

serves to fulfill most of the headline's functions (Ivas, 2004). Recognition of figurativeness reveals the reader's level of education and cultural awareness, as well as a capacity for abstract thinking. In addition, headlining is challenging for the reporter because he/she has to keep in mind the audience addressed, presume their level of cultural experience and also successfully attract attention, entertain or disturb the audience. Even when it is not clearly figurative, the headline takes on this function because of its positional prominence in regard to the addressed text. Figurative devices in the headline additionally assert its independence from the text body. The headline or newspaper article does not necessarily have to employ figurativeness: the frequency or lack of figurative language use depends on the type of news and also on the journalist's style and skill. These characteristics generate differences between newspapers.

The most common type of figurative speech in a headline in addition to metaphor and metonymy is paraphrase.

### 1.2. Paraphrase – the History of the Term

The term paraphrase derives from the Greek word *paráphrasis* meaning description, loose translation. It signifies the fundamental rhetorical process of statement development, and functions as a macro-structural stylistic figure. In both cases paraphrase refers to rewriting, retelling, reworking of a sentence or statement (Bagić, 2007).

In the 20th century the term paraphrase became obsolete in language and literature. Aestheticians, literary theorists and linguists today often discuss paraphrase with negative connotations, defining it as a simplification of serious discourse. A pejorative meaning can frequently be found in everyday communication, as we think about paraphrase as chaotic, bulky and imprecise commentary (Bagić, 2007). Many linguists have adopted a broader definition of paraphrase. They define it as a re-statement of a text in another form or in other words, often to simplify or clarify meaning. For example Crystal (2003) says that it is a term used in linguistics for the result or process of producing alternative versions of a sentence or text without changing the meaning. One sentence may have several paraphrases, e. g. *The dog is eating a bone, A bone is being eaten by the dog, It's the dog who is eating a bone*, and so on (Crystal, 2003: 336). Most semantic theories would treat all these sentences as having a single semantic representation. Linguists use syntactic paraphrase as a major procedure for establishing certain types of transformational relations (Crystal, 2003: 336).