

The Language of the Headlines

1. Word Choice: Choice of such vocabulary which are short, catchy and powerfully loaded

Lefties or reds - people with left-wing political belief

Slam or blast-to criticize strongly

Vow- to make strong commitment or promise

Soar- to increase rapidly

Sleaze- political corruption

Probe- to investigate

2. **Word play**: create potential ambiguity by using homophone, polysemy, metaphorical association etc

3. **Intertextuality**: words and phrases come from various fields and genres

4. **Sound** : use of alliteration, rhyme and other sound patterning to make the headline memorable.

5. **Loaded words** : use of words with strong connotations

6.Omission of grammatical words: articles, prepositions auxiliary verbs are omitted

7. Noun phrase: headlines usually appear in noun phrase form

8. Class shift: there is usually noun -verb word class shift

9. Large print : headlines are printed larger than the following paragraphs

Functions of Headlines

- To summarize the news story
- Show the importance of the story
- To attract attention of the readers
- to help readers index contents
- To set the mood for the story
- To set the tone of the publication
- To give an attractive appearance