




# Lesson 3 Learning Objectives

-  Further explore the linguistic features of English news headline
-  Write news headlines & leads in the proper style
-  Explore the rhetorical features of news English

# Presentations in the 3/18 Class

1. Analyze the grammatical, lexical and rhetorical features of 2-3 headlines in the *China Daily* (global edition) <https://global.chinadaily.com.cn/>.
2. Review #12 “Love in the Age of Like”, pp. 108-112.
3. Is online dating better than the conventional way of dating?
4. Does the option offered by modern technology for dating doom love or save it?
5. What is behind China’s declining marriage rate and correlated declining birth rate?

# Linguistic features of English newspaper headlines 1

1. *Baby saved amid “weather bomb” alert (THE TIMES)*
2. *Teenager found after 62 days lost in bush (THE TIMES)*
3. *NYC subway train kills man pushed off platform (USA TODAY)*

# Linguistic features of English newspaper headlines 2

1. *Americans cash in on £3bn City office deal (THE SUNDAY TIMES)*

2. *The slanting of a tech hero (REUTERS)*

**slanting:** 偏见

3. *'Argo' wins SAG's top film prize (LOS ANGELES TIMES)*

**Argo:** 《逃离德黑兰》 **SAG:** 美国演员工会

4. *Fed waits for job market to perk up (REUTERS)*

**perk up:** (re)gain energy (重新)活跃起来

5. *Manipulation found in Singapore's FX market (REUTERS)*

1. *Americans cash in on £3bn City office deal* (bn=billion)
2. *The slanting of a tech hero* (tech= technology)
3. *'Argo' wins SAG's top film prize* (SAG=Screen Actors Guild 美国演员工会)
4. *Fed waits for job market to perk up* (Fed=Federal Reserve 美国联邦储备委员会/美联储)
5. *Manipulation found in Singapore's FX market* (FX=future exchange 期货)

# Recap: Linguistic features of English newspaper headlines

1. often omits verb “be”.
2. often omits indefinite articles.
3. often uses present tense to describe sth. happening in the past.
4. often uses shortenings, such as **acronyms**, **abbreviation** and **clipped words**.

Acronym 首字母缩略词: SAG

Abbreviation 缩略词: bn, FX

Clipped word 截短词: Fed, tech

# Acronyms

- CD (compact disk) 光盘
- HOV (high occupancy vehicle) 多乘员车辆
- WTO (world trade organization) 世界贸易组织
- AIIB (Asian Infrastructure Investment Bank) 亚洲基础设施投资银行
- BPO (business process outsourcing) 业务流程外包
- UAV (unmanned aerial vehicle) 无人驾驶机
- GM (genetically modified) 转基因的
- DIMP (double income money problem) 双职工困难家庭
- ROM (read only memory) 只读存储器
- UFO (unidentified flying object) 不明飞行物
- BRICKS (Brazil, Russia, India, China, South Africa) 金砖五国
- NEET (not in education, employment or training) 尼特族（啃老族）

# Clipped words

- doc (doctor)
- info (information)
- vet (veteran)
- teens (teenagers)
- ex (ex-husband/wife)
- dozer (bulldozer) 推土机
- net (internet)
- pop (popular)
- semis (semifinals)
- con (convict) 罪犯
- temp (temporary)
- prenups (prenuptial agreement) 婚前协议



# Word blend 拼綴词

- Oxbridge
- smog
- Deltacron
- pp. 151-152

# Rhetorical Devices in News English

- simile 明喻
- metaphor 隐喻
- metonymy 转喻
- pun 双关
- hyperbole 夸张
- euphemism 婉语
- allusion 暗指；用典
- irony 反讽
- repetition 重复
- antithesis 对照
- parallelism 平行结构；排比
- phonetic rhetoric
  - ① alliteration 头韵
  - ② assonance 元音押韵: A **mad bat** circled the room.
  - ③ consonance 辅音押韵: The uncertain rustle of **noise** caused my **poise**.
  - ④ end rhyme 押韵
  - ⑤ onomatopoeia /ɒnəmə'təpi:ə/ 象声词
    - citation 引用
    - personification 拟人
    - oxymoron 矛盾修辞法
    - parody 仿拟
    - rhetorical question 修辞疑问句

# Match

1. Her mom is as fierce as a tiger.

A. simile

2. *Battle Hymns of the Tiger Mother*

B. antithesis

3. Tiger Mom meets Panda Dad

C. metonymy

(Call me the Panda Dad; I am happy to parent with cuddliness, but not afraid to show some claw.)

D. metaphor

4. This vaccum sucks.

E. pun

5. I'm studying Shakespeare.

This is NOT  
what I meant  
by "lend me  
your ears."

## me·ton·y·my

noun [trope] \mə-'tŏn-ə-mē\

Referring to a thing by a  
related concept.



知乎 @胖胖的焦糖君

\*Even if you disagree with them, you should still lend them your ear and try to understand their point of view.

# metonymy 借代/借喻

using place name for institution, industry p. 335

- Oval Office 椭圆办公室，美国总统办公室 美国总统
- The Pentagon 美国五角大楼 美国国防部
- Silicon Valley 硅谷 美国高科技集中地
- Buckingham Palace 白金汉宫 英国王宫
- Downing Street 唐宁街 英国首相府，英国政府，英国内阁
- Scotland Yard 苏格兰场 伦敦警察局
- The City (of London) 伦敦城 英国金融界 英国商业界
- Beijing 北京 中国政府
- Kremlin 克里姆林宫 前苏联，俄罗斯，俄罗斯政府

# Oxymoron 矛盾修辞法

Combines two opposite qualities or ideas and therefore seems impossible.

- The shorthand of this milestone, is the arrival of a “majority-minority” country, but if the minorities are actually the majorities, we should probably find a cleaner linguistic way to talk about the coming reality.
- deafening silence
- cruel kindness

# Parody 仿拟

The style of a well-known author or work is closely imitated for comic effect or in ridicule.

- A friend in need is a friend to be avoided.
- To Lie or Not To Lie - the doctor's dilemma.

(Shakespeare's *Hamlet*: To be or not to be, that is a question.)

# Rhetorical Question 修辞问句

a question someone asks without expecting an answer.

The question might not have a clear and concise answer, or it might have an obvious answer.

- "...O Wind,  
If Winter comes, can Spring be far behind?"  
-Percy Bysshe Shelley
- "If you prick us, do we not bleed?  
If you tickle us, do we not laugh?  
If you poison us, do we not die?  
And if you wrong us, shall we not revenge?"  
-William Shakespeare



# **Presentations in the 3/25 Class**

1. Write a piece of hard news (informative news) on a campus event adopting the inverted pyramid structure with a headline and a lead.
2. Review #6 “The End of Ownership”, pp. 53-55.
3. After 30, which option is better, owning an apartment or renting an apartment?
4. What are the prospects of China’s housing market in five years?
5. Identify 10 different rhetorical devices from recent articles in China Daily <http://www.chinadaily.com.cn/>, give their contexts and explain their functions.