.2020].

<sup>30</sup> <https://www1.pluska.sk/spravy/z-domova/trnka-prepusteni-zasiel-miestneho-vycapu-venoval-aj-rodine-slobodu-uziva> [17.01.2020].

<sup>31</sup> <https://www1.pluska.sk/spravy/z-domova/parlamentne-volby-2020/volby-2020-pribeh-tomasa-druckera-multifunkcny-exminister-podivne-cachre-pozemkami-2> [18.01.2020].

<sup>32</sup> <https://www.trend.sk/trend-archiv/co-zachranilo-trnku-pred-basou> [22.01.2020].

The slang noun *absurdistan* (a place where laws do not apply, where bureaucracy and corruption rule) strengthens the advertising and evaluation functions of the headline ***Chceme viac slovenských potravín? Legislatívny absurdistan nepomáha***,<sup>33</sup> which lures the reader to an article about a consumer survey concerning the preferences for domestic or imported groceries.

Headlines containing colloquial and substandard lexicon constituted a relatively large group in Slovak periodicals. This kind of language enhanced primarily their advertising function, its task was to attract the reader's attention.

*Linguo-cultureme expressed through neologism and borrowed vocabulary*

The headline ***S novým rokom vytiahli bilbord! Tradičný Danko, inovatívny Sulík aj podporujúci Kiska!***<sup>34</sup> gains a strong advertising character thanks to the borrowed word *bilbord/billboard* (large-area advertising board). The text below the headline informs about the beginning of the pre-election fight in Slovakia.

The noun *líder* (a leading figure, institution, and so on) belongs to the borrowed words which became naturalized in the Slovak language. The author of the headline ***Budú vládnuť? Zásadné slová lídrov opozičných strán! Pozrite, ako sa tváril Kiska a Matovič***<sup>35</sup> used it in order to intensify the advertising function. He deals with the pre-election campaign and pre-election survey in the article.

The word *bos/boss* (šéf, vodca) is a borrowed word, which is a part of the substandard lexicon, it strengthens the advertising function of the headline ***Bos skupiny sykorovcov požiadala o podmienčné prepustenie: Na rováši má však toho až až***,<sup>36</sup> which stands above a text informing about the request of the boss of a mafia group, Fratišek Borbély, for his conditional discharge from imprisonment.

*Bikesharing* (public bicycles), a substandard word for the Slovak language borrowed from the English language, was used by the author of the headline ***Košice zvyšujú náskok v bikesharingu. Za akú cenu?***<sup>37</sup> which fulfils the advertising, evaluation and partly informational functions as well. In the article, he focuses his attention on the phenomenon of personal vehicle drivers who drive on their own and tries to motivate people to use alternative types of transport.

In the headline ***Crème de la crème francúzskych áut***,<sup>38</sup> the advertising and evaluation functions are strengthened by the phraseme *Crème de la crème* (the best of the best), which is borrowed from the French language. A new model of the car DS is introduced in the article.

Newspaper headlines with linguo-culturemes expressed through borrowed lexicon constituted a significant group among Slovak periodicals. The authors utilized these means of expression mainly for the purpose of supporting the advertising function of headlines, they tried to attract the reader and motivate them to read the entire article.

<sup>33</sup> <https://www.trend.sk/trend-archiv/chceme-viac-slovenskych-potravin-legislativny-absurdistan-nepomaha> [26.02.2020].

<sup>34</sup> <https://www1.pluska.sk/spravy/z-domova/novym-rokom-vytiahli-bilbordy-tradicny-danko-inovativny-sulik-aj-podporujuci-kiska> [02.01.2020].

<sup>35</sup> <https://www1.pluska.sk/spravy/z-domova/parlamentne-volby-2020/dokazu-spolu-vladnut-to-odpovedal-sulik-trubanhlina-kiska-matovic> [13.01.2020].

<sup>36</sup> <https://plus7dni.pluska.sk/domov/bos-skupiny-sykorovcov-poziadala-podmienecne-prepustenie-rovasi-ma-vsak-toho> [03.02.2020].

<sup>37</sup> <https://www.trend.sk/trend-archiv/kosice-zvysuju-naskok-bikesharingu-aku-cenu> [15.05.2020].

<sup>38</sup> <https://www.trend.sk/trend-archiv/creme-de-la-creme-francuzskych-aut> [02.02.2020].



*Newspaper headlines of Russian periodicals*  
*Linguo-cultureme expressed through a phraseme*

In the headline *Ждать у моря победы*,<sup>39</sup> there is a clear reference to the phraseme *ждать у моря погоды*, which expresses the inactive expectation of an event without the person doing anything in order for it to happen. The author used its lexical transformation to strengthen the irony of the headline to the article in which he informs about the meeting of representatives of four countries at the opening of an already existing Turkish part of a gas pipeline, while not everything depended on them in this situation. It is clear from the headline that its main function is the evaluation function.

The evaluation function of the headline *Не смыкая газ*<sup>40</sup> is supported by the lexical transformation of the phraseme *не смыкать/сомкнуть глаз*, which means not to fall asleep for even a moment. The article informs about the fact that in the year 2019, Russian gas was able to strengthen its position even despite the great internal and external competition.

The author of the headline *Держи землю шире*<sup>41</sup> utilized a lexical transformation of the phraseme *держи карман шире* to enhance its evaluation function. The mentioned phraseme is commonly used in an ironic sense – not to count on the acquisition of something. In the article, the author writes about the fact that leaseholders of land will be able to automatically extend their contracts. At the same time they warn that this extension of the lease without advantages will help the government more than it will help the business sector.

In the headline *Бочка дёгтя в ложке мёда. Почему продукт пчеловодства может быть вреден?*<sup>42</sup> the syntactical transformation of the phraseme *ложка дёгтя в бочке мёда* is used, which expresses the reality that even an absolute triviality is able to ruin something big. The mentioned transformation emphasized primarily the evaluation and partly also the advertising functions of the quoted headline. The text below the headline informs about the overestimating of the beneficial qualities of honey and underestimating of the harmful ones.

The author emphasized the advertising and evaluation functions of the headline *Покрыто браком неизвестности. Можно ли научить счастливой семейной жизни?*<sup>43</sup> by utilizing the lexical transformation of the phraseme *покрыто мраком неизвестности*, expressing a certain lack of clarity, something unknown. The headline basically introduces an interview of the author with a professor of psychology, Arthur Rean,<sup>44</sup> about the problems of the contemporary family and school education.

The author of the headline *Расхлёбывать кашель. Можно ли избавиться от последствий COVID-19*<sup>44</sup> underlined its evaluation and informational functions by the lexical transformation of the phraseme *расхлёбывать кашу*, which means to handle a strenuous, unpleasant, difficult task. In the article, he writes about what consequences the disease Covid-19 leaves behind and how to handle them.

In Russian periodicals, phraseology had a great influence on the creation of newspaper headlines. Authors used phrasemes most often in a transformed form with the intent of creating a play on words, while the basic goal was to attract the attention of the reader towards the headline and

<sup>39</sup> <https://www.kommersant.ru/doc/4214992> [09.01.2020].

<sup>40</sup> <https://www.kommersant.ru/doc/4225372> [20.01.2020].

<sup>41</sup> <https://www.kommersant.ru/doc/4332467> [27.04.2020].

<sup>42</sup> [https://aif.ru/health/food/bochka\\_dyogtya\\_v\\_lozhke\\_myoda\\_pochemu\\_produkt\\_pchelovodstva\\_mozhet\\_byt\\_vreden](https://aif.ru/health/food/bochka_dyogtya_v_lozhke_myoda_pochemu_produkt_pchelovodstva_mozhet_byt_vreden) [15.01.2020].

<sup>43</sup> [https://aif.ru/society/people/pokryto\\_brakom\\_neizvestnosti\\_mozhno\\_li\\_nauchit\\_schastlivoy\\_semeynoj\\_zhizni](https://aif.ru/society/people/pokryto_brakom_neizvestnosti_mozhno_li_nauchit_schastlivoy_semeynoj_zhizni) [12.02.2020].

<sup>44</sup> [https://aif.ru/health/coronavirus/rashlyobyvat\\_kashel\\_mozhno\\_li\\_izbavitsya\\_ot\\_posledstviy\\_covid-19](https://aif.ru/health/coronavirus/rashlyobyvat_kashel_mozhno_li_izbavitsya_ot_posledstviy_covid-19) [27.05.2020].

the resulting reading of the entire article. The phrasemes in the headlines of Russian periodicals helped to enhance the evaluation, as well as advertising and informational functions. The authors of the articles depended on the general range of knowledge of the readers to whom they could offer phraseology without having to explain its meaning.

#### *Linguo-cultureme expressed through a paremiological unit*

The author of the headline *Дорожает ложка к обеду*,<sup>45</sup> in order to emphasize the advertising, evaluation and informational functions, very imaginatively used the proverb *Дорога ложка к обеду, а там хоть под лавку*, the meaning of which lies in the fact that what is needed in the given moment is especially valuable, which means that everything needs to be done at the right time. By reducing the proverb and only using its first part, while also utilizing a syntactic transformation and switching the adjective with a verb, the author guided the reader to the content of the article in which he writes about the increase in prices of groceries.

The meaning of the proverb *На чужой роток не накинешь платок* lies in the fact that gossipy people cannot be forced to be quiet. Exactly for its meaning, the lexical transformation in the headline *На чужой поток не накинешь платок*<sup>46</sup> is very skilfully used, as it fulfils mainly the evaluation, but also advertising and partly informational functions. The article says that even though the construction of the Nord Stream 2 gas-pipe was slowed down because of the sanctions from the side of the USA, Gazprom was not harmed in any way.

In the headline *Ливия от Сирии недалеко падает*,<sup>47</sup> there is a visible lexical transformation of the proverb *Яблоко от яблони недалеко падает*, which can be explained in the way that a child often resembles their parents. The proverb therefore helps the headline fulfil primarily its evaluation, as well as informational and advertising functions. The article focuses on the meeting of Angela Merkel and Vladimir Putin in Kremlin, where the geopolitical ambitions of the Chancellor emerged because she was more interested in the situation in Libya than in the completion of Nord Stream 2.

The lexical transformation of the proverb *Гнев твой – враг твой* was used by the author of the headline *Диван твой – враг твой. Как за время карантина избежать сосудистых проблем?*,<sup>48</sup> which therefore fulfils the evaluation, informational and advertising functions. In the article, she writes about how people found themselves in self-isolation because of the pandemic and about its difficulties which can negatively reflect on a person's health.

Pareomias in the headlines of Russian periodicals were used similarly to phrasemes, which means that their various transformations helped the headlines to emphasize primarily the evaluation and advertising functions. In the materials that we excerpted, paremiological structures constituted a significant component in the headlines of Russian periodicals.

#### *Linguo-cultureme expressed through standard and substandard lexicon*

By the lexical transformation of the jargon expression *аффтар жжот* (автор зажигает – an expression of admiration), the author of the headline *Хафтар жжот*<sup>49</sup> created an interesting play on words, which strengthens the advertising and evaluation functions. In the article, it is

<sup>45</sup> <https://www.kommersant.ru/doc/4215530> [10.01.2020].

<sup>46</sup> <https://www.kommersant.ru/doc/4219071> [13.01.2020].

<sup>47</sup> <https://www.kommersant.ru/doc/4219007> [12.01.2020].

<sup>48</sup> [https://aif.by/health/healthlife/divan\\_tvoy\\_vrag\\_tvoy\\_kak\\_za\\_vremya\\_karantina\\_izbezhat\\_sosudistyh\\_problem](https://aif.by/health/healthlife/divan_tvoy_vrag_tvoy_kak_za_vremya_karantina_izbezhat_sosudistyh_problem) [16.06.2020].

<sup>49</sup> <https://www.kommersant.ru/doc/4220285> [14.01.2020].

written that Moscow is not losing hope for progress in the resolution of the conflict in Libya before the beginning of the international conference which will take place in Berlin. The field marshal. Khalifa Haftar, who is responsible for the initiation of another offensive on Tripoli, is mentioned in the headline.

The headline *Российский рынок набычился*<sup>50</sup> fulfils mainly the advertising and evaluation functions. It is helped by the verb *набычиться*, which is used in colloquial language to express gloominess, anger and so on. The article below the headline informs about the repeated attractiveness of the Russian stock market to foreign investors.

The expression *косить под кого-то* is used as slang in the meaning of resembling someone, imitating someone and so on. The headline *Бульдозеры косят под комбайны*<sup>51</sup> has a strong advertising and evaluation character thanks to utilizing this expression. The article informs about the request of Russian producers of road technology for similar advantages while granting subsidies, as the producers of agricultural machines have been given.

The verb *накапать* in slang terms means not only to inform, disclose confidential information and so on, but also to pile up, accumulate. The headline *Накапало. Почему взносы на капремонт растут, а жильё по-прежнему ветшает?*<sup>52</sup> gains an ambiguous character because of the use of this expression and strengthens not only its advertising, but also evaluation functions. The article is an information for the reader about the tariffs for communal services and housing.

Colloquial language and slang in the headlines of Russian periodicals did not belong among often used elements. Their primary task was to enhance the advertising and evaluation functions of the headlines. The utilized expression often evoked an impression of ambiguity, which was probably the goal mainly because of emphasizing the two before mentioned functions.

#### *Linguo-cultureme expressed through neologism and borrowed lexicon*

The advertising but also informational functions are fulfilled by the headline *У фуд-холлов растет площадь*<sup>53</sup> with an originally English expression, which is already naturalized in other countries, including Russia. From the text, the reader finds out that another such large object will be opened in Moscow.

The headline *Клерки поработали на хакеров*<sup>54</sup> is, for the reason of emphasizing its advertising, created by using the neologism *клерк* (office worker) and *хакер* (computer pirate). The article informs about the suspicion that the main reason for a leak of information are bank employees.

The neologism *кэшбэк* (the return of money in cash, e.g., from payment for a purchase on the internet) and the metaphor *Наболевший кэшбэк*<sup>55</sup> emphasize its advertising and evaluation functions. From this article, the reader will find out about the advantages prepared by banks for their clients who are forced to stay at home during the times of the pandemic.

The headline *Кого накажут за нарушение карантина и распространение фейков?*<sup>56</sup> plays a strong advertising and evaluation role also because of the usage of the neologism *фейк*

<sup>50</sup> <https://www.kommersant.ru/doc/4320678> [13.04.2020].

<sup>51</sup> <https://www.kommersant.ru/doc/4336776> [06.05.2020].

<sup>52</sup> [https://aif.ru/realty/utilities/nakapalo\\_pochemu\\_vznosy\\_na\\_kapremont\\_rastut\\_a\\_zhilyo\\_po-prezhnemu\\_vetshaet](https://aif.ru/realty/utilities/nakapalo_pochemu_vznosy_na_kapremont_rastut_a_zhilyo_po-prezhnemu_vetshaet) [13.03.2020].

<sup>53</sup> <https://www.kommersant.ru/doc/4252223> [13.02.2020].

<sup>54</sup> <https://www.kommersant.ru/doc/4269795> [28.02.2020].

<sup>55</sup> <https://www.kommersant.ru/doc/4293390> [20.03.2020].

<sup>56</sup> [https://aif.ru/society/law/kogo\\_nakazhut\\_za\\_narushenie\\_karantina\\_i\\_rasprostranenie\\_feykov](https://aif.ru/society/law/kogo_nakazhut_za_narushenie_karantina_i_rasprostranenie_feykov) [08.04.2020].

(copy, imitation), which originates in English. The article offers an answer for the question in the headline.

The author of the headline *Как покупать товары дистанционно? Правила онлайн-шопинга*<sup>57</sup> used a neologism borrowed from English *онлайн-шопинг* (purchase through the internet) in order to strengthen its advertising function. This way, it motivates the reader to read the article, where they will find the answer.

Neologisms consisting of borrowed words in the headlines of Russian periodicals were used relatively often, even though in comparison with the headlines of Slovak and Czech periodicals, they constituted the smallest part. In the Russian newspaper headlines, borrowed words that have already naturalized in the language appeared frequently. Lexicon like this helped emphasize mainly their advertising function.

### *Newspaper headlines of Czech periodicals*

#### *Linguo-cultureme expressed through a phraseme*

The headline *Vzdušné zámky a růžové brýle. Projev jako z 80. let, hodnotí Babišovu řeč opozice*<sup>58</sup> is an analytical transformation (contamination) of the phrasemes *stavět si vzdušné zámky* and *nasadit si růžové brýle*. Both phrasemes are similar in meaning and testify about the positive perception of reality and establishing unrealistic goals. In the mentioned headline, they fulfil not only the advertising, but also the evaluation functions. The article examines the New Year's speech of the Czech prime minister and also looks at it through the eyes of the opposition.

By using the lexical transformation of the phraseme *pít jako Dán*, which means drink oneself into a stupor, the author supported the evaluation and advertising functions of the headline *HUDEMA: Pít jako Čech. Proti regulaci vytáhli výrobci alkoholu tradici*,<sup>59</sup> which stands above an article which talks about the limitation of advertisement for alcoholic drinks. The producers are protesting and argue primarily on the basis of the thousand year old tradition of drinking wine and mainly beer.

The phraseme which expresses the hope that worries and suffering that an individual is exposed to will soon end – *světlo na konci tunelu*, helps to strengthen the evaluation and advertising functions of the headline *Korea: světlo na konci tunelu. Testy na koronavirus jsou zadarmo a fyzicky snadno dostupné*.<sup>60</sup> The article provides information about the improvement of the epidemic situation in South Korea.

The phraseme *vzduch je čistý* was used by the author of the headline *Vzduch je čistý*,<sup>61</sup> in which case it is a play on words that adds a considerable portion of irony to the headline. While the phraseme, in a figurative sense, means that there is no danger, the headline provides the reader with an article about the increasingly polluted air under the Říp Hill. It therefore fulfils primarily the advertising and evaluation functions.

The use of the phraseme *ruka ruku myje* with the figurative meaning – finding an excuse for someone or something, is more of a play on words in the headline *Ruka ruku myje*<sup>62</sup> and therefore emphasizes mainly its advertising, and in a certain sense also its informational functions.

<sup>57</sup> [https://aif.ru/money/mymoney/kak\\_pokupat\\_tovary\\_distancionno\\_pravila\\_onlayn-shoppinga](https://aif.ru/money/mymoney/kak_pokupat_tovary_distancionno_pravila_onlayn-shoppinga) [28.05.2020].

<sup>58</sup> [https://www.lidovky.cz/domov/vzdušne-zamky-a-ruzove-bryle-projev-jako-z-80-let-hodnoti-babisuv-projev-opozice.A200101\\_211654\\_in\\_domov\\_ele](https://www.lidovky.cz/domov/vzdušne-zamky-a-ruzove-bryle-projev-jako-z-80-let-hodnoti-babisuv-projev-opozice.A200101_211654_in_domov_ele) [01.01.2020].

<sup>59</sup> [https://www.lidovky.cz/nazory/pit-jako-cech-proti-regulaci-vytahli-vyrobcu-alkoholu-tradici.A200218\\_212649\\_in\\_nazory\\_ele](https://www.lidovky.cz/nazory/pit-jako-cech-proti-regulaci-vytahli-vyrobcu-alkoholu-tradici.A200218_212649_in_nazory_ele) [19.02.2020].

<sup>60</sup> [https://www.lidovky.cz/svet/korea-svetlo-na-konci-tunelu-testy-na-koronavirus-jsou-zadarmo-a-fyzicky-snadno-dostupne.A200313\\_212227\\_in\\_zahranici\\_vag](https://www.lidovky.cz/svet/korea-svetlo-na-konci-tunelu-testy-na-koronavirus-jsou-zadarmo-a-fyzicky-snadno-dostupne.A200313_212227_in_zahranici_vag) [14.03.2020].

<sup>61</sup> <https://www.respekt.cz/tydenik/2020/4/vzduch-je-cisty> [19.01.2020].

<sup>62</sup> <https://www.respekt.cz/tydenik/2020/17/ruka-ruku-myje> [18.04.2020].

In the headline **Biden si spálil prsty**,<sup>63</sup> the phraseme *spálit si prsty* is used because of its meaning. It expresses the creation of difficulties by interfering with something. Strong advertising, evaluation and also informational functions are visible in the mentioned headline. The author of the article informs about the democrats, with Biden as the leader, are endangering their own presidential campaign with their approach to the #MeToo movement.

In Czech periodicals, the authors used phrasemes and idioms primarily to attract the attention of the reader, however, we often encountered headlines in which they used figurative speech to show their opinion on the topic they focused on in the article. On the basis of our findings, we can state that the usage of phrasemes in Czech periodicals mainly served to emphasize the advertising and evaluation functions. We also encountered headlines in which these literary devices fulfilled the informational function, these, however, constituted only a small part of the material we excerpted. The authors of Czech headlines, similarly to authors of Slovak periodicals, often used the updated forms of phrasemes and idioms. In comparison to Russian, but also Slovak periodicals, we found the least headlines containing phraseology in Czech periodicals be it in direct or transformed forms. The extent of used phrasemes and idioms was also relatively narrow and oftentimes the same ones were repeated.

#### *Linguo-cultureme expressed through a paremiological unit*

The children's oath *Na mou duši, na psí uši, na kočičí svědomí!* is used in its reduced form in the headline **PEKÁRKOVÁ: Na mou duši, na psí uši**,<sup>64</sup> where it helps to emphasize mainly the evaluation and advertising functions. The article below it is actually a very emotional story concerning the love of an older woman and a dog.

The lexical transformation of the proverb *Když se dva perou, třetí se směje* supports the evaluation and advertising functions of the headline **KAMBERSKÝ: Hon na Křečka. Když se dva perou, Zeman se směje**.<sup>65</sup> The article informs about the election of a new public advocate for human rights, who is, however, considered unsuitable for the position by many. The president, Miloš Zeman, whose power is greater than before, now that his political career is near its end, is also mentioned.

In the headline **Poslední slovo Ivana Krause: Lepší vrabec**,<sup>66</sup> there is a visible reduction of the proverb *Lepší vrabec v hrsti než holub na střeše*, which talks about the fact that it is better to be satisfied with a small but certain gain, rather than chase after something big but uncertain. The headline therefore fulfils mainly the advertising function because it tempts the reader to read an article where a sparrow is mentioned in connection with Japanese scientists discovering that it is able to tell English apart from Chinese.

The lexical transformation and reduction of the proverb *Babka k babce, budú kapce* is used in the headline **Miliony k milionům. Brněnské divadlo připravuje hru o nejbohatším Čechovi Kellnerovi**.<sup>67</sup> It is an interesting play on words because while the text is an information about a theatre play dedicated to the richest Czech, the proverb says that if a person wants to have something, they have to save up. The headline therefore fulfils primarily the advertising and evaluation functions.

<sup>63</sup> <https://www.respekt.cz/tydenik/2020/20/biden-si-spalil-prsty> [10.05.2020].

<sup>64</sup> [https://www.lidovky.cz/relax/lide/pekarkova-na-mou-dusi-na-psi-usi.A200126\\_183146\\_lide\\_vlh](https://www.lidovky.cz/relax/lide/pekarkova-na-mou-dusi-na-psi-usi.A200126_183146_lide_vlh) [27.01.2020].

<sup>65</sup> [https://www.lidovky.cz/nazory/kambersky-hon-na-krecka-kdyz-se-dva-perou-zeman-se-smije.A200213\\_121104\\_in\\_nazory\\_vlh](https://www.lidovky.cz/nazory/kambersky-hon-na-krecka-kdyz-se-dva-perou-zeman-se-smije.A200213_121104_in_nazory_vlh) [13.02.2020].

<sup>66</sup> [https://www.lidovky.cz/nazory/posledni-slovo-ivana-krause-lepsi-vrabec.A200218\\_194441\\_in\\_nazory\\_vag](https://www.lidovky.cz/nazory/posledni-slovo-ivana-krause-lepsi-vrabec.A200218_194441_in_nazory_vag) [19.02.2020].

<sup>67</sup> [https://www.lidovky.cz/orientace/kultura/miliony-k-milionum-brnenske-divadlo-pripravuje-hru-o-nejbohatsim-cechovi-kellnerovi.A200525\\_143144\\_in\\_kultura\\_jto](https://www.lidovky.cz/orientace/kultura/miliony-k-milionum-brnenske-divadlo-pripravuje-hru-o-nejbohatsim-cechovi-kellnerovi.A200525_143144_in_kultura_jto) [25.05.2020].

The lexical transformation of the proverb *V nouzi poznáš přítele* assists the headline *V krizi poznáš kancléřku*<sup>68</sup> in strengthening the advertising and evaluation functions. The article is a probe into German politics in the time of the pandemic.

In the headlines of Czech periodicals, paroemias were used minimally. They were most often used by authors in cases when they wanted to support the evaluation and advertising functions of headlines. They utilized the transformation of paroemias mainly when they wanted to emphasize the advertising function.

#### *Linguo-cultureme expressed through standard and substandard lexicon*

The advertising and evaluation functions of the headline *At' jsme to zvorali, jak jsme to zvorali, byli jsme u toho, říká ,otec' kuponové privatizace Tríska*<sup>69</sup> are underlined by the usage of the colloquial verb with a prosthetic -v- *zvorat* (ruin). Below the headline, there is an interview with the economist, Dušan Tríska, one of the creators of the voucher privatization in the 1990s.

The slang phrase *sundat někoho* (shoot down somebody) was used by the author of the headline *PETRAČEK: Kdo ho sundal? V oblasti bojů by se civilní lety povolovat neměly*,<sup>70</sup> in order to emphasize its evaluation and advertising functions. The article focuses on the shooting down of a Ukrainian civil aircraft above Tehran.

The substandard pejorative expression *trouba*, referring to a person, adds a strong advertising and assessing character to the headline *Je to o identitě, troubo!*<sup>71</sup> The article focuses on the senior consultants in Iowa.

The slang expression *padla* (a work shift ended) supports the advertising function of the headline *Čtyři dny a padla*.<sup>72</sup> It stands above a text that informs about a research regarding the length of working hours in Nordic European countries.

In the headlines of Czech periodicals, colloquial or substandard lexicon was used very often. Authors used it primarily to strengthen the advertising and evaluation functions of the headlines. It was simple for the reader to understand the meaning of headlines like these.

#### *Linguo-cultureme expressed through neologism and borrowed lexicon*

Substandard lexicon in the form of borrowed words *fake news* (false news) and *trollové* (internet agitator) is a part of the headline *Jaké fake news vznikají o požárech v Austrálii? Stojí za nimi ekoteroristé nebo Čína, píší trollové*,<sup>73</sup> in order to strengthen its advertising and evaluation functions. In the article, various conspiracy theories about the origin of the fires in Australia are mentioned.

The word *remake* (rework, new adaptation, new issuance) borrowed from English is a part of the headline *Letošní rok je ve znamení remaků. Jaké nové verze filmových klasik se podívají do kin?*,<sup>74</sup> where it enhances the informational and advertising functions. In the article, movies that will be shown in theatres in the current year are introduced.

<sup>68</sup> <https://www.respekt.cz/tydenik/2020/21/v-krizi-poznas-kanclerku> [17.05.2020].

<sup>69</sup> [https://www.lidovky.cz/relax/lide/at-j sme-to-zvorali-jak-j sme-to-zvorali-byli-j sme-u-toho-rika-otec-kuponove-privatizace-triska.A191221\\_131106\\_lide\\_ele](https://www.lidovky.cz/relax/lide/at-j sme-to-zvorali-jak-j sme-to-zvorali-byli-j sme-u-toho-rika-otec-kuponove-privatizace-triska.A191221_131106_lide_ele) [01.01.2020].

<sup>70</sup> [https://www.lidovky.cz/nazory/petracek-kdo-ho-sundal-v-oblasti-boju-by-se-civilni-lety-povolovat-nemely.A200110\\_221221\\_in\\_nazory\\_ele](https://www.lidovky.cz/nazory/petracek-kdo-ho-sundal-v-oblasti-boju-by-se-civilni-lety-povolovat-nemely.A200110_221221_in_nazory_ele) [11.01.2020].

<sup>71</sup> <https://www.respekt.cz/tydenik/2020/7/je-to-o-identite-troubo> [09.02.2020].

<sup>72</sup> <https://www.respekt.cz/tydenik/2020/3/ctyri-dny-a-padla> [12.01.2020].

<sup>73</sup> [https://www.lidovky.cz/svet/jake-fake-news-vnikaji-o-pozarech-v-australii-stoji-za-nimi-ekoteroriste-pisi-dezinformacni-trollov.A200112\\_172201\\_in\\_zahranici\\_ele](https://www.lidovky.cz/svet/jake-fake-news-vnikaji-o-pozarech-v-australii-stoji-za-nimi-ekoteroriste-pisi-dezinformacni-trollov.A200112_172201_in_zahranici_ele) [12.01.2020].

<sup>74</sup> [https://www.lidovky.cz/orientace/kultura/letosni-rok-je-ve-znameni-remaku-jake-nove-verze-filmovych-klasik-se-podivaji-do-kin.A200113\\_134656\\_in\\_kultura\\_jto](https://www.lidovky.cz/orientace/kultura/letosni-rok-je-ve-znameni-remaku-jake-nove-verze-filmovych-klasik-se-podivaji-do-kin.A200113_134656_in_kultura_jto) [15.01.2020].

The advertising and evaluation functions of the headline *Geek, který přesvědčil svět*<sup>75</sup> is supported by the Anglicism *geek* (a person with deep knowledge, talent and strong passion for the area of their interest). One such person, who brought evidence to the world about how Chinese communists are holding more than a million people in modern concentration camps, is written about in the article below the quoted headlines.

The word *byznys* (business, entrepreneurship) with its origin in English helps support the evaluation and advertising functions of the headline *Identita a byznys*,<sup>76</sup> which stands above the text where an evaluation in the field of book publishing can be found.

The headline *Bike brašničky*<sup>77</sup> is formed with the help of the borrowed word *bike* (bicycle), for its advertising function to be strengthened. The reader can find out about innovation in the field of cycling luggage production in the article.

In the headlines of Czech periodicals, borrowed lexicon belonged among the most used linguo-culturemes, however, often, the same words repeated. Similarly, like in the Slovak headlines, lexicon like this supported mainly their advertising function.

### Results and discussion

For the specified half-year period, we excerpted 1418 headlines with linguo-cultureme offering the potential for the comparison of linguocultural particularities. The quantities of individual particularities are shown in Table 1.

P1D	K	LN	T	AIF	R
356	397	380	143	92	50

Table 1: The quantities of excerpted newspaper headlines according to periodicals

We separated the excerpted newspaper headlines according to the means of expressing linguo-cultureme into four groups:

- linguo-cultureme expressed through a phraseme,
- linguo-cultureme expressed through a paremiological unit,
- linguo-cultureme expressed through standard and substandard lexicon,
- linguo-cultureme expressed through borrowed lexicon.

The numbers of excerpted newspaper headlines on the basis of the individual groups are presented in Table 2 and represented in Graph 1.

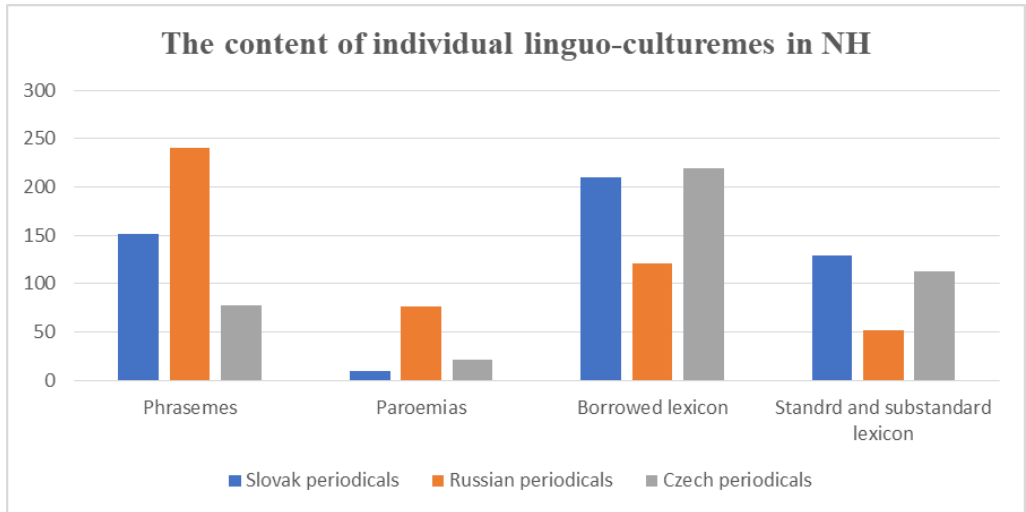
	Sk_periodicals	Rus_periodicals	Cz_periodicals
<b>Phrasemes</b>	151	240	77
<b>Paroemias</b>	9	76	21
<b>Borrowed lexicon</b>	210	121	219
<b>Standard and substandard lexicon</b>	129	52	113

Table 2: The content of individual linguo-culturemes

<sup>75</sup> <https://www.respekt.cz/tydenik/2020/1/geek-ktery-presvedcil-svet> [29.12.2019].

<sup>76</sup> <https://www.respekt.cz/tydenik/2020/4/identita-a-byznys> [19.01.2020].

<sup>77</sup> <https://www.respekt.cz/tydenik/2020/27/bike-brasnicky> [28.06.2020].



Graf 1: The content of individual linguo-culturemes

The mentioned results confirm our hypothesis that the individual linguocultures are marked by globalization, which manifests itself not only in the form of borrowing foreign (primarily English) lexicon, but also utilizing language resources which are connected with the local national culture – phrasemes and paroemias.

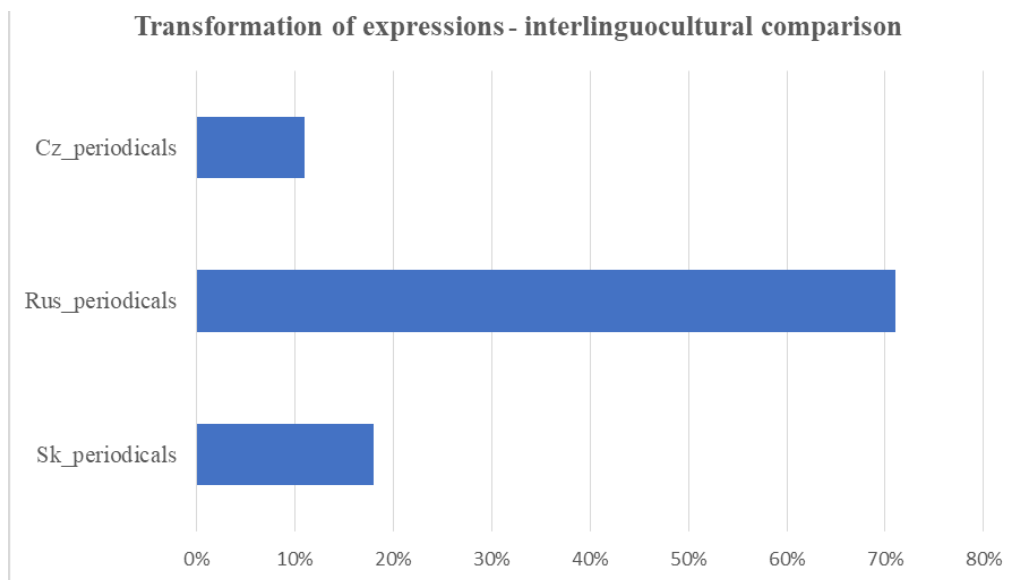
In this respect, there is a clear difference between the linguo-culturemes that we observed. While linguo-culturemes expressed through borrowed lexicon dominate in the newspaper headlines of Czech and Slovak periodicals, we see the majority of linguo-culturemes in Russian periodicals be expressed through phrasemes. The results point to the fact that the authors in Slovak periodicals also used phraseology when creating headlines. We have to point out, however, that they were mainly phrasemes in updated form, in which case the same ones repeated often.

The mentioned observations are followed by the findings which concern the transformations of individual phrasemes and paroemias in the excerpted newspaper headlines, which were used by the authors mainly in order to create a play on words. This was a tool for strengthening primarily the advertising and evaluation functions of the newspaper headlines, which means that it helped attract the attention of the reader or express the author’s emotion. In Table 3 and Graph 2, the percentage of the transformations of the given expressions in an interlinguocultural comparison is shown.

Sk_periodicals	Rus_periodicals	Cz_periodicals
18%	71%	11%

Table 3: Transformations of expressions – interlinguocultural comparison





Graph 2: Transformations of expressions – interlinguocultural comparison.

It is clear from the results that from the total number of the transformed expressions, headlines of Russian periodicals constituted 71% of them, as they stood out because of their inventiveness. The most frequent form of transformations was the lexical and syntactical transformation, but also the extension and reduction of expressions.

#### *Final findings, comparison of results*

Headlines of Slovak periodicals represented a basis without a clear linguoculturological diversity and originality. Authors strived to attract the reader’s attention mainly with expressiveness and graphical emphasis of certain words. We consider it important to note that from among the headlines of Slovak periodicals, the biggest group was constituted of ones where borrowed lexicon and neologisms created from borrowed words were used. A significant group was also represented by headlines created with the help of standard and substandard lexicon, and while from the mathematical point of view it comes out as the second largest group of headlines with the linguo-cultureme expressed through a phraseme, we have to note that they were phrasemes in updated form (most often utilizing standard and substandard lexicon), which also frequently repeated. As indicated by our results, the authors of Slovak periodicals created wordplays with the help of transformations of phrasemes and paroemias only minimally. Most often, they worked with the extension or reduction of expressions, less commonly they chose lexical or syntactical transformations. These tools helped enhance mainly the advertising function of headlines. From our observations, it is clear that in most cases, instead of intellectual games with the reader, they chose to relay information directly with the frequent utilization of neologisms and borrowed lexicon, mainly from English, which added a colloquial feel to the headlines. The given phenomenon is connected with globalization and the extension of western culture into many areas of life and its strong influence on the Slovak language.

In Russian periodicals, headlines stood out with their originality and only a few linguo-culturemes repeated. On the basis of our results, it is noticeable that the authors often transformed

expressions in various ways while using mainly lexical and syntactical transformation, but also the extension or reduction of an expression. These shifts helped create wordplays and strengthened the advertising and evaluation functions of headlines, which means they served to attract the attention of the reader, or the authors showed their opinion on information offered in the article. We can therefore observe that Russian authors counted on high cultural literacy of the readers when creating headlines.

Neologisms and borrowed lexicon while creating newspaper headlines were most often used by authors of Czech periodicals. At the same time, they often worked with standard and substandard lexicon and only used very little phraseology or proverbs in order to create a wordplay for the reader. The interlinguocultural comparison of transformations of the expressions points to the fact that in Czech newspaper headlines, these means of gaining the reader's attention were not very frequent.

Therefore, if we take into consideration the fact that the language of mass media represents the current language to a certain extent, the material excerpted by us can be considered the basis for the characterization of some of the particularities of the given three linguocultures.

On the basis of our findings, we can state that a truly strong cultural literacy prevails in Russian linguoculture. We explain this with the fact that authors of Russian periodicals, to a high extent, created headlines with the use of linguo-culturemes expressed through phrasemes or paremiological units, often in their automatized form. At the same time, they used these literary devices to create wordplays for the reader, so they worked with the belief that the reader is well-oriented in the given lexicon.

The Slovak linguoculture is, to a considerable extent, contaminated by the influence of western culture, which manifests itself in the strong use of Anglicisms. Our research has shown that Slovak recipients are not willing to play intellectually high wordplays, they rather react to expressiveness and the use of colloquial language.

Globalization processes and the influence of western cultures connected with them reflect a bit more in Czech linguoculture than they do in Slovak linguoculture. From the results of our research, there is a clear and frequent use of borrowed, but also standard and substandard lexicon in newspaper headlines. Their authors only minimally created wordplays with the use of phraseology or paremiology, it is therefore clear that these linguistic tools are not a dominating part of the Czech journalistic language.

After the summarization of the given facts, we can see that globalization and the processes which are connected to it strongly reflect in language. This fact is confirmed by the observed particularities of Slovak, Russian and Czech linguocultures. While the active part of Russian linguoculture is still constituted of elements of phraseology and paremiology, in Slovak and Czech linguocultures, elements of borrowed lexicon, primarily from English, strongly manifest.

Because newspaper headlines and mass media texts constitute a rich research base for the field of linguoculturology, we consider further similar research to be promising. It would be appropriate to, for example, concentrate on the comparison of Slavic and non-Slavic languages and focus on the found peculiarities of the selected linguocultures.

## **Язык как зеркало глобализации в лингвокультурологическом аспекте (на материале избранных славянских языков)**

Ольга Ермачкова – Тамара Муйкошова

В статье представлены результаты анализа газетных заголовков, выписанных из отдельных словацких, российских и чешских периодических изданий, причем основное внимание уделяется лингвокультурологическому аспекту с учетом влияния глобализации. Внимание акцентируется на использовании лингвокультурем, выраженных фразеологией, паремиями, стандартной и субстандартной лексикой, а также неологизмами и заимствованной лексикой. Обнаруживаются интересные выводы, относящиеся к отражению процессов глобализации в отдельных лингвокультурах, которые в заключении статьи сопоставляются.