

## НОВІ МЕДІА

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### ANALYSIS OF PRESS HEADLINES FROM KROSNOCITY.PL AND KROSNO24.PL WEB PORTALS IN KROSNO

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The analysis of press headlines from the krosnocity.pl and krosno24.pl news portals in Krosno allowed to distinguish features and ways of creating headlines in the local press: from schematic constructions to metaphors, word games, hyperbolization of events and quoting statements. During the linguistic research, several key functions of local Internet portals also emerged: it is primarily to inform about the most important events from the region, but also to support the development of the city, promote local products and businesses, take care of the good name and the interests of its inhabitants and make their achievements and passions known.

*Keywords:* press headlines; local news portal; internet journalism; localism; headline functions.

Today, the media are the most important part of culture, the basis of universal communication exchange, they are both national and corporate institutions, always in some way ideologically, organizationally and financially subordinated. They have never been transmitters of neutral information, but have been part of the relationship of a given worldview<sup>1</sup>. Media discourse as a communicative event that is «accompanied by social, cultural and political circumstances» is at the same time a tool for social practices and governance. Thus, media discourse is an open collection of statements that relate to each other and are thematically, genre-related and functionally. Urszula Żydek-Bednarczuk distinguished the «language media discourses»: press, radio, television and Internet<sup>2</sup>. The media discourse is determined by seven components:

1. *Digital convergence* (internetisation) – this means that the network becomes a point of reference for all existing media and their linguistic and communication forms,

<sup>1</sup> Skowronek, B. (2014), Mediolingwistyka: teoria – metodologia – idea // «Postscriptum Polonistyczne», nr. 2(14), s. 24.

<sup>2</sup> Żydek-Bednarczuk, U. (2013), Dyskurs medialny // E. Malinowska, J. Nocoń, U. Żydek-Bednarczuk. Red. Przewodnik po stylistyce polskiej. Style współczesnej polszczyzny, Kraków, s. 188.

inscribing them into new contexts of functioning and use; thus, the distinctiveness of individual media becomes only apparent.

2. *Ideologization* – media transmit ideologically defined images of reality – media images of the world – together with their individual linguistic realization.
3. *Axiologization* – the media, by appropriate manipulation of selected elements of the world, control the emotions of individuals, evoke social «bliss» or «moral panic».
4. *Institutional differentiation* – this means that various media institutions (private/public/commercial/non-commercial media) functioning next to each other profile their respective messages in a specific way (they create media images of the world with their linguistic representations).
5. *Recipient difference* – the media space is divided into many discourse communities, often with different views of the world and communication, i.e., each of these groups has its own media and communication types.
6. *Commercialization* – all media messages are intended to fit into the assumptions of consumerism and pursue an entertainment goal. Their task is to attract and stopping the recipient's attention, which in turn involves building space for potential advertisers.
7. *Linguistic and communication hybridization* – that is, media statements combine a multitude of styles, genres, forms of communication; this is well illustrated by the metaphor of the «media language melting pot»<sup>3</sup>.

In this article two areas are connected: the press and the Internet, as the ways of creating headlines in Krosno's internet portals were analysed. The phenomenon of «Internet journalism» was widely developed in Leszek Olszanski's 2006<sup>4</sup> publication, and the author himself defines it as «the art of informing through the most modern means and possibilities»<sup>5</sup>. Nowadays, almost every town or even village has its own local website, where reports from the most important events, photo galleries, advertisements, etc. are posted. The main advantage of this type of journalism is the speed with which the latest information is transmitted.

In the «Dictionary of Modern Polish Language» edited by Bogusław Dunaj, the term «press heading» is defined as «an exposed title of an article in a newspaper or journal; a separate inscription placed over the text»<sup>6</sup>. According to Maria Wojtak, it is a metatext (i.e. a text about the text), but it can be treated as a paratex, i.e. «an important component of the environment of the actual text for its presentation»<sup>7</sup>. Among its basic functions the researcher mentions: the function of naming a text (nominative), the function of presenting its content (descriptive) and the function of influencing the recipient (pragmatic)<sup>8</sup>. The title is extremely important because it determines the reader's conscious choice of text. As Walery Pisarek, author of the first monograph on press headlines, notes, «The title is an exhibition window of a printed statement: it informs about the product and encourages to purchase

<sup>3</sup> Gajda, S. (2000), *Media – stylowy tygiel współczesnej polszczyzny* // J. Bralczyk, K. Mosiołek – Kłosińska. red. *Język w mediach masowych*, Warszawa, s. 10.

<sup>4</sup> See: L. Olszański, *Internet Journalism*, Warsaw 2006.

<sup>5</sup> Olszański, L. (2006), *Dziennikarstwo internetowe*, Warszawa, s. 3.

<sup>6</sup> Dunaj, B. (Red. ). (2001), *Słownik współczesnego języka polskiego*, t. I. Warszawa, s. 555.

<sup>7</sup> Wojtak, M. (2004), *Gatunki prasowe*, Lublin, s. 21.

<sup>8</sup> *Ibid*, s. 21.

it»<sup>9</sup>. The difference between the lexeme *title* and the *headline* is defined in the «Dictionary of Media Terminology»: the *title* is «an essential, initial part of each publication; it is the one that encourages reading and corresponds to the content of the work»<sup>10</sup>, the *headline* is the «initial element of the journalistic material (journalistic statement) consisting of a title and a subtitle or overttitle»<sup>11</sup>. In communication practice, however, two-component elements are most often encountered (combinations of title with subtitle or overttitle). Urszula Żydek-Bednarczuk writes that the title occupies an important strategic position: it attracts the attention of the audience and announces a journalistic text<sup>12</sup>. The headline presents the main subject of a given message, while the readers, sometimes completely unconsciously, receive the information through its prism. According to Walery Pisarek, it should be concise, and its content should be an «acronym» of the whole text». He must «convey in a maximally condensed form what is contained in the entire statement»<sup>13</sup>. The researcher divided the titles into the headlines of an informative statement (their task is to summarize the text, most often in the form of sentences or announcements) and the headlines of a journalistic statement (they expose the main idea, the author's attitude; they should be original, witty)<sup>14</sup>.

The analysis of press headlines was carried out on the basis of the material collected from selected Krosno web portals: krosnocity.pl and krosno24.pl. These are local websites, notifying about events concerning the city of Krosno, but also citing more important situations from the Podkarpacie region and its surroundings (e.g. information about road accidents or local cultural events). It is worth noting that these portals have been posting their articles almost every day for several years, so the collection of available exemplary material is very large. Due to the multitude of examples, it was decided to analyse the latest and most representative headlines<sup>15</sup>.

Krosno, once called «little Cracow», is located in the southern part of Podkarpacie, at the mouth of Lubatówka to Wisłok. It is located in the area of the Krosno Valley, which is part of the Central-Beskid Foothills. The town itself charms with the beauty of medieval churches and historic tenement houses, located mainly in the Market Square. From June 1975 to December 1998 it was the capital of Krosno Voivodeship. Today, Krosno covers an area of 43.5 km<sup>2</sup> and has about 50 thousand inhabitants. It is a city with district rights and the seat of the Krosno district authorities, covering the area of nine surrounding communes. In addition, the city is located in the Carpathian Euroregion, which includes border areas of Poland, Slovakia, Ukraine, Hungary and Romania<sup>16</sup>. In the Krosno Old Town it is worth visiting the Gothic parish basilica, the bell tower with one from the largest bells in Poland – Urban, the Franciscan Church and from the from the late baroque Capuchin church. Currently, Krosno is advertised under the slogan «City of Glass», because it is the largest

<sup>9</sup> Pisarek, W. (2002), *Nowa retoryka dziennikarska*, Kraków, s. 163.

<sup>10</sup> Furman, W. (2006), *Tytuł* // Pisarek W. Red., *Słownik terminologii medialnej*, Kraków, s. 225.

<sup>11</sup> Furman, W. (2006), *Nagłówek* // W. Pisarek. Red., *Słownik terminologii medialnej*, Kraków, s. 127.

<sup>12</sup> Żydek-Bednarczuk, U. (2005), *Wprowadzenie do lingwistycznej analizy tekstu*, Kraków, s. 171.

<sup>13</sup> Pisarek, W. (2002), *Nowa retoryka dziennikarska*, Kraków, s. 164.

<sup>14</sup> Pisarek, W. (1967), *Poznać prasę po nagłówkach! Nagłówek wypowiedzi prasowej w oświetleniu lingwistycznym*, Kraków, s. 108-109.

<sup>15</sup> Examples from the krosnocity.pl portal are marked with the abbreviation kc, while those from the krosno24.pl service – k24.

<sup>16</sup> Information taken from the official website of Krosno City (krosno.pl). Source: <https://www.krosno.pl/pl/dla-turystow/miasto/polozenie/> [access: 27.09.2020].

glass producer in Poland. In the city and its surroundings there are more than 20 companies involved in the production and decoration of glass products. The secrets of processing this material can be learned in the interactive Glass Heritage Center (tourists have the possibility of blowing out the glass on their own, there are also glass decoration workshops organized). The unique atmosphere of Krosno is created by cultural events and sports, e.g. Krosno Theatre Meetings, Galicia Blues Festival, Carpathian Climates, Hungarian Wine Festival, Mountain Balloon Competition. More information about history, monuments and tourist attractions can be found on the official website of Krosno City [www.krosno.pl](http://www.krosno.pl).

The Krosno information portal – [krosnocity.pl](http://krosnocity.pl) – is divided into several areas entitled: *news, signal, culture, cinema, hallo krosno, kiosk, photo, #coronavirus*. They present successively articles related to the latest facts of life in the city, road accidents, they present cultural events and cinema repertoire. The *hallo krosno* tab contains texts of a different character, a bit ironic and humorous, thus drawing attention to issues requiring the attention of the City Hall. The mysterious slogan *kiosk* combines, in the same way as a store «*kiosk*», a mix of topics (but meticulously divided, named and specified), e.g. fashion, work, family, construction, renovation, ecology, finance and business, literature, automotive, etc. *Photo*, in turn, is a collection of photorelations from various local events. Hashtag *#coronavirus* informs the recipients about the current situation related to the COVID-19 pandemic in the county.

Whereas the [krosno24.pl](http://krosno24.pl) portal does not have such a clear, thematic division of articles. Admittedly, above each headline there is a slogan – a key allowing the reader to classify a given topic (e.g. economy, garbage, investments, recreation, difficulties, aesthetics), but there are no links to a collection of articles concerning e.g. education in the city. In the meantime, the portal makes available the schedule of buses, MKS buses, PKP buses, pizzeria menus, etc. Through city monitoring, it allows you to see what is happening in a given second on the Market Square or in other places. It allows you to post ads and advertise local companies.

The question is who is the main recipient of the resulting articles. After all, they do not appear in printed form, so their range should eventually be smaller. However, the range of reaching messages distributed electronically is very wide. Access to the content of the texts is free of charge, anyone with an Internet connection can visit a given local information page and read news of interest. Additionally, the analyzed portals have their profiles on Facebook, where links to current texts are posted. Thanks to that, readers can also comment on articles, share them, evaluate them.

The collected exemptive material presents a number of headlines formulated in the form of a asking statement:

*Green tenement house on Staszic Street. Who should decide on the colors in the city?* [k24].

*A chance for Iwonicz Zdrój?* [kc].

*Weeding the sidewalk. Is harmful chemistry used in Krosno?* [k24].

*MKS will change the schedule unannounced? Concerned passengers* [k24].

*Another «Biedronka» in Krosno? It is to stand near VIVO.* [k24].

*What will the school year look like during COVID-19? See* [kc].

*How much did Krosno gain from the Carpathian Euroregion? A million or more than three million PLN?* [kc].

*Uncertain situation in SP 15. Will the president implement the councilors' resolution?* [kc].

*A new street name to solve the problem?* [kc].

The headline (or part of it) in the form of a questioning statement puts the recipient before giving an intuitive answer, even before reading the main content of the article. For example, the title *Who should decide on the colors in the city?* suggests that it is the inhabitants of Krosno who have the right to decide on such issues. Moreover, the form of the questioning headline attracts more attention, in a way forcing readers to open a link and read more to answer his question (*How much did Krosno gain from the Carpathian Euroregion? One million or more than three million PLN?; (...) Is harmful chemistry used in Krosno?; MKS will change the schedule unannounced? (...)*). Sometimes it is a provocative question, oriented to the reaction of the relevant authorities, looking for and requiring clarification of the situation.

It is worth noting that some of the above mentioned titles contain terms that immediately outline the character of the whole text, e.g. (...) *concerned passengers*; (...) *harmful chemistry*; *another Biedronka* (...). Already after these valuable adjectives you can read the message of the articles and conclude that journalists working in local information portals will take the side of the city, its affairs and inhabitants. Therefore, these websites will not only be informational medium, but also opinion-forming ones, influencing the emotions and attitudes of Krosno residents. Studies conducted by media experts indicate that the media influence not so much people's opinions as the direction of their thinking. They often decide which information is important, in a way determining the hierarchy of events. in the consciousness of the recipients. Readers often remember only the characteristic titles of journalistic texts, and it is these titles that are a signal indicating the importance of a given event<sup>17</sup>. Stuart Allan writes in his book «News Culture»: «The role of news published in the press is not only to reflect the reality in which an event took place. Their task is to construct a coded definition of what should be treated as a real event»<sup>18</sup>. Considering the fact that it is from this type of Internet portals that the inhabitants draw knowledge about the current affairs of the county, it is important to note the great responsibility of the editors for the written word, which, when presented in the right light, can be understood differently. Therefore, one of the tasks of local journalists is not so much to present facts objectively, but to act for the benefit of the city and citizens.

Another group of examples is creating the headline in a humorous way, with a hint of irony. The aim is again to attract as many page views and comments as possible. The title often contains colloquial vocabulary (*wyżera, wydzieracie, ubaw, demoty*), while the final text of the article does not generally reveal the announced «sensations», the reader may feel disappointed. This can be observed in the following statements:

*The President of MKS eats cherries to a councilor?* [kc].

*«You ripping your teeth [zemby (Polish word; false record)] out»?*<sup>19</sup> [kc].

*Krosno on demotivators [demoty (Polish word)]? Internet users have fun* [kc].

*(...) we have a waterfall!*<sup>20</sup> [kc].

<sup>17</sup> Goban-Klas, T. (2005), *Media i komunikowanie masowe : teorie i analizy prasy, radia, telewizji i Internetu*, Warszawa, s. 267-269.

<sup>18</sup> Allan, S. (2006), *Kultura newsów*, Kraków, s. 85.

<sup>19</sup> Original spelling. The article is humorous and is a commentary on a spelling mistake in one of the advertisements (*zemby* – false transcript; correct recording – *zęby*).

<sup>20</sup> Both the headline and the whole text is kept in an ironic tone. It describes the situation of violent and prolonged rains and insufficient number of drainage wells, causing flooding on stone steps (creating the impression of a “waterfall”).

Sometimes press titles are confusing and do not provide information about the subject of the text. This is the case with headlines:

*The Chairman of PiS Club read about cats* [kc].

*Pokemons reached Krosno* [kc].

*Poland – Portugal 3 – 1! Councillors decided the result of the match!* [kc].

*City promotion and disinformation for spies in one!* [kc].

*Eggs on the Market!* [kc].

*Krosno in a space race? High school students are building a mini-satellite!* [kc].

*And you will become a Pankrośnista too* [kc]

*The shock of PSZOK<sup>21</sup>. Residents are doing the cleaning* [k24].

*5 million liters of water. Black hour tanks* [k24]

*Poland is not only Warsaw* [kc]

*Carol<sup>22</sup> with sticky hands* [kc]

The examples mentioned above are both in the form of introductory, questioning and exclamatory sentences. The treatments are designed to attract the reader, intrigue him, surprise him. The ambiguity of the words is used here (*Eggs on the Market!* – It is about oval balls-sculptures, shaped like eggs, decorating the entrance to the Market Square), similarity to the real situation (*The Chairman of the PiS Club and the cats*), absurdity (*Councillors decided the result of the match!*; *Promotion of the city and disinformation for spies (...)* *Pokemons reached Krosno!*) and building «cheap sensation»<sup>23</sup> (*The Chairman of the PiS Club read about cats*; *Krosno in space race? (...)*). Sometimes «surprising» information is emphasized by a shout or a question mark. Another header function is shown here: they are not only to inform about the event, but also to entertain and even shock. The phenomenon of combining information with entertainment is called *infotainment*<sup>24</sup>. Irena Kamińska Szmaj notes that information has become a commodity that needs to be attractively packed: «Ingenious, witty titles attract the attention of readers, intrigue, provoke, and often by their allusiveness and ambiguity encourage polemics. (...) This is not a selfless game, but a way to win the reader's attention, to seduce him»<sup>25</sup>. The titles often emphasize local patriotism (*Poland is not only Warsaw* – I guess: but also smaller towns; *And you will become a Pankrośnista<sup>26</sup> too*). Bernard Grzonka emphasizes the important role of the local press in shaping social bonds, he also mentions various functions of the press (e.g. popularization of historical traditions, useful activities for the benefit of the environment and

<sup>21</sup> PSZOK – Polish abbreviation for Municipal Waste Selective Collection Point.

<sup>22</sup> In Poland, during the Christmas period, it is customary to receive a priest at home to talk and say a common prayer. They are commonly called *carols* (*kołęda*).

<sup>23</sup> Grażyna Filip writes about the phenomenon of hyperbolization of press headlines in her article «Hyperbole as a Strategy of Gaining New Readers on the Example of Information Web Portal». [Visn. Lviv. Univ., Ser. Zhurn. 2019: 2019: 46; 289-296].

<sup>24</sup> Wolny-Zmorzyński, K., Kaliszewski, A., Furman, W. (2006), *Gatunki dziennikarskie: teoria, praktyka, język*, Warszawa, s. 37-39.

<sup>25</sup> Kamińska-Szmaj, I. (2001), *Słowa na wolności*, Wrocław, s. 61.

<sup>26</sup> In the community of Krosno, for some time now, the term «*pankrośnizm*» has been used. According to an Internet source, «Nonsense. Polish Encyclopedia of Humour», is an attitude of praising the city of Krosno, its monuments and other tourist attractions, especially in the company of people from other regions of Poland. This attitude, popularized mainly among young Krosno residents, is a sign of local patriotism. It often takes on a humorous character in the form of memes or jokes. See: <https://nonsa.pl/wiki/Pankro%C5%9Bnizm> [access: 01.10.2020].

culture, arousing interest in the region)<sup>27</sup>. In turn, Jerzy Mikułowski-Pomorski treats local media as «an advocate of the interests of local communities» and «a tool for transmitting the will of the authorities to the local level». At the same time, he notes that they are not creative in nature, nor do they significantly affect the building of lasting local ties; they can only strengthen or weaken them<sup>28</sup>.

The next group of examples are constructions promoting the newly established service point. Then the title of the article refers to the branch of the store and the products sold there ((...) *the store you will find after the smell; OX, or ox. A new place for carnivores*). Here is a series of examples:

*Secret Soap – the store you will find after the smell* [kc].

*New dietician, new quality!* [kc].

*OX, or ox. New place for carnivores* [k24].

*«The skin is a canvas for me». New tattoo studio in Krosno* [k24].

*Saigons, curry and soya sauce. Asian restaurant for the first time in Krosno* [k24].

*Krosno Coffee was created. «With such delicacies as our city has»* [k24].

*Krosno Len Men & Women: the manufactory where linen shirts are made* [k24].

*The richness of scents and flavors. A coffee roasting plant was established in Krosno* [k24].

The most common words here are the verb *be created* (**powstać**), the adjective *new* (**nowy**) and the phrase *for the first time* (**po raz pierwszy**). The place where the place was created is also emphasized – Krosno. The construction of the header is two-part: the first part is a «preview», an advertisement of the store (usually its name or type of service), while the second part is a specific name of the object (e.g. *coffee roaster, Asian restaurant, tattoo studio*). In this way, a local brand is created and promoted and local entrepreneurs are supported.

Another group of examples are press titles notifying about a road accident. Most of them are schematic: they contain specific announcements about the type of collision, its participants, most often the street name and information about traffic obstructions. Here are some examples:

*He did not have a driver's license, he had a promise. A motorcycle hit the bus* [kc].

*Night police chase. Damaged police car, warning shots* [k24].

*A collision at the hospital: he was leaving the parking lot and did not notice the pedestrian* [k24].

*A collision on Kolejowa Street. A drunken man passed through the crossing* [k24].

*Baby's knockout on Lelewel Street. A three-year-old with non-hazardous injuries* [k24].

*21-year-old victims in a motorcycle accident on Podwale Street* [kc].

A similar situation occurs in the headlines of weather-related articles. It gives detailed information about the announced weather (temperature, cooling, warming, rain, winds, storms). Below you can find representative statements:

*Heavy rainfall, flooding may occur* [kc].

<sup>27</sup> Grzonka, B. (1990), Prasa lokalna w opiniach czytelników // J. Mikułowski. Red. Prasa lokalna jako czynnik kształtowania się więzi lokalnej, Rzeszów, s. 212.

<sup>28</sup> Mikułowski-Pomorski, J. (1990), Polska prasa lokalna, jako czynnik więzi społecznej // J. Mikułowski-Pomorski. Red. Prasa lokalna jako czynnik kształtowania się więzi lokalnych, Rzeszów, s. 269-270.

*The middle of the week is cloudy and very rainy. It will be between 10°C and 13°C around the clock [kc].*

*Monday hot and dry, in the afternoon the increase in cloudiness. Tuesday with rainfall [kc].*

*Wednesday is cold, cloudy and humid. From Thursday, it will get hot and steamy [kc].*

In the collected material, there are also headings promoting the passions or achievements of the city's citizens.

*Krośnianin produces series about Polish workers in England [k24].*

*Fairytale forest in the parish tower. Krośnianka and its illustrations [k24].*

*«She fought bravely, but finally gave up». The Krośnianin conquered Mont Blanc [k24].*

*Glass Stories in CDS<sup>29</sup>. Bronisław Giefert shows his sculptures [k24].*

*It shows the beauty of the female body. Krośnianka and her abstractions [k24].*

*Krośnianka paints angels from Bieszczady. About the art of Joanna Pawłowska [k24].*

*Collector's soul of Krosno, that is, about collecting postcards, coins and stamps [k24].*

*Haunted palace and family secrets. Krośnianka writes gothic novels [k24].*

*VentilAid: How two krośnianie created a world-famous ventilator [k24].*

*Krośnianka paints pillows by hand. The stars appear with them [k24].*

*Tame the ravens. About the painting of Krośnianka Dominika Paczkowska [k24].*

The key element in the above mentioned statements is the own name of an inhabitant of Krosno – krośnianin or krośnianka – which particularly emphasizes the local identity of the character. The purpose of such headlines is to praise and at the same time advertise the person, his or her passions or works. They have a positive impact, presenting the achievements of local artists, who often work on a national or global scale. The title of the text most often consists of two parts: the first one is descriptive (presenting the field/achievement in question), the second one reveals the name of the article's hero.

It is worth mentioning that in the collected research material another way of creating titles was observed. It consists in quoting a statement of one of the article's characters. The quotation is followed by the appropriate part of the headline, which announces a specific topic of the text. This can be found in the examples below:

*The president to the councilors: «Think about what you say!» [kc].*

*Councillors in masks and gloves. «Everything is under control» [k24].*

*Rescuers in quarantine: «Infected people think we won't come to them. They're hiding the truth» [k24].*

*«Children are thirsty for ordinary toys». Open Day at the logopedist [k24].*

*«You can't prepare for something like this». Another shoplifting [k24].*

*«We're trying to get back to normal». New school year in times of epidemics [k24].*

To sum up, the headings in Krosno's internet portals are formulated in a variety of ways: from schematic information about the weather or traffic situations to quoting the participants' statements, the use of pot pottery, ironic and provocative questions, to metaphorical and mysterious titles. It should be emphasized that the headlines often emphasize local patriotism (e.g. through the nouns of Krosniak and Krosnanka, promotion of local businesses and products). Krosno's information portals have the main goal of conveying the most important news from the city and its surroundings. They also make it possible, through Facebook, to comment and evaluate these contents.

<sup>29</sup> CDS – Polish abbreviation for Glass Heritage Centre institution.



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## АНАЛІЗ ЗАГОЛОВКІВ З ВЕБ-САЙТІВ КОРОСНО KROSNOCITY.PL ТА KROSNO24.PL

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Аналіз заголовків з новинних сайтів Коросно [krosnocity.pl](http://krosnocity.pl) та [krosno24.pl](http://krosno24.pl) дав змогу розрізнити характерні особливості та способи створення заголовків у місцевій пресі: від схематичних конструкцій до метафор, гри слів, гіперболізації подій та цитування тверджень. Під час дослідження, також з'ясувались декілька ключових функцій місцевих інтернет порталів: здебільшого вони існують для інформування про найважливіші події цієї місцевості, але також вони підтримують розвиток міста, просувають товари місцевих виробників та підприємства, поширюють ідеї та світлий образ місцевих мешканців і розповідають про їхні досягнення.

Інтернет-портали Коросно: [krosnocity.pl](http://krosnocity.pl) та [krosno24.pl](http://krosno24.pl) – це місцеві веб-сайти, які повідомляють про події в місті, а також про важливі події та ситуації, що відбуваються у Підкарпатському регіоні та навколо (наприклад, інформація про ДТП; місцеві свята). Варто зауважити, що ці сайти публікують матеріали майже кожного дня впродовж семи років, тож вибір матеріалів для аналізу був надзвичайно великим. Через таку кількість прикладів було вирішено аналізувати лише останні та найбільш типові заголовки.

У цій статті поєднано дві площини: преса та інтернет. Їх проаналізовано як способи створення заголовків у інтернет порталах Коросно. Лешек Олшанські описав феномен «Інтернет журналістики». Сам автор називає його мистецтвом «інформування за допомогою найбільш сучасних засобів та можливостей». На сьогодні, майже кожне місто, чи навіть селище, має свій місцевий веб-сайт з інформацією про найбільш важливі події, фото-виставки, різні оголошення, реклама та ін. Головна перевага такого виду журналістики – швидкість, з якою передають новини.

*Ключові слова:* заголовки; місцевий портал новин; інтернет журналістика; функціональність заголовків.