

Component 2 Section A

Response 1

1d)

The purpose of newspaper headlines are to inform the reader of what the article is going to discuss. In addition the headline must also engage the reader making them want to read the article and buy the newspaper. Moreover the target audience for newspapers is the public which involves everyone thus they need to be inclusive. In addition the tone of newspapers are often serious as they are recording and explaining events happening today which can have effects on us.

Similarities between the headlines include the fact they use lexical technique of inclusive pronouns. For example in headline 12 'we' and in headline 14 'us'. The effect of this is that it makes sure to involve everyone. This is important as the target audience for newspapers is the public which includes a variety of different people. Moreover often people won't take interest in something if it doesn't affect them. So by using the inclusive pronouns 'we' and 'us' it makes the reader become more involved in the topic being discussed.

Furthermore a lot of the articles include abstract nouns for example 'terror' and 'hopes'. This is effective as for abstract nouns people have different opinions and feelings when seeing a word. This helps them to then relate to the topic in their own way, thus getting round the fact that it needs to be inclusive and no one gets offended or upset as everyone has their own views.

However there are differences between the headlines as for example headlines 8 and 7 have a much more light hearted tone. In comparison to 3 and 6 which are more serious. The difference can be seen in the techniques used. In headline 7 the play on words with the homophone 'mane' makes the article come across as more humorous. This is effective as it catches the eye of the reader drawing them in. Similarly headline 8 uses alliteration with 'lusty leers' this helps create a light hearted tone as the topic being discussed isn't very serious. In comparison headline 6 has an elliptical structure which keeps the headline short and to the point as the more interesting information is found in the article. In addition the abstract noun 'terror' stands out as the reader will link that to fear and horror. Moreover with headline 6 being in present tense with 'ban is' it shows the importance of the article and how it is a matter occurring now which needs to be dealt with.

Furthermore the use of a superlative in headline 4 'most' is effective as it stands out. It is a very inclusive superlative which involves the public. Moreover headline 4 is a declarative sentence 'most Britain's will be obese by 2050', this is effective as it fulfils its purpose to inform. The declarative sentence provides the reader with information and the superlative 'most' adds to the shock factor engaging the reader into wanting to read the article. Typical of a newspaper headline is the use of monosyllabic lexis such as 'man' and 'now'. This is in order to keep the headline simple and not to over complicate it. It helps the headline stick to the point. Moreover shorter headlines with simple sentences like headline 7 catch the eye of the reader, this is because they don't want a long headline when all the information will be in the article below. The purpose of the headline is to inform the reader briefly, this is why many of the headlines have been written in simple sentences.

In conclusion all the headlines are successful in engaging the audience. With the use of techniques such as alliteration and homophones it allows the headlines to distinguish the light hearted articles from the more serious ones. This way the reader is fully informed about what the article will be like in the newspaper.