

## Component 2 Section A

### Response 1

#### 1a)

Puns and play on words are frequently used among the newspaper headlines as we see the, 'outlook pour', being used to announce how a flood has destroyed parts of Britain. This use of 'pour' as opposed to 'poor' here uses the subject of the article in a pun in order to show the reader what the article is about before they have even begun reading.

Use of 3<sup>rd</sup> person pronouns as well as proper nouns also get used frequently frequently as they can give readers a sense of what the article is about. This is seen as 'bishop', 'Ollie' and 'Kym' are all used in headlines here, which can not only show the contents of the article, but can also give an audience somebody to blame if the article is particularly negative.

Stereotypical language is also used here particularly as spies are given, 'license to speed' and through the use of the proper noun, 'Jimmy' in the headline. These are used to make the headlines humorous for readers, and they can also help to show what the article is about.

#### 1b)

Elision in headline 11 is used to show the stereotypical accent of a Scottish speaker as the article is focussing on a call centre being built in Glasgow. Here, the elision is there to make the headline humorous for readers, and to create satire.

Alliteration is also used in headlines 7 and 8; 'Mane man' and 'Lusty Leer'. In headline 7 the alliteration could be used in order to draw attention to the pun where the concrete noun 'mane' is used as opposed to the attributive adjective 'main'.

#### 1c)

A large number of the headlines are minor sentences, for example headlines 6 and 13 do not have any verbs in them, and this can be a method of making the headline catchy and quick to read which can grab a readers attention and enable them to read through a paper quickly.

'Taxi wheelchair ban is 'outrageous'' and 'Ollie's the mane man for Lions', are examples of declarative sentences being used for headlines frequently. Using declaratives can get a point through to an audience quickly and confidently, which can convince them that your news is the most legitimate.