

العناوين في النصوص الأدبية والعلمية

Headlines in literary and scientific texts

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المخلص

يهدف هذا البحث إلى فهم تصنيف العناوين لغوياً ويتم تمييزها باستخدام تراكيب نحوية ومفردات معينة. وفقاً لـ (Quirk et al.1985:992) ، هناك ثلاثة أنواع رئيسية من الجمل وهي جملة اسمية وجملة فعلية و جملة غير فعلية. تم تصنيف الجمل غير فعلية كعناوين هي تلك التي تحتوي على اسم أو عبارة اسمية ، من حيث طول العناوين ، تمت كتابة العناوين غير فعلية باستخدام عبارات قصيرة ، وهي في الواقع توفر للكتاب نوعاً من "الجهاز اللغوي الذي يمكن استخدامه في مستوى العبارة للأجهزة البلاغية ،تم تحليل العناوين المختارة من حيث الأدوات البلاغية الناشئة مثل التوازي ، وغالباً ما يتم تحليل الرأس إلى عناصر ، ومرجع الرأس ، وقد يكون صفة وظرفاً وعبارة جر أو جار ومجرور .يميز هذا البحث أيضاً لغة العنوان عن الجمل الصغيرة وعلامات التعجب والتجاور. غالباً ما تستخدم العناوين الرئيسية كلمات قصيرة للغاية بطرق غير معتادة كعناصر معجمية ، ويتم حذف ال التعريف وحذف الأفعال المساعدة في لغة العنوان لأن الجملة المنطقية مدفوعة بفعل ديناميكي ، أخيراً في النهج البراغماتي ، ينتقل التركيز الأساسي من العنوان باعتباره ظاهرة لغوية بحتة إلى العنوان باعتباره تواصلياً.

### Abstract

This research aims to understand categories of headlines. Linguistically, they are recognized by using certain grammatical structures and lexical items. According to (Quirk et al.1985:992), there are three main kinds of verbal clauses, namely, finite clause, nonfinite clause, and verbless clause. The verbless clauses have been classified as nonverbal headlines, in terms of the phrases of the headlines, nonverbal headlines were written using short phrases,they actually provide the writers with a kind of a linguistic device that can be used at word or phrase level to the rhetorical devices, the selected headlines have been analyzed in terms the emerging rhetorical devices such as parallelism ,the head often analyzed into elements as the reference of the head , It might be an adjective ,an adverb and a prepositional phrases. This research also differentiates the block language from minor sentences,exclamations and juxtaposition.Headlines often use extremely short words in unusual ways as lexical items, the omission of articles and the omission of auxiliary verbs to be are triggered in block language as the logical sentence are driven by dynamic verb. Finally in pragmaticsthe headline is viewed as a communication rather than a solely linguistic phenomena .

## 1-Introduction:

Galperin (1981:38) defines the word headline as the most important item in a bulletin, title-book, telegrams, advertisements, posters, labels and diaries,. Bram (1995: 108) explains titles applying block language do not usually contain determiners or finite verbs. Reah (1998:49) describes it as a distinct sort of text with a variety of roles that explicitly regulate its language, content, and structure, a headline might be defined as the title provided to an article with a unique manner of writing and function by using as few words as possible. However, the headline's purpose appears to be limited, especially in titles, where titles don't have information.

**2.linguistic features**The syntactic and lexical aspects of the headlines were investigated using content analysis in this study:**A.Syntactic features** headlines Mardh's model (1980:19) exploresThree types of syntactic properties of headlines were investigated: structural type, functional type, and complexity.Leech (2006:104) distinguishes headlines into two clauses:

**1.Verbal Headlines:** headlines made up of sentences in which the primary verb was either a finite or non-finite verb, thus Leech (2006:167) obtained the following results:

- That's a hole lotta trouble.- Klitschko to defend WBC title.
- Reddy to look like Oscar babe.Non-finite clauses, "ing clauses", as we can find an adverb cases of " ing" infinitive, participial and gerund :
- Keeping Prices Down.-To get US aid.- Uphill Going Becomes Harder For Equities.

The roles of direct object and adverbial are the complexity Verbless clauses(Leech, 2006:17-18) argues that we may categorise them as nominal, adverbial( e.g. If possible ).

Headlines with a non-finite verb functioning as a predicate (omitted subject or auxiliary verb) :

-Two held over teen killing .-Sailing into the sunset .

**2.Non-Verbal Headlines:** have the form independent non-verbal phrases nominal, adjectival and prepositional phrases e.g:

- Spain's Tough Answer To Hijackers.

- Kinnock Vision Of Dickensian Future.

- "Not A Bad Prospect" Officials Tell Mr. Thorpe. (Quirk et al. 1985: 992) - Strangely Tentative.

-Implausible Or Inexplicable.

- Of mice and men.

Noun phrases that serve as a subject , an adverbial and an adjective phrases, e.g:

-Drivers in panic over fuel strike .

-Buhari to lawyer.-All the unemployed in our town.

The function of adverb phrases is similar to adjective phrases e.g:

- fortunately enough. - Desperately alone.(Biber, 1999:45)

Noun phrases were analyzed, with form of headlines which were recognized as prepositional and adjective phrases. for examples :

- Inside the home for angry infants .

- A bitter blow.

- Noun phrases realized as a subject and a noun or adjective phrase in the structure of a subject complement , for examples:

-Genius happier with certificate.

-Teen dead after park attack .-Cocaine boys free by March.

-7 dead after Ireland air collision .-American ready to recognise rocket.

-England first to recognise independent rocket.

- Harvich unsure.

- Or modification in noun phrase: a. premodification: e.g.,  
 -Premier league. -Shell shocker. b. postmodification: e.g.,  
 -FA cup final. -Ceaser To Brutus. c. pre and postmodification, e.g:  
 -New bid to find footballer killer. -Hall of fame basketball coach  
 wilkens.  
 -No charges over rott death.

### 3- Metaphor

White (2010:40) describes the creativity use of idioms in headlines. The pattern variously labelled interface in three aspects : naming strategies , word choice and language devices.

a-naming strategies: nominalization , exemplifying and deictic can used as a framing device e.g:

- Queen's plea for more cash.
- Home of parents , school for sons.
- Trip to offshore Extraction.
- Music to our fears.
- Theatre of flood at every drop.
- Unleash the power of the sun.
- whoEls, but the latest greatest.
- Alls well that ends well.

b- word choice : word order is very essential in headline especially a compound noun phrase that is used instead of a longer clause, e.g:

- Internet murder site.
- Higgin rob rap.

c- language devices: using familiar phrases that often come from popular proverbs . e.g:

- To be or not to be.
- Taboo or not taboo.

Colon made up combinations of phrases ,paraphrase or parallel phrases, coordinated and appositional noun phrase, clauses joined by a colon,e.g:

- Freedom for employees: the conflict at grunwick .
- Smithtydeman: lear for the ear .
- The worse the better.
- Once a Catholic, always a Catholic.-More spinned against than spinning.
- Always mature always young.
- Easy come, easy go.-Airport security and glaring complacency. - Barack Obama the Builder. -Boris the smirker .
- Henry , the great.- Trump, the Kremlin power struggle and the \$40bn fortune .

**4- Block Language** Swan (2003: 361-369) takes on the characteristics of block language, they are nounstrings (e.g. House bribery case, new community sanitation facility,)or nominative sentences (e.g. Gloomy Sunday), present tense system (e.g. Suicide bomber attacks Anhui meeting), to-infinitive used for a future event ( Apple to unveil iPhone 6), For is also used to refer to the future movements or plans e.g: (Troops For Glasgow), articles dropped (e.g. police use tear gas,Arrest of 5bombers), auxiliary verbs to beomitted (e.g.Pangloss happy cultivating garden, Confusions Possible,Three suspected MERS patients hospitalized), the subject and part of the predicate omitted (e.g., Still in danger ),andomission of the introductory there (e.g. Fines for dropped calls in Malaysia).Akmajian (2005:24) represented telegraphic forms oflanguage in which the closed-class word or function words are omittedwherever possible such as : articles, demonstratives, possessives, andcopularauxiliary verbs to be , in certain style titles or headlines where messagesmust be reduced to the

essentials. Simple block-language messages often consist of a noun or noun phrase or nominal clause in isolation with no verb needed because all else necessary to the understanding of the message is furnished by context. Quirk's (1985: 719) explains the block language in patterns :

-Election a landslide for socialists. (S.Cs).-Share prices now higher than ever .(S.A.Cs)- Lung Cancer in Women Mushrooms.( S. A.)

( Mardh, 1980:44) invoked that editors must use dynamic verbs and avoid using auxiliaries (verb to be) when a dynamic verb better expresses the meaning. Articles are often omitted because they are not considered strong , one should avoid using parts of auxiliaries " to be" or " to have " as the main verb in the headline. The verb " to be" or "to have " are not needed even as auxiliaries . (Baskette,1982:73 and Laumsupanimit, 1986:55) added that sentences are typically in the passive verb , continuous tense with adjective and prepositional phrases. The (verb to be) is usually omitted.e.g:

- Italy's large elderly population bearing brunt of coronavirus .
- Three killed in Algeria bus collision.
- Iran freeing 70,000 over virus ' too little , too late.
- Legal uncertainty about cancelling leaving Certificate .
- Surprising Insights About World Changing Marketing Campaigns.

Reporters use the structure of to + verb in the future tense (Bowles &Borden , 2008: 183), e.g:

-Virgin Atlantic to seek bailout in coming days-Pakistan unlikely to be out of FATF's Grey List next Month.

(Bowles &Borden , 2008:183 )emphases that nominalization is a rendering of the content of a verb in the form of a noun and the deleted participants at any indication of time have no verb or no tense e.g:

-Tracking the True Toll of the Coronavirus Crisis- The killing of a Palestinian child.

Fowler (1985:71) reminded that passive voice expressed by the subject of the passive verbs which are more frequently detrimental than useful, such as ( arrested, abused ,fined , fired , beaten up, burgled , kidnapped , killed , mugged , sacked , shot ) in the following sentences, e.g :

- Seven arrested over Easter.
- German national kidnapped in central Baghdad.
- Four killed ,30 injured in boiler explosion in Jhajjar.
- Two Officers shot while serving arrest warrant .
- At least one killed , several injured in US mass shooting.
- Six killed in Germany shooting , suspect arrested.

(Mardh, 1980:58) divided the words into two classifications ; closed and open class, The first group includes words like pronouns and prepositions. These words are sometimes called grammatical words or function words. (Quirk, 1991:67) In terms of the noun phrase, it's worth noting that one of the block language's distinguishing elements is the so-called noun string or juxtaposition, which is a link of three or more nouns, for example:

-Elderly care crisis warning. (Biber et al, 1999: 255) . The following analysis nominal headlines are open class modifiers :

- 1) noun- singular or plural (e.g. The comeback kid )
- 2) proper name (e.g. Jack crash)
- 3) noun with genitive 's (e.g. Gordon Ramsay's heaven and hell )
- 4) adjective (e.g. A bitter blow )
- 5) participle (e.g. Deactivated firearms ban )

The premodifiers (noun) of Juxtaposition can be found three nouns connected together, for examples in the headline:

- Stab girl remand
- Canoe couple in court snub

Premodification by prepositional phrase precedes in headline, i.e. ( In gold they rush ) and the motto ( In God we trust ). Both the syntactic structure ( the powerful fronting of in God ) and the semantic meaning of elevated moral sentiment makes the expression all the more inexpugnable at this juncture. The mere juxtapositions and counter saliency meaning brought about evidence an ingenious play on words.

(Mardh, 1980: 55) mentioned the headlines ( Mush From The Wimp) or (Ford to city : Drop Dead ). Sometimes, a dynamic verb signifying motion (for example go) wouldn't occur between subject and adverbial.

**5. Exclamations** As Crystal claims (2006 :219) sometime exclamations are minor sentences without verb (e.g. How patient you are!, or What horrible weather it is!). How or what followed by pronoun and verb omission (e.g. How patient!, or What horrible weather!) .

### ***B. Lexical features***

**1. Vocabulary** According to Van Dijk (1988: 248) divided context into two levels in social situation, it can be either micro and macro structural levels of analyses. At the microstructure level, analysis observe on the semantic relations between syntactic rules and lexical items . Morley (1998:35) points that there are lists of items which are used in headlines. For example, Hospital rap; Killer bug, Death probe, Fire bomb riddle, Poison peril, Corpse horror etc .

**2-Stylistics** Morley (1998:43-45) indicates colloquial Headlines. The usage of stylistic devices is employed. Hakobian and Krunkyan (2009:25-27) observe that numerous adjectives are used to fulfill expressiveness in headlines (word and adjective phrase , adjective sentence):

- I'm Dead Angry With My Ban; Spy catcher Wright.

Chovanec (2003:57) recommends with headlines in the following tactics:

1-A personal pronoun relating to you is frequently used, for example :

- Shopping's bad for you.
- A good job you lied.

2-Action expresses statement in the ultimate state.e.g;

- Rod Stuart sees his thug son jailed.
- The global warming battle: united we stand, divided we fall.
- Coming in soon: Two theaters near you.

Bacon (2012:29) stated that the title assigns a honorific or post-nominal in a book, essay and poem while headline is writing style with syntactic conventions, e.g:

- Gone With the Wind
- Wayward Lion
- Half-night
- Foreign spy
- Prince of the Realm
- Screaming owl
- hair loss
- tears of eyes
- Atomic Structure
- Chemical Bonding

Marked theme is a complement (participant),that is a nominal group which is not a subject ,and thematic selection is in terms of transitivity ,The element (C) complement is realized by nominal group either noun-headed nominal group with extensive verb or adjective-headed nominal

group with intensive verb( Halliday 2014: 59), for examples:

- Cool He Feels.

6 - Harsh Truths Everyone NeedsNow.

10- Things Only Night Shift Nurses Understand.

7- Facts No One Will Ever Know.

**Conclusion:**

1-block language is kind of language uses the shortened syntactic structures usually in phrases and words, rather than clauses and sentences, omission of Copular auxiliary verbs to be or article , omission of subject and Copular, omission of existential there, and omitted possessives.

2-the grammar of headlines breaks many rules such as to-infinitive used for a future event and for is used to refer to the future movements or plans.

3-Numbers go in headline, the sentence start with a number.

4- headlines always involve a present tense verbs, Copular auxiliary verbs to be are weak verbs , a good headlines include a strong dynamic verbs.

5-idioms are widely used paraphrase and parallelism.

6- in term of pragmatic speech acts consist of assertions and not promises or threats, the headline function is a plurality of speech acts ( urging , warning , and informing).

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