ŠIAULIAI UNIVERSITY

FACULTY OF HUMANITIES

DEPARTMENT OF ENGLISH PHILOLOGY

NEWSPAPER STYLE: THE HEADLINE

BACHELOR THESIS

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Šiauliai, 2013

CONTENTS

INTRODUCTION

In the daily life people cannot imagine their life without communication. People communicate by speaking, writing or even through sign language. The language is very important in any culture. It does far more than just enable people to communicate with each other. The language of one country is different from the language of other countries. Languages shape the way people perceive the world and it also provides help to define culture of any society.

Every written text tries to convey a different message or meaning. Depending what the function of the written text is (whether it is to entertain or to inform), it contains various elements of style. Newspapers, especially their headlines include numerous stylistic peculiarities. In the presented bachelor thesis stylistic devices in the broadsheet newspaper headlines of *The Guardian* and *The Independent* as well as in the tabloid headlines of *The Sun* and *Express* will be discussed.

The **object** of the work is the analysis of the stylistic peculiarities of English newspaper headlines of *The Guardian, The Independent, The Sun, Express*.

The **aim** of the presented paper is to examine stylistic peculiarities in the newspaper headlines of *The Guardian, The Independent, The Sun, Express*. To achieve this aim the following **objectives** have been set:

1. To discus aspects of stylistics.
2. To review theoretical considerations about newspaper functional style.
3. To disclose the features of newspaper headlines.
4. To reveal the peculiarities of stylistic devices.
5. To analyze stylistic peculiarities of newspaper headlines and to determine their function.
6. To provide statistical data concerning recurrence of certain stylistic devices in the newspaper headlines.

Relevance of the work. There are many different linguists who explored stylistics, namely Ilya Romanovich Galperin (1981), Tatjana Znamenskaya (2005), Hadumod Bussmann (2006) and others. The stylistic peculiarities of newspapers and their headlines were investigated by Michael Swan (1995), John Morley (1998), Danuta Reah (1998) and others.

The **methods** used in the work are the following:

1. Descriptive theoretical literary analysis provided a possibility to review theoretical data, concerning the issues of stylistics (functional styles, newspaper style and headlines).
2. Descriptive analytic method allowed to analyze the usage of stylistic devices in the newspaper headlines.
3. Statistical method was used to systemize and generalize the results, as well as to register recurrence of certain stylistic devices.

The examples of stylistic devices were selected from the newspaper headlines of *The Guardian, The Independent, The Sun, Express*. **The scope of the research** is 150 headlines. 56 patterns of headlines were used in the study as illustrative examples.

As regards **the structure of the work**, the study consists of: the introduction, the main part which consists of theoretical and empirical parts, conclusions, references and sources, and appendix.

The *introduction* introduces the object of the study, the methods used in the research, the amount of the examples found in the newspaper headlines.

The *theoretical part* is for the discussion of the aspects of stylistics, functional styles, newspaper style and headlines. The further discussion is focused on the peculiarities of stylistic devices. The *empirical part* is concentrated on the analysis of the stylistic devices used in the newspaper headlines.

Conclusions present the final results of the research.

In *references* and *sources* section the used material is listed in alphabetical order.

All the collected examples from the newspaper headlines are presented in *Appendix 1*.

1. ASPECTS OF STYLISTICS

Every written text has its own style. Thus, many different stylistic devices are used in order to express thoughts, ideas and share information. The usage of stylistic devices (such as rhetorical figures, syntactical patterns and etc.) depends upon what the function of the discourse is. Devices mainly are applied to attract attention or to create expressive and vivid language. Aspects of stylistics will be discussed in this section.

In general, stylistics is the study of style in a spoken and written text. By style it is meant a consistent occurrence in the text of certain items and structures, or types of items and structures, among those offered by the language as a whole (Malmkjær, 2006:591). In addition, stylistics is the study of the devices in languages that are considered to produce expressive or literary style.[1] Both definitions suggest that various elements of style are essential in producing any form of the text.

Tatiana A. Znamenskaya (2005:12) states that stylistics is the branch of linguistics, which deals with various language elements in conveying thought and emotion under different condition of communication. While *Routledge Dictionary of Language and Linguistics* explains stylistics as a) a procedure for the analyses of texts; b) an indication for what is suitable in the use of language; c) a text linguistic discipline, which describes the style of a text and sets it in a relation to other peculiarities of the text (Bussmann, 2006:1135). In short, the above mentioned definitions affirm that stylistics is the study and interpretation of texts from a linguistic perspective.

Stylistics is a quite broad discipline and is concerned with such issues (Znamenskaya, 2005:12):

- the aesthetic function of language;
- expressive means in language;
- synonymous ways of rendering one and the same idea;
- emotional coloring in language;
- a system of special devices called stylistic devices;
- the splitting of the literary language into separate systems called style;
- the interrelation between language and thought;
- the individual manner of an author in making use of the language.

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[1] Online Encyclopedia Britannica - http://www.britannica.com/. Accessed on 10 February, 2013

To sum up, it can be stated that stylistics investigates devices in language which help to make utterance more descriptive, effective, vivid, etc. Stylistic devices are not only used in literary styles but also in publicist and newspaper styles.

1.2 Functional Styles

Word *functional* itself suggests that something has some kind of a function and purpose. Thus, in different situations functional styles serve as a communication device in written and spoken languages. According to linguist Ilya Romanovich Galperin there are two interdependent tasks of stylistics: a) the investigation of the inventory of special language media which by their ontological features secure the desirable effect of the utterance and b) certain types of texts (discourse) which due to the choice and arrangement of language means are distinguished by the pragmatic aspect of the communication (Galperin, 1981:9). The types of texts that are distinguished by the pragmatic aspect of the communication are called functional styles of language (Ibid). In other words, functional styles are subsystems of language and each subsystem has its own distinctive peculiarities concerning vocabulary means, syntactical constructions.

T. A. Znamenskaya (2005:11) observes that many linguists distinguish different types of style and generally include from three to five functional styles. E.g. the book *Stylistics of Modern English* (1973) by I.V. Arnold broadly divides styles into two groups (Znamenskaya, 2005: 136-137):

1. Colloquial Styles
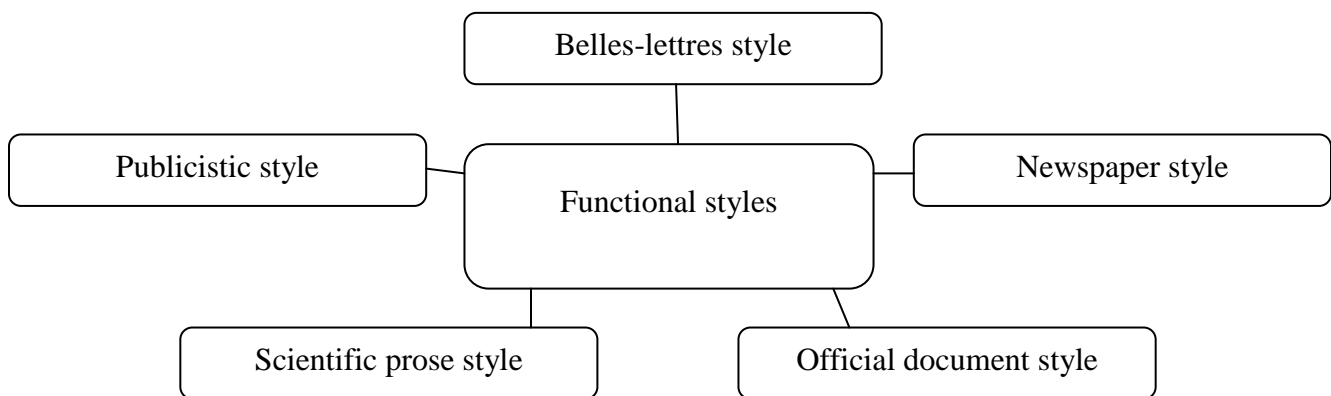   a) literary colloquial;
   b) familiar colloquial;
   c) common colloquial.
2. Literary Bookish Styles:
   a) scientific;
   b) official documents;
   c) publicist (newspaper);
   d) oratorical
   e) poetic.

Also the handbook by A.N. Morokhovsky Stylistics *of the English language* (1984) suggests the following style classes (Znamenskaya, 2005:138-139):

1. Official business style.

2. Scientific-professional style.
3. Publicist style.
4. Literary colloquial style.
5. Familiar colloquial style.

On the one hand, the above presented classifications suggest an accurate description of language styles according to their communicative function. On the other hand, newspaper and publicist styles are considered to belong to the same category. Whereas Galperin's division of functional styles distinguishes newspaper and publicist styles as different ones and excludes colloquial style. According to Galperin functional styles can by grouped in the following way (see Figure 1).

Belles-lettres style

Publicistic style

Functional styles

Newspaper style

Scientific prose style

Official document style

Figure 1. The classification of functional styles of language (Galperin, 1981:34).

As it can be seen from Figure 1 functional styles of language can be divided into five groups. The classification presented here is by no means arbitrary. It also should be noted that each functional style may be characterized by a number of unique features.

Given the facts presented above, classification of functional styles is not fixed. The following section focuses on the analysis of the newspaper style.

1.2.1 Newspaper Style

Galperin is one of the linguists who analyzed newspaper style in more detail, thus his aspects of newspaper functional style must be presented in the research. Galperin (1981:295) states that newspaper style was last of all the styles of written literary English to be acknowledged as a peculiar form of writing, different from other forms. He defines the English

newspaper style as a system of inter-related lexical, phraseological and grammatical means which purpose is to inform and instruct the reader (Galperin, 1981:297). Even though the main function of newspaper writing is to inform, some newspaper "genres" such as editorial has only an evaluative function.

Galperin (1981:34) divides newspaper style into:

a) the language style of brief news items and communiqués;

b) the language style of newspaper headings;

c) the language style of notices and advertisements.

Newspaper style should not be confused with publicist style. Not everything found in a newspaper should be included in newspaper style such as publicist essays and feature articles.

Znamenskaya (2005:150-153) distinguishes certain features which are typical for newspaper style:

- Morphological features – frequent usage of non-finite verb forms; omission of articles, link verbs, auxiliaries, pronouns.

- Syntactical features – use of impersonal sentences, elliptical constructions, interrogative sentences, infinitive complexes and attributive groups.

- Lexical features – newspaper clichés and set phrases; terminological variety; abbreviations and acronyms; numerous proper names.

- Compositional features – carefully selected vocabulary; variety of topics; wide use of quotations.

Newspaper style has its own specific peculiarities. The combination of these peculiarities helps to create the needed effect on the reader. Usually the desired effect is to capture the reader's attention.

The following chapter discusses the peculiarities of newspaper headlines.

2. HEADLINES

Whenever a newspaper is read, the first thing to be noticed is a headline. In order to attract the reader's attention, various stylistic devices are used to create different shapes, contents and structures. A headline is an essential part of any newspaper. It should in few words sum up what the article is about. This makes easier for the reader to choose which article to read and which not. However, many headlines are ambiguous and confusing.

As Michael Swan (1995:359) points out, headlines are the short titles above newspaper reports which sometimes can be difficult to understand, due to the fact that they are written in a special style. In addition to the mentioned headline definition, Galperin (1981:303) adds that, headline is a dependent form of newspaper writing, while certain functional and linguistic traits provide adequate ground for separating and analyzing it as a specific "genre" of journalism. The presented definitions agree that, the headline is the title given to a news item or an article and it has its own unique set of rules of writing.

Furthermore, headlines perform many functions. John Morley in his book *Truth to Tell: Form and Function in Newspaper Headlines* states that there are five principal functions of newspaper headlines (Morley, 1998:31):

1. attract the reader's attention;
2. summarize the content of the article;
3. indicate the writer's attitude to the story;
4. indicate the register of the article;
5. indicate the focus of the article.

All of the above mentioned functions are related to the reader. It means that the main function of headlines is concerned with affecting the reader's mind. However, not all headlines fulfill these functions. But if the five principal functions are used correctly, the headlines should give the reader the overall picture of the current news, its relative importance and classification. In theory, then the reader can skim the headlines in a newspaper and have the outline of the news of the day.

Though headlines are made of short sentences, phrases or just a set of words, they have their own writing rules. In *Discourse Analysis and Terminology in Languages for Specific Purposes* it is discussed that newspaper headlines are more complex than they appear to be (Palmer, Posteguillo, Fortanet, 2001:154). Headlines have developed a special syntax and

vocabulary and usually show certain distinctive stylistic features, all of which is commonly referred to as *headlinese* (Ibid). While McArthur explains that *headlinese* is the language of headlines which is affected by the constraints on space (1992:465). He also states that brief, generalized, powerful and cryptic units are used in the *headlinese* syntax, making the vocabulary of the headlines consist of short, emotive and suggestive words (McArthur, 1992:465). Both of the above mentioned definitions of *headlinese* bring to the conclusion, that the language of headlines has its own peculiarities which are regulated by certain rules.

Headlines have to inform the reader about the presented news. The news include such information: what happened, who was involved, where it happened, what the circumstances were (Reah, 1998:24). So should the headlines. It all can be simplified into **what, who, where, how** model (Ibid). Though most information models would include a **when** element, but as daily newspapers are related with the current events, the **when**, in most cases, can be understood. Investigating headline language from a **what, who, where, how** model (the **wh-model**) presents instant complications, because the headline is not necessarily an independent text, and also the structure of the language may be non-standard (Reath, 1998:26). Though headlines are used to inform the reader about the content of the news, not all headlines can fully accomplish this function.

2.1 The Grammar of Headlines

The headline style is very different from ordinary English and has special rules of grammar. Swan (1995:360-361) analyzes the peculiarities of the headline grammar in the following way:

a) Headlines are not always complete sentences. Many headlines consist of noun phrases with no verb.

   MORE WAGE CUTS

   HOLIDAY HOTEL DEATH

b) Headlines often contain strings of three, four or more nouns; nouns earlier in the string modify those that follow. Such headlines can be difficult to understand.

   FURNITURE FACTORY PAY CUT ROW

c) Headlines often leave out articles and the verb *be*.

   SHAESPEAR PLAYS IMMORAL, SAYS HEADMASTER

   WOMAN WALKS ON MOON

d) In headlines, simple tenses are often used instead of progressive or perfect forms. The simple present is used for both present and past events.

*BLIND GIRL **CLIMBS** EVEREST (=… has climbed…)*

*STUDENTS **FIGHT** FOR COURSE CHANGES (=… are fighting…)*

The present progressive can be used, especially to talk about changes. *Be* is usually dropped.

*BRITAIN **GETTING** WARMER, SAY SCIENTISTS*

*TRADE FIGURE **IMPROVING***

e) Headlines often use infinitives to refer to the future.

*PM **TO VISIT** AUSTRALIAI*

*HOSPITALS **TO TAKE** FEWER PATIENTS*

For is also used to refer to future movements or plans.

*TROOPS **FOR** GLASGOW?*

f) Auxiliary verbs are often dropped from passive structures, leaving past participles.

*MURDER HUNT: MAN **HELD** (= … a man **is being held by** police)*

*SIX **KILLED** IN EXPLOSION (= Six people **have been killed**…)*

On the one hand, the above mentioned peculiarities of the headlines grammar help to save the space in the headline writing. On the other hand, this can sometimes lead to ambiguity as well as can confuse the reader and make difficult for him/her to interpret a headline.

2.2 The Syntax of Headlines

Galperin (1981:304-305) distinguishes such syntactical patterns of newspaper headlines:

a) Full declarative sentences.

ALLIES NOW LOOK TO LONDON

THEY THREW BOMBS ON GYPSY SITES

b) Interrogative sentences.

DO YOU LOVE WAR?

WILL CELTIC CONFOUND PUNDITS?

c) Nominative sentences.

GLOOMY SUNDAY

ATLANTIC SEA TRAFFIC

d) Elliptical sentences:

a. with an auxiliary verb omitted.

YATCHMAN SPOTTED

b. with the subject omitted.

WILL WIN

c. with the subject and part of the predicate omitted.

OFF TO THE SUN

e) Sentences with articles omitted.

BLAZE KILLS 15 AT PARTY

f) Phrases with verbals – infinitive, participial and gerundial.

TO GET US AID

KEEPING PRICES DOWN

g) Questions in the form of statements.

THE WORSE THE BETTER?

h) Complex sentences.

ARMY SAYS IT GAVE LSD TO UNKNOWN GIS

i) Headlines including direct speech:

a. introduced by a full sentence.

'TELL MARGARET I LOVE HER' HE SAID AND THEN HE DIED

b. introduced elliptically.

THE QUEEN: "MY DEEP DISTRESS"

The above listed patterns are the most typical ones, although they do not cover all the variety in headline structure. Most of the mentioned patterns help to maintain headlines short and informative.

2. 3 The Special Vocabulary of Headlines

Headlines have not only different grammatical features but also a special vocabulary. Morley (1998:33) divides this special vocabulary in the following way:

a) unusual;

b) sensational;

c) short.

Unusual and sensational words help to attract attention, yet some of these words are used so often in newspaper headlines that they have lost their ability to shock and surprise. While short words help utilizing limited space for the headlines.

As Swan (2003:361) notices, some short words in headlines are unusual and are used in particular senses which they do not often have in ordinary language. He provides the list of such words (Swan, 2003:361-369) (see Figure 2).

WORD	MEANING IN HEADLINE	WORD	MEANING IN HEADLINE
act	do something	due	expect to arrive
aid	military or financial help	envoy	ambassador
alert	alarm, warning	face	be threatened by
axe	abolish	flak	heavy criticism
back	support	go	resign, disappear
ban	prohibition	head	lead, leader
bid	attempt	hit	affect badly
blast	explosion	hold	arrest
cash	money	key	important
crash	financial failure	leap	big increase
cut	reduce	out to	intending to
drive	united effort	pact	agreement
drop	give up	plea	call for help

Figure 2. List of short words used in headlines. Prepared by the author according to Swan (2003, 361:369)

Figure 2 shows the short words used in newspaper headlines. Short words save space, which is why they are very common in newspaper headlines. Some of shorts words in headlines are unusual in the ordinary language and some are used in a special sense.

To conclude it should be mentioned that the purpose of the headline is to quickly and briefly draw attention to the story. Headlines often use a unique set of grammatical rules known as *Headlinese*. A number of newspapers use humor, puns, alliteration or other stylistic devices in their headlines. Equally, the need to keep headlines brief occasionally leads to unintentional

double meanings. Due to this reason, the following chapter concentrates on the discussion of stylistic devices.

3. ASPECTS OF STYLISTIC DEVICES

Stylistic devices are frequently used in newspaper headlines as an effective way to impress the reader. In linguistics there are different terms to denote particular means by which utterances are foregrounded, i.e. made more conspicuous, more effective and therefore imparting some additional information, such as expressive means, stylistic means, figures of speech and other names (Galperin, 1981:25). In order to understand a stylistic device better, its definitions should be provided. Galperin claims that the expressive means of a language are those phonetic, morphological, word-building, lexical, phraseological and syntactical forms which exist in language-as-a-system for the purpose of logical and/or emotional intensification of the utterance (Galperin, 1981:27). Besides, the same linguist explains that a stylistic device is a conscious and intentional intensification of some typical structural and/or semantic property of a language unit (neutral or expressive) promoted to a generalized status and thus becoming generative model (Galperin, 1981:30). Based on the definitions provided above the difference between expressive means and stylistic devices should be pointed out. Expressive means are more predictable than stylistic devices, while stylistic devices require some effort to understand their meaning or purpose.

In comparison, an online encyclopedia *Britanica* explains that any intentional deviation from literal statement or common usage that emphasizes, clarifies, or embellishes both written and spoken language is called figure of speech.[2] Newspaper headlines often use figures of speech, generally for humorous, mnemonic, or eye-catching purposes (Ibid). In other words, a figure of speech is the use of words diverging from their usual meaning.

Galperin distinguishes three groups of expressive means and stylistic devices (see Figure 3):

_____
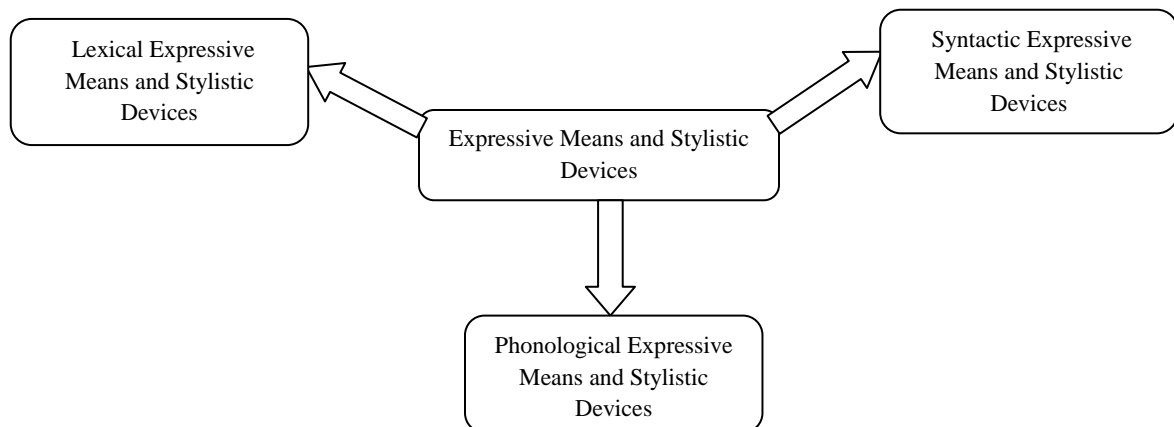
[2] Online Encyclopedia Britannica - http://www.britannica.com/. Accessed on 20 March, 2013

Figure 2. Classification of expressive means and stylistic devices. Prepared by the author, according to Galperin (1981:28-29).

As it is seen from Figure 2, there are three groups of expressive means and stylistic devices: lexical, syntactic and phonological, two of them are chosen as a basis for the present study. Lexical and phonological stylistic devices are discussed in more detail and examples of newspaper headlines are provided.

Classification of lexical expressive means and stylistic devices (Galperin, 1981:3-4):

1. The interaction of different types of lexical meaning.
   a) dictionary and contextual (metaphor, metonymy, irony);
   b) primary and derivative (zeugma and pun);
   c) logical and emotive (epithet, oxymoron);
   d) logical and nominative (antonomasia);
2. Intensification of a feature (simile, hyperbole, periphrasis).
3. Peculiar use of set expressions (clichés, proverbs, epigram, quotations).

However, online encyclopedia *Britannica* suggests a different classification of figures of speech. It provides 5 major types:[3]

1. figures of resemblance of relationship (simile, metaphor, kenning, conceit, parallelism, personification, metonymy, synecdoche, and euphemism);
2. figures of emphasis or understatement (hyperbole, litotes, rhetorical question, antithesis, climax, bathos, paradox, oxymoron, and irony);
3. figures of sound (alliteration, repetition, anaphora, and onomatopoeia)
4. verbal games and gymnastics (pun and anagram);
5. errors (malapropism, periphrasis, and spoonerism).

The classifications given by Galperin and online encyclopedia *Britannica* differ. Galperin focuses more on levels of language such as phonetics and phonology, syntax, lexicology, whereas *Britannica* points out the function of figure of speech. Galperin's classification is chosen for the present study because it provides more detailed information concerning stylistic devices.

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[3] Online Encyclopedia Britannica - http://www.britannica.com/. Accessed on 20 March, 2013

Having analyzed the aspects of stylistic devices, the following part is for the discussion of their usage in the newspaper headlines.

4. ANALYSES OF STYLISTIC DEVICES USED IN THE NEWSPAPER HEADLINES

4.1 Methodological Considerations

In this section the methods used in the present study are discussed in greater detail. Also, the distribution of the collected examples is explained.

First of all, as a research source, broadsheet newspapers *The Guardian, The Independent* and tabloids *The Sun, Express* have been chosen. All in all, there were 150 headlines (broadsheet – 82, tabloid – 68) selected from the newspapers from the month of February till the month of May, 2013. In order to get the most accurate results, the newspapers were checked as frequently as it was possible.

The research consists of four parts. The first part is focused on the aspects of stylistics and functional styles. The second part deals with distinctive features of newspaper headlines. The third part is about peculiarities of stylistic devices. Finally, the fourth part analyses stylistic devices used in the newspaper headlines. By means of descriptive method definitions of stylistic devices are compared, specific features are discussed, and where it is possible the classification is presented. The analyzed material is illustrated by the examples collected from the newspaper headlines.

The statistical method was used to disclose the frequency of certain stylistic devices used in the newspaper headlines. Firstly, the examples have been allocated to the types they belong to. Secondly, the results were arranged in the figures prepared using a spreadsheet Ms Excel.

4.2 Use of Allusions

The present part focuses on the study of one of the lexical stylistic devices – allusions. *The Oxford Companion to English Language* defines allusion briefly as implicit use of someone else's words. (McArthur, 1992:29). In addition, Galperin gives a more detailed definition. The linguist claims that allusion is an indirect reference by word or phrase, to a historical, literary, mythological, biblical fact or to a fact of everyday life made in the course of speaking or writing (Galperin, 1981:187). Both definitions explain allusion as a hint to the information outside the text.

Quotation and allusion may appear as the same thing though they should not be mixed up. According to Galperin, when allusion is used no indication of source is given (Galperin, 1981:187). This is the main difference between allusion and quotation. Also, while using quotation the exact same wording must be used as in the original, while allusion is only a mention of a word or a phrase which may be regarded as the key-word of the utterance (Ibid). To sum up, allusion and quotation can be distinguished according to their structure.

The total number of allusion examples in the headlines is 22. 7 allusions are provided as illustrative examples. Allusions can be grouped according to their dependence to historical, literary, mythological, biblical facts or pop culture.

1. Allusions referring to the biblical facts are given below:

   1) *Visit the town that survived* **Armageddon***: Russian city hit by meteor makes a bid for space tourism.* (The Independent 1 March, 2013)

   The allusion here refers to the tragic event told in the Book of Revelation, meaning the end of the world. As the article is about an unexpected meteorological incident, the word Armageddon makes it more dramatic than it actually was.

2. Allusions referring to pop culture are given below:

   2) **It's a man's world***… but why is sexism ingrained in the arts?* (The Guardian 24 March, 2013)

   The article is about the top jobs at two major British cultural institutions that have gone to male appointees. The allusion to the James Brown's song *It's a Man's Man's Man's World* is used because the song is about men ruling the world. Even though art is very liberal and free, there still exists female discrimination. The allusion makes the headline more vivid and emphasizes the importance of the issue.

   3) **Blackbird singing in the dead of night** (The Guardian March 5, 2013)

   The allusion used here is to the Beatle's song *Blackbird,* thus the headline immediately attracts the reader's attention, though the article is not about something very important, only about the nature of a human and an animal.

   4) **The Empire Strikes Back** (The Sun February 19, 2013)

   The headline uses allusion to the *Star Wars* 5th movie *The Empire Strikes Back* because the article deals with Great Britain and India, and it referrers to their historical background.

5) ***Everybody loves Raymond*** (The Sun February 23, 2013)

The allusion is made to the American television sitcom *Everybody loves Raymond* which is ironic because no one actually likes him. The article is about a politician who has the same name 'Raymond' and many UK citizens do not really support him. Here the headline makes fun of the politician.

3. Allusions referring to literature are given below:

6) *We must kill **Bambi**: why culling deer is a no-brainer* (The Guardian March 10, 2013)

Here the allusion refers to the book *Bambi, a Life in the Woods* and makes the title very striking. Killing Bambi sounds cruel, because the deer associates with childhood and positive emotions thus, the headline attracts the reader's attention.

4. Allusions referring to mythology:

7) ***Clash of the Titans*** (The Sun February 23, 2013)

This allusion refers to the Greek mythology. As it talks about confrontation between the titans, the article is about the two most powerful UK's football teams and their upcoming match that decides which team is better.

As it can be seen from the examples given above, allusions are commonly used in the newspaper headlines. The majority of them refers to pop culture. The main function of the allusion in the headlines is to enhance the text by providing further meaning, but it can also be used in a more complex sense to make an ironic comment on one thing by comparing it to something that is dissimilar.

4.3 Use of Antonomasia

Another stylistic device studied in more detail is *antonomasia*. *The Oxford Companion to English Language* provides such definition for antonomasia "…the use of an epithet to acknowledge a quality in one person or place by using the name of another person or place already known for that quality" (McArthur, 1992:73). *Routledge Dictionary of Language and Linguistics* explains antonomasia as "The replacement of a proper noun by a reworded appellative or a periphrasis" (Bussmann, 2006:67). Both definitions suggest that antonomasia is a figure of speech in which some defining word or phrase is substituted for a person's proper name.

The following 5 examples of antonomasia have been taken from the newspaper headlines:

8) ***Mr. Invincible*** (The Sun May 9, 2013)

The article is about a man, who manages to survive eight deadly accidents and diseases, thus the antonomasia 'Mr. Invincible' is used to show his capacity to withstand any difficulties regarding his health. Though the headline does not say much, the used antonomasia attracts the reader's attention and forces him to read the article in order to understand the title.

9) *Ken Bruce, **the Eurovision King*** (Express May 9, 2013)

Here the antonomasia is used to emphasize the broadcaster's experience in broadcasting the Eurovision Song Contest. Even though the reader understands what the article is about, the antonomasia makes the headline more expressive and vivid.

10) *Inside smoking ruins of **Mr. Marlboro's** lair* (The Sun March 4, 2013)

The article deals with the death of Mokhtar Belmokhtar known as Mr. Marlboro for smuggling cigarettes to fund terrorism. The reader has to read the whole article in order to understand the headline.

11) *O'Farrell's grim reaper wish for **Iron Lady** is swipe too far for Cameron* (The Guardian February 27, 2013)

The antonomasia used in the headline 'Iron Lady' refers to Margaret Thatcher. Even though the antonomasia is well known to the reader, the headline still gains expressiveness.

12) *War surgeon Sir Archibald McIndoe and his **Guinea Pigs** honoured* (The Guardian April 5, 2013)

The above provided headline includes the antonomasia 'Guinea Pigs' by which war surgeon Archibald McIndoe's patients are called. He experimented on them using his new surgical techniques to rebuild faces left unrecognizable by burns from combat. The headline leaves the reader intrigued.

Having analyzed the examples of antonomasia used in the headlines of the newspapers it can be said that, often antonomasia is used in order to force the reader into reading the whole article. Also antonomasia helps to create distinct and memorable headlines.

4.4 Use of Oxymoron

This part reveals the peculiarities of an *oxymoron. A Dictionary of Literary Devices* states that an oxymoron is the combination of two words whose meanings seem to be mutually contradictory (Dupriez, 1991:312). Bussmann (2006:848) adds that oxymoron is a paradoxical connection of two opposite terms within a word or within a phrase. Comparing both definitions it can be noted that oxymoron is a word or a group of words that is self-contradicting.

The oxymorons found in the newspaper headlines contain such structural model: *adjective + noun*. The total number of the selected oxymorons is 12. Five examples are analyzed in more detail.

13) *Met Office defends record following* **unhelpful forecast** (The Guardian March 29, 2013)

   The article is about unsuccessful weather forecasting. Two words *unhelpful* and *forecast* are contradictory. Normally forecasts should be useful and helpful, not unhelpful. The oxymoron used in the headline provided above captures the reader's attention by making it striking and odd.

14) *George Osborne's budget provides* **cold comfort** *as green shoots fail to emerge* (The Guardian March 20, 2013)

   The oxymoron 'cold comfort' is a hint to the reader that George Osborne's budget plan is not satisfying and does not promise good financial results. As well it invites the reader to read the article to grasp why budget is not in a good condition.

15) *UK farmers face disaster as* **perfect storm** *strikes* (The Guardian March 16, 2013)

   Usually the word 'storm' associates with disasters and catastrophes. There is nothing perfect about the storm. It ruins people's lives. Thus, oxymoron 'perfect storm' is an effective usage of stylistic device to attract reader's attention.

16) *Bedroom tax: why you should march against this heartless,* **pointless reform** (The Guardian March 15, 2013)

   The oxymoron 'pointless reform' emphasizes that the new legislation, called bedroom tax is not needed and disadvantageous for the citizens. In general, reform is meant to be a readjustment which should be done in order to improve things, not to make them worse.

17) *The **living fossil** coelacanth fish left behind by evolution* (The Independent April 17, 2013)

The article is about a deep-sea fish which has not changed in appearance since before the time of the dinosaurs with the help of an extraordinary genome that is barely evolving. The oxymoron used in the headline 'living fossil' sounds ridiculously because the word 'fossil' means that something no longer exists, which is the opposite of the word 'living'. It makes the readers interested in the article.

To conclude, the present part was for the discussion of oxymoron and its usage in the newspaper headlines. Oxymoron is mainly used in order to shock and astonish the reader. Sometimes oxymoron is used to create some kind of mystery, tricking the reader into reading the article. Also, headlines with oxymoron are more sensational and dramatic.

4.5 Use of Hyperbole

This part of the study concentrates on another lexical stylistic device - *hyperbole*. In short, hyperbole is an exaggerated description (Bussmann, 2006:524). It can also be added that hyperbole is an overstatement, often intentional and not meant to be taken literally (McArthur, 1992:491). It is mainly used for emphasis of a feature essential to the object or phenomena. Also hyperbole can be applied for comic effect.

The examples have been picked out from the newspaper headlines. It should be mentioned that the number of hyperbole examples is low. There were 12 cases of hyperbole selected. 5 of them are given bellow:

18) *Morrissey: **If more men were homosexual there would be no wars*** (The Independent February 27, 2013)

The headline clearly exaggerates. If more men were homosexuals, it does not meant that there would be no wars. The reason why hyperbole is used in the headline is to state that being a homosexual does not mean that you are a bad person.

19) *Press regulation: Lord Puttnam says editors are demanding **right of kings*** (The Guardian March 19, 2013)

The hyperbole chosen for the headline emphasizes that the rights which editors are demanding are absurdity. The stylistic device creates a comic effect and thus catches the reader's attention.

20) **The entire world is in Paris** *but I am here doing Red Nose baked goods* (The Guardian March 5, 2013)

The headline uses hyperbole 'the entire world is in Paris'. Something important is taking place in Paris, but Samantha Cameron chooses to stay in UK to help Red Nose charity. The purpose of hyperbole in the headline is to impress the reader.

21) *UK commits £88m to Chilean telescope* **as big as all existing ones put together** (The Guardian March 3, 2013)

The hyperbole used in the headline praises the recently built Chilean telescope. Of course it is not as big as all existing ones put together, but it is very modern and is integrated with the newest technology. The stylistic device emphasizes the best feature of the object and creates expressive and eye catching headline.

22) *Italy election: Welcome to Italy, where* **nobody knows what will happen next** (The Guardian March 2, 2013)

The hyperbole points out that elections in Italy are unpredictable. However, it is not impossible to forecast how they will end. The exaggeration of the headline amazes the reader and makes him/her interested in reading the whole article.

As it can be seen, the examples show that hyperbole is used in order to surprise or astonish the reader. Also it highlights the importance of the object or event. Usually hyperbole is used in the headline to create the desirable effect such as impression or imagery. The stylistic device sharpens the reader's capability to make a logical assessment of the utterance.

4.6 Use of Epithet

This part reveals the peculiarities of an *epithet. The Oxford Companion to the English Language* states that an epithet is an adjective or other descriptive word (1992:377). Galperin explains that epithet is a stylistic device based on the interplay of emotive and logical meaning in an attributive word, phrase or even sentence (1981:157). Comparing both definitions it can be noted that epithet gives a special characterization to an object.

Not every adjective is an epithet. Thus, in '*green* meadows', '*white* snow', '*round* table' and the like, the adjectives are more logical attributes than epithets (Galperin, 1981:157). They indicate those qualities of the object which may be regarded as generally recognized (Ibid). The epithets do not point to inherent qualities of the objects described because they are subjectively evaluative (Ibid). To conclude the information given above it can be stated that the difference

between an epithet and a simple adjective is that an epithet makes a stronger impact on the reader.

From the point of view of the compositional structure of epithets, they may be divided into *simple, compound, phrase* and *sentence epithets* (Galperin, 1981:159). Simple epithets are ordinary adjectives, compound epithets are build like compound adjectives (Ibid). But unlike simple and compound epithets, which may have pre- or post-position, phrase epithets are always placed before the nouns they refer to (Ibid). The epithets found in the newspaper headlines are grouped according to their compositional structure.

1. The examples of simple epithets are given below:

    23) *Perils of a **misjudged handshake*** (Express April 27, 2013)

    24) *Belly laughs all round as Kate shows off her **blossoming bump*** (Express April 24, 2013)

    25) *Botox gave me my life back: Burn victim makes **miraculous recovery** with beauty treatment* (Express April 30, 2013)

    26) *Libya's guns, gangs and the liberation of a **masculine sickness*** (The Guardian February 19, 2013)

    27) *Facebook hacked in **sophisticated attack*** (The Guardian February 16, 2013)

It can be noticed that simple epithets are one-word adjectives. The given examples above show that the most common epithets are those adjectives formed from verbs and nouns. Finally it can be claimed that simple epithets are often used in the newspaper headlines as a stylistic device.

2. The examples of compound epithets are provided below:

    28) *Why I'm not convinced **cyclist-friendly lorries** are the solution to road fatalities* (The Guardian March 22, 2013)

    29) *Budget reality check: some **grand-sounding claims** – but do they stack up?* (The Guardian March 20, 2013)

    30) *Pippa Middleton draws attention to THAT derriere in **eye-catching trousers** for night out* (Express May 10, 2013)

Having analyzed compound epithets in the newspaper headlines, it can be stated that the above given examples are used in order to create more powerful and vivid description of an object. The headline then becomes more imposing and allures the reader.

3. The examples of phrase epithets are listed below:

31) *Deadly H7N9 bird flu strain could mutate into **very serious global threat**, warns expert* (Express May 1, 2013)

32) ***The most evil, vile, demonic criminal**: Ariel Castro's own family call for his execution* (Express May 10, 2013)

33) *Budget 2013: City tunes in then turns off for another **dull shock-free event*** (The Guardian March 20, 2013)

First of all, it can be noted that phrase epithets tend to make headlines a little bit too long. Therefore, the reader might find it difficult to understand what the article is about. However, phrase epithets help to characterize the discussed object in a more detailed way, thus providing more information on the subject.

To sum up, epithet is one of the most common stylistic devices used in the newspaper headlines. It helps to create colorful headlines as well as to provide additional information on the subject. Usually epithets enhance headlines, though very long epithets can make them complex for the reader.

4.7 Use of Pun

Pun is another lexical stylistic device which is discussed in the present part. As Bernard Marie Dupriez (1991:364) explains, "a pun is a play on words which resembles each other in sound but differ in meaning". Also he adds that a pun is "a periphrasis, which at first sight seems hermetic, but which may be clarified by considering it to be an allusion to an ambiguous or homophonic referent <…>" (Ibid.). What concerns the purpose of using pun, online encyclopedia *Britannica* states that a pun is a humorous use of a word in such a way as to suggest different meanings or applications.[4] Puns are used to create irony and are often applied in newspaper headlines (McArthur, 1992:823). To generalize, a pun is an interaction of two well known meanings of a word or a phrase.

The newspaper headlines provided with 27 examples of puns. 6 puns are provided and analyzed in detail below:

34) *Charlize and Leo are **GLAAD** to be part of gay occasion in LA* (The Sun April 21, 2013)

Acronym GLAAD stands for Gay and Lesbian Alliance Against Defamation. The same acronym can be pronounced as the word 'glad'. Thus, it can be understood

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[4] Online Encyclopedia Britannica - http://www.britannica.com/. Accessed on April 21, 2013

that actors Charlize Theron and Leonard DiCaprio are happy being at the GLAAD award ceremony. The word play makes the headline much more interesting and appealing to the reader.

35) *I'll make Luis **Goalden** boy* (The Sun February 19, 2013)

The pun 'goalden' contains two different words which sound almost the same: goal and golden. The article is about a football coach, who is planning to help a football player Luis Suarez to win the Golden Boot award. He can only do that only by scoring as much goals as he can. The pun is clever and funny but not very clear until the article is read.

36) *Singer smokes dodgy cig on International **Ma-Rih-ana** Day* (The Sun April 21, 2013)

Singer Rihanna is caught on camera smoking a strange cigarette which reminds of 'joint' on International Marijuana Day. The pun 'Ma-Rih-ana' is written in a way that two words could be recognized: marijuana and Rihanna. The reader immediately can understand which celebrity is caught smoking marijuana after reading the headline.

37) ***Nut** nearly kills Liam Gallagher* (The Sun May 6, 2013)

The pun 'nut' is very unclear whether it is an actual nut or a crazy fan. The ambiguity in the headline confuses the reader and makes him/her to read the whole article in order to understand.

38) *Sky Cat Laughs comedy festival: the **purr-fect** lineup?* (The Guardian April 3, 2013)

The article is about Jimmy Cricket joining The Sky Cat Laughs comedy festival. Now that he has joined the team the lineup is 'perfect'. The title of the festival includes word 'cat' and that is why the pun includes the word 'purr'. The words 'purr' and 'perfect' make an entertaining pun which catches the reader's eye.

39) *Mel ready to **Nic** seat on X Factor panel* (The Sun May 8, 2013)

The headline includes word play between the word 'nick' meaning 'to steal', and name 'Nicole'. Providing that the article is about Melanie B replacing Nicole Sherzinger on the television show The X Factor, the pun's purpose is understood as humorous.

In conclusion, it should be mentioned that puns are a common stylistic device in newspaper headlines. The examples above illustrate the impact of a pun on the newspaper reader. It serves as

a device to create amusing and ridiculous headlines. The humorous effect is caused by the interplay of two meanings.

4.8 Use of Metaphor

Metaphor is another stylistic device used in newspaper headlines studied in more detail. Online encyclopedia *Britannica* simply defines metaphor as "a figure of speech that implies comparison between two unlike entities <…>".[5] According to *Routledge Dictionary of Language and Linguistics* "metaphor are linguistic images that are based on a relationship of similarity between two objects or concepts; that is, based on the same or similar semantic features, a detonation transfer occurs" (Bussmann, 2006:744). Bradford (1997:22) sums up by claiming that words are used metaphorically when one field of reference is carried over or transferred into another. McArthur (1992:653) suggests different definition of metaphor – "all figures of speech that achieve their effect through association, comparison, and resemblance". Having compared all of the definitions of metaphor above, it can be stated that metaphor is a word or a phrase literary denoting one kind of object or idea used in place of another to suggest likeness or analogy between them.

Galperin (1981:141) groups metaphors in the following way: genuine metaphor and trite metaphor. Genuine metaphors are absolutely unexpected, while trite metaphors are often used in speech and therefore are sometimes even fixed in dictionaries as expressive means of language (Ibid.). Newspaper headlines often contain metaphors in order to make them picturesque. The total number of metaphors found in the newspaper headlines is 17. As illustrative examples 8 metaphors have been chosen and grouped in the following way: genuine metaphors and trite metaphors.

1. Examples of genuine metaphors.

    40) *How the British Library is **breathing life into old books*** (The Guardian March 30, 2013)

    In the given case, the phrase 'breathing life into old books' is a vivid example of genuine metaphor. At the first glance these words do not seem to be possibly combined in one phrase as a book cannot have life. But if the reader goes deeper into the context of metaphor, it becomes clear that the phrase 'breathing life into' is understood as making old books popular again.

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[5] Online Encyclopedia Britannica - http://www.britannica.com/. Accessed on April 29, 2013

41) *Defence Secretary, Philip Hammond, **fires first shots in budget war*** (The Independent March 4, 2013)

After reading the headline, the reader immediately creates an image in his/her head of Philip Hammond literary firing gun shots. However it is obvious that the metaphor gives more emotional loading to the context of the article.

42) ***War of the roses*** (Express February 23, 2013)

The given metaphor 'war of the roses' describes the relationship between two florists. The context of the article makes it clear that florists are regarded as roses because of their occupation. The stylistic device makes the headline striking and thus catches the reader's attention.

43) ***Gate to Hell*** *unearthed by archaeologists in Turkey* (Express April 2, 2013)

The article is about archeologists discovering ancient ruins in Turkey. The metaphor 'Gate to Hell' is used due to the mythological history of the place. With the help of the mentioned metaphor, the headline becomes stupendous and sensational.

Genuine metaphors in the newspaper headlines help to create surprise factor. The reader becomes amazed and intrigued. In order to understand the headline the reader must read the whole article.

2. Examples of trite metaphors.

44) *In **seats of power**, groping has a long and tawdry history* (The Guardian March 3, 2013)

The metaphor 'seats of power' refer to politicians. The reader does not have to read the article in order to understand its meaning. Instead of only saying politician, 'seats of power' adds expressiveness to the headline.

45) *Australia awaits on the **odyssey of a lifetime*** (The Sun February 23, 2013)

The given example contains trite metaphor 'odyssey of a life time' which makes the headline interesting and different. Due to the general knowledge the word 'odyssey' can be understood as journey. The reader at once is charmed be the headline.

46) ***Amazon still king of online jungle*** (The Guardian March 28, 2013)

'Amazon' is the title of the world's largest online retailer, while it is also one of the biggest rivers in the world. Thus the word 'jungle' at the same time is understood as

a land covered with dense vegetation and also as other online retailers. The ambiguity in the headline makes it unique and a little bit confusing.

47) *Kate Middleton's Uncle Gary: the royal family's newest **black sheep*** (The Guardian March 19, 2013)

A person is compared to a 'black sheep', meaning that this person in not wanted to be around other people. The reader, however does not understand why the person is not wanted, so he/she has to read the article.

To generalize, trite metaphors used in the newspaper headlines usually are understood without context of the article. The examples show that metaphors help to create entertaining and fun headlines which attract the reader's attention.

In conclusion it can be said that metaphors in general help to make headlines more informative. Instead of only stating simple fact, using metaphors helps to create effective headlines. However, it should be mentioned that metaphors sometimes can create ambiguity which not only can make the headline more interesting but also a little bit difficult to understand.

4.9 Use of Alliteration

Alliteration is often used in newspaper headlines to make it catchier. Alliteration may be defined as the repetition of the same sound, usually an initial consonant (McArthur, 1992:29). Galperin (1981:126) points out that alliteration is mainly used to impart melodic effect to the utterance. However, if alliteration is overdone, the reader may not be able to decipher the implied purpose of it.

The examples of alliteration have been grouped according to the number of sounds repeated in the headline. The examples have been collected and provided below.

1. Alliteration of one repeated sound.

48) *Bankers carry on **un**abashed, **un**scathed and **un**ashamed* (The Guardian April 7, 2013)

49) *The **w**eek the **w**elfare **w**ar broke out* (The Guardian April 6, 2013)

50) *The budget: giv**ing**, tak**ing** - but not grow**ing*** (The Guardian March 20, 2013)

51) *Budget 2013: good for **dr**ivers, **dr**inkers and **dr**illers* (The Guardian March 20, 2013)

52) *To **ch**allenge cuts, the **ch**urch must hold on to its faith in **ch**ildren, not politics* (The Guardian March 11, 2013)

53) *Cri**c**ket, **c**urry, **C**obra, Beer… our links with India are so special* (The Sun February 19, 2013)

As it can be seen from the examples, one sound alliteration in the newspaper headlines is very common. Usually consonant sounds at the beginning of successive words are repeated. It creates ringing headlines. The stylistic device is used to attract the reader by making the headline to sound jolly and fun.

2. Alliteration of two repeated sounds.

54) *The **p**erfect **p**ill for the **w**orried **w**ell - the **p**lacebo* (The Guardian March 24, 2013)

55) *South of England **b**ears **b**runt of **w**intry **w**eather* (The Guardian March 11, 2013)

The examples above show that alliteration of two repeated sounds in the newspaper headlines is not very common. As in the first type of alliteration, normally consonant sounds at the beginning of successive words are repeated. This type of alliteration makes the headlines a little bit difficult to read. However, the reader understands what the headlines are about.

3. Alliteration of three repeated sounds.

56) *Bea**nz** mea**nz** li**nez**: **b**aked-**b**ean lorry crash causes **m**otorway **m**ess* (The Guardian April 3, 2013)

Alliteration of three repeated sounds in the newspaper headlines is the least common. Only one example has been found. This type of alliteration makes the headline too clumsy. The reader might not even understand what is meant by the headline.

All in all, alliteration is a great stylistic device to be used in newspaper headlines. It not only enhances the headlines, but also makes the reader to notice them because alliteration calls the attention to a set of words. In headlines, the alliteration of one sound is the most common, while the alliteration of two or more sounds is not used very often.

4.10 Statistical Data of Stylistic Devices Used in Newspaper Headlines

Newspaper headlines are an important means of both, information and assessment, and editors give them special attention, knowing that few read beyond the headline. To tempt the reader and make him/her go through the whole article or at least the greater part of it various

stylistic devices are used in the newspaper headlines to create expressiveness. The total collected number of the newspaper headlines is 150. The examples were collected from tabloids (*The Sun, Express*) and broadsheet newspapers (*The Guardian, The Independent*) (see Figure 4).
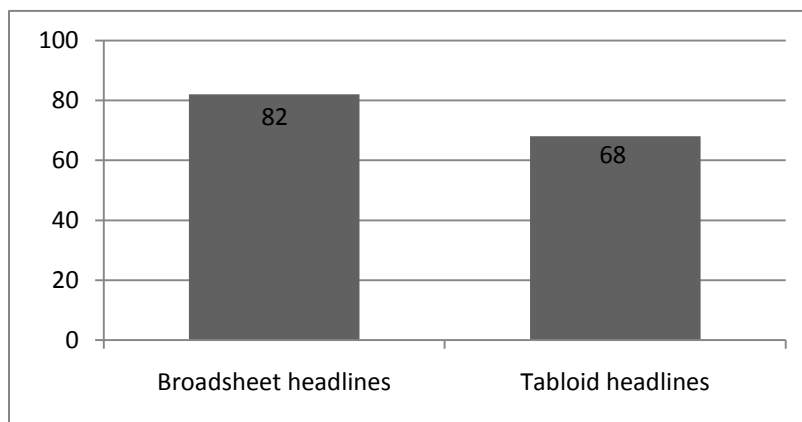

Figure 4. The number of the collected headlines. Prepared by the author.

As it can be seen from Figure 4, the number of headlines found in the broadsheet newspapers is 82, while the total number of the tabloid headlines is 68. Stylistic peculiarities of the broadsheet headlines and the tabloid headlines will be discussed in more detail.

There are two main types of newspapers: tabloid and broadsheet. According to Timucin (2010:106) between tabloid and broadsheet newspapers exists some disparity. He also claims that these papers target different readers, therefore they use distinct language and style (Ibid.). Fowler (1991:4) also marks the difference in the language style of tabloid and broadsheet newspapers. He states that "there are different ways of saying the same thing, and they are not random, accidental alternatives" (Ibid.). Thus, it can be claimed that the frequency of some stylistic devices used in the headlines differ between broadsheets and tabloids.

The pie chart bellow shows the number and percentage of the certain stylistic devices used in the broadsheet newspaper headlines (see Figure 5).
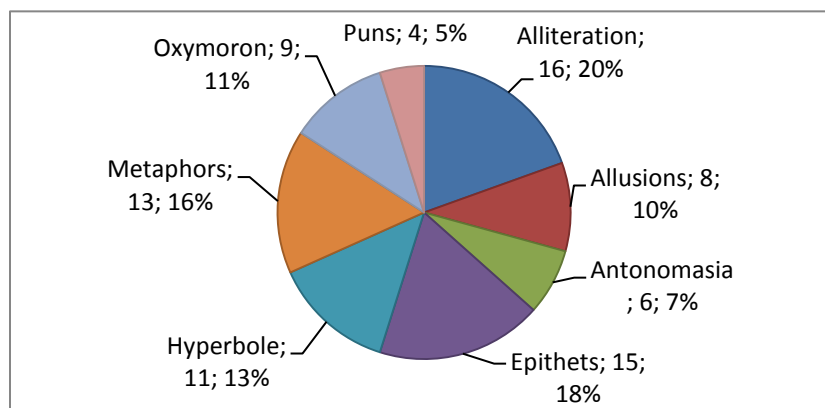
Figure 5. The percentage and number of stylistic devices in the broadsheet headlines. Prepared by the author.

Having analyzed Figure 5 it can be noticed that the most frequent stylistic devices in the broadsheet newspaper headlines are *alliteration* and *epithets*, while *puns* are used rarely. These results show that the broadsheet headlines tend to use sound effects and additional information to catch the reader's attention. As *puns* are used less frequently, it can be claimed that broadsheet headlines rarely apply humor to make headline noticeable.

The number and percentage of the certain stylistic devices found in the tabloids is provided below (see Figure 6).
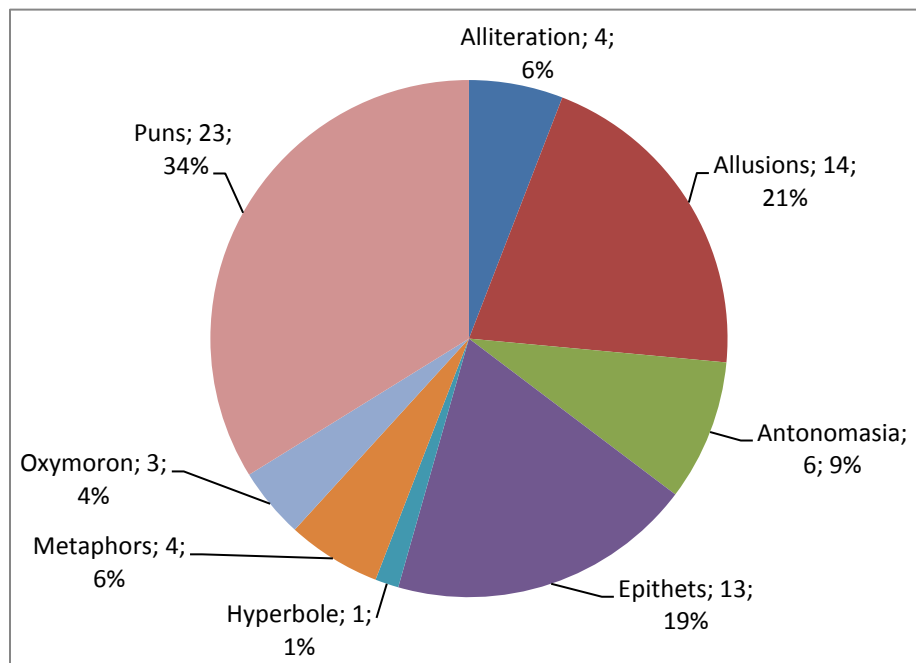
Figure 6. The number and percentage of the certain stylistic devices used in the tabloid headlines. Prepared by the author.

As Figure 6 shows, the most common stylistic device used in the tabloid headlines is *pun*. The usage of *hyperbole* is very low, only 1%. Consequently, it can be stated that the tabloid headlines often use humor and ambiguity as a stylistic device to make headlines catchy and alluring. However, exaggeration is not often used in the headlines of the tabloids.

To sum up, the above presented statistical data concerning the usage of the certain stylistic devices in the newspaper headlines shows that broadsheet and tabloid headlines differ. The disparity exists due to the reason that each type of the newspaper target at different audience.

CONCLUSIONS

The object of the present study was to analyze stylistic devices used in the newspaper headlines of *The Guardian, The Independent, The Sun, Express*. Accordingly, the following conclusions can be drawn from the analysis of 150 examples of the newspaper headlines:

1. With the help of descriptive theoretical literary analysis, it was disclosed that stylistics is the study and interpretation of texts from a linguistic perspective. Generally, stylistics is concerned with the aesthetic function of language. According to the function of the text, different stylistic aspects are used.

2. The review of functional styles allowed to ascertain that functional styles are used as a communication device. Commonly, functional styles are classified into five groups. It became evident that many linguists do not distinguish the newspaper functional style. The analysis of the newspaper functional style revealed that it has its own morphological, syntactical, lexical and compositional features.

3. As regards the aspects of newspaper headline, it was defined that a headline is a short title above the newspaper article. Also, features of newspaper headlines were analyzed and it was found that headline has its own distinctive grammar, syntax and vocabulary. The further analysis helped to distinguish that the function of a headline is to attract the reader's attention as well as to summarize what the article is about.

4. Descriptive theoretical literary analysis allowed to describe stylistic device as the usage of any of a variety of techniques to give the utterance an auxiliary meaning, idea, or feeling. In addition, stylistic devices were classified according to the level of language or the function of stylistic device.

5. The collected examples have shown that, certain stylistic devices are commonly used in the newspaper headlines. As it was found out, the purpose of the stylistic device in the headlines is usually to impress the reader, provide additional information or to create humorous effect.

6. The statistical analysis helped to point out the frequency of certain stylistic devices. It became evident that the broadsheet newspaper headlines usually use alliteration (20%) and epithets (18%), whereas tabloids – puns (34%). The broadsheet newspaper headlines less frequently apply puns (5%) and the tabloids – hyperbole (1%).

To conclude, the research of certain stylistic devices in the newspaper headlines helped to understand headline writing techniques. Having analyzed the theoretical literature and selected examples, it could be stated that newspaper headlines often contain stylistic devices to enliven the language and to catch the reader's attention. In addition to this, this work could be useful for students and lecturers, because it provides information about the recent stylistic tendencies reflected in newspaper headlines. Also, people interested in writing articles for newspapers will find it useful because of the provided information about newspaper style, especially headlines.

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APPENDIX No.1

In appendix section the headlines collected from the newspapers *The Guardian, The Independent, The Sun* and *Express* are presented.

I.   Allusions

1) **Game of thrones** in a Leicester car park (The Guardian 8 February, 2013)
2) Politicians and income tax: **10p or not 10p** - **that is the irrelevant question** (The Guardian 17 February, 2013)
3) **The curious case of** Michael Gove and the select committee (cont'd) (The Guardian 17 February, 2013)
4) **The Empire Strikes Back** (The Sun 19 February, 2013)
5) Oscar losers **silver lining** – a $45,000 goody bag (The Guardian 20 February, 2013)
6) **Everybody loves Raymond** (The Sun 23 February, 2013)
7) **Clash of the Titans** (The Sun 23 February, 2013)
8) Visit the town that survived **Armageddon**: Russian city hit by meteor makes a bid for space tourism (The Independent 1 March , 2013)
9) Russel Crowe looks far from **Miserable** snapped with his Brit co-star — 26 years his junior (The Sun 4 March, 2013)
10) **Blackbird singing in the dead of night** (The Guardian 5 March, 2013)
11) We must kill **Bambi**: why culling deer is a no-brainer (The Guardian 10 March, 2013)
12) **It's a man's world**… but why is sexism ingrained in the arts? (The Guardian 24 March, 2013)
13) **Rambo**... no it's Lambo the monster of the flock (Express 5 April, 2013)
14) Hoover's FBI **X Files** revealed (Express 7 April, 2013)
15) **Darth Vadar** meets Barry White (Express 27 April, 2013)
16) **Mirror, mirror on the wall**... (Express 27 April, 2013)
17) **Viva (Not) Forever**! Spice Girls musical to close early (The Sun 2 May, 2013)
18) Tara Reid: Lindsay Lohan is **Mean Girl** when drunk (The Sun 2 May, 2013)

19) **You won't like me when I'm angry!** Female 'Incredible Hulk' wanted after assault (Express 8 May, 2013)

20) Macca needs **Help!** after grasshoppers invade the stage (The Sun 9 May, 2013)

21) **Mamma mia!** Abba's Agnetha is still a super trouper at 63 (Express 9 May, 2013)

22) **Briturn of the Jedi** (The Sun 11 May, 2013)

II.   Antonomasia

23) Kate, **the plastic princess**: Hilary Mantel's damning take on duchess (The Guardian 19 February, 2013)

24) O'Farrell's grim reaper wish for **Iron Lady** is swipe too far for Cameron (The Guardian 27 February, 2013)

25) Harry **the tea 'Brew Bitch'** for heli crew (The Sun 27 February, 2013)

26) Status Quo returns as original **frantic four** reunite after three decades (The Independent 4 March, 2013)

27) Inside smoking ruins of **Mr Marlboro's** lair (The Sun 4 March, 2013)

28) War surgeon Sir Archibald McIndoe and his **Guinea Pigs** honoured (The Guardian, 5 April, 2013)

29) Chaos at troubled chain as **Knicker Queen** Janie Schaffer quits after only three months (The Sun 17 April, 2013)

30) Father of **crocodile hunter** Steve Irwin launches campaign to save Australia's Great Barrier Reef (The Independent 28 April, 2013)

31) **Queen** to miss Commonwealth summit in Sri Lanka due to long-haul travel review - and will send Prince Charles instead (The Independent 7 May, 2013)

32) **Mr Invincible** (The Guardian 9 May, 2013)

33) Ken Bruce, **the Eurovision King** (Express 9 May, 2013)

34) Harrymania hits the US as screaming girls and **the First Lady** welcome him across the pond (Express 10 May, 2013)

III.   Epithets

35) Facebook hacked in **sophisticated attack** (The Guardian 16 February, 2013)

36) Libya's guns, gangs and the liberation of a **masculine sickness** (The Guardian 19 February, 2013)

37) Eastleigh byelection: **naked ambition** for Lib Dems in Hampshire town (The Guardian 24 February, 2013)

38) Exit O'Brien, Britain's **plain-talking cardinal** (The Guardian 25 February, 2013)

39) Fake job offers lure **low-income applicants** into money laundering (The Guardian 26 February, 2013)

40) Hillsborough disaster: police chief apologises for **'ill-judged' email** (The Guardian 26 February, 2013)

41) **Angry farmers** wonder: who'll end up paying for the new horsemeat testing? (The Guardian 27 February, 2013)

42) Budget reality check: some **grand-sounding claims** – but do they stack up? (The Guardian 20 March, 2013)

43) Budget 2013: City tunes in then turns off for another **dull shock-free event** (The Guardian 20 March, 2013)

44) Why I'm not convinced **cyclist-friendly lorries** are the solution to road fatalities (The Guardian 22 March, 2013)

45) Scientists create protein 'superglue' from **flesh-eating bacteria** that could help detect cancer (The Independent 12 April, 2013)

46) Lion cub and monkey have a **wild time** together (The Express 21 April, 2013)

47) Four-thousand year old **gold-adorned skeleton** found near Windsor (The Independent 21 April, 2013)

48) Belly laughs all round as Kate shows off her **blossoming bump** (Express 24 April, 2013)

49) Perils of a **misjudged handshake** (Express, 27 April, 2013)

50) Botox gave me my life back: Burn victim makes **miraculous recovery** with beauty treatment (Express 30 April, 2013)

51) Deadly H7N9 bird flu strain could mutate into very **serious global threat**, warns expert (Express 1 May, 2013)

52) Assad makes a **rare public** showing (Express 1 May, 2013)

53) Brits taking matters into their own hands and make a **fake spring** (Express 2 May, 2013)

54) A brief judgement (Expres 2 May, 2013)

55) Iain Duncan Smith: Pensioners have all earned their **universal benefits** (Express 2 May, 2013)

56) Government's **chaotic climate change** body slammed (Express 3 May, 2013)

57) 'I thought this girl was dead' **Heroic neighbour** describes moment he rescued Amanda Berry (Express 7 May, 2013)

58) The **cracked argument** for tax havens (The Guardian 10 May, 2013)

59) The **most evil, vile, demonic criminal**: Ariel Castro's own family call for his execution (Express 10 May, 2013)

60) Pippa Middleton draws attention to that derriere in **eye-catching trousers** for night out (Express 10 May, 2013)

61) **King-sized good news** on economy (The Independent 12 May, 2013)

62) Why **austerity-struck Ireland** is back in favour (The Independent 12 May, 2013)

IV.   Hyperbole

63) Rare poem by **world's worst poet** expected to fetch £3,000 at auction (The Guardian 18 February, 2013)

64) Morrissey: **If more men were homosexual there would be no wars** (The Independent 27 February, 2013)

65) Eastleigh byelection: **the worst thing the Tories can do is catch the Ukip bug** (The Guardian 1 March, 2013)

66) Italy election: Welcome to Italy, where **nobody knows what will happen next** (The Guardian 2 March, 2013)

67) Unfit for purpose and in denial: **a church that has lost all authority** (The Guardian 2 March, 2013)

68) UK commits £88m to Chilean telescope **as big as all existing ones put together** (The Guardian 3 March, 2013)

69) **The entire world is in Paris** but I am here doing Red Nose baked goods (The Guardian 6 March, 2013)

70) Scientists are step closer to **making teeth from scratch** after 'hybrid tooth' is made in mouse's mouth (The Independent 8 March, 2013)

71) London: **the everything capital of the world** (The Guardian 10 March, 2013)

72) Press regulation: Lord Puttnam says editors are demanding **right of kings** (The Guardian 19 March, 2013)

73) Battling climate-change: How **snakes and ladders could save the planet** (The Independent 14 April, 2013)

74) **How man reached for the sky**...and kept on going (Express 18 April, 2013)

V.   Metaphors

75) Police forces need to refocus on public service, not bring in **new blood** (The Guardian 13 February, 2013)

76) Megan Ellison, the most powerful **new force** in Hollywood (The Guardian 18 February, 2013)

77) **War of the roses** (Express 23 February, 2013)

78) Australia awaits on the **odyssey of a lifetime** (The Sun 23 February, 2013)

79) I had a horror of religious education. My son's school helped me see **the light** (The Guardian 25 February, 2013)

80) In **seats of power**, groping has a long and tawdry history (The Guardian 3 march, 2013)

81) Defence Secretary, Philip Hammond, **fires first shots in budget war** (The Independent 4 March, 2013)

82) Weatherwatch: **The rythm of the earth's electrical heartbeat** (The Guardian 17 March, 2013)

83) Kate Middleton's Uncle Gary: the royal family's newest **black sheep** (The Guardian 19 March, 2013)

84) Budget shows Tories **true colours** (The Guardian 20 March, 2013)

85) **Fashion renews its love affair with the royal family** (The Guardian 22 March, 2013)

86) **Birds of evil omen** (The Guardian 25 March, 2013)

87) **Amazon still king of online jungle** (The Guardian 28 March, 2013)

88) How the British Library is **breathing life into old books** (The Guardian 30 March, 2013)

89) How do churches get **new bums on seats**? Get rid of the boring old ones (The Guardian 1 April, 2013)

90) **Gate to Hell** unearthed by archaeologists in Turkey (Express 2 April, 2013)

91) **A ray of sunshine!** Carol Vorderman shows off her enviable figure in tight yellow dress (Express 8 May, 2013)

VI.   Oxymoron

92) Eastleigh: a **hollow victory** for Lib Dems (The Guardian 2 March, 2013)

93) Bankers bonuses at a time of **healthy losses** (The Guardian 3 March, 2013)

94) Bedroom tax: why you should march against this heartless, **pointless reform** (The Guardian 15 March, 2013)

95) UK farmers face disaster as **perfect storm** strikes (The Guardian 16 March, 2013)

96) George Osborne's budget provides **cold comfort** as green shoots fail to emerge (The Guardian 20 March 2013)

97) Met Office defends record following **unhelpful forecast** (The Guardian 29 March, 2013)

98) Chris Huhne finding **prison fascinating**, says Jonathan Aitken (The Guardian 7 April, 2013)

99) **Insane rules** block medical trial of fungus (The Independent 7 April, 2013)

100) The **living fossil** coelacanth fish left behind by evolution (The Independent 17 April, 2013)

101) The **mischievous pleasure** of a free bus pass (Express 2 May, 2013)

102) Life for **evil mother** who murdered five in an inferno of hate (Express 9 May, 2013)

103) Gwyneth Paltrow reveals girl crush on Miranda Kerr, admitting she is **abnormally pretty** (Express 10 May, 2013)

VII.   Pun

104) The real **beef** about horsemeat (The Guardian 10 February, 2013)

105) Beauty you'll **Lake** (The Sun 23 February, 2013)

106) I'll make Luis **Goalden** boy (The Sun 19 February, 2013)

107) Theresa **May** – but then again, she **may** not (The Guardian 7 March, 2013)

108) Sky Cat Laughs comedy festival: the **purr-fect** lineup? (The Guardian 3 April, 2013)

109) Gorilla goes **bananas** for girl's snack (Express 10 April, 2013)

110) If you're **Dappy** and you **nose** it (The Sun 19 April, 2013)

111) Singer smokes dodgy cig on International **Ma-Rih-ana** Day (The Sun 21 April, 2013)

112) Charlize and Leo are **GLAAD** to be part of gay occasion in LA (The Sun 21 April, 2013)

113) They've **goth** to have it: Whitby goes back to black for Goth Weekend festival (The Independent 29 April, 2013)

114) **Nut** nearly kills Liam Gallagher (The Sun 6 May, 2013)

115) Gardener, who spent £20,000 building a giant clock, not **cuckoo** (Express 6 May, 2013)

116) Which star has changed her habit here? **Nun** other than Jodie Marsh (The Sun 8 May, 2013)

117) Ed's going in different **Direction** (The Sun 8 May, 2013)

118) Jessica **Al-bra**! Star **boobs** as she **nips** out for a family stroll (The Sun 8 May, 2013)

119) Mel ready to **Nic** seat on X Factor panel (The Sun 8 May, 2013)

120) Dappy looks **abs-olutely** pants in latest topless pic (The Sun 8 May, 2013)

121) **Purrlock** Holmes (The Sun 10 May, 2013)

122) Beyonce, you're **fliered** (The Sun 11 May, 2013)

123) Simon Cowell gives Amanda Holden a **cheeky** kiss (Express 11 May, 2013)

124) Life's a **beach** for misty-eyed Harry (Express 12 May, 2013)

125) Kanye West gets a **bump** almost as big as curvy Kim's (The Sun 12 May, 2013)

126) Cor blimey! Brooke Vincent shows her **cheeky** side (The Sun 12 May, 2013)

127) Robert Pattinson and Kristen Stewart's **grape escape** (The Sun 12 May, 2013)

128) **You not Da One**! Rihanna and Chris Brown in jealous Twitter row (The Sun 12 May, 2013)

129) Justin **Beer-ber**: Singer has a wild time with tiny (The Sun 12 May, 2013)

130) **Cannes** you believe it? Leo's Gat Cara and Rita on his arm at premiere (The Sun 12 May, 2013)

VIII.   Alliteration

131) Wh**am** b**am** … Gl**am**! The birth of style (The Guardian 6 February, 2013)

132) **W**aging **w**ar on **w**eb 'thinspiration' (The Guardian 8 February, 2013)

133) **C**ricket, **c**urry, **C**obra, Beer… our links with India are so special (The Sun 19 February, 2013)

134) Eating **w**eird and **w**onky fruit and veg could cut food **w**aste, survey finds (The Guardian 26 February, 2013)

135) South of England **b**ears **b**runt of **w**intry **w**eather (The Guardian 11 March, 2013)

136) To **ch**allenge cuts, the **ch**urch must hold on to its faith in **ch**ildren, not politics (The Guardian 11 March, 2013)

137) D**ash** for c**ash** is stopping science in its tracks, claims Nobel winner (The Independent 18 March, 2013)

138) Budget 2013: good for **dr**ivers, **dr**inkers and **dr**illers (The Guardian 20 March, 2013)

139) The budget: giv**ing**, tak**ing** - but not grow**ing** (The Guardian 20 March, 2013)

140) The **p**erfect **p**ill for the **w**orried **w**ell - the **p**lacebo (The Guardian 24 March, 2013)

141) Bea**nz** mea**nz** li**nez**: **b**aked-**b**ean lorry crash causes **m**otorway **m**ess (The Guardian 3 April, 2013)

142) Mobile phone's 40th anniversary: from b**ricks** to c**licks** (The Guardian 3 April, 2013)

143) The **w**eek the **w**elfare **w**ar broke out (The Guardian 6 April, 2013)

144) Bankers carry on **un**abashed, **un**scathed and **un**ashamed (The Guardian 7 April, 2013)

145) An airline fat tax? It's the thin **edge** of a nasty w**edge** (The Guardian 7 April, 2013)

146) Unplea**sant** phea**sant**: Real–life Hitchcock horror for family under siege from bird (Express 18 April, 2013)

147) Online **f**ashion **f**ans **f**lash their cash as Net-a-Porter.com sells £32,000 dress (The Guardian 26 April, 2013)

148) **L**ynn's **l**ate **l**oss (Express 6 May, 2013)

149) Alex **F**erguson in the **f**inal **f**urlong (Express 12 May, 2013)

APPENDIX NO.2

The research paper has been rendered on the compact disc and attached below.