

ŠIAULIAI UNIVERSITY  
FACULTY OF HUMANITIES  
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**NEWSPAPER STYLE: STYLISTIC FEATURES OF  
THE HEADLINES**  
BACHELOR THESIS

Supervisor: Assoc. Prof. Dr. Solveiga Sušinskiene

Student: Renata Mozūraitytė

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# INTRODUCTION

Today's life is unimaginable without the mass media. A lot of different printed as well as online newspapers try to attract the readers. Firstly, the reader notes the headline of the article and only after then decides whether to read it or not. Therefore the headlines are one of the most important components of the piece of writing. The newspaper as a form of the mass media is known for several ages. However, the investigation of the language in newspapers has started only in the mid-20<sup>th</sup> century. The principles of creating and analyzing newspaper headlines have not been widely explored.

The **object** of the work is the analysis of British newspaper headlines.

The **aim** of presented research is to analyze the stylistic features of the newspaper headlines of *The Telegraph*. To achieve this aim the following **objectives** have been set:

1. To overview the theoretical data of functional styles.
2. To overview the newspaper style.
3. To disclose the functions and general peculiarities of the headlines.
4. To analyze special language features of the headlines.
5. To indicate the frequency of certain stylistic features used in the newspaper headlines.

**Relevance of the work.** There are quite many linguists who analyzed the newspaper style such as A. Bell (1991), T. A. Znamenskaya (2005), C. Rich (2010), O.K. Denisova and L.P. Pozniak (2014). The stylistic features of the newspaper language as well as the headlines were introduced by R. Fowler (1991), M. Swan (1995), D. Reah (1998), J. Morley (1998). The syntactical classification of the headlines was studied by I. Mardh (1980), Caroline M. de B. Clark (2007).

**The novelty of the present research.** The newspaper headlines can be analyzed from different linguistic perspectives. The present paper focuses on the main grammatical as well as lexical language features that create the style of headlines found in the broadsheet newspaper.

The research **methods** used in the present study are the following:

1. Descriptive theoretical analysis made it possible to analyze scientific literature regarding the features of functional styles, newspaper style, headlines.
2. Descriptive analysis was useful in analysing the selected examples of English newspaper headlines.

3. Descriptive statistic method was used to indicate the frequency of certain stylistic features revealed by the analysis.

**The scope of the research and research material.** For the purpose of investigation 200 examples of the newspaper headlines have been drawn from the British online newspaper *The Telegraph*. 71 instance of headlines has been used as illustrative examples.

The **structure** of the present research. The work is composed of introduction, theoretical and practical parts, conclusions and the list of references. In the introduction the objectives, the aim, the relevance of the work, the methods used in the research as well as the number of analyzed headlines are presented. The theoretical part contains the discussion of functional styles, publicistic style, the features of the newspaper style and headlines. The practical part is for the analysis of the stylistic features typical for the newspaper headlines. Conclusions give the findings and the results of the presented study. The list of references arranged in alphabetic order presents the used materials.

## 1. THE MAIN ASPECTS OF FUNCTIONAL STYLES

Every written or spoken discourse has a style. The word itself refers to some kind of a function. A style depends upon the purpose of the text or the specific conditions of communication in different situations. However, there is no single and concrete definition of a word *style*.

N. Leech and M. Short (2007:10) point out that the *style* refers to the way in which language is used in a given context, by a given person, for a given purpose. To cite V. Mathesius (1982:105f) “*style* is a significant manner in which the linguistic means of expression has been employed or will usually be employed for a concrete purpose”. The online Reference Dictionary<sup>1</sup> defines *style* as the mode of expressing thought in writing or speaking by selecting and arranging words, considered with respect to clearness, effectiveness, euphony or the like, that is characteristic of a group, period, person, personality, etc. In other words, *style* refers to ways of writing or speaking—how a person varies the resources of language in order to make a speech or written discourse meaningful.

We may have the *style* of an individual which is typical for the individuality of the writer or speaker and the functional style which is dependent on the aim of a text or speech. It is clear that *functional* has something to do with function or objective. R. Dirven and V. Fried in the book called *Functionalism in Linguistics* (1987:13) state that functional style is the manner in which texts respond to the demands of the functional objects. Functional style is dependent on the specific conditions of communication in different situations.

The main problem on which linguists do not agree is whether or not there are different styles in the spoken English language. Another problem is the classification of functional styles. O.K. Denisova and L.P. Pozniak (2014:110) say that there are linguists such as R.G. Piotrovsky (1975), Y.S. Steponov (1986) who state that there are no functional styles at all. However, functional styles have been divided into specific groups by some other scholars. According to I. V. Arnold as cited by T.A. Znamenskaya et al (2005:136-137) styles can be divided into two groups:

1. Colloquial Styles: (literary colloquial; familiar colloquial; common colloquial).
2. Literary Bookish Styles: (scientific; official documents; publicistic newspaper; oratorical; poetic).

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<sup>1</sup> Online Reference Dictionary - <http://dictionary.reference.com/browse/style?s=t> Accessed on 13 January, 2015

According to I. R. Galperin (1981) as cited by Denisova and Pozniak et al (2014:110) the set of style classes include:

a) official business style; b) scientific professional style; c) publicistic style;  
d) literary colloquial style; e) familiar colloquial style.

In order to get better understanding of the classification of functional styles, the linguists give the more explicit subdivision. Denisova and Pozniak represent the different position towards the problem of functional styles. Their classification is presented below (Ibid):

a) Literary or bookish style;  
b) Free or colloquial style;

The literary or bookish class includes: 1) publicistic; 2) scientific; 3) official documents style. The free or colloquial style is subdivided into: 1) literary colloquial and 2) familiar colloquial style. The scholars do not classify neither poetry nor imaginative prose (fiction), stating that they are non-homogeneous.

Functional styles are subsystems of language and each of them has its own features concerning vocabulary means, syntactical constructions or phonetics. The use of a certain functional style is connected to the particular situations of communication in different spheres of life.

Having reviewed the main aspects of functional styles, the conclusion that functional styles are the subsystems of language with distinctive lexical, syntactical and phonetic features can be drawn. The following chapter will briefly introduce the main features of the English publicistic style.

## 2. THE PUBLICISTIC STYLE OF ENGLISH LANGUAGE

Publicistic style is used in newspaper or magazine articles, public speeches, essays, radio or TV comments. Denisova and Pozniak (2014:111) state that the function of publicistic style is to influence the public opinion. The main feature of the usage of this style is the combination of logical argumentation and emotional appeal to the audience, i.e. readers and listeners. Moreover, the special elements from scientific as well as from emotive prose are found in publicistic style.

The newspaper is the most readable source of information throughout the world. The facts in the newspaper are presented objectively and fairly. The language is clear and acceptable. One of the main functions which publicistic style has to contain is that the information in the newspaper should be relevant. To put into R. Fowler's words (1991:13): "The news media select events for reporting according to a complex set of criteria of news worthiness; so news is not simply that which happens, but that which can be regarded and presented as newsworthy." In other words news does not have to be just simple description of events, but also has to be meaningful. Another feature that plays a huge role on the news is the use of colloquialisms, incomplete sentences, questions and a varied typography suggesting variations of emphasis, the written text mimics a speaking voice, as of a person talking informally but with passionate indignation (Fowler, 1991:39). In addition, Denisova and Pozniak (2014:119) note that the publicistic style takes some features from emotive prose: the use of stylistic devices and imagery as well as brevity and expression. The scientific elements found in publicistic style include the logical structure of the news presentation, clear paragraphing and consecutiveness.

To conclude this chapter it could be stated that specific linguistic means used in the writings of the publicistic style (in this case newspapers) have strong meaning in creating the language attractive, interesting and informative to the reader as much as possible. The following part will be based on the features of the newspaper style.

### 3. THE FEATURES OF THE NEWSPAPER STYLE

The word *newspaper* suggests that its main function is to give news. Despite this, it is used to educate, enlighten or entertain people. The newspaper also seeks to influence public opinion on political, economic and other matters. Newspapers can provide a medium of information to those who do not have television, radio or the internet. According to J. Tunstall (1996) as cited by D. Reah et al (1998:2) there are three types of newspapers:

1. The broadsheet newspapers (e.g., the *Telegraph*, the *Independent*, the *Times* and the *Guardian*);
2. The middle-range tabloids (e.g., the *Express* and the *Daily Mail*);
3. Tabloids (e.g., the *Sun*, the *Mirror*, the *Star*).

The tabloids and broadsheet newspapers have different functions to perform. As *The New British Politics* (2007:301) states, tabloids are less serious (popular) daily or Sunday papers so called because of their smaller size. It is added that the broadsheets now publish in a tabloid format, but are still known as broadsheets, or quality papers. It should be mentioned that tabloids tend to focus on personalities and gossip, stories found in these newspapers are smaller comparing to broadsheets, the writing style is less formal and slangy, more pictures are found. While the broadsheets are described as serious (quality) national daily or Sunday papers so called because of their size (Ibid). It is generally believed that broadsheets contain more serious news than tabloids and are read by more educated people. Information in the middle-range tabloids focuses on the sensational stories as well as on the important news events.

There are two types of news that can be found in broadsheets or tabloids: *hard news* and *soft news*. C. Rich (2010:17) points out that “hard news“ include stories of a timely nature about events or conflicts that have just happened or are about to happen such as fires, crimes, meetings, protest rallies, speeches and testimony in court cases. *Hard news* has little value after 24-48 hours. The news of such themes found in broadsheet newspapers tend to focus on the main and the most important details related to the story. Another type of news is called *soft news* and Rich (Ibid) states that “soft news“ entertains or informs, with an emphasis on human interests and novelty and less immediacy than hard news. Unlike the *hard news*, *soft news* pay attention to the things related to the minor things of the story e.g. personal life, work, etc.



It should be mentioned that the distinction between the two types of newspapers disappears as broadsheets tend to entertain more and tabloids include more serious articles. However, the use of gimmicks, allusions, pictures and images for entertainment purpose in broadsheet newspapers are rather of educational nature.

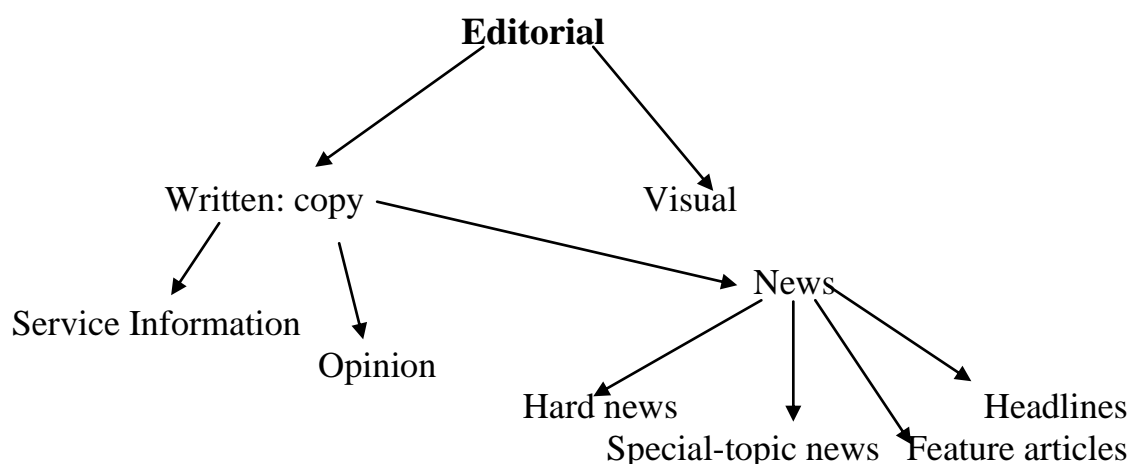
### 3.1 The Structure of News Stories

In order not to confuse publicistic style with newspaper style the main difference has to be mentioned. The goal of publicistic style is to influence public opinion, to make the audience accept the speaker’s point of view. On the contrary, the goal of newspaper style is to inform the audience. Publicistic essays and feature articles do not belong to newspaper style.

Newspaper style tries to attract the reader’s attention thereby special means are used. Denisova and Pozniak (2014:127) distinguish specific headlines, space ordering, specific vocabulary features and characterize newspaper style by an extensive use of:

1. Special political and economic terms (apartheid, by-election);
2. Non-term political vocabulary (public, people);
3. Newspaper cliches (vital issue, well-informed sources);
4. Cliches (captains of industry, pillars of society);
5. Abbreviations (PM, NATO);
6. Neologisms (glasnost, Gorbymania).

To quote Bell (1991:3): “In newspaper, everything other than advertising is called editorial” (see Figure 1).



**Figure 1.** The structure of editorials (A. Bell, *The Language of News Media*, 1991:3).

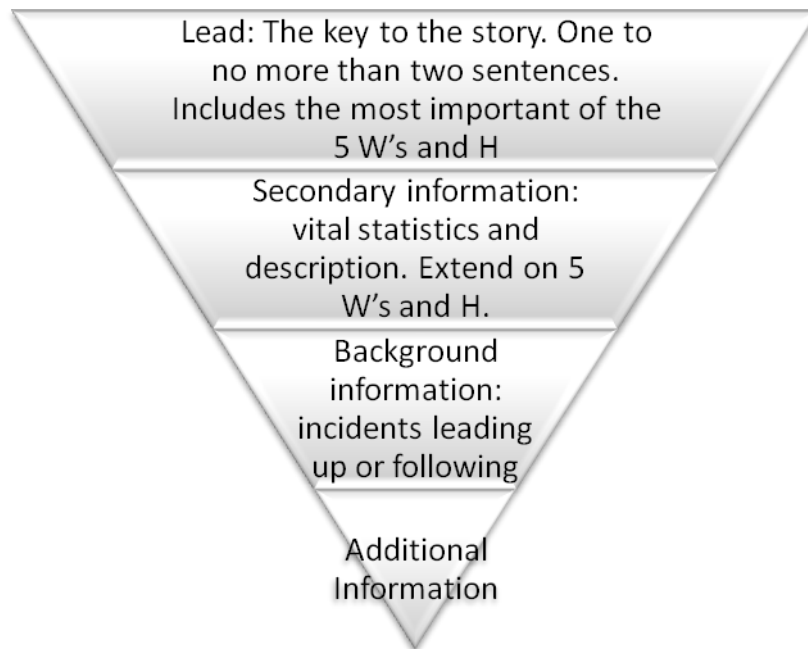
In order to understand the above given structure better, the commentary should be given. Firstly, *service information* is the information related to a particular subject in a newspaper. On sports page it can be the news given about the oncoming sport matches, the winning teams, the comments concerning the issues in the sports life. On business page it can be the data presenting the situation in stock markets, information about currencies, commodities and so on. Bell (1991:3) notices that service information is more likely made of lists rather than continuous copy. Moreover, *opinion* is columns, letters to the editor, reviews in which the opinion about different issues is expressed by the journalists of the newspaper. Generally, a group of people in charge discusses and decides which topics are going to be published and what view is going to be expressed. Hereby, the readers can get the idea what is the attitude of the newspaper. What is more, *hard news* as have been described in the previous section, includes the information about the newest crimes, fires, accidents, protests and other incidents. *Feature articles* are the part of soft news. They do not cover the hottest news, but still try to capture the reader's attention by humorous reflections, provoking the reader's curiosity by unusual comments. The language of feature articles is full of emotive words, rhetorical questions, imagery. *Special-topic news* are the news that cover sports, fashion, cars, travel, culture and other topics. Finally, *headlines* as well as crossheads or subheadings, by-lines and photo captions compose the part of editorials. The headline is the first and may be the last chance to grab the reader's attention. Whereas, different types of crossheads or subheadings, by-lines or even photo captions are being created as more interesting as possible. The reader can skim through subheading and get the idea what the text is going to be about, even though from the first sight the heading looks complex or the article is very long.

Each field of editorial has its own vocabulary, sentence structure as well as a special way of presenting information and a certain audience. The audience is the most important component of mass communication. Newspapers live by the size and composition of their audiences. The journalist designs the style of an article for the readers according to their age, gender, social class.

Advertising is, together with news, the principal genre common to all daily media. The main function of advertisements is to persuade, seize the audiences' attention. The language in advertisements is very creative; its language attracts the reader. According to Bell (1991:19) the most striking employment of linguistic resources in advertising is the use of a language, which is not understood by the advertisements target audience. In this case, authors

of advertisements tend to use foreign languages and non- native dialects (depending on the country).

The inverted pyramid structure presented by R. Telg and T.A. Irani (2012:76) is the most commonly used structure for news writing. The most important parts of the story are given in the first part of the inverted pyramid and the less important ones align below. There are two reasons why does this structure work well (Ibid): firstly, the most important information helps to grab the reader’s attention and interest so the reader is more likely to read the entire article. Secondly, the least important information is at the very end of the structure, so if the story needs to be cut, it can be cut from the bottom without any loss of important information (see Figure 2).



**Figure 2.** The structure for news writing ( Telg and Irani, 2012:76).

To give more information it should be said that the lead provides the basic information of the story. It should not be mixed with an introduction. It explains what the story is going to be about. After the lead we find the main body—secondary information, it should include all of the 5 W’s and H. As Reah (1998:24) explains “The news include such information: what happened, who was involved, where it happened, what the circumstances were”. Telg and Irani (2012:77) add one more *how* element. In order to attract the reader, the article should be started from the most interesting element of Ws or H. The background information adds more details, descriptions and other facts that are necessary to the story. Finally, if needed, the additional information can be added.

After analysing the structure of news writing, other important elements should be mentioned. All of the functional styles as well as the newspaper style have their own typical elements. Znamenskaya (2005:150-153) distinguished typical features for newspaper style:

1. Morphological features – frequent usage of non-finite verb forms; omission of articles, link verbs, auxiliaries, pronouns.
2. Syntactical features – use of impersonal sentences, elliptical constructions, interrogative sentences, infinitive complexes and attributive groups.
3. Lexical features – newspaper clichés and set phrases, terminological variety; abbreviations and acronyms; numerous proper names.
4. Compositional features – carefully selected vocabulary; variety of topics, wide use of quotations.

Each of these elements has their own function. For example, morphological features are used in order to save space which is limited in newspapers. Syntactical as well as lexical and compositional features call the attention to words or word phrases. All of these features are combined together in order to make the article as interesting as possible, to shock or surprise the reader by the unusual, vivid and colourful language.

To sum up, it can be said that in order to give the readers the most important facts first, the headline writer has to use the inverted pyramid style of news writing. If the part of the story has to be told in the order in which events happened, it can be written after the opening paragraph - the intro - or first few paragraphs following the chronological structure. The correct use of the presentation of the news as well as the deliberate employment of language features helps to create a qualified article.

The following part is for discussion of headlines. The description of the main characteristics of headlines typical in the English newspapers will be provided.

## 4. THE CHARACTERISTICS OF HEADLINES IN THE ENGLISH NEWSPAPERS

A headline for newspapers is often the most important element on a page as it gives the reader an overall picture of the news. The main goal of a headline is to grab the reader's attention so various stylistic devices are used. A headline should be gripping in order to attract people to read an article. Most newspapers now use headlines that say what has to be said in a minimum of words.

Oxford Advanced Learner's Dictionary<sup>2</sup> defines a headline as a title of a newspaper article printed in large letters, especially at the top of the front page. According to M. Swan (1995:359), 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. While Reah (1998:13) defines it as "a unique type of text as it has a range of functions that specifically dictate its shape, content and structure". In the issue, it could be stated that a headline is the title given to an article and which has a special way of writing and its own functions.

Headlines are usually written in a sensational way in order to arouse the reader's curiosity. As headline writers try to catch the reader's eye by using as few words as possible. Moreover, T. McArthur (1992:465) claims that *headlines* is the language of headlines which is affected by the constraints on space. From the definitions given above, it can be summarized that this writing style of headlines that includes as minimum word as possible and has the specific writing style is called *headlines*.

It seems that newspaper headlines provide a summary of an article. However, this function of a headline seems to be narrow and some linguists suggest a more precise division. They state that a headline can not only summarize, but sometimes highlight or quote. Bell (1991:188-9) makes a distinction between headlines which abstract the main event of the story and headlines which focus on a secondary event or a detail. Bell (1991:189) observes that R. Nir distinguishes between headlines which function as a summary of the story and headlines which, rather than summarize the story, promote one of the details of the story. Furthermore, in more popular newspapers, especially in tabloids headlines are not informative. The main function of them is to ask a riddle which gets resolved in the text.

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<sup>2</sup> Online Reference Dictionary-  
[http://www.oxfordlearnersdictionaries.com/definition/english/headline\\_1?q=headline](http://www.oxfordlearnersdictionaries.com/definition/english/headline_1?q=headline) Accessed on 16 January, 2015

J. Morley distinguishes five main 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.

As it can be seen from these functions of newspaper headlines, they are concentrated not only on the summary of the contents of the article, but more on the reader and the attraction of his/her attention. Correct use of these functions gives the reader a chance to have a quick view of the news by giving informative headlines and thereby it helps to save the reader's time.

In this case there can arise a question how a headline can be informative. As Reah (1998:24) states "the headline should deliver some detail on what happened, who was involved, where it happened, what the circumstances were". Reah simplifies this into what, who, where, how (Ibid). However, the *when* can be omitted as newspapers usually deal with daily events. Also the *why* is discussed rather in the text than the headline. It can be seen that sometimes headlines do not follow this strict *what, who, where, how* rule.

Headlines usually stimulate the interest for the reader of the subject matter of the text. However, readers can face a problem of understanding the headline as newspaper headlines make the use of abbreviations, do not follow grammatical rules or they are incomplete sentences.

#### **4.1 The Special Language Features of Newspaper Headlines**

The headline writer has to keep two main aspects in mind. Firstly, he has to attract the attention of the reader and secondly he has to give a hint of what the article is going to be about. For the purpose of intriguing, headlines have their own special vocabulary. Morley (1998:33) distinguishes vocabulary of headlines into three parts: unusual, sensational and short.

For better understanding it could be added that unusual and sensational words are used to draw the reader's attention. The advantage of short words is not only grabbing attention. Morley (1998:34) states that they can be produced giant sized on the page. In other words short words save place and so they are more preferred in the headlines of newspapers.

McArthur (1998:8) also notices that headlines of newspapers generally include favour, vivid, emotional words, often related to violence or sex. M. Swan (2003:361- 369) gives the list of short words, which are used in headlines and are unusual in the sense in ordinary language. Here are some examples (see Table 1).

**Table 1.** List of common headline vocabulary. Prepared by the author according to Swan (2003, 361:369).

WORD	MEANING IN HEADLINE	EXAMPLE
Allege	Make an accusation	Blind girl alleges unfair treatment
Bar	Refuse	Hotel bars football fans
Call for	Demand/ appeal for	Trade unions call for strike
Deal	Agreement	India signs nuclear deal with us
Edge	Move gradually	World edges toward war
Firm	Determined not to change	Pm firm on tax reforms
Go for	Be sold for	Picasso painting goes for \$5 million
Push for	Ask for, encourage	Schools push for more cash

Morley (1998:35) also notices that “there are lists of words which are typically, or, indeed, almost exclusively used in newspaper headlines in a number of places. For example, *Hospital rap; Killer bug, Death probe, Fire-bomb riddle, Poison peril, Corpse horror* etc.”

Headlines also have a special register. We can notice the difference in language when talking about economics and when talking about football. Morley (1998:43) points out that there is also a difference in language when we write formally or informally, technically or non-technically, emotionally or neutrally. He adds that often the technical register is associated with formal register and emotional language with the colloquial. (Morley, 1998:45).

As the headlines are one of the most important elements of the newspaper, special attention is paid in order to make them more colourful, intriguing and catching. To do so, different stylistic means are used. L. Hakobian and K. Krunkyan (2009:25) notice that expressiveness in headlines is achieved with the help of various stylistic phonetic devices:

- Alliteration: *Welsh Win World; US Cuts Find Few Friends.*
- Rhyme: *Back in the Outback; Dirty Dealing in Cleaning.*
- Rhythm: *Thatcher Can't Catch; Spycatcher-Wright.*

All of these examples draw attention as they sound more poetic. The usage of phonetic devices makes the headline pleasant to read. Above all, they have the effect of stirring the reader's emotions. It creates a musical variation which can be humorous or disturbing.

- Emotive syntax includes such elements like parallel constructions: *What counts isn't how you look but how you behave.*
- As well as antithesis: *Setting foot on the moon may be a small step for a man but a giant step for mankind.*

The headlines when using parallel constructions together with antithesis become like the vivid pictures and are very illustrative. Contrasting two different ideas or repeating of the same patterns of words or phrases in the headline forces the reader to pay attention as they have the aim to shock the reader.

Besides the phonetic and syntactic constructions, Hakobian and Krunkyan (2009:26-27) mention one more group of devices which are used in the creation of the headlines, i.e. lexical stylistic devices:

- Various epithets (word and phrase epithets, sentence epithets): *I'm Dead Angry With My Ban; 'No More Nagasaki's' Call.*
- Metaphors: *'Hope Fades with Every Hour, Us "Peace" Plan Hides Iron Fist.*
- Metonymy: *Greenham Goes to Moscow;* (British women peace fighters from Greenham Common have returned from the recent world congress in Moscow with some positive images of Russia). *Glass Goes at the Old Bailey.* (Hunders of glass carafes and tumblers used in the Old Bailey's courtroom and eating areas have been replaced by plastic containers following an attack on Judge Ann Goddard by an accused man, who threw a carafe at her – which narrowly missed and shattered against a wall).
- Simile: *The "Knyzak Problem" For the Rich Smells like a Rose to Seniors*
- Allusion: *A Tale of Two Germanys from Russia Without Love.*

The most typical usage of stylistic devices has been illustrated above. However, it does not cover the great variety in headline structures.



Stylistic devices are used for the purpose to impress the reader. The headlines become more fun and attractive. The factor of surprise is being created and the reader is interested in reading of the whole article. Nevertheless, it should be mentioned that stylistic means sometimes create the uncertainty of meaning as firstly the connotation of those devices has to be revealed.

Headlines have special grammatical features. Allan Metcalf in the article *The Grammar of (Newspaper) Headlines* published in the newspaper *The Chronicle of Higher Education* (2013) presents such basics of the grammar of headlines:

1. Use present tense for past events: *Columbus Discovers New Route to India*.
2. Use to for future events: *Sun to Burn Out In 6 Billion Years*.
3. Omit the, a, an: *Cow Jumps over Moon; Dog Watches, Laughs*.
4. Use comma for and: *Jack, Jill Fall from Hill; Confusions Possible*.
5. Never spell out numbers: *Virgil Guides Dante Past 9 Levels of Hell*.
6. Use colon for said or says: *Galileo: "I Confess Earth Stays Still"*.
7. Use single quotation marks: *Ceaser To Brutus: "Et Tu?" Falls by "Unkindest Cut"*.
8. Omit be in its various forms: *Candide, Pangloss Happy Cultivating Garden*, except when emphasized: *Hamlet Asks "To Be" Or Not ? Ponders, Decides To Be*.

These are the usual peculiarities and special rules of the headlines grammar. Journalists use them in order to make the headlines more attractive and intrigue people to read the article as well as for limited space in the newspapers. Without knowing these special grammatical features it can be difficult to understand the headline and interpret its meaning until the whole article is read.

In order to catch the reader's attention, headlines have to be as simple as possible and appropriate to the style a newspaper represents. Znamenskaya (2005:151-153) divides the newspapers' headlines features. The linguist not only distinguishes the patterns of headlines, but also gives the examples from well known newspapers:

- 1) Full declarative sentences (e.g., 'Allies Now Look to London' (*The Times*)).
- 2) Interrogative sentences (e.g., 'Do you love war?' (*Daily World*)).
- 3) Nominative sentences (e.g., 'Gloomy Sunday' (*The Guardian*)).
- 4) Elliptical sentences:
  - with an auxiliary verb omitted (e.g., 'Yachtsman spotted' (*Morning Star*));

- with the subject omitted (e.g., ‘Will win’ (*Morning Star*));
  - with the subject and part of the predicate omitted (e.g., ‘Still in danger’ (*The Guardian*)).
- 5) Sentences with articles omitted (e.g., ‘Blaze kills 15 at Party’ (*Morning Star*)).
  - 6) Phrases with verbals—infinite, participial and gerundial (e.g., ‘To get US aid’ (*Morning Star*), ‘Keeping Prices Down’ (*The Times*)).
  - 7) Questions in the form of statement (e.g., ‘The worse the better?’ (*Daily World*)).
  - 8) Complex sentences (e.g., ‘Army Says It Gave LSD to Unknown GIs’ (*International Herald Tribune*)).
  - 9) Headlines including direct speech:
    - introduced by a full sentence (e.g., ‘Tell Margaret I love her’ he said and then he died (*Sunday Express*));
    - introduced elliptically (e.g., ‘New rate support system best in Europe—Minister’ (*The Guardian*)).

The classification provided by Znamenskaya is very explicit. She identifies a number of different lexical and syntactical categories by which the headlines are subdivided.

Another classification is given by I. Mardh (1980:183). Unlike the previous categorizations, this one is not divided into special parts by the use of lexical, phonetic, grammatical or syntactical means and this distribution is more generic. She identifies the following linguistic features as typical of headlines in English newspapers:

- (1) the omission of articles;
- (2) the omission of verbs and of auxiliaries (e.g., the verb ‘to be’);
- (3) nominalizations;
- (4) the frequent use of complex noun phrases in subject position (in theme position);
- (5) the use of short words (‘bid’ instead of ‘attempt’);
- (6) the widespread use of puns, word play and alliteration;

The classification provided by Mardh will be analyzed in a greater detail in the empirical part of the research.

The structures which represent different patterns of headlines have been listed above. The special language features of headlines are used in order to make newspaper articles more

attractive to the reader. However, this grouping does not fully cover different linguistic features of headlines as the division is much more complex.

## **5. ANALYSIS OF THE STYLE OF THE HEADLINES**

### **5.1 METHODOLOGICAL CONSIDERATIONS OF THE RESEARCH**

The research is based on the corpus of 200 newspaper headlines drawn from on-line British newspaper *The Telegraph* (<http://www.telegraph.co.uk/>) in the period from January 1, 2014 to December 31, 2014. This particular newspaper has been chosen because now it is the third most visited British newspaper website with 1.7 million daily browsers. It includes articles from the print editions of *The Daily Telegraph* and *The Sunday Telegraph*. It was named UK Consumer Website of the Year in 2007 and Digital Publisher of the year in 2009 by the Association of Online Publishers. The paper is known for its conservative politics and comprehensive news coverage. It is one of the several options available to the British public to receive timely and relevant information about newsworthy events.

The research focuses on the analysis of the stylistic features used in the newspaper headlines. Style is created not only by the use of stylistic devices but also by the use of special grammar and lexis. Taking this into consideration, examples are sampled according to the classification made by the linguist Ingrid Mardh (1980). The chosen model of classification includes such categories: the omission of words, the use of short words, the use of nominalization, the use of noun phrases, the use of gimmicks (metaphor, alliteration, allusion, rhyme, polysemy, homonym, and homophone). In addition, Mardh does not distinguish the category of loaded words so it has been taken from the classification provided by Reah (2002). Firstly, each grammatical or lexical feature which creates the style of headlines was analyzed by the help of dictionaries and the information provided by other linguists such as Reah (2002) and Clarck (2007). Secondly, the newspaper headlines were collected at random by selecting titles from the newspaper first and then selecting the stylistic features used in the newspaper under investigation. Finally, these examples were commented and submitted after each category.

The reoccurrence of the most common stylistic features of headlines in the analyzed newspaper is shown in the diagram form. The results have been statistically estimated and presented in the diagram prepared with the help of Ms Excel 2003.

## 5.2 The Omission of Words

The omission of words in the headlines is used in order to keep them concise. It also addresses the readers' needs. They may not have time or patience to read long and complex headlines. On the other hand, content words (nouns, main verbs, adjectives), which are necessary to express meaning are not eliminated (Clark, 2007:44). The main source of omission is grammatical function words. There are five main categories of omission (Ibid): articles (*the, a, an*); relative pronouns (*who, which, that*); determiners (*some, this*); verbs and auxiliaries (*is, are, were, have*); titles (*Mrs, Lord, Sir*).

The omission of such words is not very important as they do not transmit the basic meaning. For example:

- (1) *Ukraine plane with seven on board 'crashes in [the] Sahara* (AFP, August 30, 2014).
- (2) *Giant thermometer in China could be [the] largest in [the] world* (BST, June 13, 2014).
- (3) *[A] British showjumper stranded on burning ferry* (V. Word, December 29, 2014)
- (4) *[An] Accident at Ukraine nuclear plant forces reactor shutdown* (R. Oliphant, December 3, 2014).

This category with the omission of articles is the biggest among the others. In these examples, as well as in the vast majority of newspaper titles, we do not find definite or indefinite articles. The preference not to use articles is chosen in order to keep the headlines as short as possible. However, a headline can still be informative regardless the brevity of it.

Consider more examples where relative pronouns are excluded:

- (5) *North Korea defector: I saw dogs [which] rip children to pieces in camp* (AFP, February 26, 2014)
- (6) *Boxing Day sales: everything [that] you need to know* (D. Hyde, December 3, 2014)
- (7) *Wristwatch means [that] you can nod off without missing the TV* (Agency, December 18, 2014)
- (8) *Claudia Lawrence investigation: Arrested man [who] worked at same university* (M. Evans, May 13, 2014)

The relative pronouns such as *who*, *whom*, *which*, *that* can be usually omitted in the newspaper headlines, because they are treated as understood. The omission is generally made when the relative pronouns serve as the object of a verb or the object of preposition.

More examples of the headlines with the omission of verbs and auxiliaries are presented below:

(9) *Jihadists [are] in retreat as Iraqi Kurds retake Mt Sinjar* (S. Barbarani, Mt. Sinjar, December 21, 2014).

(10) *Divorce rate [is going] to tumble in 2015* (A. Pearson, December 27, 2014).

(11) *More than 80 iPads among goods [have been] stolen from BBC* (Telegraph staff, December 23, 2014).

(12) *Queen's Speech 2014: Voters [will be] given powers to sack MPs* (P. Dominiczak, June 4, 2014).

The omission of auxiliaries and *to be* form in these examples are highly allowed as the meaning of the headlines is easily recovered from the context. This kind of omission should not cause any trouble to the reader, because usually there is only one verb in the headline. Moreover, beside the omission of the discussed grammatical function words, there is also omission of conjunction, preposition as well as of words *says* or *said*. The most frequently found omission is of the verb *be*, especially in *are* and *is* form.

One more distinct feature which characterizes the newspapers headlines is the omission of titles. For instance:

(13) *Mansion tax unpopular, [Lord] Adonis admits* (M. Holehouse, February 17, 2014).

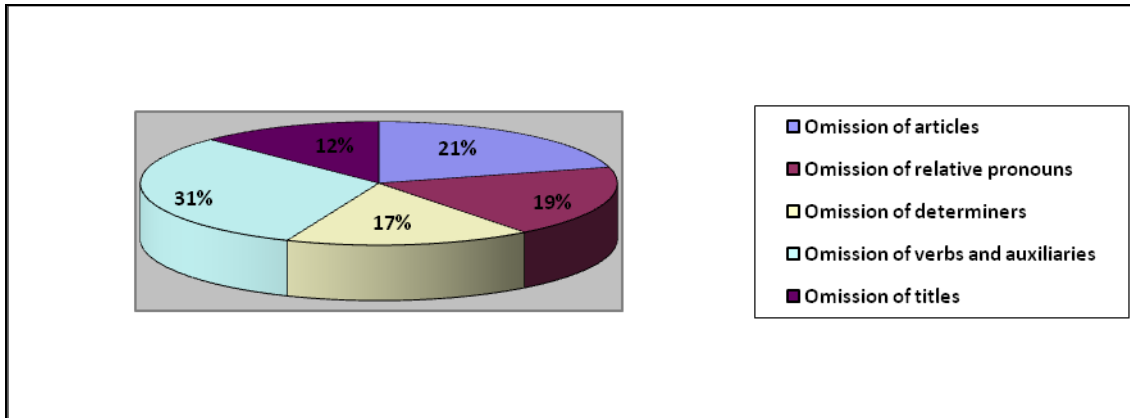
(14) *Virgin Galactic crash: 'Don't let more die', [Sir] Richard Branson told* (J. Ensor, November 8, 2014).

(15) *[Mrs] Thatcher adviser mooted 'Goalies Against Hoolies' campaign to combat football violence* (E. Malnick, December 30, 2014).

The instances provided above show us that the omission of titles does not impact the meaning of the headline. Although the titles are not used in the headlines, they appear later in the article.

Generally, a news headline consists of only several words. So in order to keep it short, a few words have to be omitted. The omission of such words is non-obligatory, so it gives the journalists a flexibility in making headlines fit the limited space.

The omission of each category is indicated in the Figure below:



**Figure 3.** The omission of words in the newspaper headlines.

As it can be seen from Figure 3, the main source of omission is verbs and auxiliaries, it makes 31% (15 tokens). The next common category of omission is the omission of articles, it makes 21% (10 tokens). Furthermore, the omission of relative pronouns is found in 19% of headlines (9 tokens). Less frequently is the omission of determiners, it makes 17% (8 tokens) and the omission of titles, it makes 12% (6 tokens).

To sum up, the above presented statistical data concerning the omission of words in the newspaper headlines shows that the omission is the characteristic widely used for creating headlines and it has five main categories. The basic reason why it is so common is because of the economy of space.

### 5.3 The Use of Short Words

The space constrains charges a journalist to use shorter words in headlines. A professional journalist has to know a lot of short equivalents for generally used words in the news stories. For the same reason, word like *as* is preferred to the longer *at the same time as*, *when*, *while*, for example: *Flame lit as Games begin and [He] denies taking drugs as MP* (Clark, 2007:45).

However, the use of short words is quite distinct in tabloid newspapers and broadsheets. Firstly, tabloids are of narrower width and they tend to use large type headlines which mean a headline has to fit only a few words. The one possibility to hold all the words is to use the shorter forms of them. On the other hand, broadsheets are larger format newspapers and are able to provide wider column for headlines, permitting the use of more words in a line. Moreover, a serious quality newspaper, in this case the chosen *The Telegraph*, is not likely to

use shorter words comparing to tabloids. The examples of headlines which include short words are listed below:

- (16) ***Ex-president** Bush returns home from hospital* (AFP, December 30, 2014).
- (17) *North Korea to send **envoy** to Russia* (AP, November 14, 2014).
- (18) *What failed Palestinian UN statehood **bid** means* (I. Lazareva, December 30, 2014).
- (19) *Front National activists **banned** for 'wine laxative prank'* (A. Marszal, December 31, 2014).
- (20) *Ed Miliband harks back to spirit of '45 **in plea** to Labour faithful* (P. Dominiczak, December 31, 2014).

Short words are usually used in the headlines considering political issues. The prefix *ex-* is used instead of a longer word *former*. Even though, there are contraversions which of the two forms should be used, both *ex-* and *former* are used interchangeably. They are used in order to designate a person whose tenure is just over. *Envoy* is the shorter word to *ambassador*. Envoy is like a messenger sent to other country for diplomatic meeting. The word *bid* in this headline is used instead of a word *attempt*. The word *banned* here is used alternatively to the word *expelled*. The shorter word version *plea* has been used in order to interchange the longer word which is *appeal* or the phrase *call for help*.

Furthermore, short words are widely used in the headlines which concern money related subjects. For example:

- (21) *Scots to demand **cash** for English services* (J. Kirkup, March 9, 2014).
- (22) *Cameron: world facing second economic **crash*** (Telegraph Reporter, November 16, 2014).
- (23) *Labour's lead **cut** to two per cent after surge in Conservative support* (C. Hope, July 28, 2014).

As it can be seen from the above examples, the vocabulary related to the money issues is composed of shorter word forms. The word *cash* is used interchangeably with the word *money*. Another word *crash* is substituted for a longer one which is *failure*. Additionally, in this case the shorter form *cut* is preferred instead of the word *reduce*.

One of the main reasons why the shorter word forms is used, is due to the space limitation for newspapers, they shorten words wherever they can. However, the broadsheet headlines are not full of short words as the audience of serious newspapers is more educated so the language has to be formal, correct and deliberate.



## 5.4 The Use of Loaded Words

In order to make headlines attract the reader's attention, headlines writers may select words that carry particular strong connotation, that is, carry an emotional loading beyond their literal meaning (Reah, 1998: 18). Strictly speaking, loaded words are words or phrases which have strong emotional implications that may cause positive or negative attitudes towards the hidden meaning beyond those words. The main source of headlines that contain loaded words is less serious newspapers. To quote Clark (2007: 45) "headlines (of tabloids, in particular) often use sensational and emotionally charged lexis, with connotations that go beyond the literal meaning." Lexis in tabloids is less formal which consists of short and more sensational words. In the examples given below we can see that the loaded words are incorporated in the headlines describing countries' political affairs:

(24) *Roman remains crumble in Italy's 'banana republic'* (N. Squires, September 24, 2014).

The loaded phrase in this headline is *banana republic*. This expression refers to a country whose economy is largely dependent on export such as bananas and who is governed by a despotic political leader. This headline particularly attracts the reader's attention, because Italy is not considered as a poor or economically weak country.

(25) *Scotland is still drifting towards independence – but does anyone care?* (J. Kirkup, November 27, 2014).

Reading the headline, the word *drifting* evokes negative implication. The more neutral phrase *slowly moving* could have been used instead. The use of loaded word is not incidental, it emphasizes Scotland's pursuit of independence, which is being ignored so much.

(26) *Freedom can still be the winner in this Egyptian soap opera* (R. Spencer, February 21, 2014).

In this situation *soap opera* has a negative connotation. A soap opera usually represents dramatic situations and exaggerated emotions.

(27) *There's a quiet rebellion under way against bossy government* (P. Osborne, March 27, 2014).

The word *bossy* carries a negative connotation towards the controlling government. This article expresses a critical people's view on the countries' politics.

(28) *A tale of cruel bureaucracy that kept parents locked away from ailing son* (G. Rayner and B. Gardner, September 3, 2014).

Is this headline the word *government* has been changed to the word *bureaucracy* in order to emphasize the absurd behaviour of officers.

(29) French *vigilante* beating leaves Roma teenager in a coma (News, June 17, 2014).

The word *vigilante* was used instead of a word *attacker* as it has more negative connotation. It connotes someone who flouts the rule of law in seeking to uphold it and suggests a dangerous disregard for justice in taking the law in his/her hands by committing crimes. This word emphasizes a barbaric behaviour, describes violence used against the victim.

From the above mentioned examples it can be seen that the use of loaded words is widely used in the politicians' language. They seek the impact on the readers by the usage of such tricky words. Loaded words strongly contribute to persuading people to adopt the positive or negative newspaper's point of view.

Good headlines are those which attract the reader's attention, are interesting and provocative. The main purpose of the use of loaded words in headlines is that these words which have more than one meaning arouse diversity of emotions, such as laughter, anger, worry or wonder. Tabloids use more exaggerated words in headlines, the tone is more conversational and they seek the approach to the reader's emotions by using sensational, dramatic or even vulgar vocabulary. Therefore the headlines in *The Telegraph* contain less loaded words and only several examples were founded.

## 5.5 The Use of Nominalization

English is a very flexible language. Words can be created by adding or subtracting, adopting from the other languages. Many words can be verbs and nouns at the same time, e.g. *record*, *decrease*, *discount*, *permit*, etc. Such words have the same form, but different pronunciation. Usually in the newspaper headlines verbs are turned into nouns, the agents of the actions are removed, passive voice is used, *to be* verbs prevail as the main verb. This is where nominalizations come into view.

As found in Oxford Dictionary of English Grammar (1996:259) nominalization can be described as "a noun or a noun phrase derived from, or corresponding to another part of speech or clause." Clark (2007:46) states that nominalization permits a noun (e.g. *murder*) to be the verb (*to murder*). She adds that in this way the "verb" can also become the headword

and be described further by adding an adjective (Ibid). To be more explicit, it can be said that not only a single word, but a clause or a part of sentence can be nominalized as well.

Fowler (2001:79) states that "it has often been observed that English is "nominalizing" language. By this is meant that is structurally possible, and actually common, for predicates (verbs and adjectives) to be realized syntactically as nouns: these are called derived nominals." Nominalizations are made by adding suffixes to a noun (e.g., *-hood*, *-ship*, *-ocracy*, *-ery*, *-ing*, *-ism*), to an adjective (e.g., *-ness*, *-ity*, *-acy*, *-ism*), to a verb (e.g., *-ment*, *-ure*, *-age*, *-er/or*, *-ion/-tion/-sion*, *ance/ence*, *-al*, *-th*).

There are different types of nominalizations. According to L. Heyvaert (2003:4), there are nominalizations which contain part of a clause or a full clause (e.g., *her signing the contract*, *that she signed the contract*), nominalizations at word level (e.g., *bake* → *baker*). The following examples are presented in order to show nominalizations:

- (30) ***Eating** in restaurants no better than fast food for health* (R. Smith, August 8, 2014).
- (31) *Nick Clegg's **refusal** to appear with George Osborne is silly play-acting* (J. Kirkup, December 3, 2014).
- (32) *Motorists' **confusion** over how to pass a horse* (N. Collins, March 31, 2014).
- (33) ***Failure** to check foreign criminals 'costing millions'* (D. Barrett, October 22, 2014).

Moreover, cohesion is very important in all kind of texts. Newspaper headlines have to be related to the articles and match to the provided information. Nominalizations can serve a cohesive function. There are two types of nominalizations: explicit and implicit nominalizations. The explicit units are the references inside the text, i.e. endophoric references, and the implicit units are the references outside the text, i.e. exophoric references (Paltridge, 2006:129). The phenomenon of explicit nominalization can be explained as a reference within the text. To be more specific, the preceding nominalization refers to the succeeding statement, or it can be vice versa. Consider examples of explicit nominalizations:

- (34) *Nigeria sentences soldiers to death for **refusing** to fight Islamists <...> A Nigerian military court on Wednesday sentenced 54 soldiers to death for mutiny after they refused to deploy for an operation against Boko Haram Islamists in the northeast.* (Agencies, December 14, 2014).
- (35) *Netanyahu slams European "hypocrisy" as court orders **removal** of Hamas from terror blacklist <...> Benjamin Netanyahu accused Europeans of failing to learn from the Holocaust on Wednesday after Europe's second highest*

*court removed the Palestinian militant group Hamas from the EU's terror blacklist.* (R. Tait, December 17, 2014).

The headlines of the above examples are tied together with the information given in the articles and the relation between them is established through the connection between the nominalizations *refusing* and *removal* referring to the finite verbs *refused* and *removed*. As the nominalizations can point backward or forward to their source verb it could be said that such references make the whole text cohesive, by the connection of several sentences with two words with the same meaning but different form.

All in all, nominalizations are used as a language economy device as well as a cohesive device which connects the sentences and unifies the text. This is very important for understanding the whole article. Moreover, nominalizations used in the newspaper headlines help to create them shorter and clearer. The analyzed newspaper editorials use explicit nominalizations as the journalist has to present descriptive information and examples in order to prove his/her point of view.

## 5.6 The Use of Noun Phrases

A noun phrase or nominal phrase (NP) is a group of words in a sentence that together behave as a noun<sup>3</sup>. Noun phrases are very commonly found in various types of texts. Newspapers are one of the main sources which employ noun phrases with a wide range. To put in Clark's words (2007:47) headlines also create incisive, effective and economical texts by creating noun phrases, where modifiers add further information to the noun, including descriptive detail.

Noun phrases are one of the keystones of the newspaper headlines. The use of a noun phrase enables a journalist to compose all the needed information into only a few words. This way of creating headlines is very helpful as usually the word number of an article is limited.

Noun phrases may contain determiners. They come first in a noun phrase. Determiners show the type of reference the noun phrase makes. Cambridge Dictionary<sup>4</sup> explains that the reference may be definite (*the*), indefinite (*a/an*), demonstrative (*this, that, these, those*),

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<sup>3</sup> Online Cambridge Dictionary <http://dictionary.cambridge.org/dictionary/british/noun-phrase> Accessed on 3 April, 2015

<sup>4</sup> Online Cambridge Dictionary - <http://dictionary.cambridge.org/grammar/british-grammar/noun-phrases-dependent-words> Accessed on 3 April, 2015

possessive (*my, our, their, etc.*). Determiners can also indicate number or quantity (e.g. *seven, all, some, no*). Note the examples below:

- (36) ***The people*** feel ignored – and they are angry (J. Daley, March 29, 2014).
- (37) A ***history*** of White House intruders (J. Gurdon, September 23, 2014).
- (38) ***This House*** rejects Aussie rules (M. Davidson, August 20, 2014).
- (39) ***My fingers*** are crossed for the Union – and for Scotland's place in it (T. Holland, September 18, 2014).
- (40) ***All chiefs and no Indians'*** on the Today programme (T. Walker, February 21, 2014).

As it can be seen from the examples, determiners are used in front of nouns which indicate the reference to something specific or something of a particular type. Moreover, if a phrase has fewer words it can be accompanied by modifiers describing the noun. According to Cambridge Dictionary (Ibid) the noun phrases also can include premodifiers which consist of single adjectives, adjective phrases, single nouns and noun phrases which are used before the head in a noun phrase. Here are some examples of adjective premodifiers in the nominal headlines:

- (41) ***The big wetsuit*** conundrum laid bare (C. Carter, August 24, 2014).
- (42) Prince Harry's ***happy idea*** (Telegraph View, September 14, 2014).
- (43) A ***new platform*** for trainspotters (J. Shute, September 2, 2014).
- (44) A ***very modern rural*** reverend (C. Middleton, August 19, 2014).
- (45) ***Financial support*** for grandparents who look after children (G. Graham, August 18, 2014).

Adjective premodifiers characterize the qualities, features or details of a noun. All adjective premodifiers can be qualitative (*big, happy, new, modern*) or classifying (*rural, financial*).

Furthermore, in addition to adjectives and adjective phrases acting as premodifiers, nouns can be premodifiers in nominal headlines as well. They specify particular aspects or features of the noun, such as type, material, category, nature etc. Nouns that denote materials and types are usually used as modifiers:

- (46) ***Post-war nostalgia*** not what it used to be (News, October 30, 2014).
- (47) ***Leather underwear*** for cold winter months (News, October 21, 2014).
- (48) ***Cambridge University*** academic undergoes windpipe operation after stag attack (S. Johnson, January 1, 2014).
- (49) ***Ecuador earthquake*** leaves at least two people dead (BST, August 13, 2014).

(50) *Lithuanian construction workers form impressive production line* (August 8, 2014).

(51) *Buckingham Palace dancing Guardsman may face prison* (Z. Spiro, September 15, 2014).

As it is seen from the examples, premodifiers are often nouns (*metal, leather, Cambridge University, Ecuador*), or noun phrases (*Lithuanian construction workers, Buckingham Palace dancing Guardsman*).

The above mentioned determiners and modifiers only describe a noun or a noun phrase in the given examples. In order to complete the meaning of a noun or a noun phrase extra words and phrases are needed. Cambridge Dictionary provides the information that prepositional phrases, adverb phrases, *-ing phrases* as well as *relative clauses, that clauses, to infinitive clauses* are called postmodifiers which help to complete the meaning of the noun. Postmodifiers come immediately after the head in a noun phrase. The cases which include postmodifiers are presented below:

(52) *AirAsia: Uniformed flight attendant and passenger **with life jacket** found among bodies* (J.Pearlman, December 31, 2014).

(53) *This proved that nothing is harder to stomach than the sight of politicians **singing the praises** of their foes* (A. Cochrane, November 18, 2014).

(54) *Graphic designer **who tried to poison mother** was unlucky in love, court hears* (Press Association, September 25, 2014).

(55) *Something **that's like a holy well*** (C. Howse, August 29, 2014).

In addition to the examples provided above, headlines may also include more than one postmodifier. What is more, premodifiers are short structures in comparison to postmodifiers. To express the same information postmodifiers are made of much more words than premodifiers. Postmodifiers give extra or specific information about the noun (e.g. place, situation, possession, identifying features). They are not necessary to complete the meaning, but to describe one or another event in more detail.

To sum up, using only one noun in a newspaper headline, it is not always enough to reveal a full message. Very often nouns need to be modified (some information is added to nouns) in order to convey the full message. Such information can be added before, or after the main noun. All of the words which have been added between the head word is called premodifiers. The words after the head word are called postmodifiers. Premodifiers as well

as postmodifiers give information about the main noun, help the reader to get more thorough impression about the article.

### 5.7 The Use of Gimmicks

As has been mentioned in the previous sections, linguistic devices help to create newspaper headlines attractive to the reader. To cite Clarck (2007:46), “there are various well-known strategies or gimmicks which headline writers can use, many concerned with creating ambiguity.” As Reference Dictionary<sup>5</sup> provides, “gimmick is an ingenious or novel device, scheme, or stratagem, especially one designed to attract attention or increase appeal.” In the other words, gimmicks are linguistic devices which help to attract the reader’s interest and increase appeal of the article. Another linguist Reah presents four groups of gimmicks used in newspaper headlines. According to Reah (2002:17), the headlines of the first group play on the potential for ambiguity that can exist in the relationship between word and meaning. For example, the word *aisle* is a homophone (i.e. is identical in sound) of the phrase *I’ll*. This group also includes polysemy and homonym. Consider examples which include the ambiguity of words through the use of puns:

- (56) *Spanish Ebola case: 'I am **due** to treat the patient. But I have no idea what to **do**'* (F. Govan, October 8, 2014).
- (57) *Russell Brand accosts RBS worker during anti-capitalist protest outside **bank*** (News, December 16, 2014).
- (58) *Politicians in a **fix*** (Telegraph View, October 13, 2014).
- (59) *Churches are best social **melting pots** in modern Britain* (J. Bingham, December 7, 2014).
- (60) *A **glimmer of hope** for the Union* (Telegraph View, September 15, 2014).
- (61) *Libya branded a "**hotbed of terrorism**" after airstrikes* (H. Morajea and C. Freeman, August 26, 2014).

Example 56 contains homophone as the words *due* and *do* have the same pronunciation. Headline 57 is the case where homonym is used. Homonym refers to a group of words that share the same spelling and pronunciation but contains different meanings. In this case *bank* may signify the bank of the river or the place for money. Example 58 makes the unclear use

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<sup>5</sup> Online Reference Dictionary - <http://dictionary.reference.com/browse/gimmick?s=t> Accessed on 14 April, 2015

of a word *fix*. The word is a polysemy as it has a number of closely related meanings. The word *fix* in the given example can imply a difficult or embarrassing situation politicians are facing to or it can also mean the situation when a politician does something dishonest to make sure that election will be won. Examples 59, 60 and 61 include metaphors. Metaphor is a comparison between two unrelated things, e.g. churches are compared to melting pots as people of different races, cultures, ages are united together by the belonging to the same church. Another example of the metaphor is *a glimmer of hope* which signifies belief that something positive will happen or improve. A comparison is made between Libya and hotbed of terrorism after unexpected and cruel airstrikes. In these cases words used in the headlines made them not so clear and understandable as well as more vivid and more interesting to read.

Moreover, Reah (2002:18) distinguishes intertextuality as one more feature of the newspaper headlines. To quote Reah (Ibid), “any culture will have a range of familiar phrases and sayings, and in the case of our particular culture, many of these come from popular songs, films book titles, etc.” To be more precise, one of intertextual figures is allusion. Allusion is the reference found in a text to media, social or cultural phenomenon. Allusion is usually used in the newspaper headlines as in the examples below:

- (62) *In our own modest way, we’re living in a **Boko Haram** world* (B. Johnson, May 11, 2014).
- (63) *Verona commissions replica '**Juliet**' statue after one too many brushes with tourists* (N. Squires, February 25, 2014).
- (64) *How Kansas prepares for the **Zombie apocalypse*** (D. Millward, September 25, 2014).
- (65) *Wealthy American’s complaint about ‘poor kids’ **trick-or-treating** goes viral* (R. Prince, October 28, 2014).
- (66) *Why **Finding Nemo** could be more traumatic for kids than **Pulp Fiction*** (S. Knapton, December 16, 2014).

Headline 62 refers to an Islamist terror movement so it implies that today we are living in the world of fear of some unexpected attack. Headline 63 makes a reference to a well known tragedy Romeo and Juliet written by Shakespeare. In headline 64 a reference to an American movie under the same title is found. In the next example we find the phrase *trick or treating* which refers to a customary practice for children on the Halloween who travel from home to home asking for treats (such as candies or money) and threat to perform a trick if no



treats are given. The last example includes references to a well known animated film for children *Finding Nemo* and another crime film for adults *Pulp Fiction*.

Reah (2002:18) states that newspaper headlines can be analyzed from a phonological point of view as well. Even though headlines are written to be read, headline writers use the reader's awareness of sound in order to make them more memorable. Newspaper headlines can include alliteration, rhyme, onomatopoeia. The examples have been collected and provided below:

- (67) *Two **b**oys find **b**aby's **b**ody at popular Sydney **b**each* (J. Pearlman, November 30, 2014).
- (68) *Costume drama is back as **s**treaming goes **s** mainstream* (News, December 27, 2014).
- (69) *The **c**at that **q**uacked* (News, May 13, 2014).
- (70) *Listen up Cameron, the Queen doesn't '**p**urr'* (H. Betts, September 24, 2014).
- (71) *Germany celebrates 25th anniversary of the **f**all of the Berlin **W**all, in pictures* (News, November 10, 2014).

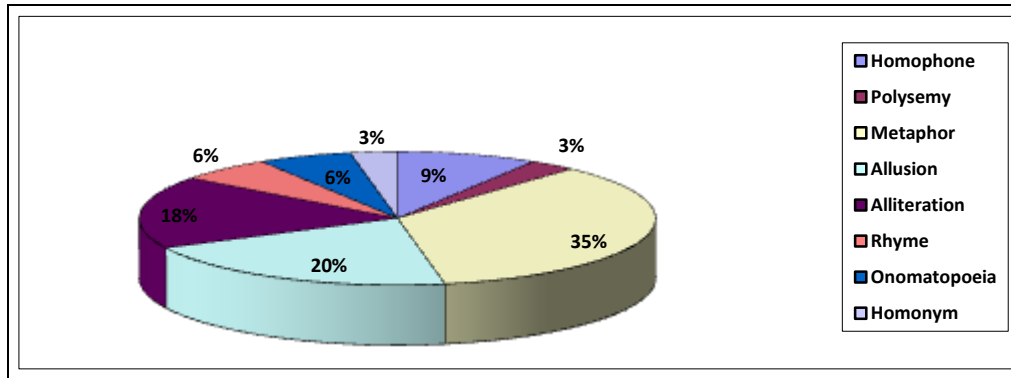
In headlines 67 and 68 phonetic device alliteration is used. McArthur (1992:29) states that alliteration is the repetition of the same sound, usually in the initial consonant. It is illustrated in the above example where the alliteration of *b* sound occurs in the beginning of words. However, example 68 is the case where repetition of *s* sound is not in the initial position. Examples 69 and 70 include onomatopoeia. According to Reference Dictionary<sup>6</sup> onomatopoeia is the use of imitative and naturally suggestive words for rhetorical, dramatic or poetic effect. Usually onomatopoeia includes the imitation of animal noises as in the selected examples that involve *quacked* and *purr*. Moreover, newspaper headlines can contain one more phonetic device which is rhyme. The same Reference Dictionary<sup>7</sup> describes rhyme as identity in sounds of some part, especially the end of words. To illustrate this, example 71 can be used where words *fall* and *wall* are rhymed.

Figure 4 diagram below shows the frequency of each stylistic device used in the newspaper *The Telegraph*:

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<sup>6</sup>Online Reference Dictionary - <http://dictionary.reference.com/browse/onomatopoeia?s=t> Accessed on 17 April, 2015

<sup>7</sup> Online Reference Dictionary - <http://dictionary.reference.com/browse/rhyme?s=t> Accessed on 17 April, 2015

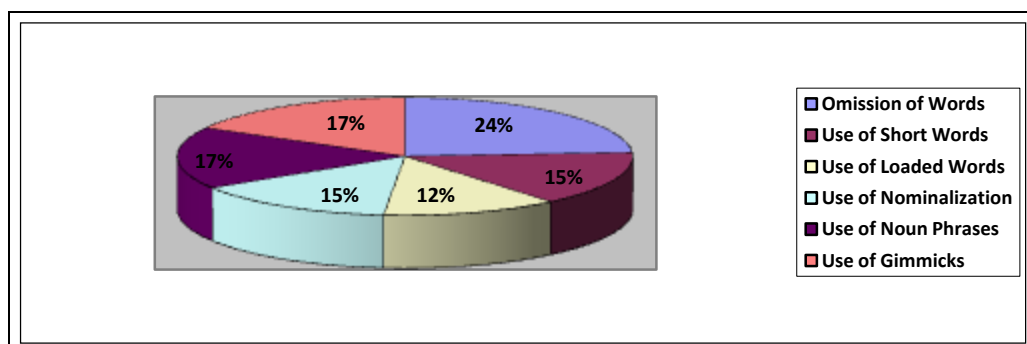


**Figure 4.** The use of stylistic devices in the newspaper headlines.

Having analyzed Figure 4, it can be noticed that the most common stylistic device used in the headlines of the newspaper *The Telegraph* is metaphor, it makes 35% (12 tokens). The second most popular stylistic device is allusion, it makes 20% (7 tokens). The next frequently found stylistic device is alliteration, it makes 18% (6 tokens). 9% makes homophone (3 tokens). Onomatopoeia and rhyme, each of them makes 6% (2 tokens). Only one example of polysemy and one example of homonym were found, they make 3% of all collected stylistic devices.

All in all, instead of stating plain information various linguistic devices can be used. Gimmicks such as homonym, homophone, polysemy, intertextuality, onomatopoeia and rhyme help to make headlines more entertaining and effective as they are more surprising. However, sometimes the use of such devices can cause ambiguity, because of the application of unusual words or word.

To sum up, Figure 5 below illustrates what stylistic features were used in the chosen newspaper.



**Figure 5.** The use of stylistic features in the newspaper headlines.

The frequency of different types of stylistic features used in the newspaper is shown in Figure 5. The most frequent type of stylistic feature is the omission of words, it makes 24% (48 tokens). Less frequently found type is the use of noun phrases and the use of gimmicks, each of them makes 17% (34 tokens). The next stylistic feature common in the newspaper headlines is the use of short words, it comprises 15% (30 tokens), as well as the use of nominalization, it covers 15% (29 tokens). The rarest type is the use of loaded words, it makes 12% (25 tokens).

The main purpose of the newspaper headlines is to reach the audience. People who buy a newspaper firstly look at the headlines so they have to be capturing attention. The impact of headlines on the readers is likely to be stronger as certain stylistic features used in headlines make them particularly memorable and effective. The use of stylistic features in the newspaper headlines creates expressiveness, attractiveness and interest in reading them. Sometimes headlines create humorous effect by the use of certain stylistic devices in order to catch the reader's eye.

## CONCLUSIONS

The aim of the present research was to analyze the stylistic features such as the omission of words, the use of short words, the use of loaded words, the use of nominalization, the use of noun phrases, the use of gimmicks used in the newspaper headlines of *The Telegraph*. 200 instances helped to identify the linguistic features of the newspaper headlines. After the research of the theoretical material and analysis of the newspaper headlines insights are provided to the settled objectives: 1. To overview the theoretical data of functional styles; 2. To overview the newspaper style; 3. To disclose the functions and general peculiarities of the headlines; 4. To analyze special language features of the headlines; 5. To indicate the frequency of certain stylistic features used in the newspaper headlines.

1. Functional style is a device of communication. There is number of functional styles and each of them has its own vocabulary means, syntactical constructions or phonetics. Each functional style depends upon the purpose of the text or the specific conditions of communication in different situations. Publicistic style is used in the newspaper language and its function is to influence public opinion. Publicistic style's features include coherent and logical syntactical structure, paragraphing, connectives. However, the classification of functional styles is a complex problem as different linguists introduce different classifications which are distinguished by certain features.

2. The main function of newspaper style is to inform the reader. There are three types of newspapers: broadsheets (quality press), tabloids (popular press) and the middle-range tabloids (between broadsheet and tabloid) newspapers. The news stories have to be not only informative, the news has to be presented logically and objectively, the language has to be clear and consecutive. The newspaper style has a number of morphological, syntactical, lexical and compositional features. The combination of these linguistic features is used in order to save space, attract the readers' attention and make the language more interesting by the use of carefully selected vocabulary.

3. Having analyzed the main features of newspaper headlines, it can be stated that a headline is the title given to an article and which has a special way of writing and its own functions. The newspaper headlines are written in sensational way and the information is usually put in a few words to keep them more economical.

The main functions of newspaper headlines are the intriguing of the reader, the summary of the content, the indication of the writer's attitude, register and the focus of the article.

4. From the collected examples it can be seen that the special language features are used in the newspaper headlines. The omission of words, the use of short words, the use of loaded words, the use of nominalization, the use of noun phrases and the use of gimmicks are the main grammatical and lexical patterns that create style which is found in the newspaper headlines. Moreover, the omission of words can be further divided into five categories as well as the use of gimmicks which includes a number of stylistic devices.

5. The statistical method allowed to find out that journalists most often tended to use the omission of words, they make 24% (48 tokens) of all collected examples (200 tokens). The use of noun phrases as well as the use of gimmicks comprises 17% (34 tokens) of all 200 headlines. Furthermore, the use of short words and the use of nominalization is observed in 15% (30 tokens and 29 tokens) headlines. Finally, the use of loaded words is the least popular stylistic feature found in the newspaper headlines as it makes 12% (25 tokens) of all collected examples.

It can be concluded that the use of different lexical and grammatical features combined together creates the particular and distinctive style of the newspaper headlines. Moreover, it indicates not only the newspaper style, but also emphasizes the identity of the English language linguistic regularities.

Further investigation could involve the comparative analysis of the linguistic features used in the English and Lithuanian newspaper headlines. Also, it would be interesting to see whether the way of creating headlines is the same in the Lithuanian language. Moreover, the investigation could involve the comparison of the classification which includes only grammatical or only lexical features in the English and Lithuanian newspaper headlines, the analysis of the translation of the headlines used in tabloid and broadsheet newspapers.

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1. Online Cambridge Dictionary: <http://dictionary.cambridge.org>
2. Online Oxford Learner's Dictionary: <http://www.oxfordlearnersdictionaries.com/>
3. Online Reference Dictionary: <http://dictionary.reference.com/>

## **SOURCE**

1. The Telegraph. Available from: <http://www.telegraph.co.uk>.