RELEVANCE OF UNIVERSITY NEWS HEADLINES (BASED ON THE WEBSITES OF BRITISH AND UKRAINIAN UNIVERSITIES)

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Summary

The aim of the article is to establish the relevance of university news headlines on the websites of British and Ukrainian universities. The study clarifies the integral nature of university discourse; develops a step-by-step methodology for comparative research of university news discourse using automated semantic text analysis ISTIO; and determines the relevance of news headlines by entering keywords in the text. University news texts represent concise verbalised fragments of knowledge correlated to a diverse subject area of university life. The research material was limited to the websites of two Ukrainian and two British universities. When choosing the universities, we were guided by the principle of comparability, which implies the study of linguistic samples relevant for cross-linguistic analysis. For this purpose, we took into account: 1) the history of the university's development, i.e. belonging to approximately the same historical period of foundation; in our case, the 20th century; 2) the similarity of educational programs. In our opinion, such criteria are important when comparing both the thematic heading of news and the quality of their content. These universities are: Loughborough University, Keele University (Britain), Kyiv Volodymyr Hetman National Economic University and Vinnytsia Institute of Trade and Economics of State University of Trade and Economics (Ukraine). The study used a number of general scientific research methods (analysis, synthesis, induction, deduction), as well as linguistic methods, such as descriptive, discourse analysis, and comparative. An analysis of the relevance of news article headlines according to the presence of keywords in the text (identified using the ISTIO online service) showed that the authors of articles do not always take this correlation into account. According to our observations, the largest number of correlations was found in the English-language news discourse of the Loughborough University website.

Key words: university discourse, news discourse, network communication, correlation, semantic representation, naming.

1. Introduction

Modern university news discourse is an important element of the representation of university life. Given the organic combination of typological features of institutional and network communication in this discourse, its linguistic study covers a number of problematic, sometimes controversial issues. News, filling a rather large information space on the official websites of universities, becomes an effective tool in building cooperative communication strategies. In this context, the triad of such linguistic entities as "university discourse", "news discourse", and "network communication" is becoming more relevant, since within the framework of their interaction we are talking about modern, pragmatically colored ways of creating the image of a higher education institution, highlighting the priority areas of its activities and establishing special network communication between the university and the target audience *(Akimova, 2017; Bou-Franch, 2018; Iarova, 2022)*.

The advantages of the university news discourse include its dynamism. It has the ability to "compress" space and time – the information presented in university news articles is prompt ("here and now"), informative (reproduces the main points), covers a wide range of issues (from scientific discovery to leisure of university community members), and is formalized *(Karpenko, 2016; Zhabin, 2020)*.

Among the topical issues related to university news discourse is the problem of headlines as a structural part of a news text. A headline is the central thesis of any material. It performs nominative, communicative, and advertising functions. On the one hand, an original, apt, logical headline can attract the addressee's attention and make him or her interested. On the other hand, the headline of a university news item is intended to reproduce and condense the content of the information message. In other words, it should be appropriate, relevant to the content of the news text. It is this aspect that is valid for our study *(Crystal, 2011; Dijk, 1988; Hokhman, 2018)*.

The purpose of the article is to establish the relevance of university news headlines on the websites of British and Ukrainian universities. Achieving this goal occupies the following tasks: 1) clarifying the integral nature of university discourse; 2) developing a step-by-step methodology for comparative research of university news discourse using automated semantic text analysis ISTIO; 3) determining the relevance of news headlines by entering keywords of the text.

The representative sample of news texts comprises 200 units (50 news items from each website). The texts were extracted from the websites of British and Ukrainian universities. In particular, the study covered news reports from universities relevant in terms of the time of their establishment and areas of educational activity, namely: Loughborough University, Keele University, Kyiv Vadym Hetman National Economic University and Vinnytsia Institute of Trade and Economics of SUTE.

The study used a number of general scientific research methods (analysis, synthesis, induction, deduction), as well as linguistic methods, such as descriptive, discourse analysis, and comparative. Considerable attention was paid to automated semantic analysis of news texts using the ISTIO software.

2. The Pragmatics of university news discourse

Today's educational environment requires new discursive practices of social interaction between all participants in the educational process. The possibility of continuous remote communication and the intensification of virtual life define new parameters for positioning universities in the global institutional online space. This task is partially solved through the content

of news sections on official websites, which builds a kind of media dialogue. The purpose of such a dialogue is to make the addressee interested in information and to engage him or her in a common communicative field. By developing communication with the target audience as a potential client of educational services, the addressee (higher education institution) uses attractive language to form a positive image portrait in the addressee's perception and increase its brand awareness.

Speaking about the participants of university discourse, it is worth noting that they are not only students and teachers as typical participants. The palette of university discourse is also formed by other university community members (administration, staff, teaching staff). Moreover, the university discourse involves representatives of society who are not directly connected with the university in everyday activities but can engage in a dialogue with the university community in certain situations (applicants, parents of applicants, stakeholders, participants of university events, competitions, etc.).

Today's university news discourse is a process of combining the communication activities of representatives of the university society. It operates in the field of operational information broadcasting in the Internet space. News texts represent concise and worded fragments of knowledge related to the diverse subject area of university life. They reflect national and corporate culture, as well as the social space of the university. In addition, news discourse is designed to ensure communication between different participants in the educational process. The typological features of university news discourse as a special type of network communication are the target audience (reports on events at the university), and the channel of information transmission (university news posted on the university website).

Modern university news discourse is an important link in network communication, given its ability to ensure fast, informatively truthful, and effective communication between educational institutions and their target audience. It is also a powerful tool for creating an image of an "ideal university" to be trusted.

3. Determining the relevance of news headlines based on keywords in the text

Turning to the results of our study, we note that it involved the analysis of the quality of content according to the headline and topic of the message. For this purpose, we conducted a semantic analysis of the texts using the free online service ISTIO (https://istio.com/text/analyz). This analysis allows us to determine the nausea (keyword content) of the text. The service also identifies keywords in the text.

There are two types of text nausea: academic and classical. Academic nausea is calculated by the ratio of the repeated word to all other words. For example, if a document consists of 100 words and one word is repeated 5 times, the academic nausea of this word will be 5%. The recommended academic nausea rate should be no higher than 7-8%. To calculate classic nausea, you need to take the square root of the number of words repeated in the document. The size of the text should not be taken into account. For technical reasons, this indicator cannot be less than 2.64. Classic nausea is calculated by the software. The text is considered spammy (i.e., keywords are used too many times) if the Classic Nausea score is higher than 7.

If the SEO module ideally requires the headline to contain keywords that are relevant to the search context, then it is likely that the headline of the article should contain at least two or three keywords from the news text.

The online resource we used for semantic text analysis identifies the keywords in the article and calculates their usage.

Next, we compare the headline of the news article with the selected keywords. For example, let's look at the website of Vinnytsia Institute of Trade and Economics of State University of Trade and Economics (Table 1).

As can be seen from the table, in the first example we find coincidences (*маркетингової агенції 'marketing agency'*). At the same time, there are noticeable informational shifts between the important, in our opinion, lexemes in the headline (*зустріч, здобувачі вищої освіти* '*meeting, students'*) and the keywords of the text (*бізнес-школа 'business school'*).

The headline in Example 2 is correlated, as it contains coincidences (*бізнес, конкурс 'business, competition'*).

The next example 3 from the above table shows that the headline and content of the news text are not correlated. The headline does not contain any of the words that are most often found in the news text.

Let's analyze examples from the Loughborough University website (Table 2). In example 1, we can see a correlation between the headline and the keywords. In this case, the keywords of the text are most fully reflected in the headline of the article. In Example 2, there are fewer matches, and the headline contains a less-ranked keyword. In Example 3, the headline does not contain any keywords at all.

This algorithm was used to analyze the headlines and keywords in a representative sample of news from the websites of British and Ukrainian higher education institutions. To present the results, we propose to use the following measurement features:

Table 1

Comparative analysis of the news headlines and the keywords of the text (Vinnytsia Institute of Trade and Economics of State University of Trade and Economics)

№	News headline	Key words
1	*Відбулася зустріч здобувачів вищої освіти з засновницею **маркетингової агенції** «Sonya Agency»*	***Маркетингової** (3), бізнес-школи (2), ВТЕІ (2), ДТЕУ (2), **агенції** (2), досвідом (2), роботи (2), стратегічного (2), планування (2)*
2	*У ВТЕІ ДТЕУ відбувся онлайн-**конкурс бізнес**-планів «Студентський Start-ир»*	***Бізнес** (8), економіка (6), **конкурс** (6)*
3	*Для учнів продовжуються науково-просвітницькі заходи в рамках дії Меморандумів про співпрацю*	*кафедр (5), вересень (4), рік (4), вінницькі (4), доцент (3), школяр (3), ліцеєві (2), які (2), інститут (2)*

Table 2

Comparative analysis of news headlines and the keywords of the text (Loughborough University)

№	News headline	Key words
1	*County **cricketers** experience "roller-coaster" of **mental health** experiences – new study.*	***mental, health, cricket, experience**, player, **cricketer**, support, professional, career, project*
2	*National **Theatre** Live returns to Loughborough*	*screening, leopoldstadt, play, **theatre**, stoppard, book, dust, student, ticket, sauvage*
3	*Don't miss National Theatre Live's next screening on campus*	*book, child, pullman, ticket, phillip, production, future, fate, lie, belacqua*

"Correlation" (the headline of the article contains 3–4 keywords, especially the most frequently used ones);

"Partial correlation" (the headline includes 1–2 keywords);

"No correlation" (no keywords in the headline).

Comparative analysis of the relevance of news headlines on British and Ukrainian university websites

Below we present generalized observations on the relevance of news headlines in the projection of the keywords of the content itself.

As Figure 1 presents, most of the news content is consistent with the headlines. The lowest number of irrelevant headlines was recorded on the websites of Loughborough University and Vinnytsia Institute of Trade and Economics of State University of Trade and Economics. The full correlation was most often found on the website of Keele University. A partial correlation was found on the websites of Loughborough University and Vinnytsia Institute of Trade and Economics of State University of Trade and Economics.

Accordingly, we dare to assume that headlines that correlate with the keywords of the text are pragmatically attractive. It is likely that a user who is interested in the headline will find the information he or she needs in the text of the article, and, accordingly, will satisfy his or her own information and communication needs.

4. Conclusions

The university news discourse is considered from the perspective of modern network communication, which puts forward a number of requirements for the content. On the one hand, university news should meet the characteristics of the news genre. On the other hand, these texts, being placed on the websites of higher education institutions, automatically fall
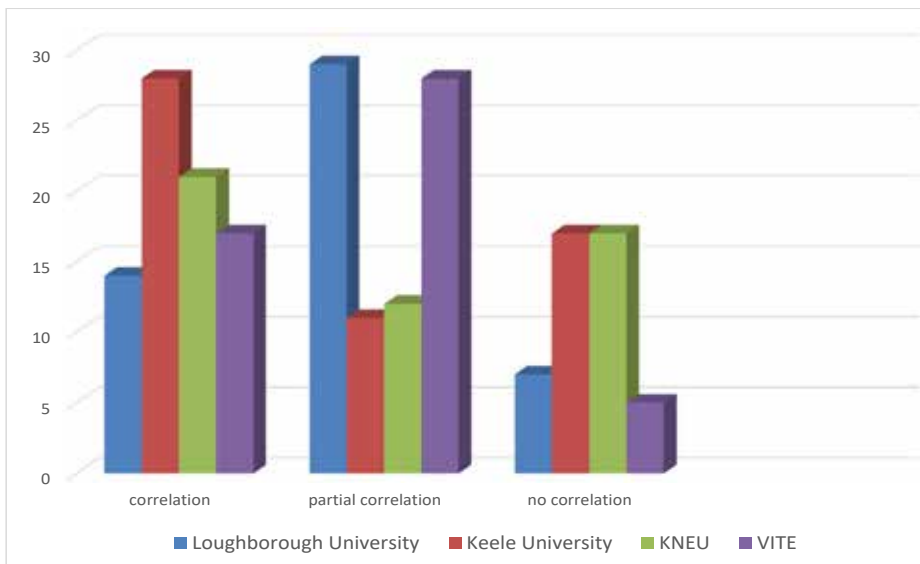

**Figure 1. Comparative analysis of the relevance of headlines
of news texts on the studied universities websites**

into the sphere of network communication. Such communication is possible only if the necessary/interesting/useful information is pre-searched by automated search engines using known algorithms. Accordingly, the content of university news should contain words and structures relevant to the search.

The semantic analysis of our representative sample of news texts using the online service ISTIO allowed us to analyze each article for the correlation between the headline and keywords. According to our observations, the most relevant was the headlines to articles posted on the websites of Loughborough University and Kyiv National Economics University.

The results of our study can be used to improve the news content of universities websites both in terms of their adaptation to automated search engines and pragmatic adaptation to the target audience.

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