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**NEWSPAPER HEADLINE: NORMATIVE-ETHICAL ASPECT  
(BASED ON THE NEWSPAPER «MOSKOVSKY KOMSOMOLETS»)**

**Abstract**

This article examines the main types of violations of the literary norm found in the headlines of the newspaper "Moskovsky Komsomolets". Examples of usage of colloquial, slang words, nonce words are given. Lexical, grammatical, stylistic, syntactic, communicative errors are presented and analyzed. The problem of correspondence of headings to the content of the material is considered. Special attention is paid to the headline text, which violates the ethical norm. The analyzed material is provided with examples, as well as supplemented with the necessary linguistic comments. The conclusion is made that in the pursuit of new ways to express newspaper headlines might remove sober restrictions leading to the risk of the national Russian language impoverishment. It is noted that newspaper headlines become more ironic and expressive, the meaning of the information message might be distorted, unnecessary connotations might appear making it difficult to understand the text. Blurring the boundaries of journalistic style in newspaper headlines often not only spoils the quality of the message, but also leads to ethical conflicts.

**Keywords:** newspaper headlines, colloquial words, slang expressions, occasionalism, parcellation, literary norm.

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