

Component 2 Section A

Response 4

1a)

Spies will be given a licence to speed – contains the dynamic verb kill that describes actions. The chemical that keeps us faithful - the reader is included with the first person pronoun us. Ollies the mane man for Lions – is a pun on the lions mane and the real meaning of it being 'main' not part of the actual lion. Also in this headline it includes nasal alliteration of 'm' making it more catchy.

1b)

The headline 11 this includes phonological features such as accents because it is a regular used phrase from a different place with an accent. It also includes phonetic spelling; this is done because of the different accent so both features end up linking together. Another feature is in the headline 'OMG: number of text messages sent in Britain falls for the first time' is emphatic stress on the shortened word 'OMG' to grab the reader's attention at a first glance.

1c)

Headline 3 uses a present verb is to show it's happening now. There is a complex sentence in headline 11 that is a question that makes the reader feel as though they're being asked. The modal verb in headline 4 shows the future is not good because it's a warning about obesity. There is a simple sentence in Headline 6 the sentence is very straightforward and very exact and does not give too much away. This creates a more serious effect to the headline. Forget is an imperative in headline 2 this is to create humour for the reader because of the joke about ferrets being stolen.