

## Discursive Presentation of Information in the Headlines of Modern French Newspapers

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**Annotation:** It should be noted that today most publications lack qualified design and pagination specialists. It's no secret that we need experienced photojournalists, professionals who work with websites and Internet resources. We'll explain in our article above. Plus, in this article we will talk about the basic principles of the article writing procedure, the rules of law. This knowledge will help you connect with the reader who is reading your article and present yourself as an expert. When writing the title of the article, it is emphasized that the main thing is not to overdo it and find a good solution.

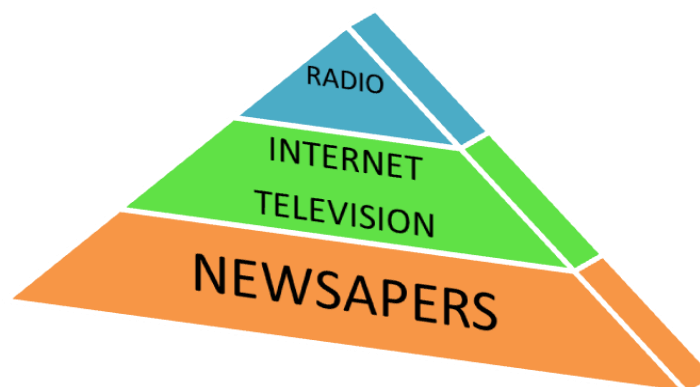
**Key words:** article, reader, main text, pagination, process, publication, journal, motive, title, character, subject, focus, message, genre, essay, brochure, comment.

### Introduction

As you know, the media is an important tool for raising awareness and social reflection. Today, older people are the biggest users of newspapers because the younger generation prefers digital media. With the rapid growth of mass communications, people's need for communication, the ever-expanding communication space, the rapid development of information technology, the possibilities become limitless with the advent of television channels, radio stations radio, online versions of print media and online publications. 62% of French people read a newspaper every day. Today, the current organizations of our Republic have the information service, newspapers and magazines, television and radio studios and websites on the Internet. The organization is bound to serve the dissemination of information. In turn, public opinion must be studied. The main objective of the information service is to collect, analyze and disseminate information about the organization. And more, to study and analyze public opinion and inform the leaders of the organization.

### Main content

The vast majority of the population (95%) say they read at least one title per month. Above all, women, great readers. Women read more titles than the average (6.1 titles) as do the "ultra-connected" (who own a computer, Smartphone and tablet, 5.8 titles) and city dwellers (5.7 titles). Another lesson from the study: more than a third of readings (37%) are done outside the home, especially at work (12.4%). Paper versions represent 51% of readings compared to 49% for digital versions (computer, mobile or tablet).



Nowadays, the press should not only enrich the information, but also pay great attention to the appearance, considering the competition between the media. Renowned newspaper designer Mario Garcia wrote in his book "Modern Newspaper Design": "Quality newspaper pagination is the careful and logical combination of text with other visual elements: typefaces, photographs, color illustrations and informative graphics. Just as the clothes of different countries and peoples differ from each other, it would be wrong to say that any design method in newspapers is the best because it takes into account the age of the reader, his social background, his interests, his religion, etc."<sup>1</sup>

### Analytical section

Currently, due to the development of modern information technology, "What is the future of traditional newspapers?" has become a hot topic. For a journal to be readable and interesting, it should be focused on solving day-to-day worries and problems. This requires studying not only the social status of the audience, but also their psychological life. What does the reader expect from us? You have to find the answer to the question. What should our newspapers look like? The diary should not only have a very colorful design, but also pay more attention to functionality. Good design should serve to ensure that the information reaches the reader. In France and other developed countries too, advertisers also take into account the professionalism of newspaper design. Because on the pages of newspapers everything is expected of the buyer.

"Parisien" - is a French daily newspaper that covers international and national news, as well as news about life in Paris and its suburbs. The newspaper was founded on August 22, 1944 under the name "Le Parisien Libéré" by Émilien Amaury. In 1986 the name was changed to the current one. A national edition titled "Aujourd'hui en France" was released in 1994. The newspaper is in high demand as the national newspaper of France with a daily circulation of 530,000 copies.

The title is important for the readability of the material. That's why most authors try to come up with a meaningful and interesting name. Usually it is chosen based on the content of the article.

Text title is an important part of title status for newspapers and magazines, brochures and books. But it is not only a conventional symbol of the text, but also an important element of the text, inextricably linked with its essence, content, purpose and function. That's why it's important to choose a clear title for an artwork, newspaper or magazine article. Its choice requires great skill on the part of the author. Because the content of the article is closely linked to the title chosen for it.

The title is the name given to the article and the material, according to its content. Indeed, the title of a work or an article is inextricably linked to the content and essence, character, subject and sign of the subject matter covered. Therefore, the "first word of the author" - the title, which is brought to the attention of the reader, requires very careful thought and careful choice of words.

I also monitor this newspaper and the articles, miscellaneous facts - economy, politics, society, environment, cinema, sports, horse racing, football, champions league, announcements, games, sodoku, weather, television programs, horoscopes etc. are very interesting. The titles of some of the articles in the Wednesday October 20, 2021 issue № 23993 caught my eye. On the page "Your fact of the day" there is a big title: "The controversial reset of Espérance suburban schools"<sup>2</sup> writing with black ink.

Decryption (with red ink) "Funding, training, recruitment: how is this non-contract network organized" Reactions (with red ink) "An opaque functioning and a reactionary teaching" and between it is written almost ten small titles, different photos. The authors of this article are Julie Olgagnol and Stéphane Corby. I would not like to discuss it,

<sup>1</sup> CONTEMPORARY NEWSPAPER DESIGN: A STRUCTURAL APPROACH By Mario R Garcia

<sup>2</sup> Le Parisien Wednesday, October 20, 2021 № 23993

but, I want to write about the presentation of information in the title and its rules. It should be noted that the font used in the publications is also of great importance. According to research, the attached font is easy and quick to read. The font of the main text of the newspaper should be as uniform as possible. The goal is to make the newspaper easy to read. The font used in body text should never be used for advertising purposes. Also, the main text fonts should not be too small. Having made the space between the text as convenient and beautiful as possible, it is desirable that the material be applied equally on all pages, regardless of their size. The fact that the font of the text is white and the background behind is black annoys the reader with the difficulty of reading. It is well known that the title is an important way to convey the content of an artwork and a news article in the form of primary information, reader knowledge and attention grabbing. Choosing the right title will further increase the effectiveness of the ideas expressed in the text. This is why we choose meaningful, concise, effective and dynamic linguistic units for the title.

There are several scientific views on the functions performed by the syntactic structure of literary, journalistic, scientific texts and newspaper headlines. Researchers in this field recommend dividing titles into the following types according to their function: name, distinction, message, advertisement, persuasion, instruction, protection, appeal, brevity. The lines of artistic illustrations in a newspaper differ depending on the intended audience of the publication. For example, an art journal might have pretty designs, while a political journal might use only serious lines. In the form of a modern diary, excerpts from basic, interesting and important documents are placed on its surface. It is definitely to grab the reader's attention right away. Therefore, titles are also important in bringing newspapers closer to the reader. Choosing the title of an article requires skill on the part of the journalist, since it is the exact title that will immediately interest and attract the attention of the reader. In some cases, depending on where the article is on the page, the title can be placed in the middle, left or right. Fonts used in themes may vary, but it's a good idea to set consistent fonts for certain directions. For example, only one font should be used for news. Like body copy, these fonts cannot be used in ad copy. They must psychologically orient the reader towards the content of this or that document. Most headings are written in uppercase, but body text is written in lowercase only. According to research, the reading speed of text written in capital letters will be slower.

Due to the nature of the press, including the newspaper, its primary function is to provide information and figurative influence through artistic and journalistic means. Researchers have used the terms "informational" or "art-publicist genre" and "analytical genre" to refer to the genres, functions, modes and forms of expression of the press. As for the linguistic characteristics of the language of the newspaper, they can be divided into the following genres: information, report, correspondence, article, political article, article of a political, economic and scientific nature, essay, chronicle, brochure, sheet, etc. and governments, news, various commentaries, reviews, sociopolitical essays, open letter, international news, appeals, report, interview, correspondence, article, commentary, review, press review, essay, chronicle, file. Observations show that newspaper headlines and advertising headlines have begun to appear in an effort to attract more readers' attention. As a rule, these titles are chosen for sensational events or rumors, and are even placed in capital letters on the first page. The illustration is the main link that gives life to the sections of the newspaper. It is enriched with photographs, drawings, diagrams and tables. The degree of illustration of a publication depends on its management. Many publications find that distributing illustrative objects on a page fatigues the reader. But some major world publications only cover world events with photographs and commentary. The newspaper uses photographs, drawings and caricatures to effectively cover events. Political cartoons play an important role in many sociopolitical newspapers published abroad. It may reflect whatever the newspaper article has to say. A good photograph describes the process, for example, the process by which a player puts the ball in the goal is more interesting than an image of a player holding the ball in his hand. Major foreign newspapers mainly use attractive images on their covers. Some fans read the newspaper from behind, some watch the headlines or pictures first.

## Conclusion

In sum, competitive quality products will be in demand in any market. Today, the constantly expanding textile market also requires a “consumer” product of this quality. The role of the media in shaping public opinion is invaluable. To perform such an important and responsible task, a journalist needs in-depth knowledge and experience. In effective cooperation with the media, journalists and bloggers who regularly work with information services, both orally and in writing, with a thorough analytical approach to democratization, modernization, coverage political reforms in all spheres of public life, must follow the necessary scientific and technical rules in the process publish the texts published in an impartial and timely delivery.

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