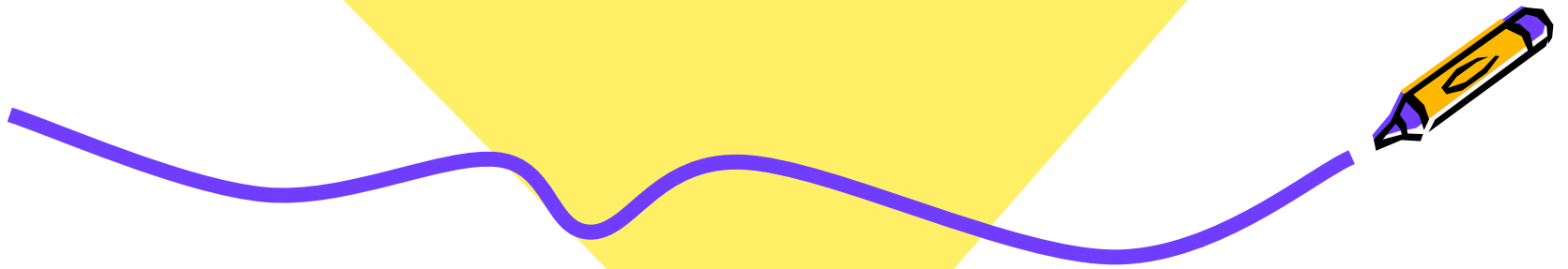




# THE LANGUAGE OF HEADLINES

TYPES OF NEWSPAPERS

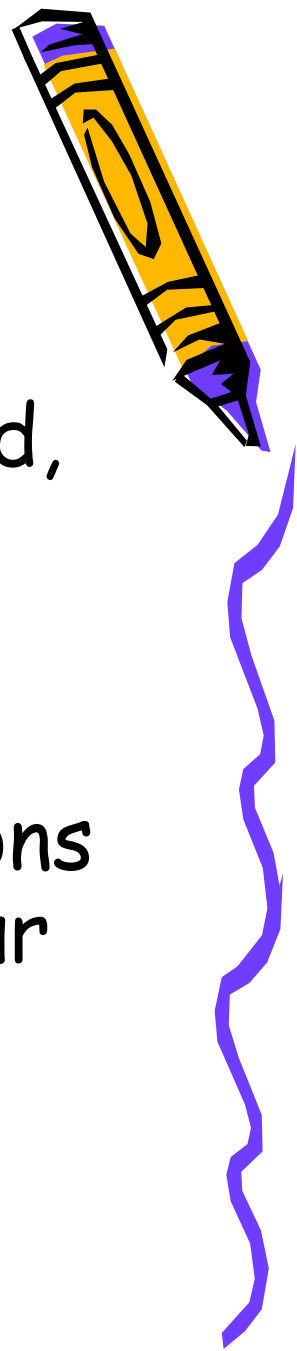


# News

- News comes to us from several sources including word of mouth, newspapers, television and radio broadcasts and increasingly via the Internet.
- Each medium has its own style, but we can also identify a **journalistic register**, of which newspapers are the most significant users.



It is easy to tell by the size and shape of British newspaper what kinds of readers they are aimed at.



- What are the two main types called, and who reads them?
- What other differences are there between newspapers?
- Are there similarly clear distinctions between types of newspaper in your country?



# Possible answers

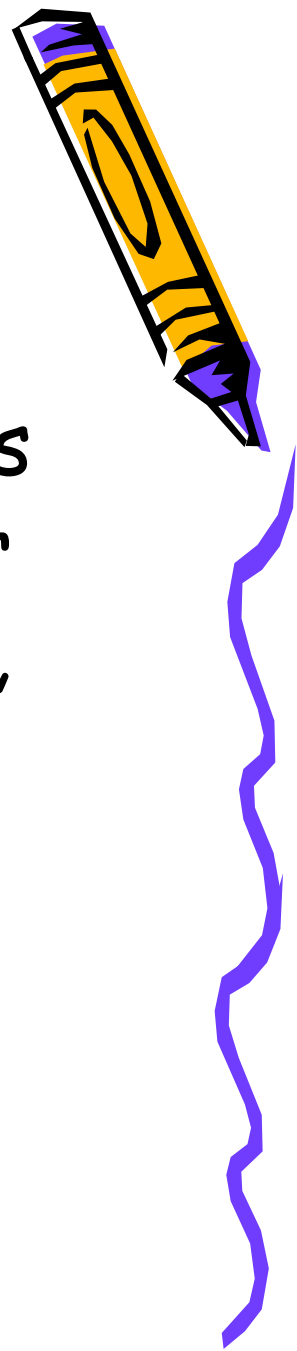


- 1. broadsheets and tabloids.
- 2. There are differences according to the contents, the frequency of publication ( daily, weekly, Sunday supplements),etc.
- 3. In Spain tabloids are more similar to magazines; the big national newspapers belong to a political party, whereas the British press is controlled by a rather small number of extremely large multinational companies.



# Exercise

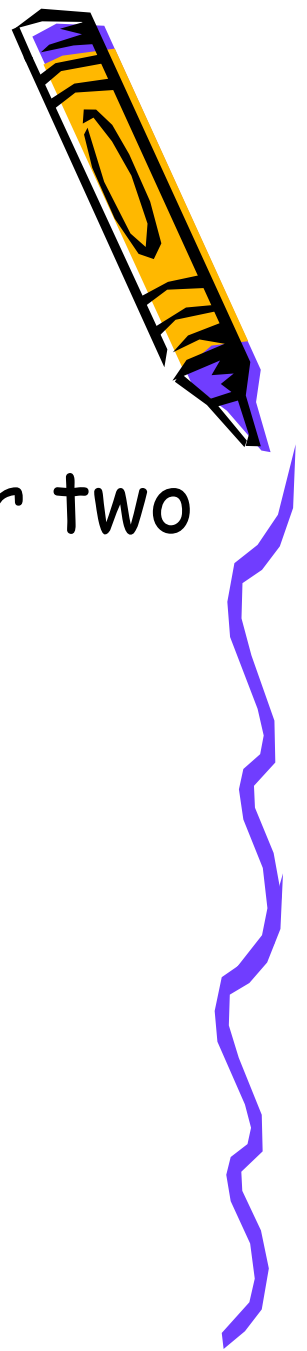
- Have a look at a couple of examples of each type of national newspaper and compare their headlines, style, layout, sections, etc.



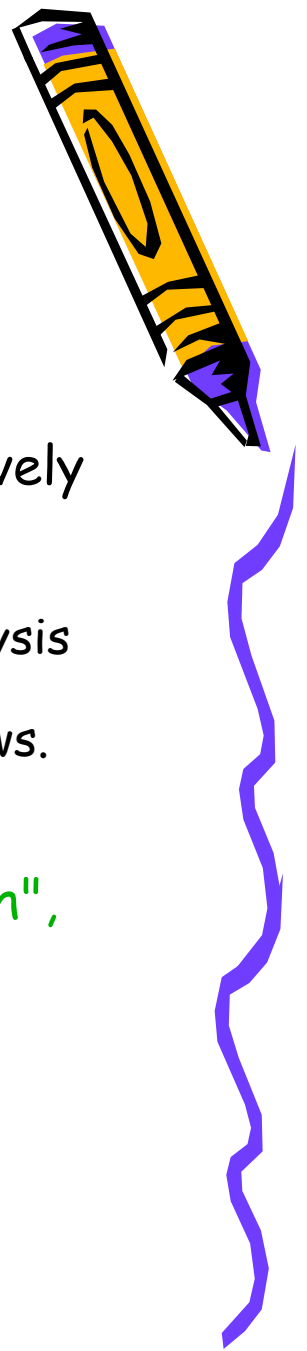
- TYPES OF PAPERS:

## ***BROADSHEETS AND TABLOIDS***

- Each of the national papers can be characterized as belonging to one or two distinct categories:
  - The 'quality press'
  - The 'popular press'.



# BROADSHEETS ( quality press): characteristics



- Broadsheets are quality papers which include long information articles and editorial comments, comparatively few illustrations.
- **Their main aim:**
  - to provide readers with comprehensive coverage and analysis of the international and national news of the day.
  - They devote much space to politics and other 'serious' news.
  - They use a serious tone, formal and wide vocabulary and standard English.
- The best selling quality papers are "The Daily Telegraph", "The Times", "The Guardian".





# The Herald



FRIDAY, JULY 15, 2011 SCOTLAND'S LEADING QUALITY DAILY NEWSPAPER



**WORK IT OUT**  
HOW YOU CAN GET FIT IN THE OFFICE PAGE 11



**ALONSO VICTORY CUTS HAMILTON'S CHAMPIONSHIP LEAD**  
MONDAY SPORT

SPORT

**BRIEFING**

**Waking up the alarm**  
Inquiry schools

**Hand chaps on a mission**

**FOURTEEN**

**STREET THEORY**

**FOUR**

**SPORT**

**THE HOLIDAY HOME**

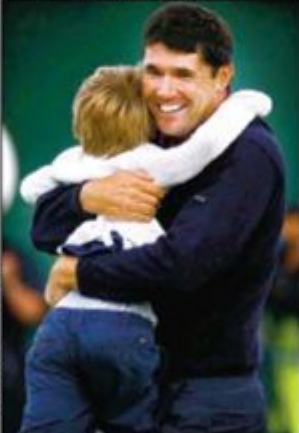
**TELEVISION**

## Minorities twice as likely to be victims of crime

**Police figures reveal inequalities**

Minorities are twice as likely to be victims of crime, according to new research from the Home Office. The figures show that black and Asian people are more likely to be victims of violent crime, while white people are more likely to be victims of property crime.

## HARRINGTON TAKES CLARET JUG



Frankie Dettori celebrating with his daughter after winning the Claret Jug at Ascot.

## Boy, aged 2, dies after being found in country estate burn

A two-year-old boy died after being found in a house that had been burnt down in a fire in a country estate. The fire broke out in the early hours of the morning and the boy was found in the rubble.

READ A BESTSELLER EVERY DAY

**Six Nations Rugby**  
Special supplement  
Sport

**The 30 most romantic films**  
Arts & Bookings picks  
*Jan Mair's Valentine dinner in Paris*  
Weekend

**Short breaks to New York from £249**  
Travel Page 25

# The Daily Telegraph

BRITAIN'S BEST-SELLING QUALITY DAILY

## £10,500 fees if Oxford is to stop the rot

Oxford University is to charge £10,500 a year for students who do not attend lectures. The move is part of a plan to reduce the number of students who drop out of the university.



Private Diana video to be shown on TV

A private video of Diana, Princess of Wales, is to be shown on television. The video shows the princess in a more intimate setting than the public often sees.

## 12 SECTIONS EVERY SATURDAY

**Elton John**  
Goodie to Glam  
News Review  
Page 21

**Sugar and spice**  
Magpie Giffenhead  
compensates  
Hollywood  
Magazine

**Anne Robinson**  
A new shopping season begins  
Comment  
Page 12

**The Thelwell pony**  
Nasty, British and short  
Weekend

**The big freesia**  
The power of perfume  
Gardening



Plus Zoe Heller, Craig Brown, Ben Schott

## Holiday homes plan to tackle shortage of council housing

Holiday homes are planning to tackle the shortage of council housing. The plan involves converting holiday homes into permanent council housing.

## £35m saves Raphael for nation

A £35 million donation has saved Raphael for the nation. The donation will be used to restore the fresco.

## In Brief

**Howard wants Blair debate**

**Kerry 'victim of snipers'**

**How to save the world**

**BUY NOW AND GET A FREE SINK & TAPS AND FREE FITTING!**

**REFACE YOUR KITCHEN**

**THE ORIGINAL KITCHEN RENOVATION**

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**THE ROMANTIC RESORT**

**Sandals**

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Wednesday, October 27, 2007 £5.00 (including VAT) 70p



## Life on all fours

Exclusive: The family of quadrupeds (over 2)

# Migrants in Britain – the official verdict

► They work harder, longer and earn more  
► Concern over impact on crime, NHS and homes

Despite an ever reliable and familiar wisdom that Britain has a large migrant population, it is only in the last few years that a government-backed report has confirmed that the British and all other migrants are doing better than they were when they first arrived. The article says that migrants are doing better than they were when they first arrived. The article says that migrants are doing better than they were when they first arrived.



Working British beauty shop, in a public house, said: 'I've been living in England for five years and I love it'.

**I couldn't escape age question, says Ming**  
The Chinese government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the Chinese people, but it is clear that the Chinese are not getting any younger. The Chinese are not getting any younger.

**Critics criticised**  
The British government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the British people, but it is clear that the British are not getting any younger. The British are not getting any younger.

**BAE chief to quit**  
The British government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the British people, but it is clear that the British are not getting any younger. The British are not getting any younger.

**No-homework PM**  
The British government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the British people, but it is clear that the British are not getting any younger. The British are not getting any younger.

**Tory lobby blow**  
The British government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the British people, but it is clear that the British are not getting any younger. The British are not getting any younger.

**Britain's top quality companies**  
The British government has spent a lot of money on ageing research. It is not clear how much of this is for the benefit of the British people, but it is clear that the British are not getting any younger. The British are not getting any younger.

Five days with Ahmadinejad Page 10  
Knight banners Page 17  
Top Events 2007 Page 18

## Rice calls on Iran to attend Iraq conference



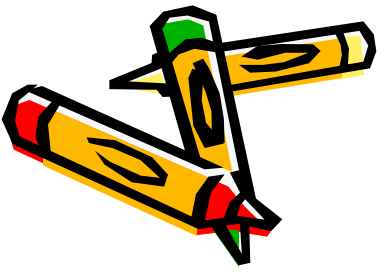
## Poll showdown looms as French demand change

US Secretary of State Condoleezza Rice has called on Iran to attend a conference on Iraq. She said that the United States is committed to a peaceful resolution of the crisis in Iraq. She said that the United States is committed to a peaceful resolution of the crisis in Iraq.

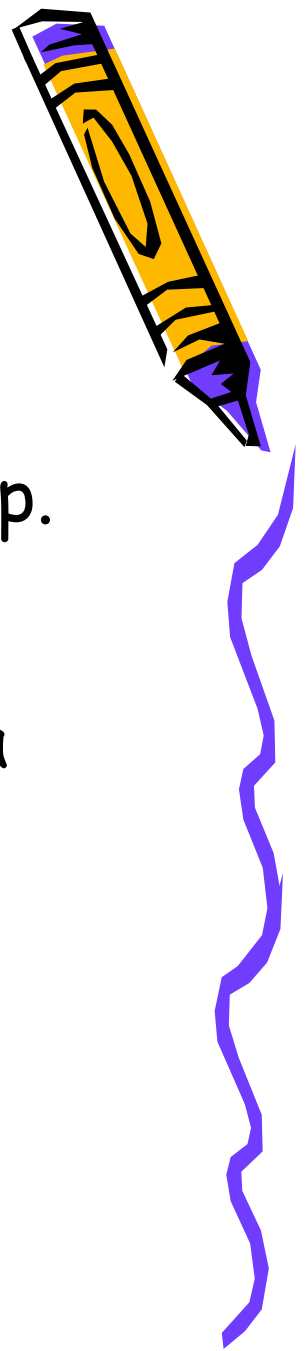
French President Nicolas Sarkozy has announced that he will call a referendum on the EU constitution. He said that the French people will decide whether or not to accept the new constitution. He said that the French people will decide whether or not to accept the new constitution.

Japanese think-tank looks at state fund to manage foreign reserves  
The Japanese government has announced that it will set up a state fund to manage foreign reserves. This is part of a broader strategy to strengthen the country's financial position. This is part of a broader strategy to strengthen the country's financial position.

Advertisement for Harry Winston jewelry featuring a diamond ring and the text: 'Something old, something new, something borrowed, something yours again. HARRY WINSTON'.



# TABLOIDS( popular press): characteristics



- Tabloids are printed in half broadsheet size and sell to a much larger readership.
- They contain far less print than the broadsheets and far more pictures.
- They use larger headlines and write in a simpler style of English.
- They concentrate on 'human interest' stories, which often means sex and scandal!



**\$1 LESS THAN US WEEKLY**

# LifeStyle

WEEKLY

TONY & JESSICA

**FRIENDS FEAR JESSICA GOT DUMPED AGAIN!**

Surf's \$350,000 Wardrobe!

SO PREGNANT! BUT ANGELINA PROUDLY WEARS A BIKINI

PHOTO EXCLUSIVE YES, JEN'S IN LOVE!

WHAT WENT WRONG. As her sister weds, Jessica faces another failed relationship

STEAL THE STARS' LOOKS

EARRINGS \$20

HANDBAG \$46

T-SHIRT \$13

SHOES \$20

**DAILY Mirror** Sunday October 27 2007

NEWSPAPER OF THE YEAR 40p

**JONNY**

Hands off, it's OURS!

**ANT & DECEIT**

AMY DRUG ARREST

EXCLUSIVE

10,000 Lotto tickets to be won

Their shows con phone-in callers out of millions

**NEW YORK POST** 25 CENTS

LATE CITY FINAL

TUESDAY, MARCH 11, 2008 / Clouds giving way to sun, 51 / Weather: Page 28 \*\* www.nypost.com 25c

## SPITZER SEX SCANDAL

Gov. Spitzer's wife, Blah, looks as if she'd rather be anywhere else in the world yesterday while the grimy, apologetic inter being exposed as a class of a prostitution ring.

**HO NO!**

Gov in romp with hooker 'Kristen'    Howls for resignation

REPORTS, ANALYSIS: PAGES 2, 3, 4, 5, 6, 7, 8, 9, 10, 11





# Headline language



- Headline language is elliptical and compressed. It is very important for the readers to study and to understand the headlines.
- Word choice often results in an exaggeration of the meaning; short and rhyming words are preferred.

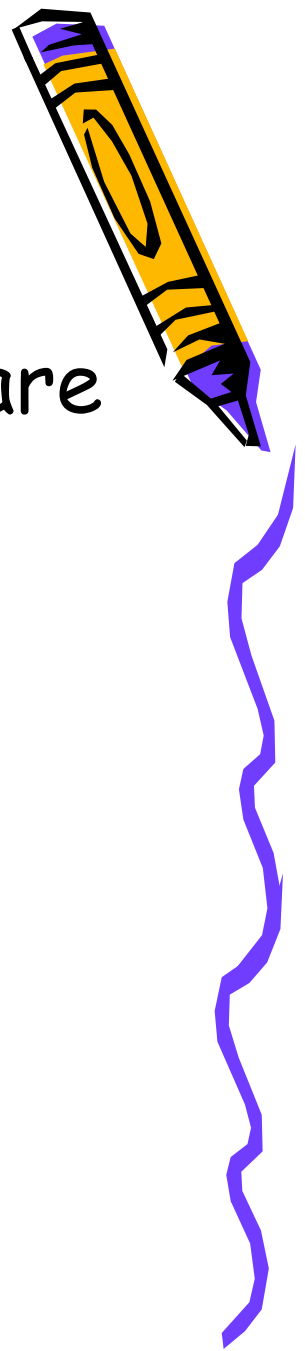


- Many students have difficulty understanding newspaper headlines.

This is because newspaper headlines are often incomplete sentences

- (i.e. *Difficult Times Ahead*).

Here is a guide to the most common exceptions found in newspaper headlines.

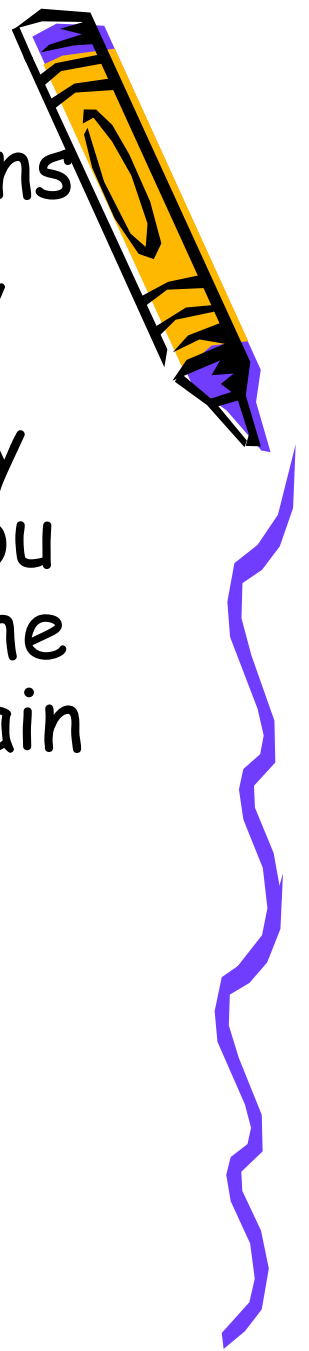


# Noun Phrases



- Headlines often contain a noun phrase with no verb. A noun phrase describes a noun (i.e. *around strange, exotic people*). Here are some examples of noun phrase headlines:
  - *Under Pressure from Boss*
  - *Unexpected Visit*
  - *Overwhelming Response of Voters*





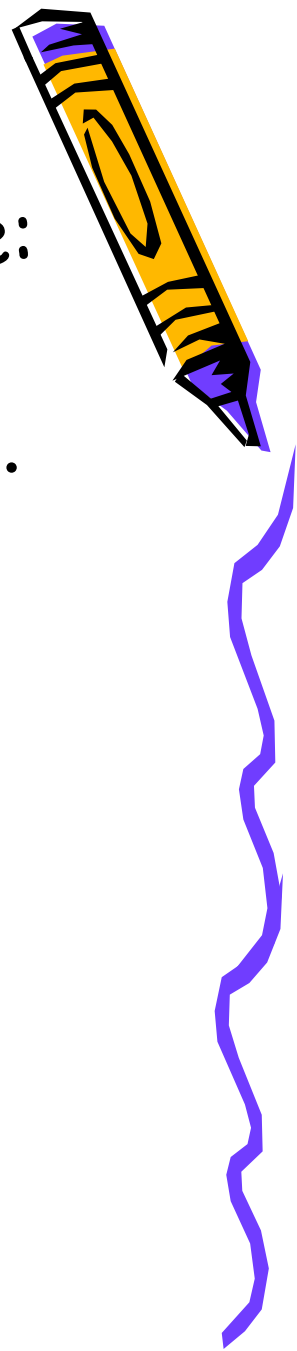
- It's useful to ask yourself questions such as: From what?, About what?, From whom?, To whom? etc. when reading these type of headlines. By asking yourself these questions, you can begin preparing yourself for the article. This practice helps the brain prepare itself by starting to think about vocabulary related to the subject. Here's an example:



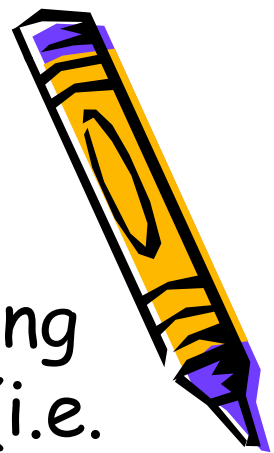


- *Unexpected Visit*

- The questions I can ask myself are:  
From whom? Why was the visit unexpected? Who was visited? etc.  
these questions will help focus my mind on vocabulary related to relationships, travelling, surprises, important reasons for visits, etc.



# Noun Strings



- Another common headline form is a string of three, four or more nouns together (i.e. *Country Leader Question Time*). These can be difficult because the words don't appear related by verbs or adjectives. Here are some more examples:

- **Widow Pension Pay Committee**  
**Landscaping Company Disturbance Regulations**  
**Mustang Referral Customer Complaint**





- In the case of noun strings, it's helpful to try to connect the ideas by reading backward. For example:
  - **Mustang Referral Customer Complaint**
- By reading backwards, I can guess that: There is a **complaint** made by a **customer** about a **referral** program for **Mustang** cars. Of course, you need to use your imagination for this!

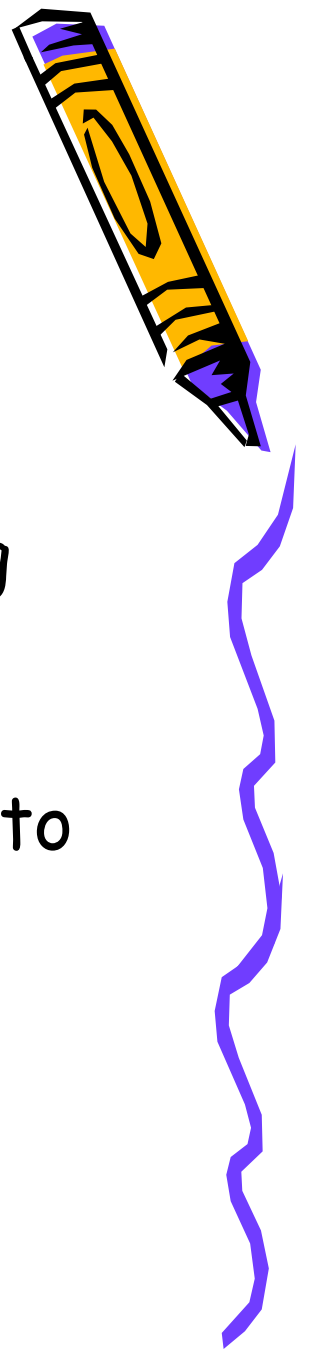


# Various Verb Changes



- There are a number of verb changes made to headlines. The most common are:
- **Simple tenses** used instead of continuous or perfect forms. For example:
  - **Forgotten Brother Appears** = A forgotten brother has appeared (after a long period of time).
  - Professors Protest Pay Cuts** = Professors are protesting pay cuts (at the university).





- The infinitive form refers to the future. For example:
  - **Mayor to Open Shopping Mall** = The mayor is going to open a new shopping mall.
  - **James Wood to Visit Portland** = (Famous actor) James Wood is going to visit Portland soon.



- **Auxiliary verbs** are dropped in the passive form. For example:

- **Man Killed in Accident** = A Man has been killed in an accident.

**Tommy the Dog Named Hero** = Tommy the Dog has been named a hero (by the mayor).





- **Drop Articles**

- Perhaps you have noticed in the examples above that both definite and indefinite articles are also dropped in newspaper headlines (i.e. *Mayor to Choose Candidate*). Here are some more examples:

- **President Declares Celebration** = The president has declared a celebration.

- **Passerby Sees Woman Jump** = A passerby has seen a woman jump (into the river).





# THE ROLE OF HEADLINES



- Is mainly that of offering the chance to the reader to choose . For example, we can have headlines as:
  - "BRIT OZONE WHOLE SHOCK"
  - "WEB OF DECEIT "
  - "ROAD DUEL MAN JAILED "
  - "WE'RE UNITED IN HOPE "
- Headlines usually stimulate the interest of the reader for the content of the article.



**TERROR**  
**TERROR**  
**TERROR**  
**TERROR**

**TERROR**  
Bloody terror

**Terror**  
**strike**

**Terrorists**  
**strike U.S.**  
Terror strikes U.S.

**TERROR HITS HOME**  
**TERROR HITS HOME**

**TERROR**  
**BEYOND BELIEF**  
Terror and disbelief

**Terrorized**  
**TERROR'S TOLL**

**ATTACKED**  
**ATTACKED**  
**AMERICA**  
**ATTACKED**

America Under Attack  
**ATTACK ON AMERICA**

**U.S. UNDER ATTACK**  
**U.S. ATTACKED**

**U.S. ATTACKED**  
**U.S. attacked**

**U.S. ATTACKED**  
**U.S. attacked**

**AMERICA'S**  
**DARKEST DAY**  
Darkest hour

**DAY OF DEATH**

**A NEW DAY**  
**OF INFAMY**

A Day Of Terror  
**Day of terror**

**TERROR, NOW ANGER**  
America's nightmare

**BASTARDS!**  
**OUTRAGE**  
'Unyielding anger'  
'**FIND THE COURAGE**'

**WHAT NOW?**

**AMERICA'S**  
**BLOODIEST DAY**

**ASSAULT**  
**ON AMERICA**

'**EVIL ACTS**'  
**Act of evil**

**ACT**  
**OF**  
**WAR**

'**ACT OF WAR**'  
**ACT OF WAR**  
War at home

**FREEDOM**  
SPECIAL REPORT  
**UNDER SIEGE**

**DEVASTATION**  
Thousands feared dead  
in terrorist attacks on U.S.

**How many dead?**  
**ATTACKS SHATTER NATION**

**AMERICA SAVAGED,**  
**FOREVER CHANGED**

**NATION MOURNS**

'None of us will  
ever forget'

"NONE OF US WILL EVER  
FORGET THIS DAY"

'**MASS MURDER**'

**UNTHINKABLE**

'OUR NATION SAW EVIL'

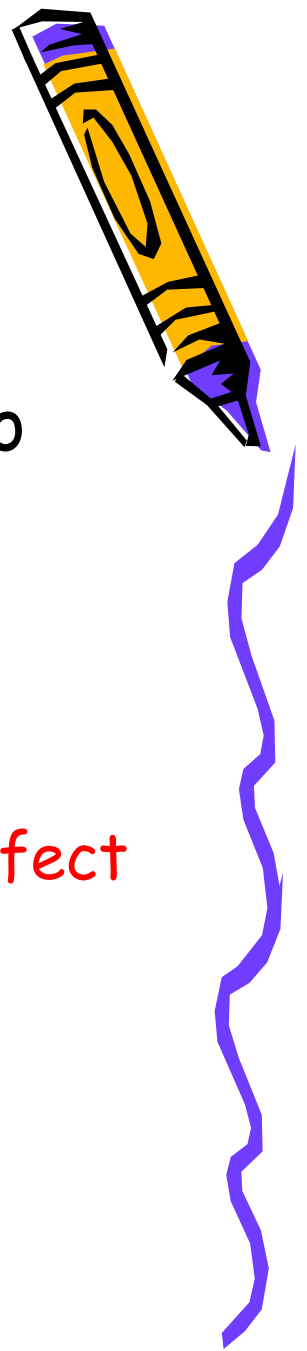
**BUSH VOWS**  
**TO STRIKE BACK**

AMERICA VOWS REVENGE AS  
TERROR CLAIMS THOUSANDS

**Bush vows terrorist**  
**acts to be avenged**

'AMERICA'S FREEDOM  
WILL BE DEFENDED'

# Newspaper Headlines Exercise 1



- 1. Match these newspaper headlines into with the following categories (some headlines fit two categories):
- **Categories**
  - Noun Phrases
  - Noun Strings
  - Simple Tenses instead of Continuous or Perfect
  - Auxiliary Verbs Dropped in Passive Form
  - Articles Dropped
  - Infinitive to Indicate Future



- **Newspaper Headlines**

- **Difficult Times Ahead**

- Forgotten Brother Appears**

- James Wood to Visit Portland**

- Landscaping Company Disturbance Regulations**

- Man Killed in Accident**

- Mayor to Open Shopping Mall**

- Mustang Referral Customer Complaint**

- Overwhelming Response of Voters**

- Passerby Sees Woman Jump**

- President Declares Celebration**

- Professors Protest Pay Cuts**

- Tommy the Dog Named Hero**

- Under Pressure from Boss**

- Unexpected Visit**

- Widow Pension Pay Committee**





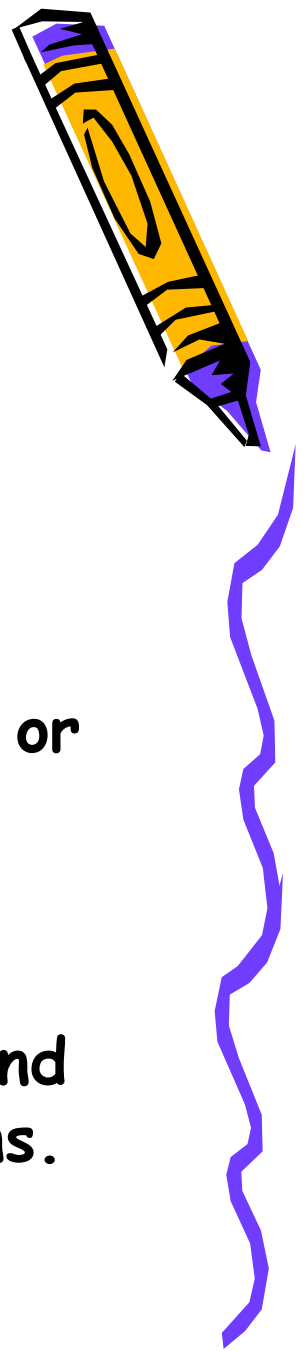
# More headlines....

- Brown defends Russian expulsions
- Bush urges Mid-East peace talks
- Global broadband prices revealed
- Nuclear scare after Japan quake
- US Senate locked in Iraq battle
- Iraq oil city blasts kill dozens
- Detained Americans on Iran TV
- LA cardinal offers abuse apology
- Grapefruit link to breast cancer
- Golf: Ballesteros retires at 50
- Golf: Woods paired with Brits
- Football: Brazil win final
- Ethiopia life jail terms attacked
- Malawi urges national Aids test
- Potter casts spell at US cinemas
- Obama tops campaign fundraising
- UN confirms N Korea nuclear halt
- 'Threat' to EU-Burma embargo
- Germany gives up top job at EADS
- Ibiza marine park 'safe from oil'
- Libya to decide HIV medics' fate
- Israel to free inmates this week
- Police arrest Bangladeshi ex-PM
- Efforts 'to save' Pakistan deal
- TV firm takes rap for Queen error
- EU halts WTO's India alcohol case
- Brain target for stress disorder
- Endangered bird 'makes comeback'
- T-Mobile must open Truphone lines
- New X-Files movie 'coming soon'
- The Green Room



# Remember!

- The style makes use of syntactical conventions such as:
  - noun phrases
  - omission of articles
  - dropping of the auxiliary in the passive
  - use of infinitive to express future events or plans
  - simple tenses instead of progressive or perfect forms.
  - Present Simple to express both present and past events, words used as verbs and nouns.



# Newspaper headlines vocabulary



- a dominant characteristic is brevity.
- Short words save space, and so they are very common in headlines.





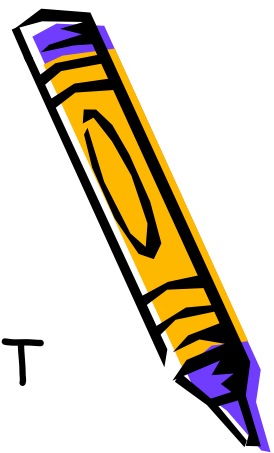
The following is a list of common headline vocabulary.



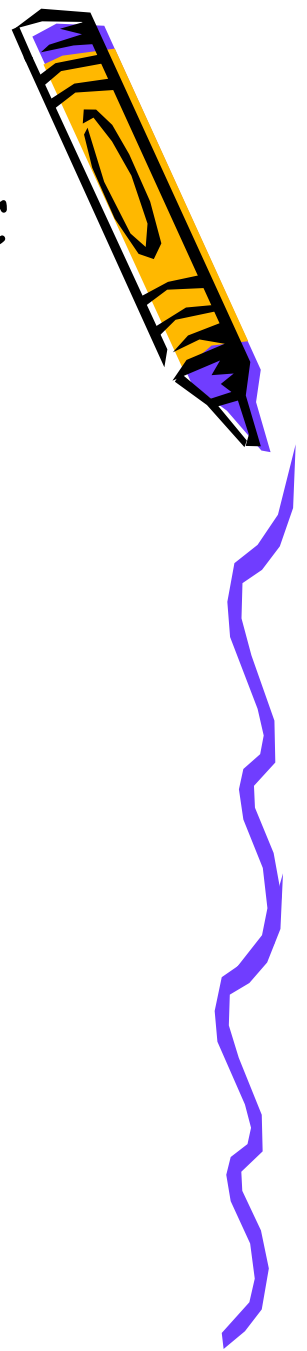
- **Act:** take action; do something  
POWER CRISIS: GOVERNMENT TO ACT
- **Aid:** (noun) military or financial help  
**Aid** (verb): to help  
MORE AID FOR POOR COUNTRIES  
UNIONS AID BANK STRIKERS



- **Alert:** alarm, warning  
TERROR ALERT IN THE CAPITAL
- **Allege:** make an accusation  
BLIND GIRL ALLEGES UNFAIR TREATMENT
- **Appear:** appear in court accused of a crime  
MP TO APPEAR ON DRUGS CHARGES
- **Axe** (verb): abolish, close down  
**Axe** (noun): abolition, closure  
POSTAL SERVICES AXED  
SMALL SCHOOLS FACE AXE
- **Back:** support  
OPPOSITION BACKS PM



- **Ban:** forbid, refuse to allow something  
GOVERNMENT BANS SMOKING IN PUBLIC
- **Bar:** refuse  
HOTEL BARS FOOTBALL FANS
- **Bid:** attempt  
WOMAN MAKES SUICIDE BID
- **Blast:** explosion  
**Blast:** criticize violently  
BLAST AT AIRPORT  
OPPOSITION BLASTS PM
- **Blaze:** fire  
SIX DIE IN TEMPLE BLAZE
- **Blow:** bad news, unfortunate happening  
SMITH ILL: BLOW TO WORLD CUP HOPES



- **Bond:** political or business association  
INDIA CUTS TRADE BONDS WITH CHINA
- **Boom:** big increase; prosperous period  
ECONOMIC BOOM: URBAN RICH TO BENEFIT
- **Boost:** encourage  
GOVERNMENT PLANS TO BOOST EXPORTS
- **Call for:** demand/ appeal for  
TRADE UNIONS CALL FOR STRIKE
- **Campaign:** organized effort to achieve social or political result  
MP LAUNCHES CAMPAIGN FOR TAX REFORMS
- **Claim (verb):** make a statement that something is true  
US SCIENTISTS CLAIM CANCER BREAKTHROUGH
- **Clash:** quarrel, fight  
STUDENTS CLASH WITH POLICE
- Etc.



# Exercise 1



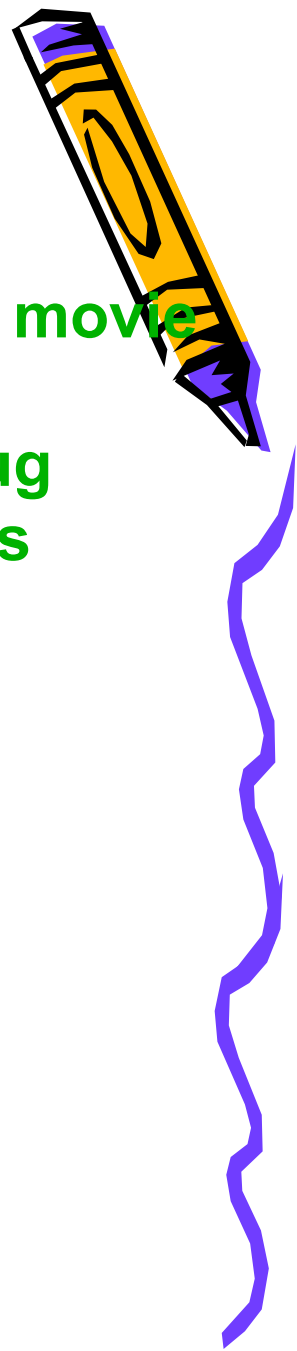
- Browse British or American online newspapers, choose one or two pieces of news and analyze their headline language.
- Write the headline in full.
- Explain the reasons behind your choice.



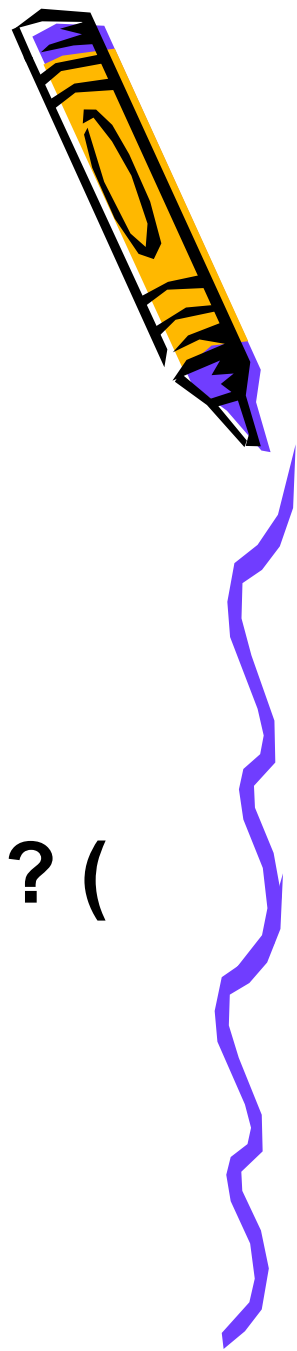
## EXERCISE 2. MATCH THE HEADLINES TO THE TOPICS

- **Company shares rise again**
- **Box office success for new Johny Depp movie**
- **Lose weight and live longer**
- **Breakthrough in research for cancer drug**
- **Train strike causes chaos for commuters**
- **Snow alert for Scotland**
- **Election date set**

- sport
- health
- news
- politics
- business
- weather
- science
- entertainment



# **Homework:** Use this worksheet to make notes



- **Headline:**
- **Where does the story take place?**
- **When does it take place?**
- **Who is involved?**
- **What happened/ is going to happen? ( list the main facts in order)**
- **Key vocabulary**



# Thanks to



- <http://www.perfectyourenglish.com/writing/newspaper-headlines-vocabulary.htm>
- <http://en.wikipedia.org/wiki/Newspaper>
- <http://esl.about.com/od/intermediate/reading/a/newsheadlines.htm>
  - Adapted for advanced levels.

