

Component 2 Section A

Response 3

1d)

Headlines feature a range of linguistic devices in order to draw the attention of the audience. One branch of lexis plays with words to structure an effective headline.

This can be seen in the **simple sentence** in Headline 7 that includes the **pun** 'mane

man'. Puns are commonly used in tabloid newspapers by writers in order to create humour and therefore engage the more general type of reader. This is particularly

important for middle market tabloids such as the 'Daily Express' as they aim to provide news to the masses rather than focusing their attention on a smaller slice of the audience. The pun 'mane man' gives a clear indication of the article's topic as

the **pre-modified noun phrase** conforms with the **lexical field** of a lion's mane and 'main' to show Ollie is important. This article is about sport and Millwall's team is

called the Lions so the meaning works on two levels with the lexical field of the

animal and the **defining adjective** 'main'. 'Mane' is primarily a **noun**, but is however

turned into a **modifier** using conversion.

Many headline also exploit **pragmatics** such as pragmatic references seen in

Headline 10 'OMG: number of text messages sent in Britain falls for first time'. The pragmatic reference is presented in the **initialism** 'OMG' which is constructed to fit to

the stereotypical way in which people send texts. Headlines often employ

stereotypical language in order to appeal to a wide audience. This example is

humorous because the writer is using language that is typical of the topic he is

writing about. It is similar in Headline 9 because the writer has made a pragmatic

reference to James Bond in a report about spies. The **idiom** is changed from 'licence

to kill' to 'licence to speed' to fit the topic about changes to motoring laws. The target

audience will get the joke and read the report to see what it means.

Tone is also an integral part of how headlines focus on a target audience. Tabloids

will often be sensational like 'Gotcha' in the 'Sun' about the Falklands war or

Headline 8 'Star in lusty leer'. The **alliteration** and **connotations** of 'leer' makes this a

typical approach for tabloids to get readers interested in celebrity private life stories.

Because the **noun** 'star' is a general reference, the headline acts as a hook to get

readers to buy the paper and read the whole article. In broadsheets, the tone is

usually more serious like Headline 3. The **noun phrase** 'taxi wheelchair ban' is long

and gets in alot of information for the reader. This is a serious topic and the

evaluative adjective 'outrageous' influences how readers feel about the topic. These

two headline show how tabloids are often all about entertainment, but broadsheets

are about giving information and making readers think about what is happening.

Headlines usually have references to important people to get our attention. Because

broadsheets are interested in giving information to their readers, they use **nouns** with

connotations of authority like 'bishop' to make us take the report seriously. Tabloids

are more interested in celebrity so the headlines will often use **proper nouns** to attract readers like Headlines 1 and 2 that just give a hint about the story through a reference to the participants like 'Kym' and 'Ollie' so we will buy the paper.



Overall headlines have to be short and compact so they are easy to read and this means they are often **minor sentences** like 'outlook pour' or just **noun phrases** like 'The chemical that keeps us faithful'. Both tabloids and broadsheets aim for a short punchy headline because this is what will encourage us to read the whole report.



Both these headlines do that because the first one makes it clear that the weather is an issue even though it's **elliptical** and the **verb** is left out. The second one gets us interested because of the juxtaposition of the **noun** 'chemical' and the **adjective** 'faithful'. They are unexpected and it attracts our attention and the **personal pronoun** 'us' makes it feel it's aimed at us.



All the headlines have a similar structure. Danuta Reah says that headlines are short because space is restricted, but they must get across the main part of the story quickly.

