

Component 2 Section A

Response 3

1a)

One lexical effect is the use of emotive language to engage the reader and to encourage them to react in a certain way. The adjective 'outrageous' (Headline 3) persuades us to see that it's unacceptable to ban wheelchairs from taxis and the religious connotations of the abstract noun 'sin' (Headline 5) make us feel that the fees on payday loans are wrong. Another lexical effect is the way idioms are changed to create humour like in Headline 1 where the expression 'come and get me' is altered to get the celebrity focus of the story across in a light-hearted way. There is also an example of legal language like the abstract nouns 'ban' (Headline 3) and 'a licence' because headlines should inform readers about changes in the law and things that may effect them.

1b)

One phonological effect is alliteration of 'mane man' (Headline 7) and 'lusty leer' (Headline 8) where the patterning of sounds is eye-catching and shows that the reports will not be serious. Especially in Headline 8 the lateral 'l' sound and the long vowel in the noun 'leer' make a typical tabloid sex story stand out. Another phonological technique is the use of elision in Headline 11 to get across the accent and make a point about attitudes. The final consonants are dropped in the verb 'makin' and the preposition 'of so the reader can hear the sound of the voice in their head as they read.

1c)

Because headlines have to be short and compact there are several minor sentences like 'Terror op in capital' and 'Outlook pour'. These drop function words like determiners 'the' in Headline 13 and 'a' in Headline 6 which are not necessary to the meaning and verbs like 'is'. This just leaves the main focus of the report like the dramatic noun phrase 'Terror op' and the adverbial 'in capital'. The noun phrases can be long to get across a lot of information like 'high hopes of golden year for British stars' which tells the reader that British actors have a good chance of winning Oscars, but in tabloids they can be short and punchy like 'Star' (Headline 8) and 'Outlook'. Verb phrases can show that things will definitely happen by using modal verbs like 'will be' (Headline 4). This shows that there is a definite change in society that we should be worried about which is reinforced by the determiner 'Most'. There are quotatives like 'says' (Headline 5) and 'warns' (Headline 4) which make the point more important and believable because the words are said by people in authority like

the nouns 'bishop' and 'watchdog'. Imperatives like 'Kym'n get' (Headline 1) and 'Forget' (Headline 2) can create humour and show the report is light-hearted. The idiom 'come and get me' is like an invitation because Kym Marsh is single again and looking for fun.