

University of Pardubice
Faculty of Arts and Philosophy
Department of English and American Studies

Grammar in Newspaper Headlines

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Author: Eva Prášková

Supervisor: PhDr. Petra Huschová, Ph.D.

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Grammar in Newspaper Headlines

Gramatika novinových titulků

Bakalářská práce

Autor: Eva Prášková

Vedoucí: PhDr. Petra Huschová, Ph.D.

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Eva Prášková

ABSTRACT:

This work deals with the grammar of newspaper headlines. Its aim is to establish the most frequently used grammatical features and structures that occur in headlines and which were analysed in a corpus. The corpus consists of 200 randomly chosen headlines collected from 6 different British newspapers and was created just for the purpose of this work.

ABSTRAKT:

Práce se zabývá gramatikou novinových titulků. Jejím cílem je stanovit nejčastěji se objevující gramatické jevy a struktury, které byly zjištěny na základě rozboru zkoumaného souboru. Tento soubor se sestává z 200 náhodně vybraných titulků z 6 různých britských novin a byl vytvořen pro účely této práce.

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INTRODUCTION

A newspaper headline is often the only thing that readers read in a newspaper, or at least, it is the first thing that everyone notices in a newspaper. It serves as a guide for the reader that helps decide whether to continue on reading the whole report or to skip onto another one. Each headline should be a summary of the news which follows. A headline should be a sentence, and so it also should have a regular sentence structure containing a subject and a verb with the exception that headlines normally does not contain auxiliaries, pronouns, articles, or conjunctions. It means that only lexical, not grammatical words are used. The major reason for that is the space. There is only limited space provided for each headline and the problem of fitting the best words may occur. Then the rule of a sentence may be broken, only minor sentences are used, and such a headline can be rather difficult to understand. Sometimes this happens for a good reason, as space, but more often this happens on purpose to make the headline somehow special with the aim to attract the reader's attention to the report or even to buy the newspaper at all. In that case, readers are mystified, confused and in the end, after reading the report they can feel disappointed as it did not fulfil their expectations.

This work studies grammatical features used in headlines but, as the space of this paper is limited, it tries to focus mainly on the difference between sentential and non-sentential headlines. It analyses their structures in comparison with the common core. The analysis is based on a corpus consisting of 200 randomly chosen British newspaper headlines. The material used here is definitely limited and cannot exemplify all features; therefore the aim is rather to establish general characteristics with respect to the main areas which have been studied. In the first chapter the function of a headline is introduced and readers will also learn some basic characteristic features of headlines.

1. FUNCTION OF A HEADLINE

"The best headlines both 'tell and sell', that is, they tell the reader quickly what the news is and persuade the reader that the story is worth reading." (Ludwig, Gilmore, 2005, p107)

Headlines are usually read first and the information expressed is used strategically by the editors or headline writers.

Firstly, a good headline persuades the readers to stop and dedicate their time to reading the story. Such a headline catches reader's interest as well as it captures the essence of the story. LaRocque points out that the authors of headlines generally know pretty well what they want to say but, unfortunately, there are several obstacles, for example space or their own abilities (vocabulary, creativity, knowledge of the language etc.), that must be overcome while creating a headline (LaRocque, 2003, p10).

Anyway, there are also 'poor' headlines. They are often full of headlines- full of words that are so frequently applied that readers might ignore them. The LaRocque's remark that "words are the building blocks of language, and when the blocks are misplaced or misused, what is said sometimes is not what is meant" is unvarnished truth. (LaRocque, 2003, p9)

Sometimes a headline may attract your attention, but in the end you find the story unrelated and, as it was already said in the introduction, nothing can annoy readers more than an inappropriate, confusing or misleading headline.

Secondly, it is definitely a headline on the front page what sells the newspaper. Therefore it should be sparkling, clever and eye-catching and, moreover, correct.

The last, but in no way the least important function of headlines is assorting the news. For this purpose headline writers operate with size and style of type, which underlines the importance and quality of the

news. The size of letters grows with the importance and quality of the news.

1.1 BLOCK LANGUAGE

The language of headlines is something that seems to be as distinct as for example Australian or Scottish English or another language that just uses English vocabulary but sometimes with absolutely different meanings. Not only the language differs, but also the grammar of headlines breaks many rules. As Bremner points out, even G.K. Chesterton mentioned this problem in one of his works in the 1930s. He wrote:

"Headlines is one of the evils produced by that passion for compression and compact information which possesses so many ingenious minds in America. Everybody can see how an entirely new system of grammar, syntax and even language has been invented to fit the brevity of headlines. Such brevity, so far from being the soul of wit, is even the death of meaning and certainly the death of logic." (Chesterton cited in Bremner, 1980, p194)

The main purpose of headlines is to communicate an idea by using as few short words as possible, nevertheless, the meaning of the headline can sometimes therefore be misleading or misinterpreted. The reason for using as few short words as possible is constraint space provided for headlines in newspapers.

The term block language was coined by Straumann (1935) who was the first to study newspaper headlines. According to Mardh, he defines it as the type of linguistic utterance which occurs in telegrams, book-titles, diaries, advertisements, recipes, dictionaries, catalogues, on posters and labels and in headlines, etc. (Mardh, 1980, p12)

Moreover Crystal adds that minor sentences "are common in certain types of written language, such as notices, headlines, labels, advertisements, subheadings, Web sites and other settings where a message is presented as a 'block' ". (Crystal, 2003, p216)

As it was already mentioned above, block language often consists of lexical items lower than sentences, for example of just one dependent clause or a noun phrase, each functioning independently as in *How coal is the future (T)* or *When boys and girls come out to play (G)* or *New raps for Mr & Mrs Canoe (S)*.

Another typical feature of block language is a heavily modified noun phrase, as for example in *Natasha Hogan's fury at balcony leap dad let off (DMir)*, or *No charges over rott death (S)*.

The problem of such headlines is the ambiguity of interpretation. The second headline may seem to be introducing an article about a dog which died, but the truth is that the article is about a dog which killed a baby, and no one is going to be accused of that. The first example is rather difficult to understand as it tries to provide as much information as possible condensed in one sentence without a regular sentence structure, i.e. the sentence does not contain a verb to tell the reader about the action, it is just a noun phrase, and its interpretation is almost impossible without further knowledge.

Moreover, some words, such as articles and auxiliary verbs, can be and often are omitted in block language. This again results in more ways of interpretation.

To sum it up, a good newspaper headline should be able to truthfully convey the content of the story it introduces and persuade its readers to devote time to reading. That can be achieved by several characteristic means of headlines, which is a special language used besides the means of the block language to do the trick. Most of these means function as 'space savers'. Headline writers have to squeeze as few short words as possible in very limited space, but, simultaneously, their task is to catch truthfully the subject matter. It often leads to a misuse or complete omission of words. The meaning of the headline is sometimes rather difficult to interpret, therefore, and further knowledge of the context seems necessary (as it was evident in some of the headlines listed above).

Next chapter introduces two basic aims of this paper and the method which was used for its purpose.

2. AIMS AND METHOD

2.1 AIMS

There are two basic aims of this paper. The first one is to apply the grammatical rules of the common core, which is "stylistically unmarked language" (Crystal and Davy, 1997, p42), to the corpus of newspaper headlines in order to find out in what details the grammar of headlines differ from that of the common core. The term common core is described by D. Crystal as "the range of linguistic features which would be used and understood by all speakers, regardless of their regional or social background". (2003, p460) The second one is to reveal whether there are some differences in grammatical structures of two different types of newspapers- broadsheet and tabloid newspapers. It is not possible to comprise all characteristic grammatical features of newspaper headlines, as the space for this paper is restricted. The main interest is the structure of headlines in terms of major and minor sentences and issues connected closely to that.

2.2 METHOD

The language of newspaper headlines can be seen as a variety of the English language and therefore it will be compared with the grammatical rules of the common core that are, for the purpose of this work, especially represented by the authors of A Comprehensive Grammar of the English Language (1991) Quirk and Greenbaum and by Longman Grammar of Spoken and Written Language (1999) by Biber et al.

3. GRAMMAR IN HEADLINES

A special language used in newspapers can be distinguished and this is the most obvious with the headlines. They are the first and often the only things which many readers are interested in. A newspaper page has restricted space and headline writers are limited by the layout of the page.

Grammar and its structures can help headline writers a lot and they often have to break many grammatical rules and use nonstandard structures to produce a successful headline. This chapter will introduce the basic types of headlines in terms of their structures- sentential and non-sentential headlines.

3.1 SENTENTIAL HEADLINES

Sentential headlines are all headlines that have a regular sentence structure, i.e. all headlines with a subject and a finite verb phrase which is characterized as a phrase "in which the first or only word is a finite verb, the rest of the verb phrase (if any) consisting of non-finite verbs". (Quirk, 1991, p149) As far as sentence structure is concerned, there are two main types of sentence- simple and multiple sentences (Crystal, 2003, p216). The most natural sentence structure is the simple sentence: it is the first kind which children learn to speak, and it remains by far the most common sentence in the spoken language of people of all ages. In written work, simple sentences can be very effective for grabbing a reader's attention or for summing up an argument as they are simply understandable.

3.1.1 SIMPLE SENTENCES

As Leech explains, a simple sentence consists of just one independent clause (2006, p104). Consistent with this rule, when a simple sentence is further analyzed, there is just one subject and one finite verb phrase.

These are the main elements but several others (e.g. adverbials), which are obligatory, can be present in addition to the subject and verb. Quirk distinguishes these clause types (1991, p204):

a) subject – verb

e.g. John [S] arrived [V].

b) subject – verb – object

e.g. Peter and I [S] play [V] tennis [O].

c) subject – verb – complement

e.g. He [S] became [V] the manager [SC].

d) subject – verb – adverbial

e.g. I [S] went [V] to the shop [Adv].

e) subject – verb – object – object

e.g. Lucy [S] gave [V] her mother [O] a book [O].

f) subject – verb – object – complement

e.g. You [S] make [V] me [O] nervous [OC].

g) subject – verb – object – adverbial

e.g. Sue [S] put [V] her dress [O] into the wardrobe [Adv].

Different adverbials can be freely added into any of these types. Besides the above mentioned types of simple sentences, multiple sentences must be considered as well.

3.1.2 MULTIPLE SENTENCES

Multiple sentences are described by Crystal as sentences with two or more clauses that are linked either by coordination or by subordination. According to the type of the linking word, these constructions are classified as compound sentences (3.1.3) and complex sentences (3.1.4). (Crystal, 2006, p226)

3.1.3 COMPOUND SENTENCES

As Biber points out, "there are three major coordinators in English- and, or and but". (Biber, 1999, p227) These coordinators do not only link clauses, but also words or phrases. Sometimes, no coordinator is present and clauses are linked by a comma. As it was already said, compound sentences contain two or more clauses, and what is important all clauses in such a sentence are at the same level. In other words they can stand on their own as independent simple sentences, which is not true for complex sentences. An example of a compound sentence is *I came by car and Peter arrived by train.*

3.1.4 COMPLEX SENTENCES

Individual clauses of a complex sentence are linked by subordinators, such as since, although or when, and can be further classified as the main clause and one or more subordinate clause (e.g. *Although it was cold, I went out.*- the first clause is a subordinate one, whereas the second is the main). The subordinate clauses are always dependent upon the main clause and cannot stand as a sentence on their own. (Crystal, 2006, p226) As Quirk says, the dependent or subordinate clauses function as an element of a sentence. (Quirk, 1991, p283) Leech further explains that we can classify them on the basis of their function within the main clause as nominal, adverbial, comparative or relative. (Leech, 2006, pp17-18) Sometimes the subordinate clauses do not contain a finite verb phrase (non-finite clauses- e.g. *I wanted Lucy to help me with the cake.*) or they lack a verb completely (verbless clauses- e.g. *If possible, come later.*). (Leech, 2006, p18)

Moreover, sentences can be further subdivided into four groups according to their structure and discourse functions. These structures, however, do not always correspond to the following main discourse functions- statements, questions, directives and exclamations, and some mismatches between structure and its common function can be found.

3.1.5 STATEMENTS

In Quirk's words, "statements are primarily used to convey information". (1991, p803) It means that their primary purpose is to inform about something. They should always include a subject which usually precedes a verb (e.g. *John phoned twice yesterday.*). In other words they have a declarative structure - "a structure which declares or makes something known". (Crystal, 2006, p218) However, clauses with declarative structures can be "occasionally used in asking questions". (Biber et al, 1991, 249) Such questions are typically used when the speaker is searching for confirming his statement and are signalled by rising intonation in speech and by a question mark in a written text (e.g. *You didn't buy it?*).

3.1.6 QUESTIONS

In the common core, questions are usually used when speakers need some information which they lack, and they expect an answer provided by their listeners. Questions in speech may be indicated by placing the operator in front of the subject and by initial wh-word (e.g. *what, when* etc.- *What do you do?, When did you arrive?*). A common structure of a question, it means a verb-subject structure (e.g. *Are you OK?*), is called interrogative. Also, a rising intonation may be a characteristic feature of questions. In writing, a question mark has such a function. It may convert any structure into a question. And on the other hand, as Leech points out, not all clauses with the interrogative structure must necessarily be questions, e.g. *Will you turn down the radio* is interrogative in structure but a command in function. (Leech, 2006, p106)

3.1.7 DIRECTIVES

Directives are all sentences that have the imperative structure, i.e. sentences with no subject usually and with a verb in its base form (e.g. *Go ahead!*) Their function is to "instruct someone to do something".

(Crystal, 2006, p219) Usually directives are very simple sentences with the function to urge somebody to do or not to do something, and therefore it is not necessary to consider tense, modality or aspect of the verb. (Biber, 1999, p 254) And again, as it was already shown in 3.1.6, not only clauses with the imperative structure can serve as commands.

3.1.8 EXCLAMATIONS

As Crystal says, exclamations usually show impression and are often just minor sentences, such as *Gosh!*, or *Oh dear!*. However, their structure can be that of a major sentence as well with the first element being *how* or *what* followed by a subject and a verb (e.g. *How patient you are!*, or *What horrible weather it is!*). Sometimes their form is reduced and no verb is present (e.g. *How patient!*, or *What horrible weather!*). (Crystal, 2006, p219)

Up to this point, only regular sentence structures have been presented and several types of sentences have been introduced, yet it is necessary to consider the non-sentential units as well as they are characteristic for the language of newspaper headlines (see above 1.1) and they form a great deal of the material analyzed for the purpose of this paper.

3.2 NON-SENTENTIAL HEADLINES

The structure of such headlines is lower than a regular sentence; they are constructed in an irregular way. Such structures Crystal calls minor sentences (see 1.1). Although independent sentences are the main building blocks of texts or conversation, non-sentential structures, such as minor sentences, are also frequent.

3.2.1 MINOR SENTENCES

Minor sentences are sentences without a finite verb form or without a verb form at all. Crystal provides the following types: formulae for stereotyped social situations (such as *Hello, Thanks*), emotional or functional noises- interjections (such as *Eh?, Ugh!*), proverbs or sayings (such as *Easy come, easy go.*), abbreviated forms used in postcards, instructions or commentaries (e.g. *Wish you were here*), and words and phrases used as exclamations, questions, and commands (e.g. *Nice day!, Taxi?*) (Crystal, 2006, p216)

Minor sentences can be further divided accordingly whether they do or do not contain a verb phrase. Structures with a verb phrase are non-finite clauses (with the exception of verbless clauses- see below 3.2.2), whereas structures without a verb phrase are just phrases, respectively a kind of the phrases further described in 3.2.3

3.2.2 NON-FINITE CLAUSES

According to Biber et al., non-finite clauses are usually dependent clauses, i.e. they appear in a sentence together with a main clause. In some circumstances, however, dependent clauses can be used separately, which is mainly true for block language (see 1.1 for characteristic features of block language). (Biber et al, 1999, pp259, 262) Leech describes these clauses as clauses which have a non-finite verb phrase and subdivides them into three categories: infinitive clauses (e.g. **To get the job** was what he really wanted.), -ing clauses (e.g. **Walking home**, I got very tired.), and -ed clauses (e.g. **The work finished**, we could leave early.). (Leech, 2006, p71) All three types have a varied range of syntactic roles, which means that they can stand on positions of different clause elements, such as subject, direct object, or complement. Moreover, apart from the three above mentioned types Biber describes the fourth type of non-finite clauses- so called verbless clauses. For these clauses, he says, ellipsis of the verb be and the subject is typical

(e.g. ***if possible***, *come a bit earlier*. Ellipsis will be discussed separately in chapter 4). (Biber et al., 1999, p261)

The second type of minor sentences is phrases which can be subdivided into five types.

3.2.3 PHRASES

"A phrase may consist of a single word or a group of words." (Biber et al., 1999, p38) In other words, phrases are built up from words and they usually consist of a head and modifiers which are not necessarily present. Under the head we understand a word in the phrase "around which the other components cluster and which dictates concord and other kinds of congruence with the rest of the sentence outside the phrase". (Quirk et al., 1991, p1238) The head is essential for categorizing phrases. The phrase types are following: noun phrases, verb phrases, adjective phrases, adverb phrases, and prepositional phrases- the head is always an example word from the corresponding word class. (Biber et al., 1999, p41)

Individual phrases function as clause elements, i.e. they built up a clause. Usually, the most important element of a clause is the verb phrase. Utterances without it are not considered to be complete clauses or sentences. The regular sentence and its types were described in 3.1, so now a greater interest will be put on the other type of phrases, namely noun phrases, as they often stand on their own in headlines. The other three types will be just shortly described.

3.2.3.1 NOUN PHRASES

Noun phrases have a noun as the head which can be preceded by determiners and accompanied by modifiers- either premodifiers or postmodifiers (e.g. *the chocolate muffins on the table*). (Biber et al. 1999, pp41-42) Sometimes an adjective can be the head of a noun phrase (e.g. *all the **unemployed** in our town*). As Biber points out, the definite article is typically used with such adjectives and they usually refer to "a group of

people with the characteristic described by the adjective". (Biber et al., 1999, p203) Mardh, who devoted her time to the analysis of headlines, denotes the headlines consisting of a noun phrase and not containing a verb as nominal and she further divides them into five categories: premodified nominal headlines, postmodified nominal headlines, nominal headlines with both pre- and postmodification, coordinated and appositional nominal headlines, and headlines with an omitted copula or linking verb (Mardh, 1980, p58). For the purpose of this paper, this division was chosen as the most appropriate one and will be reflected in the analysis. Regarding the premodified nominal headlines, the words used as premodifiers can be divided into two groups- closed and open class premodifiers. Words such as pronouns or prepositions belong to the first group. These words are sometimes referred to as 'grammatical words' or 'function words'. They have an important role in English grammar and no other new words can be added to this group. On the other hand, the open class consists of words that are "constantly changing their membership as old words drop out of the language and new ones are coined or adopted to reflect cultural changes in society". (Quirk, 1991, p67)

Concerning the noun phrase it should be mentioned here that one of the characteristic features of the block language, which is so frequently used by headline writers, is so called noun string or juxtaposition. However, juxtaposition was not a frequent phenomenon in the analyzed corpus of headlines and only its short description follows. According to Longman Dictionary of Contemporary English the verb juxtapose means "to put things together, especially things that are not normally together, in order to compare them or to make something new". (p879) In the context of headline writing, juxtaposition is a connection of three or more nouns, which is not commonly used in the common core (e.g. *Elderly care crisis warning*.- Biber et al, 1999, p255). For the precise interpretation usually the knowledge of the context is necessary, otherwise the headlines would seem as meaningless. The second type of phrases is the adjective phrase.

3.2.3.2 ADJECTIVE PHRASES

Adjective phrases are phrases with an adjective as their head. As well as in noun phrases optional modifiers can be part of these phrases. Biber remarks that premodifiers are typically adverbs providing the answer to a question about a degree of a quality (e.g. *desperately alone*). (Biber, 1999, p43)

Next type of phrases is an adverb phrase.

3.2.3.3 ADVERB PHRASES

The structure of adverb phrases is similar to the structure of adjective phrases, with the exception that the head is an adverb. Again, optional modifiers expressing degree can be preceding or following the head (e.g. *fortunately enough*) (Biber et al., 1999, p44)

The last type of phrases is a prepositional phrase.

3.2.3.4 PREPOSITIONAL PHRASES

The most frequent structure of these phrases is a preposition followed by a noun phrase (e.g. *in the garden*). Sometimes they can also take complement clauses- "clauses which have the same role as noun phrases- as complements, but normally these are only wh-clauses and ing-clauses". (Biber et al., 1999, p45) The preposition functions as a link between the following noun phrase and the preceding structures.

Most newspaper headlines cannot be analyzed in terms of regular sentences and non-sentential utterances are used instead. Such utterances do not contain a finite verb phrase, their structure is irregular and they are related to ellipsis. Next chapter will introduce ellipsis and its types.

4. ELLIPSIS

Ellipsis was already mentioned (see 1.1 above) as a characteristic feature of the block language. As newspaper headlines use the linguistic utterances of this language variety, ellipsis is quite a common phenomenon. Biber et al. characterise ellipsis as "the omission of elements which are recoverable from the linguistic context or the situation". The missing word or words can be inserted "without changing the meaning and without producing an ungrammatical structure". Its main purpose is to condense the same meaning into smaller number of words. They also differentiate three categories concerning the position of ellipsis within the sentence: initial, medial and final ellipsis. (Biber et al., 1999, pp 230, 441-3) Only two types, however, appeared among the analyzed headlines- medial and initial, that is why the third type is not described any further.

4.1 MEDIAL ELLIPSIS

Medial ellipsis is usually related to the omission of the operator, generally, it can be said that medial elements in a clause are ellipped. (Biber et al., 1999, p442) Concerning headlines, it means that in the utterances with this type of ellipsis auxiliary verbs are the most frequent elements which are omitted. Biber also says that this type of ellipsis is more common in American English (Biber et al., 1999, p443), yet it is the most common ellipsis used by headline writers.

4.2 INITIAL ELLIPSIS

Not only an auxiliary verb, but also subject is omitted in utterances with initial ellipsis. Such words are usually at the beginning of the clause and they are regarded as words with a low information value (e.g. *I stood up and shook his hand.* - the subject *I* is omitted in the second clause.)

Moreover, Quirk et al. distinguish three categories of ellipsis in terms of its recoverability- situational, structural and textual. (Quirk et al., 1991, pp

892-3) As just situational and structural ellipsis were found in the corpus, textual is not more considered.

4.3 SITUATIONAL ELLIPSIS

Quirk et al. say that "typically situational ellipsis is initial, especially taking the form of omission of subject and/or operator" (e.g. *See you tomorrow.- I and will* are omitted at the beginning of the clause.). (Quirk et al., 1991, pp 895-6) As they further remark, the precise interpretation of such utterances is only possible with the knowledge of the extralinguistic context. (Quirk et al., 1991, pp 895-6) It means that there are several possibilities how to interpret such clauses and only with the knowledge of some further information, this interpretation would be correct.

4.4 STRUCTURAL ELLIPSIS

For this type of ellipsis, the most important knowledge is that of grammatical structures (e.g. *I guess you are Mark.- that* is omitted between *guess* and *you*). Quirk et al. remark that this type is often confined to written language and it involves "the common omission of determiners, operators, and other closed-class words in block language". (Quirk et al., 1991, p 900)

5. ANALYSIS OF COLLECTED HEADLINES

All headlines included in the corpus can be divided into two major groups according to their structure- sentential (those with a regular sentence structure- major sentences) and non-sentential headlines (the headlines with an irregular sentence structure- minor sentences). The first group includes all headlines that contain a subject and a predicate. The second one consists of headlines without a predicate, often just with a non-finite verb phrase or in the form of a phrase. Many authors (e.g. Garst and Bernstein, or LaRocque) who are concerned with journalism or headline writing are in agreement that a good headline needs both a subject and a verb to convey information properly. Consistent with this, only sentential headlines could be regarded as correct. Though, there are still many non-sentential headlines which attract the readers' attention more and which are matching better with the article.

The material searched for the purpose of this paper consists of 200 newspaper headlines that were chosen randomly from 6 different British newspapers- The Sun, the Daily Mirror and the Daily Mail, The Times, The Guardian and the Daily Telegraph. Furthermore, these newspapers can be generally divided into two groups- tabloid and broadsheet newspapers. Each group is represented equally by 100 headlines. As the used material is limited, it cannot exemplify all features of newspaper headlines. It just tries to exemplify some of the general characteristic features which were introduced in the first part. Firstly, two types of newspapers are introduced, and secondly, individual grammatical features are exemplified in some of the analyzed headlines. For the complete analysis see the appendix.

5.1 TABLOID NEWSPAPERS

The Sun, the Daily Mirror and the Daily Mail are representatives of so called tabloid newspapers, or as Evans says popular papers with a large circulation and mass appeal (Evans, 1974, p139).

One of the characteristics of this type of press is its format. It is smaller than broadsheet newspapers and it is likely to highlight sensational crime stories, gossip columns repeating scandalous innuendos about the personal lives of celebrities and sports stars. (Franklin, 2007, pp1678-1679)

5.2 BROADSHEET NEWSPAPERS

On the other hand, The Times, The Guardian and the Daily Telegraph belong to the group of newspapers which is supposed to be of a higher quality. As Franklin suggests in his Key Concepts in Journalism Studies, broadsheet newspapers are commonly expected to be more intellectual in content, dealing with more serious stories and their greater size should provide space for deeper examination of single stories. Articles about sensational lives of celebrities should not be the main news of the day. (Franklin, 2007, pp1678-1679)

Nowadays, the term broadsheet refers rather to the content or journalistic style of the newspapers than to the format. Most of the British dailies which used to be broadsheet have recently switched to a smaller size, including The Guardian and the Daily Telegraph.

5.3 SENTENTIAL HEADLINES

All headlines with a finite verb phrase and which were not dominated by a noun phrase postmodified by a finite clause (e.g. Man who disappeared on Venice trip found dead) were classified as sentential. These headlines are the most common of all with 80 occurrences, from which 34 examples were found in tabloids and the rest (46) in broadsheet newspapers.

5.4 SIMPLE SENTENCE IN HEADLINES

57 headlines (29 tabloids and 28 broadsheets) were classified as those with the simple sentence structure. Besides that there were 8 headlines which consisted of a dependent clause with a finite verb phrase. For instance the headline *If Boris Johnson wins next week...* which appeared in the Guardian is just a conditional clause without a main clause, yet functioning independently in the form of a headline.

Concerning the clause types (see 3.1.1), the most frequent type was S-V-O with 31 occurrences (14 in tabloids and 17 in broadsheets). The probable reason for favouring this type could be the fact that it describes in the best suitable way "who did what". The subject is almost always present. The only exceptions are headlines with imperative structure, as imperatives "are characterised by the lack of subject". (Biber et al., p219) The following headlines can serve as examples of headlines having the SVO structure: *Bush predicts Mideast treaty* (S) (where *Bush* is the subject, *predicts* is the verb and *Mideast treaty* is the premodified object), or *Speedy Nicholas Sarkozy cuts short his Windsor visit* (T) (*Speedy Nicholas Sarkozy* is the premodified subject, *cuts short* is the verb, and *his Windsor visit* is the premodified object). Sometimes, optional adverbials appear together with the obligatory elements, as for example in *Suicide bomber kills 80 in Afghanistan* (G), where the prepositional phrase *in Afghanistan* is an optional adverbial added to the SVO structure. The second most frequently used structure of headlines was SV pattern, respectively SVC, both with 5 occurrences. The headline *Alcohol-related deaths double* (DMir), for example, consists just of a premodified subject (*Alcohol-related deaths*) and a verb (*double*), whereas in *Last WW1 German veteran dies aged 107* (DMir) an optional adverbial (*aged 107*) can be described. An example headline of the SVC structure could be *Budapest is the Buda-best hol* (S), where *Budapest* is the subject, *is* is the verb, and *the Buda-best hol* is the complement.

5.5 MULTIPLE SENTENCES IN HEADLINES

There were 9 headlines identified as headlines with a regular multiple sentence structure. Moreover, there were several other headlines (e.g. *Cleared: The father who killed his drunken neighbour after mistaking him for a burglar* (DMA) , or *Gaza in crisis as minister resigns* (DTel)) with rather specific structures. The first example represents the headlines in which more than one free structure can be found ('free' is used in the sense that these structures are not linked by subordinators, coordinators or commas, and cannot be turned into a sentence by inserting a finite form of the auxiliary verb be). Most frequently the structures are separated by a colon. It seems that in such headlines (as e.g. *Jailed: Former PC who assaulted, humiliated and degraded ex-girlfriend in torrid campaign of abuse* (DMA)), the reason for using such a structure may be to provide as much information about the concerned person as possible and to emphasise the result of a process by putting it forward at the first place. Although direct speech "notionally... has the function of an element in the clause structure of the reporting sentence" it nevertheless "retains its status as a main clause". (Quirk et al., 1991, p785) It therefore seems reasonable to include reporting clauses + direct speech among the headlines with more than one free structure (e.g. *German bomber pilot Willi Schludecker says: I'm so sorry* (T)). Frequently, there are headlines in which one of the structures resembles direct speech in being accompanied by another free structure indicating who is the speaker, for instance in *Alan Johnson: '100pc honest over donation'* , Alan Johnson is the author of the words following the colon. Besides that, the second example headline introduces the headlines which consist of two clauses where the first clause is a non-finite main clause (it means that it is just in the form of a phrase or a clause with a non-finite verb- *Gaza in crisis*), whereas the second part is a dependent finite clause (*...as minister resigns*). Another example of such headlines where the first part is a non-finite clause can be *Maxine Carr to wed as she finds a man ready to forget her past* (DMA).

5.6 COMPOUND SENTENCES IN HEADLINES

Among the analyzed headlines there were just 2 examples of compound headlines, namely *Forget Sicilian hotels, try a holiday apartment* (T), which is an example of a compound sentence without a coordinator, and *Posh and Becks renew their vows in secret ceremony and have matching tattoos* (DMa), where two clauses (the second one with the ellipted subject) linked by the coordinator 'and' can be analyzed.

5.7 COMPLEX SENTENCES IN HEADLINES

Complex sentences were used more frequently, yet they are not represented significantly just with 7 occurrences. Alongside it, the headlines described in 6.4 as those having two parts- the first non-finite, the second finite- could be comprised in this group as well. An example headline is *Brown plans killer disease screening on NHS for all men as they reach 65* (G) which contains a finite main clause (*Brown plans killer disease screening on NHS for all men*) and a finite subordinate clause (*...as they reach 65*).

5.8 FUNCTIONAL HEADLINE TYPES IN HEADLINES

Based on the analysis of the collected headlines, in terms of functional headline types the headlines can be generally divided into 3 groups- statements, questions and directives.

Unfortunately, no exclamative headline is represented in the compilation, which does not necessarily mean that such headlines do not exist. As Mardh found out in her research on headlines, exclamations sometimes may occur. Such headlines are usually introduced by what and end with an exclamation mark. However, they are not too frequent and examples of them were found only in the corpus of Daily Mail, not in the Times. (1980, p85)

5.8.1 STATEMENTS

As it was already mentioned in 3.1.5, statements are designed to provide some information. The same can be also valid for headlines as one of their functions is to inform readers. Perhaps that is why they constitute by far the largest group of the functional headline types and many examples can be given: *Three die in motorway incident* (T), *Police smash people-smuggling network* (G), or *Basra victim is friend of Prince* (DMa). In all headlines which were classified as statements, common declarative structure can be analyzed.

5.8.2 QUESTIONS

In headlines, questions usually are not used because of the lack of information, which does not necessarily mean that they cannot be. However, they are more often used to attract readers' attention, to differ from the other headlines, to be catching. They typically show what is being written about, respectively, what question is being answered in the article. Readers are not expected to give an answer. That is what the article is supposed to do. For instance, in the article which is introduced by the headline *Is your job bad for the Earth?* readers will learn whether their jobs are or are not harmful for the environment.

LaRocque claims that question makes the headline especially inviting for readers, but he also quickly adds: "Although questions quickly and easily provoke reader interest and curiosity, we can't litter headline space with question marks, valuable as they are." (2003, p 57)

He further remarks that headlines starting with how, why or what achieve the same aim- they are as well catching even if they do not have the proper interrogative structure. (LaRocque, 2003, p57) Such headlines appeared in the analyzed corpus as well, for example in the Guardian *How savage pirates reign on the world's high seas*, or *When boys and girls come out to play*.

5.8.3 DIRECTIVES

A reason for using imperative structures in headlines may be to make readers engaged when supporting them to action by using the means of directives. There were 4 directives (1 in tabloids- *Forget the rain Cote*, and 3 in broadsheets- *Forget Sicilian hotels, try a holiday apartment*, *Say it loud- We're Tory and proud*, and *Protect yourself against a dodgy landlord*) among the analyzed headlines, all of them with the common imperative structure (i.e. without a subject).

5.8.4 FREQUENCY OF FUNCTIONAL HEADLINE TYPES

Frequency of functional headline types is given in the table below.

Functional headline type	Tabloids		Broadsheets	
Statements	97	48.5%	83	41.5%
Questions	2	1%	14	7%
Directives	1	0.5%	3	1.5%
Totals	100		100	

Table 1: Frequency of functional headline types

As the table shows, the largest majority of headlines are statements (48.5% in tabloids against 41.5% in broadsheets). The aim of a statement is to report information, which is as well the aim of a headline. Questions and directives are much less used, but yet questions are seven times as common in broadsheets as in tabloids.

5.9 NON-SENTENTIAL HEADLINES

Headline writers use various means how to attract readers attention and, accordingly to the results of the analysis, headlines with the irregular structure are quite an often phenomenon. Generally, all the non-sentential headlines can be further divided into two basic groups. Firstly, headlines which contain a non-finite verb form at the position of the predicate (e.g. *Dead bodies found in house* (S)). Secondly, headlines

which consist just of a phrase (without any verb form at the position of the predicate, e.g. *A bitter blow* (DMir)).

5.9.1 NON-FINITE CLAUSES IN HEADLINES

In the analysis, 58 headlines were identified as headlines with non-finite predicate. In these headlines, an auxiliary verb is always omitted- the subject is always present (with the exception of 5 headlines where the subject is also omitted- see ellipsis), the verb is non-finite, and a form of the verb *be* may be added between them. This way, these headlines can be turned into regular sentences. This type of headlines is used to describe either a past event, which means that the omitted auxiliary is usually in the past or present perfect tense, or a future event, which means that it is necessary to insert the auxiliary verb in the form of will, be going to or be to. Generally, this type of headlines can be further divided in two subgroups

a) headlines with the past participle of a verb (usually referring to the past)- for instance with the headline *Wind turbine destroyed by storm* (T) the following interpretation is possible: (A/The) Wind turbine was/ has been destroyed by (a/the) storm. Or other example headlines can be *Man arrested in NYC Therapist Slaying* (G), *Drug den pair jailed* (DMir). Both these headlines describe some events that have already happened and so they can be interpreted as follows: (A/the) Man was/has been arrested in (a/the) NYC Therapist Slaying, and (A/The) Drug den pair was/has been jailed.

The above described example headlines are headlines with passive constructions. As Biber remarks on using passive constructions, they are rare in conversations, but in contrast they are common in news. (Biber, 1999, p167).

b) headlines with to-infinitive (usually referring to the future)- the following headline appeared in the Times: *Museum to house 'historic' Danish Muhammad cartoons* (T). Possible ways how to interpret this headline

are (A/The) Museum is going to/is to/will house Danish Muhammad cartoons.

The second group of non-sentential headlines are headlines consisting just of a phrase.

5.9.2 PHRASES IN HEADLINES

Most headlines (39) analyzed as phrases were noun phrases, with just the exception of 2 headlines which were described as prepositional and 2 as adjective phrases. Here are two examples of them: *Inside the home for angry infants* (T), with the preposition *inside* as a head, and *Reddy to look like Oscar babe?* (S), in which *reddy* denotes the red colour of the lipstick favoured by actresses at the Oscar ceremony and can be a word pun on the adjective *ready* as well.

As it was already stated in 3.2.3.1, the analysis of noun phrases followed the Mardh's model. The first type was premodified nominal headlines. As an example of a premodified headline in which the premodifier is from the closed class *No grammars* (DMir) can be used. Unfortunately, this was the only representant of this type in the whole corpus, and also the nominal headlines with a open class premodifier were not frequent (8 occurrences). Yet, the following types of open class premodifiers can be found in the analysed nominal headlines:

- a) noun- singular or plural (e.g. *The comeback kid* (G))
- b) proper name (e.g. *Karz crash* (DMir))
- c) noun with genitive 's (e.g. *Gordon Ramsay's heaven and hell* (DTel))
- d) adjective (e.g. *A bitter blow* (DMir))
- e) participle (e.g. *Deactivated firearms ban* (S))

Concerning the first type of premodifiers (noun), some examples of juxtaposition (see 3.2.3.1) should be given here as well. Juxtaposition can be found for example in the headline from the Daily Mirror *Stab girl remand* where there are three nouns connected together, or in the Daily

Mail the following headline was formed *Death crash police officer fined for wreckless driving*- here even 4 nouns are found together.

Sometimes it may be rather difficult to understand such headlines. As they have reduced explicitness, this type of headlines (i.e. headlines with juxtaposition) may be rather ambiguous unless the reader is familiar with the matter. Kenneth Beare says: "It's helpful to try to connect the ideas by reading backward".

(<http://esl.about.com/od/intermediatereading/a/newsheadlines.htm>)

Here are some possible interpretations of the above set headlines:

Someone has been remanded after he/she stabbed a girl.

The second example is about a police officer who has been involved in fatal car crash and was fined for bad driving.

As it was remarked, juxtaposition is not frequent in the corpus (there were only 12 headlines containing it out of 200).

Postmodified nominal headlines, which are the second type, were even less frequent with just 4 occurrences in the whole corpus. *The soldier who saw hell* (G) is the example of the postmodification of the noun head (*the soldier*) by a relative clause (*who saw hell*), and in the headline *Love at first bite* (T) the postmodification is done by a prepositional phrase (*at first bite*). Postmodification by a prepositional phrase is concerned to be the most frequent one, which is true especially in the news. It allows to convey much information and it is more compact than postmodification by a relative clause. (Biber et al., p269)

Also the results of the analysis support this statement- 3 headlines out of 4 were postmodified by a prepositional phrase, whereas just 1 was by a relative clause. Also almost all headlines from the following type included postmodification by a prepositional phrase (8 out of 9). This type of headlines, nominal headlines with both pre- and postmodification, is frequently used as it provides more specific information. It is characterized by a head which is both pre- and postmodified at the same time, as for instance in *Canoe couple in court snub* (S). The head-*couple*- is premodified by an open class premodifier (*canoe*), and postmodified by a prepositional phrase (*in court snub*).

Next group is formed of headlines which consist of two or more noun phrase heads. Such headlines appeared 9 times in the corpus and were more frequent in broadsheets (7 headlines). Coordinated nominal headlines from the corpus are characterized by the conjunction 'and'. The constituents of such headlines are at the same level. The noun phrases in appositional headlines have to be identical in reference because as Quirk says noun phrases are in apposition "when they have identity of reference". (1991, 1300)

A distinguishable feature between these two types of headlines can be a comma in the appositional headlines (which is not always true) and on the other hand a conjunction (*and, or*) in the coordinated headlines. Here are some coordinated headlines from the corpus: *Robert Plant and Alison Krauss* (G), *Grace and favour* (G), or *No food, no cash, no freedom and no end to their love of Fidel* (T). The following headline is an appositional one- *Boris the smirker* (DMir). Both noun phrases (*Boris* and *the smirker*) are identical in reference.

Last type of nominal headlines is a nominal headline which can be easily turned into a common sentence by adding the right form of a verb between the subject and its complement or adverbial. Inserting the correct form of a verb is also important for readers to understand the meaning properly. These headlines are of two kinds- headlines which consist of a noun phrase functioning as a subject and a noun or adjective phrase as a subject complement, and headlines which consist of a noun phrase functioning as a subject and an adverbial. The headline from the Guardian *Britain ready to recognize Kosovo* is a perfect example of the first mentioned type. To understand such headlines, as Mardh suggests, we must insert a form of the verb *be* (or of some other verbs, for example *become*) between the subject and the subject complement. (Mardh, 1980, pp54-5) Therefore, the proper interpretation of this headline would include a form of the verb *be* and the following interpretations may be possible: Britain was/is/will be ready to recognize Kosovo. Which tense is correct always depends on the context. The second type of headlines is similar to the previous one with the difference that there is a prepositional phrase (locative adverbial) instead of the complement. As well in these

headlines, there is an omitted verb usually (but not necessarily) the verb *be*, but sometimes, according to Mardh, "a dynamic verb signifying motion (for example go) could be inserted between subject and adverbial". (Mardh, 1980, p55) To exemplify this type, the headline *Joshua Beasley's body in Thames* from the Daily Mirror was chosen. To interpret this headline, a verb must be inserted between the subject (Joshua Beasley's body) and the adverbial (in Thames). The interpretation then may be for example Joshua Beasley's body was found/ appeared/ disappeared in (the) Thames. Correctness is again dependent on the context.

The comparison of frequency of nominal headlines follows.

5.9.3 FREQUENCY OF NOMINAL HEADLINES

Frequency of nominal headline types is shown in Table2.

This table shows that nominal headlines are more often used in tabloid newspapers than in broadsheets, but this difference is comparatively low (11.5% in tabloids against 9% in broadsheets). All the figures obtained from the analysis of nominal headlines are relatively small and no exact conclusions can be drawn. It only is evident that coordinated and appositional nominal headlines are more than three times more frequent in broadsheets than in tabloids (3.5% against 1%), whereas premodified nominal headlines are eight times as common in tabloids as in broadsheets (4% against 0.5%).

Type of nominal headline	Tabloids		Broadsheets	
Premodified	8	4%	1	0.5%
Postmodified	1	0.5%	3	1.5%
Pre- + postmodified	6	3%	1	0.5%
Coordinated and appositional	2	1%	7	3.5%
NP as subject+ NP (or AdjP) as subject complement	3	1.5%	3	1.5%
NP as subject + adverbial	3	1.5%	1	0.5%
Totals	23	11.5%	16	8%

Table 2: Frequency of nominal headline types

Nominal headlines are considered to be of a lower quality (see Chapters 1.3, 3). That might be why they are used more frequently by the headline writers in tabloids because this type of press is simpler in writing style and directed to a different end of the market- to the readers who are more interested in sensational stories and their educational attainment is lower. As well its format can play an important role in choosing the type of headlines as it is smaller and so it provides less space. The nominal headlines in the corpus are generally shorter (especially the premodified) than the verbal headlines. On the other hand, coordinated and appositional headlines, which are longer than any other kind of nominal headlines, prevailed in broadsheets.

The last part of the analysis was aimed at ellipsis.

5.10 ELLIPSIS IN HEADLINES

Ellipsis was already mentioned (in 1.1) as a characteristic feature of the block language. As newspaper headlines use the linguistic utterances of this language variety, ellipsis is quite a common phenomenon. In headlines the most common ellipsis is medial, but examples of initial can be found in the corpus as well. *Girls happier with make-up (S) or Germany first to recognize independent Kosovo (G)* illustrate medial ellipsis- an auxiliary verb is omitted and should be inserted between the subject (*Girls; Germany*) and its complement (*happier; first*). Tense of such headlines is unmarked, so it must be interpreted in accordance with its context. This applies to all headlines with an omitted auxiliary, it means to all headlines classified as nominal headlines with an omitted copula or linking verb, and headlines with a non-finite verb and omitted auxiliary. A lot of advice and rules how to deal with the verb be in headlines can be found in any guidebook for journalists. They all agree in the fact that it can be nearly always omitted as its omission saves space and the headline is understood even without it. The authors Garst and Bernstein (1963, p170) propose the following rule: "A part of the verb to

be may not be omitted in a headline when it constitutes the principal verb in a clause."

Consistent with this rule, all headlines such as *Germany first to recognize Kosovo* (G), i.e. all headlines where the omitted be is the copular verb, should be regarded as wrong or unacceptable.

By contrast Evans (1974, p27) says that the verb be can be omitted even if it functions in the headline as the copula. He provides the following titles as examples of headlines in which he considers the verb be clearly to be implied: *Town hall in danger*, and *Police in gun drama*.

The initial ellipsis can be found in the headlines such as *Delighted by a Welsh wonder* (S) or *Proud to carry the flag of Kosovo* (T). In such headlines, not only an auxiliary verb, but also subject is omitted. This kind of ellipsis can be denoted as situational as well (according to Quirk et al., see 4.3)

Structural ellipsis (4.4), on the other hand, demands the knowledge of grammatical structures. In accordance with the Quirk's remark stated in 4.4, structural ellipsis is the most common phenomenon in newspaper headlines. The possible omitted words are suggested in brackets: (The) *Soldiers* (were/have been) *held in* (a/the) *munitions probe* (G), or (A/The) *Teen* (is/was) *dead after* (a/the) *park attack* (S). Another typical ellipsis used in newspaper headlines is following (with an indication of interpretation in the brackets): *3*(women /men / people) (are) *dead after New Zealand air collision* (G), *Two* (boys /children/ people) (were) *killed in air crash* (DMir), or *Three* (men /women) (were) *charged over July 7 bombings* (DMa).

In all such headlines there is a number in the position of subject but with no indication what it refers to. Only further context (extralinguistic) provides readers with more information, therefore this kind of ellipsis is situational. Moreover, in all of these headlines, auxiliary verb is omitted, which means that structural ellipsis is present as well. Another common feature of the three headlines is that they all begin with a numeral, which is a feature quite frequently used by headline writers.

To sum this chapter up, it can be stated that ellipsis is one of the most frequent phenomenon of newspaper headlines, no matter which type of press they appear in. The most frequent is medial ellipsis as well as the structural type. As it was already stated (see Chapter 1), to interpret such headlines correctly, knowledge of grammar and context is necessary.

6. CONCLUSION

This paper is a study of newspaper headlines, namely of their grammatical features and structures. It is based on the analysis of a corpus which consists of 200 randomly chosen newspaper headlines and its aim is to describe the variety of the language which is commonly used by headline writers and which often deviates from the norms of the language. In some situations such a deviation would seem strange and unwelcome, for instance in public speeches, in other, however, it can be regarded as a norm or positive feature. The language of newspaper headlines is this case. Secondly, this work tries to find whether there are any differences in the headlines of two different types of newspapers- tabloids and broadsheets.

As the results of the analysis show, a great number of headlines are abbreviated in comparison with the common core structures. The headlines often lack articles, determiners or auxiliary verbs. It means that lexical, not grammatical words are used, which is a characteristic feature of the language variety called block language. Its linguistic utterances are commonly used not only in headlines, but as well in labels or other public signs.

Concerning the structures of headlines, headlines with a verb form- either finite or non-finite (157 occurrences) definitely predominate over purely nominal headlines (43 occurrences). These figures support the statement that the headlines containing a verb form are regarded as more appropriate ones. The nominal headlines usually consist of a complex noun phrase; the most frequent are headlines with both premodifier and postmodifier.

Moreover, the analysed headlines were mostly statements, which acknowledge the essential function of a headline, namely to inform readers. Only several examples of other functional types appeared- 7 questions and 4 directives, all of them with the corresponding structure (i.e. interrogative for questions and imperative for directives).

In terms of differences between the two types of newspapers, it must be said that no bigger differences were noticed. The proportion between single structures and features is always similar. Therefore it may be said that there is a core grammar of British newspaper headlines which is used almost equally by the both types of newspapers.

7. RESUMÉ

Tato práce pojednává o gramatice novinových titulků, jakožto o speciálním funkčním stylu, který často účelně porušuje standardně používané normy. Jejím cílem je popsat nejčastěji používané jevy a porovnat tendence v jejich používání ve dvou typech britských novin. Pro účely této práce byl vytvořen soubor 200 novinových titulků, náhodně vybraných jak z bulvárního, tak seriózního britského tisku. Jmenovitě šlo o následující tituly: Sun, Daily Mail a Daily Mirror (bulvár), Times, Guardian a Daily Telegraph (seriózní tisk). Následně autorka provedla analýzu těchto titulků, na jejímž základě později vytvořila celou práci. Protože jde o omezený vzorek náhodně vybraných titulků, nemůže tato práce zachytit všechny charakteristické rysy.

V úvodu se práce zabývá tím, co je to novinový titulek, jaká je jeho funkce, vysvětluje termíny block language, pojem prvně použitý Straumannem v roce 1935, a headlines, jazyk novinových titulků, kterému je někdy složité porozumět. Charakteristické rysy obou termínů jsou dokládány příklady. Druhá kapitola představuje cíl této práce, jímž je popsat novinové titulky především z hlediska jejich stavby, a to z pohledu větných a nevětných nadpisů.

Dále může být práce rozdělena do dvou větších celků, a to sice na část první (kapitoly 3 a 4), která je částí teoretickou, a druhou (kapitola 5), která je analýzou reprezentativního vzorku novinových titulků.

Třetí kapitola představuje základní termíny z oblasti gramatiky, jakými jsou například věta jednoduchá (simple sentence) a souvětí (multiple sentence), uvádí 7 typů větné stavby, které jsou vysvětleny za pomoci ilustrativních příkladů. Dále jsou zde popsány 4 funkční typy vět- věta oznamovací (statement, tázací (question), rozkazovací (directive) a zvolací (exclamative). Následuje část věnovaná nevětným vyjádřením (non-sentential headlines). Ta zahrnují dvě kategorie, a to fráze (phrases), které jsou dále delěny do několika podskupin, a věty, které mají na místě přísudku sloveso v neurčitým tvaru, a nepředstavují tak z pohledu gramatiky klasické věty. Jevem, který je velmi častý v tomto stylu, je elipsa (ellipsis), a je mu proto věnována celá 4. kapitola. Elipsou

je myšleno vypouštění takových prostředků ve větě, které mohou být zpětně bez obtíží domyšleny buď na základě kontextu, či pravidel gramatiky. Jejich vypuštěním dochází k úspoře místa, což je jedním z hlavních úkolů autorů titulků.

Poslední kapitolou je analýza vybraných novinových titulků. Materiál, z něhož bylo čerpáno pro potřeby této práce, je nejprve krátce představen, jsou zde též uvedeny významy pojmů tabloids (bulvární tisk) a broadsheets (seriozní tisk) s tím, co je pro každý z nich charakteristické. Analýza se snaží reflektovat pojmy uvedené v teoretické části a dokládat jejich používání v praxi uváděním příkladových titulků. Ty jsou zde detailně analyzovány v souvislosti s konkrétními gramatickými jevy. Analýza je strukturována tak, aby odrážela strukturu předcházejících částí práce.

K práci je připojena příloha obsahující kompletní zkoumaný vzorek a rozřazení nadpisů do jednotlivých kategorií.

Ačkoliv se novinové titulky mohou často zdát bezvýznamnou součástí novin z hlediska toho, kolik místa v nich zabírají v porovnání s ostatním textem, jsou často tím jediným, nebo alespoň tím prvním, co mnozí čtenáři čtou. A právě místo hraje při vytváření nadpisů největší roli. Autoři titulků mají jen omezený prostor na to, aby sdělili poutavým způsobem to nejpodstatnější, a musí proto volit ty nejvhodnější jazykové prostředky. Tato práce se snaží přiblížit alespoň některé z těch, z kterých mají na výběr.

APPENDIX:

COLLECTED NEWSPAPER HEADLINES ANALYSIS:

200 newspaper headlines have been analyzed – 100 tabloid and 100 broadsheet newspaper headlines.

1. NOMINAL HEADLINES (NH)

1.1 PREMODIFIED NH (9 headlines- 8 tabloid and 1 broadsheet)

Top ten travel tips (**Sun**)

Deactivated firearms ban (S)

Stab girl remand (**Daily Mirror**)

A bitter blow (DMir)

Shell shocker (DMir)

Karz crash (DMir)

No grammars (DMir)

Artist's sand stunt (DMir)

The comeback kid (**Guardian**)

1.2 POSTMODIFIED NH (4 headlines- 1 tabloid, 3 broadsheet)

Tribute to tragic Stephanie (S)

The soldier who saw hell (G)

Scandal of patients left for hours outside A&E (G)

Love at first bite (**Times**)

1.3 NH WITH BOTH PRE- AND POSTMODIFICATION (7 headlines- 6 tabloid, 1 broadsheet)

Canoe couple in court snub (S)

New raps for Mr & Mrs Canoe (S)

Teen dad in suicide tragedy (S)

No charges over rott death (S)

New bid to find footballer killer (S)

Natasha Hogan's fury at balcony leap dad let off (DMir)

No safety in prison (G)

1.4 COORDINATED AND APPOSITIONAL NH (9 headlines- 2 tabloid, 7 broadsheet)

Boris the smirker (DMir)

Airport security and glaring complacency (DMA)

No food, no freedom, no cash- and no end to their love of Fidel Castro (T)

Jayne Torvill's heaven and hell (**DailyTelegraph**)

Gordon Ramsay's heaven and hell (DTel)

No shame, no gain (G)

Putin, the Kremlin power struggle and the \$40bn fortune (G)

Robert Plant and Alison Krauss (G)

Grace and favour (G)

1.5 HEADLINES WITH AN OMITTED COPULA OR LINKING VERB

1.5.1 HEADLINES WHICH CONSIST OF A NOUN PHRASE FUNCTIONING AS A SUBJECT AND A NOUN OR ADJECTIVE PHRASE IN THE FUNCTION OF A SUBJECT COMPLEMENT (6 headlines- 3 tabloid, 3 broadsheet)

Girls happier with make-up (S)

Teen dead after park attack (S)

Cocaine girls free by April (DMir)

3 dead after New Zealand air collision (G)

Britain ready to recognise Kosovo (G)

Germany first to recognise independent Kosovo (G)

1.5.2 HEADLINES WHICH CONSIST OF A NOUN PHRASE FUNCTIONING AS A SUBJECT AND AN ADVERBIAL (4 headlines- 3 tabloid, 1 broadsheet)

Stab boy on the mend (S)

Joshua Beasley's body in Thames (DMir)

Drivers in panic over fuel strike (DMir)

Sarkozy Jr in bid to capture his father's old seat (T)

2. ADJECTIVE PHRASES (2 headlines- 1 tabloid, 1 broadsheet)

Reddy to look like Oscar babe? (S)

Proud to carry the flag of Kosovo (T)

3. PREPOSITIONAL PHRASES (2 headlines- both broadsheet)

Inside the home for angry infants (T)

Around the Med on the trail of Nelson (T)

4. SENTENTIAL HEADLINES- SIMPLE SENTENCES

4.1 SVO STRUCTURE (31 headlines- 14 tabloid, 17 broadsheet+ 2 headlines- imperatives- with VO structure)

Forget the rain Cote (DMir) VO structure

Protect yourself against a dodgy landlord (G) VO structure

Bush predicts Mideast treaty (S)

Lahore blast kills 21 (S)

Jessica needs a bigger Al-bra (S)

Elephant on rampage kills 3 (S)

Tusc force takes breathe away (S)

Robert Napper denies murdering Rachel Nickell (DMir)

Freed killer Kenny Richie woos his ex (DMir)

Sri Lanka bus bomb kills at least 25 (DMir)

7/7 bombers plotted to blow up Big Ben and the Palace (DMa)

After search, Google finds snake in NY office (DMa)

Police arrest 'prime suspect' in Rhys Jones shooting murder (DMa)

Girl, 14, wins £325,000 after loosing her twin to meningitis (DMa)

Russian bomber buzzes U.S. aircraft carrier heading towards Japanese coast (DMa)

BA pilots' strike threatens Easter holiday flights (DMa)

EU threatens to ban patio heaters (T)

Speedy Nicolas Sarkozy cuts short his Windsor visit (T)

Ban on pub garden heaters 'would harm landlords' (T)

Turkish tanks attack Kurds (T)

EU freezes talks with Serbia in protest at embassy attacks (T)

Severe weather claims lorry driver's life (DTel)
BA makes a million on helplines (DTel)
US bans MySpace for troops (DTel)
NHS cancer patients are denied new drug (DTel)
Beautiful Bourton takes first award (DTel)
Stealing addicts may escape jail (DTel)
Briton faces crime trial over Serb massacre of 200 Croats (G)
Police smash people-smuggling network (G)
Spying claims rock BNP (G)
Brown and Cameron woo farmers' union (G)
Suicide bomber kills 80 in Afghanistan (G)
Miliband urged to regulate private military (G)

4.2 SVC STRUCTURE (5 headlines- 4 tabloid, 1 broadsheet)

That's a hole lotta trouble (S)
Budapest is the Buda-best hol (S)
Life is just Gran in Canaries (S)
Basra victim is friend of Prince (DMa)
UK is Europe's top terror centre (DTel)

4.3 SV STRUCTURE (5 headlines- 3 tabloid, 2 broadsheet)

Last WW1 German veteran dies aged 107 (DMir)
Alcohol- related deaths double (DMir)
Now the credit cards crunch (DMa)
Calls to Samaritans soar after Bridgend suicides (G)
Three die in motorway incident (T)

4.4 SVA STRUCTURE (3 headlines- 2 tabloid, 1 broadsheet)

Teen 'was not under pressure' (S)
Another stunning summer is on the way (DMa)
Britons kidnapped in Iraq are 'held by Iran' (T)

4.5 SVOA STRUCTURE (3 headlines- 2 tabloid, 1 broadsheet)

Man throws four kids off bridge (S)

Yobs hack puppy to bits (DMir)

Law aims to get water vole out of a hole (T)

4.6 SVOO STRUCTURE (1 tabloid headline)

School health police consider banning tea and coffee to under-16s (DMa)

4.7 SVOC STRUCTURE (2 headlines- 1 tabloid, 1 broadsheet)

Smoking ban hits pub chains hard (DMir)

MoD kept failure of best tank quiet (DTel)

4.8 DEPENDENT CLAUSES FUNCTIONING INDEPENDENTLY (8 broadsheet headlines)

How coal is the future (T)

How stars turned spotlight on an unfolding crisis (T)

Why extreme diets don't work (T)

How men shop (T)

How savage pirates reign on the world's high seas (G)

How a 1938 novel led to a surprise box-office hit (G)

When boys and girls come out to play (G)

If Boris Johnson wins next week... (G)

4.9 QUESTIONS (7 headlines- 2 tabloid, 5 broadsheet)

What's keeping you chubby? (S)

Reddy to look like Oscar babe? (S)

Is your job bad for the Earth? (T)

When is your baby too old for a sitter? (DTel)

What's giving you hay fever? (DTel)

Is brain training really the best way to boost your IQ? (G)

Stumped? (G)

4.10 DIRECTIVES (4 headlines – 1 tabloid, 3 broadsheet)

Forget the rain Cote (DMir)

Forget Sicilian hotels, try a holiday apartment (T)

Say it loud: We're Tory and proud! (DTel)

Protect yourself against a dodgy landlord (G)

5. MULTIPLE SENTENCE HEADLINES

5.1 COMPOUND SENTENCES (2 headlines- 1 tabloid, 1 broadsheet)

Posh and Becks renew their vows in secret ceremony- and have matching tattoos (DMa)

Forget Sicilian hotels, try a holiday apartment (T)

5.2 COMPLEX SENTENCES (14 headlines- 7 tabloid, 7 broadsheet)

25,000 police march through London to protest about pay (DMir)

Snow ball fights in Jerusalem as rare blizzard hits Middle East (DMa)

Maxine Carr to wed as she finds 'a man ready to forget her past' (DMa)

Beer drinkers left foaming as brewers raise price of a pint by 20p (DMa)

Clinton turns nasty as she accuses Obama of running away from debate (DMa)

Oscars' ceremony saved as Hollywood writers call off their strikes (DMa)

Mother forced to call private ambulance for toddler because NHS got lost by sat nav (DMa)

Astronauts take a walk on the dark side to repair International Space Station (T)

Bush asks Congress to back AIDS program (G)

Government fights to keep ban on main Iranian opposition group (G)

Minister who took bribes from property developers is given 27-year jail term(T)

Kenyan MP shot dead as election violence continues (G)

Brown plans killer disease screening on NHS for all men as they reach 65 (G)

Gaza in crisis as minister resigns (DTel)

5.3 HEADLINES WITH MORE THAN ONE FREE STRUCTURE (18 headlines- 10 tabloid, 8 broadsheet)

Rhys gun gang: 4 arrested (S)

Experts: Skin cream is useless (S)

Pat Baker: How I saved canal baby (DMir)

Richard Taylor: Boys who killed Damilola took my wife's life (DMir)

MoD: Captured crew can sell their stories (DMa)
 MPs warn: Cashless parking is a 'honeypot for thieves' (DMa)
 Cleared: The father who killed his drunken neighbour after mistaking him for a burglar (DMa)
 Jailed: Former PC who assaulted, humiliated and degraded ex-girlfriend in torrid campaign of abuse (DMa)
 Revealed: The world's oldest tree that took root 10,000 years ago (DMa)
 Killed by anorexia: The leading female professor who specialised in health and psychology (DMa)
 It's just a game! Says man behind Grand Theft Auto (T)
 German bomber pilot Willi Schludecker says: I'm so sorry (T)
 Eco Worrier: What can I do to boost the declining bee population? (T)
 Alan Johnson: '100pc honest over donations' (DTel)
 Doctors to open longer, orders Brown (DTel)
 Say it loud: We're Tory and proud! (DTel)
 I'd give Boris a job, says Ken (G)
 Islamic studies growing in popularity, report shows (G)

6. HEADLINES WITH A NON FINITE VERB FUNCTIONING AS A PREDICATE (58

headlines- 29 tabloid, 29 broadsheet; 5 of them with an omitted subject and auxiliary verb- in italics)

Smith to meet Rhys parents (S)
 Dead bodies found in house (S)
 31 horses left to die in a field (S)
 Let-off planned for car killers (S)
 59 dogs kept in 'factory' hell (S)
 Suicide sites to be investigated (S)
 Two held over teen killing (S)
 'HIV man' jailed for biting cop (S)
Crippled by metal in fillings (S)
Delighted by a Welsh wonder (S)
 Drug den pair jailed (DMir)
 Vodka peril pair jailed (DMir)
 Top terror chief killed (DMir)

Boar blasted (DMir)
Five women killed in U.S. store shooting (DMir)
Spa visitors in Moscow given bleach enema (DMir)
Winehouse to be questioned by police (DMir)
Woman killed by prison van in Brixton (DMir)
Two held on hotel fire (DMir)
Drunk on 3 wheels (DMir)
Sailing into the sunset (DMir)
Two killed in air crash (DMir)
Three charged over July 7 bombings (DMa)
EU to crack down on texting from abroad (DMa)
Death crash police officer fined for wreckless driving (DMa)
Two men arrested in France for ETA bombing on Madrid airport (DMa)
NHS forced to pay £180m to patients after over-charging for nursing care (DMa)
U.S. military to shoot down out-of-control spy satellite (DMa)
Five people injured after gas explosion at disused pub (DMa)
Museum to house 'historic' Danish Muhammad cartoons (T)
Polyclinics to replace traditional doctors' surgeries (T)
Wind turbine destroyed by storm (T)
West accused of plot to save Pervez Musharraf (T)
ANC president criticised for joining 'blacks-only' lunch in South Africa (T)
Encyclopedia of Life to be published online (T)
Britain shaken, but not too stirred, by earthquake (T)
What not to do when working from home (T)
Prince Harry promoted to lieutenant (DTel)
Britain to have '9.1m immigrants by 2030' (DTel)
Migration underestimated (DTel)
Three US troops kidnapped by al-Qaeda (DTel)
Youths arrested for racist murder (DTel)
Brutal Taliban leader killed by US forces (DTel)
Brown to build eco-towns (DTel)
Notorious Taliban general killed (DTel)
Schools to drop dumbed-down science (DTel)

Benn caught in sleaze row over family shares (DTel)

Brown heading for coronation (DTel)

Stumped? (G)

Man arrested in NYC therapist slaying (G)

Hotel fall father 'to be free soon' (G)

Canoe mystery man arrested for fraud (G)

Bhutto assassinated (G)

RAF and navy hardest hit by £4.5bn MoD cuts (G)

Soldiers held in munitions probe (G)

Dissappeared man found dead in Venice (G)

How to run a marathon (and enjoy it) (G)

Where to go beat the strong euro (G)

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ÚDAJE PRO KNIHOVNICKOU DATABÁZI

Název práce	Grammar in Newspaper Headlines
Autor práce	Eva Prášková
Obor	Anglický jazyk pro hospodářskou praxi
Rok obhajoby	2009
Vedoucí práce	PhDr. Petra Huschová, Ph.D.
Anotace	Práce zpracovává téma gramatiky novinových titulků, analyzuje gramatické jevy a struktury v nich používané a porovnává titulky dvou typů anglického tisku- bulvárního a seriózního.
Klíčová slova	Novinové nadpisy, Britský tisk, Block language, Gramatika