

LANGUAGE IN INDIA

Strength for Today and Bright Hope for Tomorrow

Volume 7 : 10 October 2007

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LANGUAGE OF HEADLINES IN KANNADA DAILIES

M. N. Leelavathi, Ph.D.

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Language of Kannada Dailies
Chapter 7

M. N. Leelavathi, Ph.D.

CHAPTER 7

A COMPARATIVE STUDY OF THE HEADLINES FROM KANNADA PRABHA,
PRAJAVANI AND SAMYUKTA KARNATAKA

An attempt is made in this chapter to study comparatively the different dimensions of headlines of the three dailies ie., Kannada Prabha (KP), Prajavani (PV) and Samyukta Karnataka (SK). The different dimensions of a headline considered for comparison were (a) structural category used, (b) message focussed, (c) single deck / multideck / multiliner preferred, (d) page number and column length allotted to focus the message and (e) typography involving type size, italics and underlining. The data for this comparative study consist of headlines pertaining to the same news item from the three dailies. Five such sets of headlines of equivalent news items from the three dailies of the same date (12-1-1996) were chosen for comparison. Each set of headlines of same news item are described and compared below in order to bring out the similarities and differences among the three dailies in the treatment of different dimensions of a headline. The photocopy of the five sets of headlines of equivalent news items as they appeared in the news papers are given at the end of this chapter.

7.1 News item 1: Mumbai bomb blast and the arrest of Anis

The news item pertaining to the arrest of Anis, the brother of Dawood Ibrahim and the prime accused in the incident of Mumbai bomb blast, has appeared as headlines in KP, PV and SK as follows:

KP 1: page-1; Column-1; single deck; threelines;

nominal- genitive phrase; 14 point bold.

daavuud ibraahim

Dawood Ibrahim

sahoodara

brother

aniis bandhana

Anis arrest

'Dawood Ibrahim's brother Anis's arrest'

KP1a. X(nom)daavuud ibraahim(na)sahoodara (naada) aniis(nannu)

↓
∅

↓
∅

↓
∅

↓
∅

bandhana + (isidaru) (=bandhisidaru)

↓
∅

genitive phrase and arrest-pst-3pl

PV 1:page-8; column-6; single deck; threelines;

nominal-compound and genitive phrase; 14 point roman.

mumbai baamb

Mumbai bomb

sphooTa :daavuud

blast :Dawood

soodarana bandhana

brother's arrest

'Mumbai bomb blast : Dawood's brother's arrest'

PV1a. mumbai(nalli)(baamb sphoota)(naDeyitu)-baamb sphooTa

↓
∅

↓
∅

||
happen-pst-3sn

i
tive

(naDeda)

↓
∅

(adakke kaaraNanaada) daavuud(na) soodara(nannu)
 that-dat responsible-pst.rp ⚡ ⚡ ⚡
 (male person) Soodarana
 ⚡ (colon)

X(nom) bandhana + (isidaru) (=bandhisidaru)
 ⚡ ⚡ arrest-pst-3pl

SK 1: page-6; column-7; single deck; two lines;

nominal-genitive phrase; 12 point roman.

daavuud sahoodara

Dawood brother

anis bandhana

Anis arrest

'Dawood's brother Anis's arrest'

SK1a: X (nom) ^adaavuud(na) sahoodara(naada) anis(nannu)
 ⚡ ⚡ ⚡ ⚡
 bandhana + (isidaru) (=bandhisidaru)
 ⚡ arrest-pst-3pl

All the three dailies have chosen the nominal category of headline involving the genitive phrase. The headline from KP contains the genitive phrase anis bandhana 'Anis's arrest', where the genitive case marker is not overt and where the possessor noun anis 'Anis' is qualified by the appositive noun phrase daavuud ibraahim sahoodara 'Dawood Ibrahim's brother', which is again a genitive phrase without genitive marker. As revealed in the underlying structure KP1a., the derivation of this headline includes genitivization, which is

characterized by the verbalizer deletion (-isu- from bandhana),
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objective case marker deletion and genitive case marker addition (aniisnannu -> aniis, aniis- n-a -> aniisna), genitive case marker deletion (aniisna -> aniis), adjectival suffix deletion (ibraahimna sahoodaranaada -> ibraahimna sahoodara -> ibraahim sahoodara) and subject deletion (X(nom) =iNTarpool 'Interpol').

The headline from PV (PV1) contains the compound noun mumbai baamb sphooTa 'Mumbai bomb blast' besides the genitive phrase (whose possessor NP includes another genitive) daavuud (na) soodarana bandhana, 'Dawood's brother's arrest', both of which are separated by the punctuation mark colon. The compound noun that comes before colon provides the context for the arrest of Dawood's brother, which is expressed through the genitive phrase that comes after the colon. The compound noun is arrived at through relativization, relative participle deletion and locative case marker deletion and the genitive phrase through verbalizer deletion (bandhana -isidaru -> bandhana), objective case marker deletion (soodaranannu -> soodara), genitive case marker addition (soodara -> soodarana) and subject deletion (Xnom= baheerin pooliisaruru 'Bahrain police'). The relative clause adakke kaaraNanaada 'one who was responsible for that', which modifies the genitive phrase daavuud(na) soodara 'Dawood's brother' and connects the compound noun and the genitive phrase has been replaced by colon (all the above derivational processes are shown in PV 1a).

The headline from SK (SK1) includes the genitive phrase anis bandhana 'Anis'arrest', the possessor noun anis 'Anis' being qualified by the appositive noun phrase daavuud sahoodara 'Dawood's brother'. The derivation of this headline

includes verbalizer deletion (bandhana + isidaru -> bandhana), objective case marker deletion (anisannu -> anis), genitive case marker addition (anis -> anisna), adjectival suffix deletion (sahoodaranaada-> sahoodara), genitive marker deletion (daavuudna -> daavuud) and subject deletion (X nom bahrein poolisaru 'Bahrain police').

The genitive phrase structure of the headlines in KP and SK is almost the same except that in the appositive phrase qualifying the possessor noun aniis 'Anis', the proper noun used is full in KP (daavuud ibraahim 'Dawood Ibrahim') while it is shortened in SK (daavuud 'Dawood'). In the genitive phrase part of the headline of PV, the appositive phrase has been avoided by not mentioning the name of the accused i.e., anis 'Anis', who is rather identified through his brother's name daavuud 'Dawood', which forms only the first half of the name. The incident responsible for the arrest of anis 'Anis' i.e., 'the Mumbai baamb blast' is given in the headline of PV in the form of a compound noun (mumbai baamb sphoota 'Mumbai bomb blast'), which is not found in the headlines of KP and SK. PV has preferred the three letter word soodara 'brother' for saving space in its headline while KP and SK have preferred the four letter word sahoodaara 'brother', as they have space in the respective headlines. In all the three dailies, the subject of the verb bandhisu underlying the noun bandhana 'arrest' has been deleted. The deleted subject is recoverable from the new story. The subject is identified in the news story as inTarpool 'Interpole' in KP and bahrain poliisaru 'Bahrain police' in PV and SK.

The three dailies are found to slightly differ in focussing the message in their headlines. The incident that provides the context for the arrest of Anis i.e. mumbai baamb. sphooTa 'Mumbai bomb blast' is focussed in the headline of PV while it is not in KP and SK, which provide this message in the news story. Similarly, the name of the accused i.e., Anis is focussed in the headlines of KP and SK while it is not in the headline of PV, which includes the same in its news story. The full name of Anis's brother, Dawood Ibrahim, finds a place in the headline of KP while its second part ibrahim has been dropped in the headlines of PV and SK, which have accomodated it in their respective news stories. Single column-single deck multiline has been chosen for the headlines of all the three dailies. The headlines of KP and SK follow the pattern 'long-short-long' of three lines and two lines respectively. PV has chosen a different pattern of three lines headline with first line short and the other two of equal length. The headline of KP has been focussed on the first page in the first column with 14 point bold type. In PV, the headline finds a place on page 8 in column 6 with 14 point roman type. The headline of SK has been accomodated on page 6 in column 7 with 12 point roman type. The three dailies are found to differ in attaching the degree of importance to the news item. KP has attached the higher importance to the news item by accomodating it in the front page. In the choice of structural category and type, page, column length, number of decks / lines and typography for

designing a headline, however, the space consideration plays a determining role.

While the headlines of KP and SK are better in terms of brevity, the headline of PV is more informative for a reader who reads only the headline and also for an occasional reader.

7.2 News item 2: Supreme Court verdict on Kashmir election

The news item concerning the Supreme Court verdict on Kashmir election has appeared as headlines in KP, PV and SK as follows:

KP 2: page-1; columns 2-4; single deck; two lines;

nominal-genitive phrase and nominative phrase; 24 point bold.

ommatada nirdhaara : ayooga,

unanimous decision : election commission

keendrakke koort nirdeeshana

centre-dat court direction

'unanimous decision : court's direction for the election commission and the central government'

KP2a. cunaavaNaa ayooga mattu keendra sarkaara, ommata (dinda)

ommatada

nirdhaara (kaigoLLabeeku) (endu) (cunaavaNaa) ayooga

take-inf-should

(colon)

(mattu) keendra (sarkaara)kke, (supriim) koort

(comma) keendrakke

nirdeeshana + (iside) (=nirdeeshiside)

PV2: page-1; columns 1-4; two decks-first deck shoulder head;
three lines; nominal-nominative phrase, dative phrase; 18
point shoulder(deck-1 shoulder) and 60 point bold (deck 2).

keendra - ayogakke supriim koorT aadeesha

centre - commission-dat Supreme Court direction

kaashmiira cunaavaNe prashne it yarthakke 2 vaara gaDuVvu

Kashmir election issue solution-dat 2 weeks time

'Supreme Court's direction to the central government and
election commission. Two weeks time for solution of Kashmir
election issue'

PV2a: kaashmiira(dalli) (yaavaaga) cunaavaNe(yannu)

(naDesabeeku) (emba) prashne (yannu)

hold-inf-must

q

prashneya

↓
∅

↓
∅

↓
prashne

↓
∅

it yartha (goLisikoLLuvudu) akke

solve-refl-npst.ger-dat

↓
it yarthakke

↓
∅

(keendra sarkaara mattu cunaavaNa ayogakke) (supriim koorT)

↓
∅

i

↓
∅

i

2 vaara(gaLa) gaDuVvu (niiDide)

↓
∅

give-pr.pf-3sn

(niiDi)

↓
∅

(deck)

keendra (sarkaara) (mattu) (cunaavaNaa) ayoogakke i
 ↓ ↓ ↓ ↓
 ∅ and ∅
 ↓ ↓
 ∅ (dash)

supriim kooRT i aadeesha (niiDide)
 order-pr.pf-3sm
 ↓ ↓
 ∅

SK2: page-1; column- 1-4; two decks; three lines;

nominal-locative phrase and nominative phrase;

42 point bold (deck-1), 24 point bold (deck-2).

kaashmiira cunaava^{aa}Ne vivaadakke

kashmir election dispute-dat

eraDu vaaradalli parihaara

two week -loc solution

keendra, ayoogakke supriim kooRT aadeesha

centre, commission-dat Supreme Court order

'Supreme Court ordered Central government and election

commission for a solution in two weeks for Kashmir election

dispute'

SK2a: kaashmiiradalli (yaavaaga) cunaavaNe (yannu)

↓ ↓
 kaashmiirada

||
 ↓ ↓
 when

↓ ↓
 cunaavaNaa

↓ ↓
 ∅

↓ ↓
 kaashmiira

||
 ↓ ↓
 ∅

↓ ↓
 cunaavaNaa

↓ ↓
 ∅

(naDesabeeku) (emba) vivaadakke eraDu vaaradalli

||
 ↓ ↓
 hold-inf-must

||
 ↓ ↓
 q

dispute-dat two week -loc

↓ ↓
 ∅

↓ ↓
 ∅

keendra sarkaara mattu cunavaNaa ayooga parihaara(vannu)

(kaNDukollabeeku) (endu) keendra (sarkaara)(mattu)

findout-inf-must

(comma)

(cunaavaNaa) ayogakke supriim koort aadeesha (niidide)

order-pr+pf-3sn

All the three newspapers have made use of the nominal category of headlines for the news item 2. KP has preferred a multiline headline using colon to separate the first and the second units. The first unit is represented by the genitive phrase ommatada nirdhaara 'unanimous decision', which is derived from the underlying structure involving instrumental noun phrase. The derivation includes the deletion of the verbalizer kaigoLLu 'take' along with the modal beeku 'must' from the possessed noun nirdhaara 'decision' and the instrumental case marker -inda 'with' from the possessor noun ommata 'unanimity' followed by the addition of the genitive case marker -(d)a. The subject of the underlying sentence cunaavaNaa ayooga mattu keendrasarkaara 'the election commission and the central government' has been deleted on the basis of its recoverability from the second unit of the headline. The first unit represented by the genitive phrase, functions as the adverbial clause of purpose to the second unit, which is represented by the structure subject noun phrase + noun, koort nirdeeshana 'court direction', preceded by the dative noun phrase ayooga - keendrakke 'to the commission and the centre'.

The derivation of this structure includes the deletion of the

verbalizer -isu along with the tense and PNG markers from the ending noun nirdeeshana 'direction'. The compound noun keendra sarkaara 'the central government' is abbreviated as keendra 'centre' and supreme court as koorI 'court'. The conjunction that links the two nouns ayooga 'commission' and keendra 'centre' has been replaced by dash. The quotative particle endu 'that', which functions as adverbial clause marker connecting the two units of the headline, is replaced by colon.

PV has chosen a multideck headline with two decks. The first deck keendra-ayoogakke supriim koorI aadeesha 'Supreme Court's direction to the centre and commission' has been used as a shoulder head with underlining. This serves as the main clause of the adverbial clause of manner represented by the second deck and is topicalized and focussed by being made as the first deck. The derivation of this shoulder head includes deletion of the verbalizer niidu from the ending noun aadeesha 'direction', abbreviation of keendra sarkaara 'central government' as keendra 'centre' and cunaavaNaa ayooga 'election commission' as ayooga 'commission' and replacement of the conjunction matu 'and' which links the two nouns keendra 'centre' and ayooga 'commission' by dash. The resultant structure is a casual phrase nominal headline of the type subject noun + noun supriim koorI aadeesha 'supreme court's direction', which is preceded by the dative noun phrase keendra - ayoogakke 'to the centre and commission'. The second deck is a multiliner with two lines representing basically the nominal headline of genitive phrasal type 2 vaara gaDuvu 'two weeks time', without marking genitive case overtly. This

contains a compound kaashmiira cunaavaNe prashne ityarthakke 'for resolving Kashmir election issue'. The compound kaashmiira cunaavaNe prashne ityartha 'resolving Kashmir election issue' is derived by replacing the complement adjectival clause naDesabeeku emba by the relative participle naDesuva, which is ultimately deleted. This is followed by the deletion of accusative case marker -annu from the preceding noun cunaavaNe and the interrogative adverb yaavaaga 'when'. Genitivization takes place at two places, between kaashmiira 'Kashmir' and cunaavaNe 'election' (which involves locative case marker deletion, genitive case marker addition and optional genitive case marker deletion) and between prashne 'issue' and ityartha 'solution' (which involves objective case marker deletion, genitive case marker addition and optional genitive case marker deletion). The head noun of the dative phrase ityarthakke is the result of deletion of the gerundial form of the verbalizer goLisu (goLisikoLLuvudu). The inherent genitive phrase 2 vaara gaDuvu 'two weeks time' is the result of deletion of the plural marker along with the genitive case marker from vaara 'week'. The verbalizer niiDu attached to the noun gaDuvu 'deadline' becomes the past participle niiDi, which makes the second deck an adverbial clause of manner. The past participle niiDi is ultimately deleted due to multideck formation. The subject noun supriim koorI 'Supreme Court' and dative noun phrase keendra sarkaara mattu cunaavaNaa ayoogakke 'to the central government and election commission' have been deleted on the basis of their presence in the main clause i.e., first deck.

The first deck, kaashmiira cunaavaNaa vivaadakke eraDu vaaradalli parihaara 'solution in two weeks for Kashmir election dispute' is a multiliner with two lines. It represents the dative phrase + noun type of nominal headline. The adverbial phrase of time eraDu vaaradalli 'in two weeks' is given in between the dative noun phrase kaashmiira cunaavaNaa vivaadakke 'for Kashmir election dispute' and the ending noun parihaara 'solution'. The dative noun phrase is a compound derived by the reduction of complement adjectival clause (cunaavaNeyannu naDesabeeku emba viv^aadakke -> cunaavaNeyannu naDesuva vivaadakke -> cunaavaNaa vivaadakke) and the deletion of interrogative adverb yaavaaga 'when'. Genitivization between the two nouns kaashmiira 'Kashmir' and cunaavaNaa 'election' (which involves locative case marker deletion, genitive case marker addition and optional deletion of genitive case marker). The structure dative noun phrase + noun along with the adverbial phrase in between is arrived at by deleting the verb kaNDukoLLabeeku 'must find out', the objective case marker attached to the noun parihaara 'solution' and the quotative particle endu 'that', which denotes adverbial clause of purpose. The resultant first deck serves as the adverbial clause of purpose to the main clause given in the second deck. The derivation of the first deck also includes the deletion of the subject noun phrase keendra sarkaara mattu cunaavaNaa ayooga 'the central government and the election commission', which recurs in the second deck. The second deck, keendra, ayoogakke supriim koorT aadeesha 'Supreme Court gives direction to centre and commission' represents the casual phrase nominal headline of the structure subject noun phrase + noun (supriim koorT aadeesha

'Supreme Court's direction') which is preceded by the dative noun phrase (keendra, ayogakke 'to the centre and commission'). The derivation of this deck includes deletion of the verbalizer niiDide from the noun aadeesha 'direction', abbreviation of keendra sarkaara 'central government' as keendra 'centre' and cunaavaNaa ayoga 'election commission' as ayoga 'commission' and replacement of the conjunction mattu 'and' between keendra 'centre' and ayoga 'commission' by comma. The second deck is given in the form of a shoulder head.

The message ommatada nirdhaara 'unanimous decision', which is given in the headline of KP, does not find a place in the headlines of PV and SK. But instead, it has been accommodated in the news story in both PV and SK. The message pertaining to the issue of holding election in Kashmir and the deadline for resolving the issue are given in PV and SK, but not in KP, which accommodates it in the lead. The word denoting election is referred to as cunaavaNe 'election' the Kannadised form in PV while SK retains the sanskrit form cunaavaNaa 'election'. The term used to refer to the issue is prashne 'question' in PV and vivaada 'dispute' in SK. Between the two, the latter is found to be more appropriate and effective than the former. The word itivartha 'decision' used in PV is more effective than its equivalent parihaara 'solution / relief' used in SK. The difference between PV and SK in the use of the adverbial phrase of time, 2 vaara 'two weeks' (PV) and eraDu vaaradalli 'in two weeks' (SK) is conditioned by the noun that follows, gaDuvu in PV and parihaara in SK. The term gaDuvu 'deadline', which is exclusively used in PV, is highly effective by way of being used

to pressurize the central government and the election commission to arrive at a decision on the issue within the stipulated period.

The headline pertaining to news item 2, has been given on the first page in all the three newspapers. It is covered in columns 2-4 in KP and 1-4 in PV and SK. The single deck multiline headline of KP has been focussed using 24 point bold type. In PV, 18 point bold type has been used for the underlined shoulder head, which is also the first deck and 60 point bold type for the second deck, which is a multiliner with two lines. In SK, 42 point bold type has been used for the first deck and 24 point bold for the second deck, which is a shoulder head. The headline of KP is more precise and economic than those of PV and SK in terms of the number of columns allotted, types used and number of decks and lines used. The headlines of PV and SK are more informative and better focussed than the headline of KP.

7.3. News item 3 : Rajyasabha election

The news item related to the election to be held for Rajyasabha has appeared as headlines in KP, PV and SK as follows:

KP 3: page-1; column 56-8; single deck; single line;
nominal-complement; 24 point bold.

raajyasabhege hegaDe, ibraahim sambhava

Rajya Sabha-dat Hegde, Ibrahim possibility

'there is a possibility of Hegde and Ibrahim to Rajyasabha'

KP3a: raajyasabhege hegaDe(mattu) ibraahim

||
and

||
and

(aayke aagabahudu emba) sambhava (ide)
 || ||
 become selected-inf-may compl be-npst-3sn
 ↓ ↓
 (aayke aaguva) ∅

PV3: page-1; columns 6-8; single deck; single line;

nominal-compound and locative phrase; 24 point roman.

raajyasabhe cunaavaNe : daLadalli tiivra caTuvaTike

Rajyasabha election : Dal-loc hectic activity

'election to Rajyasabha : hectic activity in Dal'

PV3a: X(nom) raajyasabhe(ge) cunaavaNe (naDesuttade)
 ↓ ↓ ||
 ∅ ∅ conduct-npst-3sn
 ↓

(aaddarinda) daLadalli tiivra caTuvaTike(kaNDubandide)
 || there fore ||
 ↓ ↓ be seen-pr.pf-3sn
 ∅ (colon) ∅

SK3: page-1; columns 1-3; single deck; single line;

nominal-compound and nominative phrase; 18 point roman.

raajyasabhe cunaavaNe : aayooga suucane

Rajyasabha election : election commission indication

SK3a: X(nom) raajyasabhe(ge)cunaavaNe(naDesabeeku)(endu)
 ↓ ↓ || ||
 ∅ ∅ hold-inf-must q
 ↓ ↓
 ∅ ∅ (colon)
 cunaavaNaa aayooga suucane (niiDide)
 ||
 indicate-pr.pf-3sn
 ↓

All the three dailies have preferred the nominal

category of headlines expressed in a single deck and single line

for the news item 3. The headline of KP consists of the dative noun phrase + noun phrase structure representing the casual phrase type. The ending noun phrase hegaDe, ibraahim sambhava 'possibility of Hegde, Ibrahim' is a complement phrase, which is derived from its underlying clausal structure hegade mattu ibraahim aayke aagabahudu emba sambhava 'the possibility that Hegde and Ibrahim may be elected' by replacing the complement clause aayke aagabahudu emba 'that (they) may be elected' with its corresponding relative participle form aayke aaguva 'of getting elected' and then deleting it. The conjunction mattu 'and' linking the two nouns hegaDe 'Hegde' and ibraahim 'Ibrahim' has been replaced by comma. The present existensial verb ide 'is', which forms the predicate of the whole structure including the dative noun phrase, has been deleted.

The headline of PV has been split into two units separated by colon. The first unit, before colon raajyasabhe cunaavaNe 'Rajyasabha election' is a casual compound noun underlying a sentence with a dative noun phrase. It is derived by deleting the verbalizer naDe attached to the noun cunaavaNe 'election' and dative case marker suffixed to the noun raajyasabhe 'Rajyasabha'. This compound noun is an adverbial clause of reason in the underlying structure, as revealed by the sentential adverb aaddarinda 'therefore', which has been replaced by colon. The second unit after colon has undergone deletion of the verbalizer kaNDubaa 'be seen' attached to the noun caTuvaIike 'activity' and it serves as the main clause of the preceding adverbial clause.

separated by colon. The first unit preceding colon is the same casual compound noun raajya sabhe cunaavaNe 'Rajyasabha election', whose derivation has been discussed just above under PV3. However, its relationship with the second unit is different from that of PV3. The compound noun here is an adverbial clause of purpose in its underlying structure and it is derived by deleting the verbalizer naDesu attached to the noun cunaavaNe 'election' and the dative case marker suffixed to the noun raajyasabhe 'Rajyasabha'. The quotative particle endu, which marks the adverbial clause of purpose, has been replaced by colon. The second unit that follows colon is a casual phrase of the structure subject noun + noun. It is derived by deleting the verbalizer niiDu, attached to the ending noun suucane 'indication'. The compound noun cunaavaNaa aayooga 'election commission' has been abbreviated as a simple noun aayooga 'commission'.

KP significantly differs from PV and SK in choosing the message for the headline. While PV and SK focus on the event of Rajyasabha election, KP focusses on the possible outcome of the above election predicting fair chances for hegaDe 'Hegde' and ibraahim 'Ibrahim' getting elected. This message of prediction is not found even in the news stories of PV and SK. PV merely hints on the follow up activities within the Janata Dal party (daLadalli tiivra caTuvaTike 'hectic activity in Dal'). In the headline of SK, the second unit of the message aayooga suucane 'commission indication' is just a performative clause of the message given in the first unit.

All the three newspapers have focussed news item 3 on the language in the headline. The language of Karnataka Daily is M. N. Deelavath, Ph.D. 263

printing type used is 24 point bold in KP, 24 point roman in PV and 18 point roman in SK.

It is observed again that the headline of KP is more precise than those of the other two. The headlines of PV and SK include direct and explicit message.

7.4. News item 4: country bomb blast in Iragampalli

The incident of country bomb blast in Iragampalli described in news item 4, has appeared as headlines in KP, PV and SK respectively as follows:

KP4 : page-7; columns 1-3; single deck; two lines;

nominal- compound and dative phrase; 18 point bold.

naaDabaamb sphooTa :

country bomb blast :

ibbarige tiivra gaaya

two persons-dat serious injury

'country bomb blast : serious injury for two persons'

KP4a:(iragampalliyalli) X (nom) naaDabaamb(annu)

||
Iragampalli-loc

↓
∅

↓
∅

sphooTa + (isidaru) (sphooTisidaru) (aaddarinda) ibbarige

↓
∅

blast-pst-3pl

||
therefore

↓
∅ (colon)

tiivra gaaya (uNTaayitu)

||
↓
∅

sustain injury-pst-3sn

PV4 : page-1;column 4; single deck; two lines;

nominal- postpositional phrase; 12 point roman.

cintaamaNi baLi

Chintamani near

baamb spooTa

bomb blast

'bomb blast near Chintamani'

PV4a: X (nom) cintaamaNi baLi baamb(annu)

sphooTa + (isidaru)(=sphooTisidaru)

blast-pst-3pl

SK4: page-6; columns 3-5; two decks; nominal-dative phrase

and genitive phrase; 12 point roman (deck-1 shoulder) and
16 point roman (deck-2).

iragampalliyalli duSkruTyakke yatna

iragampalli-loc crime-dat attempt

sphooTaka eracida muuvara bandhana

explosive throw-pst-rp three persons-gen arrest

'attempt for criminal act in Iragampalli : arrest of three
persons who threw explosives'

SK4a: X(nom)iragampalliyalli duSkruTyakke yatna (naDesidaru)

attempt-pst-3pl

(aa) (duSkruTyadalli) sphooTaka eracida

muuvar (annu) Y (nom) bandhana + (isidaru) (=bandhisidaru)
 ↓ ↓ ↓ ↓ ↓
 muuvara

The nominal category of headlines has been preferred in all the three newspapers. The headline of KP is a single deck two line headline and it has two units separated by colon. The first unit is a casual phrase consisting of objective noun phrase + noun, naaDabaamb sphooIa 'country bomb blast', which is derived by deleting the verbalizer -isu from the noun sphooIa 'blast' and objective case marker from the noun naaDa baamb 'country bomb'. The subject and the locative phrase denoting the place where the blast took place (iragampalli 'Eragampalli') have also been deleted. This unit serves as the adverbial phrase of reason to the second unit. The connecting sentential adverb of reason aaddarinda 'therefore' has been replaced by colon. The second unit is also a casual phrase of the structure dative noun phrase + noun phrase, ibbarige tiivra gaaya 'serious injury to two persons', which is derived by deleting the verbalizer uNTaagu from the ending noun phrase tiivra gaaya 'serious injury', which is of adjective + noun structure.

The headline of PV is a single deck, two line headline consisting of objective noun phrase + noun structure baamb sphooIa 'bomb blast', which is preceded by the postpositional phrase cintaamaNi baLi 'near Chintamani'. It is derived by deleting the verbalizer -isu- from the ending noun sphooIa 'blast' and the objective case marker -annu from the noun baamb 'bomb'.

SK has chosen a double deck headline. The first deck is an underlined shoulder head, which is of the structure dative noun phrase + noun, duSkrutyakke yatna 'attempt for crime' and this is preceded by the locative phrase iragampalliyalli 'in Iragampalli'. The above structure is derived by deleting the verbalizer naDesu from the noun yatna 'attempt' and the subject. This shoulder head as a whole serves as a locative phrase denoting the context in which the incident referred to by the second deck took place. The second deck, sphootaka eracida muuvara bandhana 'arrest of three persons who threw explosive' is a genitive phrase, whose possessor noun is muuvara 'of three persons', which is modified by the relative clause sphootaka eracida 'who threw explosive', and possessed noun is bandhana 'arrest'. It is arrived at by deleting the verbalizer -isu- from the ending noun bandhana 'arrest' and the objective case marker -annu from muuvaru 'three persons', which is followed by the addition of genitive case marker -a. The connecting element between the two decks aa duSkrutyadalli 'in that criminal act' has been deleted by using the double deck pattern.

The three newspapers again found to vary among themselves in the manner of choosing and focussing the message related to the news item for making the headline. While the headline of KP focusses on the incident and its consequence, the headlines of PV and SK focus on the location of the incident. PV identifies the location by giving the name of the well known place nearer to the place of incident (cintaamaNi baLi 'near Chintamani') while SK gives the name of the exact place of the

consequence of the incident in different pages. KP refers to the serious injury caused to two persons (ibbarige tiivra gaaya 'serious injury to two persons') and SK, on the other hand, refers to the arrest of three persons who threw the explosives (sphootaka eracida muuvara bandhana 'arrest of three persons who threw explosive'). PV does not refer to the consequence of the incident at all. SK has an additional message, duSkrutakke yatna 'attempt for crime', which refers to the overall impact of the incident.

The headline of KP has found a place on page 7 in columns 1-3 with 18 point bold type. The headline of PV has been focussed on the front page in column 4 with 12 point roman type. SK has chosen page 6, columns 3-5 and 12 point roman type for the shoulder head and 16 point roman type for the other.

The above analysis of the headlines belonging to the news item 4, provide further evidence to the fact that the three newspapers significantly differ among themselves in the mode of selecting the message and focussing it. KP is consistently found to aim at brevity while PV and SK are found to provide much attention to the informativeness of the headline.

7.5 News item 5: Permission to the family members of Ambati for returning to America

The news item pertaining to the permission granted to the family members of Ambati for returning to America has appeared as headlines in KP, PV and SK respectively as follows:

KP5: page-7; columns 1-2; single deck; single line;

nominal-genitive phrases; 18 point condensed bold.

ambaaTi kuTumbakke Sarattina anumati

Ambati family-dat conditional permission

'conditional permission to Ambati family'

KP5a:X (nom) ambaaTi kuTumbakke Sarattina

anumati (niiDidaru)

||
permit-pst-3pl

PV5 : page-1; columns 3-5; single deck; single line;

nominal-dative phrase; 18 point roman.

amerikakke hoogalu muuvarige anumati

America-dat go-inf three persons-dat permission

'permission to go to America for three members'

PV5a: amerikakke hoogalu muuvarige X (nom)

anumati (niiDidaru)

||
permit-pst-3pl

SK5: page-1; columns 5-7; single deck; two lines; nominal-dative

phrase; 12 point roman for shoulder head(line 1) and 24

point bold.(line 2).

amerikakke teraLalu

America-dat go-inf

ambaTi kuTumbada muuvarige anumati

Ambati family-gen three persons-dat permission

'permission to go to America for three persons from Ambati family'

SK5a: amerikakke teraLalu ambati kuTumbada muuvarige

X (nom) anumati (niiDidaru)

↓

permit-pst-3pB

of

↓

The nominal category of headline has been preferred by all the three dailies. KP has followed the dative noun phrase + noun phrase structure. The ending noun phrase consists of an adjective and a noun (Sarattina anumati 'conditional permission') and the dative noun phrase is a compound noun (ambati kuTumbakke 'to Ambati family'). This single deck, single line headline is derived by deleting the verbalizer niiDu from the noun anumati 'permission' and the subject. The single deck, single line headline of PV also follows the structure dative noun phrase + noun, muuvarige anumati 'permission to three persons', which is preceded by the infinitive clause of purpose amerikakke hoogalu 'for going to America'. It follows the same derivational process specified for KP 5. SK 5 is a single deck two line headline, the first line amerikakke teraLalu 'for returning to America' being presented as a shoulder line with underlining. This headline is also of the structure dative noun phrase + noun (ambati kuTumbada muuvarige anumati 'permission to three persons of Ambati family'). The dative noun phrase contains a genitive phrase. This structure is preceded by the infinitive clause denoting purpose amerikakke teraLalu 'for returning to America', which has been given as an underlined shoulder line. The derivation of this

Despite the fact that the three headlines have followed the same structural type (dative casual phrase) of the nominal category of headline, they differ in choosing and focussing the message. The key word ambaTi 'Ambati' finds a place in the headlines of KP and SK but not in the headline of PV, which, however, has given it as a shoulder head (ambaTi prakaraNa 'Ambati incident') using 14 points roman in the middle of the news story. KP5, has laid emphasis on the term Sarattina 'conditional' qualifying the noun anumati 'permisison', which is not found in PV5 and SK5. The purpose for which the permission has been granted to the family of Ambati, that is, amerikakke hoogalu 'for going to America' has been highlighted in PV and SK, while KP has incorporated this message in its news story. PV5 and SK5 have further specified the number of family members (muuvarige 'for three persons'), who were granted permission.

While PV and SK have presented their headlines on page 1 in columns 3-5 and 5-7 with types 18 point roman and 24 point bold respectively, KP has given its headline on page 7, columns 1-2 with 18 point condensed bold type.

As observed with the headlines of news items 1-4, the headlines of the three dailies pertaining to newsitem 5 also reveal that the difference among the three newspapers mainly lies with the mode of choosing and focussing the message. KP aiming at brevity and PV and SK at informativeness is consistent with the headlines of news item 5 also.

The comparison made above of the headlines belonging to

consistently reveal the fact that the chief difference among the three newspapers lies with the mode of choosing the message for headline and focussing it with different patterns such as multideck, multiline, shoulder head and underlining and with the use of printing types of the different points and different shapes such as bold, roman etc. The mode of focussing, the decision regarding page number and column lengthth and the preference for the structural category, pattern, and type-
graphy are all determined by the quantum of message selected for the headline. The decision on the quantum of message ultimately depends upon how much space is at the disposal of the headline editor. ^{the use of shoulder head or}

In all the five news items compared, it was found that the three newspapers significantly differ among themselves in their preference for particular^{ed} messages with variations in their quantum for a particular headline. As for the structural category and type, all the three newspapers have preferred the nominal category of casual phrase type in all the five sets of equivalent headlines. There is, however, a slight variation in the choice for particular casual relations. The use of genitive phrase is more predominant and it is found to be used in all the three headlines of news item 1, in the first unit of KP2, in the second deck of SK-4, and in KP 5. The nominative (subject) phrase is used in the second unit of KP2, first unit of PV2, the second deck of SK2 and the second unit of SK3. The dative phrase is used in the second deck of PV2, the second unit of KP4^{and} the first deck of SK4, PV5 and SK5. The locative phrase is used in

postpositional phrase with the post position baLi 'near' is used in PV4.

Besides the casual and postpositional phrases mentioned above, the complement phrase is found to be used in KP3 and the compound noun in the first units of PV1, PV3, SK3 and KP4.

With regard to multideck, KP has not at all used multideck while PV has preferred it at one instance (PV2) and SK at two instances (SK3 and SK4). KP has avoided multideck and preferred multiline using the punctuation mark colon. The shoulder head has been used in PV2 and PV5 (middle of the news story) and in SK4 (also underlined). The shoulder line is used in SK5 (also underlined). KP has not made use of shoulder head or line.

KP has used in all the five headlines bold types of points ranging from 12 to 42. PV has used bold types of 18 points (shoulder head) and 60 point at only one instance (PV 2) and at the other four instances, it has preferred roman types ranging from 12 to 24 points. SK has used roman types of points 12 to 18 at four instances (SK1, SK3, SK4 and SK5) and bold types of 24 to 42 points at two instances (SK2 and SK4).

As for the page number and columns, news items 2 and 3 have been covered in the first page in all the three news papers with variations in the column length (KP2 columns 2-4, PV2 columns 1-4 and SK2 columns 1-4; KP3 columns 6-8, PV3 columns 6-8 and SK3 columns 1-3). The headline of news item 1 has been covered on page 1, column 1 in KP, page 8, column 6 in PV and page 6, column 7 in SK. Newsitem 4 has been covered on page 7, columns 1-2 in KP and page 1, columns 3-5 and 5-7 respectively in Language in India 7 : 10 October 2007 Language of Kannada Dailies M. N. Leelavathi, Ph.D. 273

PV and SK. News item 5 has been given on page 7, columns 1-3 in KP, page 1, column 4 in PV and page 6, columns 3-5 in SK.

From all different aspects of headlines compared, it is found that KP has given top most attention to brevity and indexing function of headlines, while PV and SK to informativeness by accommodating in their headlines high quantum of relevant messages. Although the comparative study in this chapter is restricted to only five news items due to practical consideration of space, a considerable number of other news items were further compared and the findings reported above confirmed.