LANGUAGE IN INDIA

Strength for Today and Bright Hope for Tomorrow

Volume 7 : 10 October 2007

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Language of Kannada Dailies
Chapter 1

M. N. Leelavathi, Ph.D.

LANGUAGE OF HEADLINES IN KANNADA DAILIES

Thesis Submitted to the University of Mysore for the Degree of
DOCTOR OF PHILOSOPHY
IN LINGUISTICS

by

M. N. LEELAVATHI

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DEPARTMENT OF POST-GRADUATE STUDIES AND RESEARCH
IN LINGUISTICS
KUVEMPU INSTITUTE OF KANNADA STUDIES

UNIVERSITY OF MYSORE
MYSORE
1996

DECLARATION

This thesis entitled LANGUAGE OF HEADLINES IN KANNADA DAILIES is the result of my own study carried out under the guidance of Dr K.Ramasamy, Lecturer, Southern Regional Language Centre, Central Institute of Indian Languages, Mysore and the same has not been submitted in part or in full for any degree or diploma in this or any other university.

M. N. Leelavathi

MYSORE

M.N.LEELAVATHI

24.10.1996

CERTIFICATE

I hereby certify that this thesis entitled LANGUAGE OF HEADLINES IN KANNADA DAILIES embodies the result of the bonafide work done by Mrs M.N.LEELAVATHI for the degree of the Doctor of Philosophy in Linguistics of the University of Mysore under my guidance.

I further certify that this thesis or part thereof has not previously formed the basis for the award of any degree, diploma or other similar award in this or any other university.

Mysore
24.10.1996

(Dr K.RAMASAMY)
GUIDE

DEDICATED TO MY FATHER

SRI M. NARASIMHA MURTHY

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ACKNOWLEDGEMENTS

A research study like this cannot be contemplated in the absence of the guidance and help from different sources at different levels. At this stage, I consider it a rare privilege and earnest duty to express my deepest gratitude to dignitaries, friends and institutions connected with this research endeavour.

My first and foremost thanks are due to my guide Dr K.Ramasamy,Lecturer, Southern Regional Language Centre,Central Institute of Indian Languages, Mysore. This study could see the present form only with his utmost care, encouragement and guidance. He has patiently and meticulously gone through the whole work and provided valuable suggestions for necessary modifications.

Professor D.P.Pattanayak, Professor E.Annamalai, Professor H.M.Nayak, Professor M.S.Thirumalai and Professor Teun A. Van Dijk have inspired and encouraged me in many ways in the beginning stage of this study. I take this rare opportunity to express my whole hearted thanks to them.

My most sincere thanks are due to Professor Francis Ekka, Director-In-Charge, Central Institute of Indian Languages and Professor K.KempeGowda, Director, Kuvempu Institute of Kannada Studies, University of Mysore and Dr K.V.V.L.Narasimha Rao, Principal, Southern Regional Language Centre, Mysore for their encouragement and support for this study.

My heartiest thanks are due to Sri E.N.Mascrenhas, Sri

My hearty thanks are due to professor S.V.Shanmugam and Professor J.Neethivanan, who had encouraged me by responding to my initial synopsis and providing valuable suggestions.

My heartiest thanks are due to Dr T.Manian, Reader in Tamil, University of Mysore, Dr Kushal Kumar, Department of Journalism, University of Mysore, and Dr Jennifer M. Bayer, Junior Research Officer, Central Institute of Indian Languages, Mysore, for their constant encouragement and help in several stages of the study.

In the Central Institute of Indian Languages, Dr K.Vishwanatham, Dr L.Devaki, Sri Lingadevaru Halemane, Dr P.P.Giridhar, Sri Kikkeri Narayana, Sri K.Srinivasacharya, Dr N.Nadaraja Pillai, Sri S.B. Biswas, Smt.Vijayalakshmi A.Patil, and Miss Joy Reddy, have kindly extended their help in one way or the other in the course of preparing this dissertation. My hearty thanks are due to them all.

I record my deep sense of gratitude to Sri Y.N.Krishnamurthy, Editor, Kannada Prabha, Sri P.D.Medappa and Sri Udaya Holla, Advocates, Dr S.Bhaskar, Physician, Dr S.R. Honnalingaiah, Joint Director, Department of Kannada and Culture and Sri Mukunda Purohit, Patrika Academy for their moral support.

My sincere thanks are due to Sri Mir Nissar Hussain and Sri Chinnaswamy for library assistance.

VIATIONS

My profound thanks are due to Sri E.N.Mascrenhas, Sri Joji Varghese and Miss Mamatha for their excellent typing assistance and Smt K.T. Sujata, Smt K.T.Usharani, Sri M.Raju and Sri Arumugam for their help in one way or the other.

accusative case

My special thanks are due to Smt Vijaya Tataji, Proprietor, Vijay Electronics for the neat execution of this thesis.

comparative particle

Last but not the least are my thanks to my beloved mother Smt Aravinda and all other close kith and kin, who have been a constant source of encouragement in all my endeavours and who have all put up with several hardships when I was fully immersed in writing this thesis.

Cative case

Mysore

emphatic clitic

M. N. Leelavathi

24.10.1996

feminine gender

(M.N.LEELAVATHI)

future tense

genitive case

gerund

honorific

imperative

impersonal passive

inceptive mood

infinitive

instrumental case

locative case

KEY TO ABBREVIATIONS

1	first person
2	second person
3	third person
abl	ablative case
acc	accusative case
adj	adjective
adv	adverb
comp	comparative particle
compl	complementizer
complet	completive aspect
concess	concessive
cond	conditional
conj	conjuction
dat	dative case
emp	emphatic clitic
f	feminine gender
fut	future tense
gen	genitive case
ger	gerund
h	honorific
imp	imperative
imp.pass	impersonal passive
incep	inceptive mood
inf	infinitive
ins	instrumental case
loc	locative case
m	masculine gender

n	neuter gender
neg	negative
nom	nominative case
npst	nonpast tense
opt	optative mood
pass	passive
pf	perfect aspect
pl	plural number
pp	past participle
pr	present
pro	proform used in participial nouns
prog	progressive aspect
pronom	pronominal predicate suffix
prox	proximate
pst	past tense
q	quotative
Q	question
refl	reflexive
rp	relative participle
s	singular number
sent.nom	sentential nominalizer
sug	suggestive mood
voc	vocative
∅	item deleted
i	coreferential NP

" ... We are interested in how people use language and in how language varies according to use. Behind this lies a concern with the nature of language itself..."

Halliday (1973 : 365)

CHAPTER 1

INTRODUCTION

CHAPTER 1

INTRODUCTION

'An expression properly chosen and aptly used is like a ripe fruit of excellence', says Sarvajña (circa 1400 A.D), a mediaeval Kannada poet, highlighting the importance of language in general and its use in terms of choice of expression in specific in making human communication highly effective. This is true not only of language use in interpersonal communication but also of language use in different domains of mass communication such as literature, cinema, radio, television, magazines and newspapers. Mass communication and mass media have become increasingly important in the modern world because of their multifarious functions in society such as disseminating information , socialization, motivation, educating, cultural promotion, entertainment and integration (see UNESCO report 1982:14). In carrying out these functions successfully and effectively, the way language is used in mass media is an important influencing factor, which demands a systematic study.

Of the different mass media, newspaper assumes a great importance as it everyday deals with dissemination of current information pertaining to all different aspects of human life such as social, economic, political and cultural at national and international levels. In a newspaper, the headlines occupy a prominent position by summarizing the most important news of the day in a nutshell and facilitating the reader with quick reading and comprehension. It is needless to say that the choice of

expression plays a vital role in making newspaper headlines more effective. What kind of choice of expression makes a headline effective and how different kinds of choices are preferred in the process of arriving at headlines from the corresponding news items,are worthy to be studied from a linguistic perspective.

1.1 The newspaper headlines - An overview

A daily newspaper widely covers news about government and official matters; meetings of parliament,state legislatures, local bodies, and subsidiary agencies of government ; functions attended by ministers, officials and VIPs; activities, movements and statements of people already known to the public such as businessmen, leaders of industry, scientists, educators, sportsmen, film stars and cultural and religious leaders ; accidents, crime, police and courts; health and hospitals; money and business; science and economics; cultural and religious events and political meetings (see Parthasarathy, 1984:26). To collect the above news, some of the leading newspapers have their own news bureaus at the national capital and correspondents in the state capitals and international cities, besides the Indian and foreign news agencies, which supply news from every nook and corner of the world.

There are three major components of a news item that appears in a daily newspaper. They are : (i) the headline, (ii) the lead and (iii) the news story. The lead forms the beginning of the news story and it holds all the essential

facts. As pointed out by Metz (1977), a news lead is arrived at from the story by means of the six questions -'who', 'what', 'when', 'where', 'why' and 'how'(see P.39). The headline is the 'top' and the most important 'identification tag' of a news report. The headline together with the lead is undoubtedly the main category of a news report and special care is given to their formulation by news makers (see Van Dijk,1986:6;1988:53). The lead may or may not form the basis for arriving at a head-line.

The headline assumes all importance in a daily newspaper as a digest and condensation of the whole story in a few words and a large number of newspaper readers are exclusively dependent on the headline for getting the news. As revealed by the studies in mass communication and psychology, the headline plays a special role in information processing (see Van Dijk, 1986:5). It is also a prime factor in determining the quality and circulation of a newspaper. As mentioned by Krishnamurthy (1985), "the fate (haNebaraha) of a newspaper is determined by the headline (talebaraha) of that newspaper" (P.25). In the same vein, it has also been pointed out by Kamath (1981) that " the headline is like air and water, taken for granted and yet without it , no newspaper can possibly sell" and "a newspaper may be judged pretty accurately by its headline" (P.213).

The significance of the headline lies with both its function and form. The core function of the headline is to inform the news precisely and accurately to the headline reader by indexing or by directing him /her to the news story.

The other subfunctions of the headline are to convey the reader the relative significance and seriousness of the news, to make the newspaper attractive and to give the newspaper character and stability (Westley, 1980 : 131-132). These functions are effectively carried out by different formal devices such as choice of expression, punctuation marks and typography. In determining the form and size of the headline, the space proves to be the decisive factor.

The choice of expression includes the preference for particular syntactic structures, particular words and different rhetoric devices. The different syntactic structures used in headlines are characterized with a number of deletions at clausal, phrasal and lexical levels and they contribute significantly to achieve brevity and preciseness. The structures which involve focussing through reordering of words, phrases or clauses add to the attractiveness of the headline. The choice of apt words with rich semantic and emotive contents also significantly contributes to achieve brevity, preciseness and attractiveness besides accuracy. The use of rhetoric devices such as simile, metaphor, pun, oxymoron, etc. plays a vital role in making the headline attractive besides fulfilling effectively the indexing function. The punctuation marks like comma, colon, dash, dot etc. are very useful for compressing the headline further and making it brief and precise to the optimum degree. The typographical aspects such as page lay-out, column length, multideck, multiliner and letter-types (roman, bold and italics) are all significant in conveying to the reader the relative significance and seriousness of the news besides contributing

to the attractiveness of the headline.

The headlines have different stylistic varieties related to the function , typography and audience. Based on the function, the headlines are classified into news-style heads and free-style heads (see Evans, 1974 : 13). The news-style heads always give information impartially while the free-style heads involve a question, a joke, etc. The headlines on the front page, which draw the reader's attention to the main points in the news and which are of a purely informative character, are of the former type. The headlines such as those above editorial articles, which express the editor's views or comments on a particular situation, are of the latter type. The uses of different rhetoric expressions and structures involving focus or topicalization are more typical of the free-style than of the news-style heads (see Simon-Vandenbergen, 1981 : 60 - 62). A distinction has also been made between labels and headlines as forming functionally different styles (Evans, 1974). A label just gives a vague hint as to the contents of the article fulfilling the indexing function only whereas a headline gives the accurate information fulfilling both summarizing and indexing functions. The labels are usually marked by the use of simple nouns or adjective / adverb + noun structures. The headlines are expressed in a more detailed way and through sentential, clausal and phrasal structures.

Different styles of headlines emerge from different typographical aspects like vertical and horizontal patterns, column rules and type size. The vertical pattern or arrangement used for separating two or more independent units of a headline

leads to the multideck style, which was frequent in use in the early stages of evolution of the newspapers but is rarely used in the modern newspapers (cf. Westley 1980 :134 and Kamath 1981:221). The different decks in a multideck headline are normally structurally relatable. When a relatable first deck is underlined and presented in relatively lower size letter types it is called as a shoulder head. In cases where the first deck is label like and not structurally related to the following decks, it is underlined and considered as a kicker head. Sometimes a similar head is given in the middle of the news story as a shoulder head. The multideck style, of late, has been replaced by single line and multiline patterns. The single line heads are mostly preferred for themes and events which are of great importance and they occupy more than a single column. The single line headline which finds a place on top of the first page and which is spread among all the columns of the page is called as a banner headline. The banner headline is closely related to the relative significance and seriousness of the news. Keeping in view the value of space in a newspaper, the use of single column multiline headlines is on the increase in the present day newspapers. There are four kinds of single column multiline in use. They are : (i) stepped, (ii) inverted pyramid, (iii) long short long and (iv) flushed head (for further details see Kamath 1981 : 221-222). The above patterns of the single column headlines help a lot in space saving. The different typographical styles of headlines described above and the styles that emerge from the use of bolder letter types of various weights and widths help to

catch the eye, thus significantly contributing to the attractiveness.

The headline style also varies according to the class of newspapers, 'quality' or 'popular'. The classification of newspapers as 'quality' or 'popular' refers to the type of reading public and the paper's adaptation to its public. The adaptation is reflected both in the type of information the paper provides and in the way it presents it. The 'quality' newspapers are characterized with smaller headlines while the 'popular' ones go for longer ones for the same piece of news. Also, the former ones cover more topics than the latter ones. In terms of language use, a 'quality' newspaper prefers the formal style while a 'popular' newspaper goes for a colloquial one. Among the national dailies in Great-Britain, 'The Times', 'The Guardian' and 'Daily Telegraph' are considered as 'qualities', while 'Daily Express', 'Daily Mirror', 'Daily Mail' are considered as 'populars' (see Simon-Vandenbergen, 1981 : 63). The circulation figures are likely to be higher for the 'populars' than for the 'qualities', which are usually more expensive.

Keeping in view the core function as well as the typographical aspect, the headline has been defined by Westley (1980) as " any line or collection of lines of display types that precedes a story and summarizes or introduces it" (P.132). The above definition is journalistically oriented and very general. A specific and linguistically oriented definition of the headline has been provided by Simon-Vandenbergen (1981) as follows : "Headlines are potential sentences in all cases, with structural, lexical, semantic and

contextual factors favouring a more left or rightward position on a scale going from non-sentence to sentence. The closer a headline is to an orthodox sentence pattern the more rightward on the scale it will be. At the other end are the pure labels" (P.102). According to this definition, the term 'headline' broadly includes both label like and sentence like structures. This definition proves to be very useful for the study of headlines, especially the language of headlines.

1.2 Language of headlines - Previous study

The language of newspaper headlines has attracted the attention of both the linguists and the non-linguists, especially the journalists. The journalists have touched upon the linguistic aspect of headlines in fragmentary and incomplete ways. Garst & Bernstein (1933), for instance, have mentioned that the verb is all-important and even essential in a good headline and the impression of 'colorful, active, forceful' style is not conveyed by adjectives but by verbs (cf.P.144). Commenting on this proposition, Simon-Vandenbergen(1981) has stated that " we can find many counter examples in headlines of The Times, in which the verb plays a semantically minor role " (P.47). The instance of the nominal headlines without verbs being prevalently used in the newspapers of Indian languages also stands as a strong counter to Garst & Bernstein's proposition. In several other journalistic studies, while mentioning about the qualities of a headline, the terms such as 'simplicity', 'informality', 'impact', 'accuracy', 'intelligibility', vigour and attractiveness, are

often used without linguistically defining them or with vague grammatical and lexical remarks and examples (Krishnamurthy,1969; Aditanar,1971; Evans,1974; Westley,1980; Kamath,1981; Parathasarathy, 1984;Devendra Kumar, 1987).

The linguistic studies on the language of headlines are very few. Quite earlier, the great linguists like Sapir (1921), Jespersen (1924) and Firth (1935) have given thought in this respect . Sapir (1921), discussing about how a headline could be arrived at by reducing a sentence remarks that "headlines, however, are language only in a derived sense " (P.36). The hint here is that the language of headlines is characterized with significant deviations from the standard language. Jespersen (1924) also remarks that the headline usages " fall outside language proper" (P.311). While reviewing the pioneering work on the language of newspaper headlines by Straumann (1935), Firth (1935) justifies the need for this sort of study as follows : " Many people have been surprised that headlines, hitherto only laughed at, could form a subject of serious study by a scholar of university rank" (quoted from Simon-Vandenbergen, 1981 : 9).

Straumann (1935) was the first linguist to take up 'headlines' as an object of grammatical description , and to have realized that they have a grammar of their own. He has attempted to analyse the headlines of British and American English newspapers from the points of view of sociology, psychology, history and linguistics. He has considered the language of headlines as a 'block-language' and shown that new methods of descriptions are necessary to handle this language

variety, especially taking into account 'situation, context and cultural background'. He has devised a new method and claimed that it could be applied not only to headlines but to the entire sphere of 'block-language'. Simon-Vandenbergen(1981), who has critically examined the entire work of Straumann, has remarked that Straumann's purely formal approach has failed to tackle many interesting points at the classificatory level, as for instance, the headlines have been grouped together that would never be considered as belonging to the same type and his frequency statements have not been supported by statistical evidence. In the concluding remark, She has stated:

" Struamann was interested in the methodological aspect rather than in the material as such. Although this method did not always prove very revealing , the book undoubtedly provides a stimulus for further investigation. Struamann's work is especially valuable for having shown that headlines are a possible worthy object of linguistic analysis" (ibid, PP 37-38).

Simon-Vandenbergen (1981), has also reported in her study three important works of German source, two on English headlines (Maurer,1972 and Sobotka,1951) and one on German headlines (Sandig,1971). Maurer's work is a diachronic study (1925 to 1967) of headlines collected from different English dailies viz., 'Daily Express', 'Daily Mirror', 'Daily Telegraph', 'Yorkshire Post' and 'The Times'. He has dealt with such aspects as function of headlines, vocabulary, typography and other stylistic devices. From his statistical study, it is found that in 1967 the nominal headlines were on the decrease

and the use of verbal headlines had a higher percentage. It is also found that there was a gradual decline in the use of multideck headlines and a trend emerged to introduce bold types and allot more space for headlines. The study is restricted to a brief survey of possible structures and vocabulary selection. The rhetoric expressions such as rhymes,alliteration, metaphor, oxymoron, personification, etc., have been considered as stylistic devices. According to Simon-Vandenbergen (1981), the study does not go deeper into interesting issues. As for instance, the classification of headlines is based on a mixture of formal and functional criteria and overlooks the element of 'context of situation'. This has resulted in overlapping of categories (for illustration see ibid, P.39).

The study by Sobotka (1951) has drawn attention to a few typical features (lexical and syntactical) of headlines in 1951. This is a synchronic study with no statistical basis. It has dealt with articles, pronouns, prepositions, verbs, adjectives and other attributive combinations, competing genitive forms (with 'of' or suffix-'s), synonyms, the sequence of noun + noun, ambiguity, alliteration and rhyme. His treatment of the above issues have taken the form of a comparison with the rules in traditional grammars. The limitations of this study in terms of linguistic description,inaccuracies in certain generalizations made and circularity in some of the arguments have been pointed out by Simon-Vandenbergen (1981 : 43-44) in her critical review of this study.

From the linguistic point of view, the study on German headlines by Sandig (1971) is more interesting than the others on

English headlines, as commented by Simon-Vandenbergen (1981). The starting point in this study is related to the question whether a meaningful distinction could be made between 'label' and 'headline'. Sandig (1971) has rightly rephrased the opposition as one between non-sentence (label) and sentence (headline). She has defined a sentence in the context of headlines as " a new and syntactically independent combination of lexemes" (ibid,P.38) (quoted in Simon-Vandenbergen, 1981 : 45). According to this definition, only the combination which is new in the situation is a sentence, whatever its syntactic form may be. The major distinction between sentence -headlines and labels is thus based upon whether the factor 'new' is present or not. A nominal sentence has 'new' while a label does not have it . The classeme-system approach, which accommodates the overlapping of syntax and semantics, has been used in this study for analysing headlines. It has been claimed by Sandig that this approach provides criteria for separating verbal sentences without a predicate on the one hand and nominal sentences on the other hand, which cannot be distinguished on a purely formal/ syntactic basis.

A very comprehensive and systematic study on the language of headlines has been done by Simon-Vandenbergen(1981). In this study , the headlines of 'The Times' for a period of 100 years (1870 - 1970) have been analysed synchronically as well diachronically. Both the syntactic and stylistic aspects have been studied in detail. The corpus of data for the study includes a total number of 24,240 headlines uniformly spread through the period of 100 years, at the rate of 20 headlines

from the first issue for each month. The broad objective of the study is to identify the distinctive linguistic features that would establish headlines as a functional variety.

The study has been organized in five major parts, each part consisting of several chapters and sections. In part-I, the different functional and stylistic aspects of headlines have been described and strong arguments in favour of considering headline language as a functional variety have been developed. The similarities and differences between headlines and other functional varieties such as 'chapter-headings' / 'book-titles', 'telegraphese', 'language of advertising', 'pidgin' and 'baby-talk' have been clearly brought out. An extensive critical survey of the previous works on headlines and some background information about 'The Times' are also found in this part.

The linguistic approach adopted for the investigation has been dealt with in part II. The traditional grammatical approach which combines formal and notional criteria for the classification and description of structures has been adopted (as propounded in Quirk, et al 1972). At the classificatory level, headlines have been grouped into different categories, mainly on the basis of their surface structure, taking into account both form and meaning as determining factors. At the descriptive level , headlines which were initially grouped together, but which clearly differ in underlying structure, have been further distinguished. The term'underlying structure' used here is just indicative of the omissions and structural changes involved in arriving at the surface headline and it does not include the technical details of transformational rules

described in the Transformational-Generative grammatical models (for example, Chomsky,1957 and 1965). The distinction made by Leech (1966) between disjunctive grammar (abbreviated mode referring to the sort of language used in headlines and telegrams) and discursive grammar (mode of ordinary connected discourse) has been examined and found inadequate for the description of headlines. The disjunctive grammar does not account for the headlines with similar surface structures, but having different underlying structures due to both semantic and contextual-situational factors. A semantic-communicative definition of the sentence as a complete and novel utterance has been adopted. With regard to the distinction of sentence and non-sentence, the notional criterion (+ new) proposed by Sandig (1971)is found inadequate from a formal and linguistic viewpoint and a scale view has been proposed by way of incorporating different degrees of non-sentential structures in headlines. According to this view, headline includes both labels and non-labels. A label is also a potential sentence.

Part III is the major part devoted for the syntactic classification. The headlines have been broadly divided into two categories, verbal headlines and non-verbal or nominal ones. The verbal headlines contain a verb main clause or verb subclause. The nominal headlines are all characterized by the absence of verb (main clause as well as subclause). The nominal category of headlines, which has been first dealt with, has been further subclassified into 14 structural subtypes (see pp.117-119). While about 15,120 headlines out of 19,065 belong to nominal category, the distribution of the subtypes is indicative that

the majority of nominal headlines are of the two structures viz., (i) a noun phrase consisting of a head noun with premodifier(s) only and (ii) noun + preposition + noun. The development over a period of a 100 years is towards a decrease of nominal headlines in general. The verbal headlines have been classified into three categories, (i) verb in main clause, (ii) verb in subclause and (iii) a headline containing both a main verb and a subordinate verb clause. There are different structural types under each category (see pp.203-242). It is observed that there is a steady increase of verbal headlines from 1870 to 1970 (3.75% in 1870 and 73.75% in 1970). The verbal headlines containing non-finite verbs are found to be more frequent than those containing finite verbs (non-finite - 70.65% and finite - 29.35%) (see Table 17). The nominal headlines have been described with the help of underlying structures, which imply what sort of information is expressed in what way and what sort of information is omitted. The nominal headlines are characterized with omission of verbs and certain nouns, compression of information and different nominalization processes. Subject ellipsis is quite common with the verbal headlines.

The functional and stylistic features of different grammatical elements and certain vocabulary items have been discussed in Part IV. The use of noun groups involving two and more nouns and the syntactic relationships between the participant nouns and their frequency have been discussed in detail.The use of articles and ellipsis of articles in headlines have also been discussed.The personal and demonstrative pronouns

are found to be rarely used in headlines. The frequent use of the prepositions such as 'on' and 'over' and their meanings, the use of quotation marks as a means of compression, the more common use of genitive suffix '-'s', the relative frequency of adjectives and the use of certain short words as a means of economy have all been dealt with in some detail.

The salient point about the conclusion (Part V) is that the linguistic features of headlines inferred from this study have proved the relation between function and form very obvious. This relation is found to have manifested in the syntax, the morphology and the vocabulary. Different linguistic features of headlines have been correlated with five contextual factors viz., (i) the fact that the medium is writing, (ii) limited space allotted for the headline, (iii) time of the event described in the headline, (iv) the specific communication - relationship between the headline writer and the reading public, and (v) the presupposition on the situation in order to interpret the implications of the headline. The linguistic features that correlate with the five contextual factors, have been considered as functional features, which reflect early choices.

This study by Simon-Vandenbergen(1981) on the whole serves as a good model for future studies on language of headlines.

There is no linguistic study in the Indian context devoted exclusively for analysing the language of headlines. A few studies which have concentrated on the language of news media in general have also touched upon certain lexical and

syntactic aspects of headlines. Manian (1979) studying the language of Tamil dailies has underlined the importance of headline language and pointed out the predominant use of elliptical and nominalized structures in headlines. He has also touched upon the derivational possibilities of different types of headlines involving compound nouns and other complex syntactic structures. This is a purely descriptive study, where the functional features of headline language have not been taken into account. Suresh Kumar (1978) while dealing with Hindi in advertisement, has pointed out that headlines of newspapers as well as advertisements are characterized with the frequent use of 'minor sentences', which accounts for the attention value of the language. Ramarao and Ramakrishna Reddy (1984) while studying the influence of English on the syntax of Telugu newspapers, have identified nominalization as one of the striking features of the newspaper headlines. They have impressionistically estimated the percentage of nominal headlines as ranging from 90% to 95%. I reviewed above reveal

In a case study on the headline readability of English dailies of Karnataka, Priti Kapur (1985) has identified a number of misleading and ambiguous headlines, especially with those related to social and religious issues. She has also reported that the headlines of political news stories had a high rate of accuracy. She has further codified the preference of the readers for brisk, active, accurate and informative headlines. Dubey (1989), in his study of newspaper English in India, has made a distinction between news-story headlines and editorial headlines and attempted to functionally differentiate them. While the news

story headlines are primarily aimed at a rough summary of the contents of the news items that follow, the editorial headings are designed more to focus than summarize. The news-story headlines are found to be marked by the absence of SVC (Subject-Verb-Complement) structure whereas the occurrence of this structure is fairly higher in editorial headings.

Narayana and Sujñaanamurthy (1995), while referring to the different types of nominal headlines occurring in Kannada dailies, have contrasted them with the verbal headlines and interpreted them as new and deviant structures leading to a change in the original structure of the language. They are especially concerned with the headline types involving structures such as past participle + noun, casal noun phrase + noun. Instead of looking at this development as a part of the evolution of headline language as a functional variety, the authors have differently interpreted it as a factor affecting the structure of the standard language.

The Indian studies reported and reviewed above reveal the fact that a detailed and systematic study of headline language especially of newspapers in Indian languages has not so far been undertaken. From the Western studies, especially from the study of Simon-Vandenbergen (1981), it is understood that such a study in the context of newspapers in Indian languages is a desideratum and is important from the point of view of both linguistic description and linguistic theory. It is in the above context that the present study has been undertaken.

1.3 The Present Study

A detailed linguistic analysis of the headlines of Kannada dailies has been attempted in the present study. The morphological, syntactic and semantic aspects have been kept in view. Besides the language used in the headlines, the uses of multidecks, punctuation marks and rhetoric expressions and their linguistic implications have also been considered.

The headlines for the study were drawn from the three major daily newspapers of Kannada viz., Kannada Prabha, Prajavani and Samyukta Karnataka. From the points of view of the wider news coverage, circulation figures and the price, all the three dailies belong to the category of 'quality'newspapers. In terms of the circulation figures, Prajavani is leading with the highest circulation of more than about one and a half lakhs copies. Kannada Prabha with a circulation of around one lakh copies occupies the second place. Samyukta Karnataka in the third place has a circulation of over seventy five thousand copies (the approximate circulation figures were obtained through personal communication with the respective newspaper offices). Prajavani and Samyukta Karnataka have chain editions from Bangalore and Hubli, while Kannada Prabha has a single edition from Bangalore. The Bangalore editions of the three dailies have been chosen for this study.

About 2000 headlines from each daily (with a total of about 6000 headlines) were collected at random covering all the pages and different themes related to politics, social problems, religious issues, sports, etc., to the

important events of the year were all included. The headlines collected were spread over a period of five years from 1990 to 1995. Certain representative headlines from 1996 have also been considered.

A linguistic analysis of all the headlines collected was undertaken at morphological and syntactical levels using the traditional framework of grammatical analysis found in Quirk, et al (1972). The meaning aspect was always kept in view in both morphological and syntactical analyses, as it is inbuilt in the analytical framework of traditional grammars. The traditional distinctions of content words versus function words; inflectional and derivational morphology; phrase, clause and sentence were found useful for an adequate description of the language of headlines. At the syntactic level, the concept of underlying structure was found fruitful to specify the omission of words, phrases and clauses involved in the headline language.

Following the analysis, the headlines were classified into nominal and verbal categories on the model proposed by Simon-Vandenbergen (1981). The criteria used for the classification of Kannada headlines were, however, different from those used by Simon-Vandenbergen for English headlines. This is mainly because of the basic syntactic differences between the two languages,Kannada and English. The nominal category of headlines in Kannada included a simple noun, a compound noun, or a sequence ending with a noun(phrase). The structural sequence ending with the noun(phrase) was considered sentential if the ending noun(phrase) is a nominal or adjectival complement of the subject noun (phrase / clause) that precedes it. This

structure is representative of the equational sentence structure in Kannada and the headlines belonging to this structure were called as sentential nominal headlines. If the ending noun (phrase) is preceded by non-finite verb forms such as infinitive, past participle, conditional participle, or relative participle, then the headlines of such sequences were called as clausal nominal headlines. The other structural sequences without a verb were treated as phrasal nominal headlines. The phrasal nominal headlines were further subclassified on the basis of the grammatical functions (casal, postpositional, adjectival, adverbial, etc) of the elements involved in the sequence other than the ending noun(phrase). The criterion for identifying nominal headlines in Kannada is the ending constituent, which is a nominal, whereas, in English, it is the absence of a verb.The criteria used for the subclassification of nominal headlines also differ significantly between the two languages. Simon-Vandenbergen has not used the distinction of sentence, clause and phrase for the subclassification of English nominal headlines whereas it has become essential in the context of Kannada nominal headlines.

The verbal category of headlines in Kannada is marked by the presence of independent forms of verbs such as finite verbs, modals,imperatives, defective verbs and negatives while in English it is marked by both finite and non-finite verbal clauses.

In order to distinguish a deck in multideck headlines, syntactic unit and absence of punctuation mark between decks were used as criteria for Kannada. Simon-Vandenbergen has,

however, allowed the occasional use of dash between decks for English multideck headlines.

The underlying structures were reconstructed for the headlines involving significant morphological, syntactic and lexical omissions, especially for the nominal headlines and the headlines compressed through the use of punctuation marks.

The headlines involving the use of rhetoric expressions such as personification, simile, metaphor, pun, oxymoron, etc., were identified and analysed for their semantic implications. In the process of the analysis certain headlines lacking clarity due to inappropriate use of case markers, under- or over-use of punctuation marks, etc were identified in order to provide linguistic guidelines to the headline writer.

After the analysis and classification, a comparative study was undertaken among the three dailies and it was found that there were striking similarities and repetitions in the morphological and syntactical structures of the headlines as well as in the omissions involved in the derivational process. No significant difference among the three dailies was found. A statistical analysis for the frequency of different structures with a restricted sample of headlines for the three dailies also revealed no significant difference. Therefore, the comparative study was restricted to a few representative headlines of the three dailies. The headlines belonging to the same news item and which appeared on the same day in all the three dailies were only chosen for comparison. The comparison was done on both linguistic and typographical dimensions.

Illustrating each type and subtype with headlines from all the three dailies with gloss to gloss meaning and English translation proved to be unwieldy and resulted in unnecessary repetition. Therefore, it was decided to restrict the illustrations from only one daily and in this respect the headlines of Kannada Prabha were alone considered. The choice for Kannada Prabha in this context was random and it was not based on any qualitative assessment of the daily. The headlines involving defects with respect to structure or use of punctuation marks were drawn from all the three dailies and were incorporated in the study.

The relative frequency statements pertaining to the occurrences of nominal versus verbal category and other types and subtypes of headlines were arrived at by taking into account all the headlines that appeared for ten consecutive days in each daily. As already specified, no significant difference emerged among the three dailies and therefore frequency statements pertaining to Kannada Prabha alone were incorporated in the body of the thesis.

The main study that follows this Introduction chapter is organised in eight chapters.The different types and subtypes of nominal headlines are described in chapter 2 and those of verbal headlines in chapter 3. Chapter 4 includes the analysis of multideck headlines.The use of different punctuation marks in headlines and their role in compressing headlines are discussed in chapter 5 . A semantic analysis of the different kinds of rhetoric expressions used in headlines is provided in chapter 6.

In chapter 7 , a comparative study of the linguistic and typographical aspects of headlines pertaining to equivalent news items of the three dailies is undertaken. The headlines involving defects in structures and in the use of punctuation marks have been illustrated from all three dailies in chapter 8. The overall findings of the study and the linguistic features that establish headline language as a functional variety are dealt with in chapter 9, which concludes the study.