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THE STYLE OF HEADLINES IN THE BULGARIAN PRESS

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The article examines the style of headlines in the Bulgarian press and the linguistic devices employed in them. Through the use of slang and dialect, neologisms and occasionalisms, as well as through the reconsideration of outdated Turkish words, journalists and editors try to make the language of the media attractive, more accessible and appealing to the mass reader. Expressive words and metaphors are most effective when they are used at the beginning of the articles. The study is based on material excerpted from the electronic versions of the newspapers *Telegraf*, *Standart*, *Sega*, *24 chasa*, *Trud* and *168 chasa* and the news agencies *PIK*, *Bivol*, *Frognews.bg*, *Blitz.bg* and *Fakti.bg* in the period between 2022 and 2023.

Keywords: newspapers; headlines; linguistic means; Bulgarian language

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