

HEADLINES

To catch the reader's attention, headlines need to be simple, easily readable and appropriate to the kind of paper in which they are printed. The choice of words for a headline is affected by the ideas to be expressed and by the kind of reader associated with a paper. The structure is often described as telegraphic.

Ambiguity in headlines:

Sometimes a headline can be ambiguous, it can have two meanings. For example ambiguity can occur when a word could be interpreted differently depending on its word class.

e.g. LOCAL MAN FINDS PICASSO DRAWING IN SHED*

The ambiguity occurs in whether the word DRAWING is a verbal noun premodified by Picasso or whether it is a present participle.

*shed: capannone/tettoia

Language Features

The omission of words;

the use of short words;

the use of words with strong connotations;

the use of noun phrases;

the use of gimmicks* (puns, word play, metaphor, alliteration, rhyme)

*gimmicks: espedienti/trucchi

Omission of words/short words

Omission of words

The words omitted are usually function words, that is grammatical words that do not carry intrinsic meaning : determiners (some, this, that, the, a, an, etc), pronouns (relative pronouns), auxiliaries

(be, have, do). Titles (Mrs, Sir, Lord) and punctuation may be also omitted.

e.g. Bush likely to name 2nd nominee* next week (President, to be, the omitted)

(President Bush is likely to name the 2nd nominee next week)

Short words

row = argument

aid = assistance

raid = robbery.

The Use of Intertextuality:

Intertextuality means reference to familiar phrases, which are already known to the reader, many coming from film and book titles or the words of songs.

e.g. MY FUR LADY, ZARA THE BOHEMIAN (how the Queen's grand-daughter was dressed)

It is a pun based on Intertextuality : My Fur Lady echoes My Fair Lady, a musical film.

Headlines visual function:

Headlines may have a visual function. The picture can give meaning to the headline or add an extra dimension of meaning.

e.g. AND THEY ALL LIVED

This story carries meaning because it was accompanied by a picture of the crashed plane

Newspapers in Britain 1

National Newspapers

There are two types of National newspapers in Britain and most of them express a political opinion therefore they may be RIGHT WING or LEFT WING.

Broadsheets/Quality newspapers (large size)

The Times (the oldest newspaper ,right wing)

Sunday Times (right wing)

Daily Telegraph (right wing)

The Sunday Telegraph (right wing)

The Observer (slightly left wing)

The Guardian (slightly left wing)

The Independent (neutral)

Financial Times (neutral)

Tabloids/Popular newspapers (compact-sized format)

The Sun (the biggest –selling, right wing)

Daily Express (right wing)

Daily mail (right wing)

Daily Star (right wing)

Daily Mirror (left wing)

Sunday Mirror (left wing)

News of the World (right wing)

There are also other newspapers for example local and regional newspapers

Differences between Broadsheets and Tabloids

Broadsheets 1

(serious-minded newspapers)

Headlines are small. They usually extend over to columns . The print tends to be smaller. Front page headlines, however, are sometimes an exception.

Long and detailed articles about national and international events.

The photos are small

Lexis is more formal and specific.

- The angle adopted tends to be more factual
- The tone is often controlled .
- Punctuation is used traditionally and formally. Dashes are less frequent.
- Cohesion is created through referencing and lexical repetition rather than through conjunctions.

Tabloids

(less serious newspapers)

Headlines are big . they are typed in bold print and may extend across the whole page. The front page headlines can occupy more space than the whole article they refer to.

Shorter articles about less important events.

Lots of stories about famous people.

Photos are large often in colour.

Lexis is often emphatic with short and sensational words.

The angle adopted is human. News stories (political, economic, etc.) are directly linked to people. The tone is conversational and the approach sensational and dramatic.

Punctuation:

Commas are often omitted after initial adverbials and between strings of adjectives . This avoids complicating the reading process.

Dashes make the style quite informal

Co-ordinators in initial position are common: e.g. And Lisa, 23, is hoping for success tomorrow

Coordinators connect 2 independent sentences with same weigh (and, but, or, nor, for, so)

Subordinators connect a dependent clause and an independent clause (because, when, if)

The style of tabloids is distinctive with its sensational approach and dominant front page headlines, while the style of broadsheets is distinctive with its factual approach.

e.g. 1

IT'S PADDY PANTS DOWN

(The Sun)

Mps rally* to Ashdown

(The Independent)

Each of the two headlines reports on the same event: the revelation that the politician Paddy Ashdown had had an affair with his secretary. The Independent considers the political results of

the event. The Sun focuses on the more sordid side of the event, punning on Ashdown's name and the collocation "caught with your pants down".

*to rally: schierarsi in difesa

Style in Tabloids. ex 2

ICE-BLOCK KID

Karlee, 2, survives six hours locked out of home at - 22°C

(The Sun)

Girl frozen alive on her own doorstep

(The Daily Telegraph)

The Sun aims to attract attention and uses both a capitalised headline and a sub-headline. It pervades more information than the Telegraph aiming to catch the reader's interest. The colloquial noun KID is typical of the paper's chatty style. The use of the present tense creates a sense of immediacy, adding to the dramatic impact.

The Telegraph uses a straightforward, factual headline which is simple and yet still dramatic. It is a simple sentence in structure. The prepositional phrase functioning as an adverbial highlights the fact that this took place at home, making the story more interesting. It does not use capitalisation.

ATTENTION!

At present the differences between tabloids and broadsheets are breaking down.

- Many of the broadsheets have stories about famous people.

- Tabloids used to be cheaper than broadsheets, but The Times is now the cheapest national newspaper.

- The Times and the Independent have both switched to a compact – sized format.