

## THE EXPRESSIVE HEADLINES ON THE NEWS PORTAL *DELFI.LT*

### *S u m m a r y*

The objects of the current article are the expressive headlines of articles published on the news portal *Delfi.lt* collected by the author from October 2012 to June 2014. The expression and presentation of the headline determines whether the article will be read at all; therefore, emotionally charged lexis is used deliberately. The purpose of the current article is to analyse the expressive headlines of articles published on the news portal *Delfi.lt* and find out the linguistic means of expression used in order to attract the readers' attention. Metaphoric name-words, figurative verbs, neologisms, jargon, vulgarisms, antonomasias, personal names, phraseologisms, quotations and foreign language inserts are analysed in the article; out of them, traditional phraseologisms and figurative verbs were the most frequent.

KEYWORDS: headline, emotive–expressive lexis, stylistics.

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