Component 2 Section A

Response 2

1d)

Headlines are used in many different ways to attract the reader. For examples colloquial language is used in most headlines because that is the way modern day language is spoken and ends up being more interesting and relatable for the audience to read. The writer specifically includes lexical choices such as abbreviations of word, this is purposely done to engage the reader and make them ask questions as to what the words mean 'kym'n get me boys' things like abbreviations are also done to relate the title to different subjects as well as the original meaning of the title. 'Spies will be given a licence to speed' this is a prime example of linking the title to a different subject. Exclamatory and rhetorical sentences are very effective when used in titles, this is because titles that are large and exclamatory stand out from all of the other headlines around it and draws the readers eye towards it, then making them read on. Rhetorical questions on the other hand make the audience ask questions as to either what it means or what your answer would be to the question it is asking. This engages the audience and makes them want to find out what the answer is, this makes them read the rest of the text meaning the headline has done its job.

Form and structure is also an integral part of how headlines focus on a target audience. Devices like parenthetical structure 'Taxi wheelchair ban is outrageous' is employed to emphasise the opinions of others. The parathetical structure allows the adjective 'outrageous' to become the word which is most focused on in the headline. This is constructed by newspaper writers to set the tone of the newspaper and to give context to the reader.

Finally the writers of headlines also employ the device of sentence structure to apply their audience. This varies between different types of newspaper – broadsheet and tabloid, this can be seen in the tabloid use of minor sentence 'outlook pour'. The newspaper employs this as it is accessable and easy to understand by the general public. The use of minor sentence also highlights the pun of the post-modifier noun phrase 'outlook pour' as 'pour' is constructed as a replacement to the adjective 'poor'. The use of this replacement creates humour but also keeps complexity and keeps the article at a neutral level. However this is contrasted with the style of broadsheet newspapers such as The Times in headline 5 'Payday loans are a sin, says bishop'. The sentence type is complex and therefore appeals to a more slect audience of professionals. This foregrounds the overall register of the article as fluctuating between neutral and high register which is typical of the broadsheet newspaper type. This contrasts with the other headline as the headline does not aim to create puns or humour, but does in fact just aim to deliver factual information and therefore has a more specific target audience of professionals.