HEADLINES AND SUBHEADLINES IN NEWSPAPER REPORTING
Based on Discourse Analysis of Newspaper Articles in the Guardian
(December 2005 – February 2006)

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I declare that I have worked on this thesis independently, using only the primary and secondary sources listed in the bibliography.
Annotation

Media communication has been in the forefront of attention in linguistic research in recent decades. A conventional way of conveying messages in newspaper reporting has developed. However, the means of expression utilized in this type of communication vary considerably from source to source. Another factor which has to be mentioned is the constant influx of new ways of expression. Headlines have gradually developed through a cycle. More than a century ago, headlines with multiple decks were used. They caused problems both for readers and headline writers. Consequently, they almost disappeared. The tendency to reduce length of articles led to the revival of subheadlines at the end of the twentieth century. In the first chapter, the source material is introduced, including the representation of topic categories. The *Guardian*, British quality newspaper, has been chosen as the source of material for analysis and a corpus has been collected over a period of three months (December 2005 – February 2006). The following chapter analyses headlines in terms of their grammatical and semantic structure. The third chapter deals with subheadlines and its aim is to account for their frequent occurrence in the source material. Semantic interrelatedness of headlines and subheadlines is regarded as a key to the functions of subheadlines. In the analysis, news values which tend to recur in the newspaper language have been taken into consideration.

Keywords

Newspaper reporting; Guardian; headline; subheadline; structure; semantic analysis; interface headline versus subheadline
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Abbreviations used:

(in alphabetical order)

CGEL       A Comprehensive Grammar of the English Language
LEG        Longman English Grammar
MED        Macmillan English Dictionary for Advanced Learners
OALD       Oxford Advanced Learner’s Dictionary
WEUD       Webster’s Encyclopedic Unabridged Dictionary of the English Language
GLOSSARY OF TERMS
(in alphabetical order; page numbers given in square brackets)

BLOCK LANGUAGE [13; 15; 23]
- type of language used in labels, titles, newspaper headlines, headings, notices, and advertisements with recognizable clause structures (omission of finite forms of the verb be and other elements of low information value)
- usually having the form of NONSENSE

DECK [11; 60]
- unit of headline set in different size or face
- SUBHEADLINE being an example

HEADLINES [10; 13; 24]
- written elliptical style typical of headline language

NEWS ACTOR [31; 34; 54; 55]
- who does in the news
- in contrast with NEWS SOURCE

NEWS SOURCE [31; 34; 54; 55; 58]
- who says in the news
- in contrast with NEWS ACTOR

NEWS STORY ELEMENTS [10; 29; 50]
- types of information that headlines are expected to provide
- what, who, where, how, when, why

NOMINALIZATION [35; 36; 37; 49; 58; 60]
- syntactic transformation enabling predicates (verbs and adjectives) to be realized syntactically as nouns
**NONSENSE** [36; 44; 45; 49]
- typical form of **BLOCK LANGUAGE**
- a noun or noun phrase or nominal clause in isolation

**PASSIVE TRANSFORMATION** [35; 37; 42; 48]
- syntactic transformation enabling to switch the positions of the left-hand and right-hand noun phrases, so that the patient occupies the syntactic subject (left-hand) position

**PROPER NAMES** [52; 53]
- expressions referring to people, places, things or ideas which are regarded as unique

**SENSITIVE TOPICS** [16; 17; 38; 64]
- one of the **TOPIC CATEGORIES**
- issues which need to be dealt with carefully

**STRUCTURAL ELLIPSIS** [24]
- omission of determiners, pronouns and other words with low information value
- restricted to the written style where the ellipted words can be identified on the basis of grammatical knowledge
- used in **HEADLINESE**

**SUBHEADLINE** [14; 23; 60; 62]
- subsidiary section of a headline set in different size or face

**THEME** [51; 52; 57]
- the topic or the most emphasised element in headlines
- usually the grammatical subject

**TOPIC CATEGORIES** [11; 15]
- headline topics covered in the source material (the *Guardian* from December 2005 to February 2006)
- *politics, sensitive topics, crime stories, health scares*
## TABLES

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The world of mass media is a phenomenon of contemporary world. Whether willing or not, we are exposed to all the various means of communication that the media employ. The discourse of mass media offers plenty of language material to be studied. Language becomes a tool in the hands of *newswriters* and an investigation into the process of creating media messages is of interest both to researchers and the general public. This thesis will be dealing with the language of newspapers, with a focus on headline language. Newspapers have become part of our lives. Thanks to technological progress, readers can reach for both the printed version of their favourite periodical and the electronic form, which has turned into a common thing these days.

In general, newspaper headlines constitute a specific genre and as such, they manifest certain tendencies that represent the style referred to as *headlines*. There are some typical features that can be traced in newspaper headlines and they are closely related to their functions. With a minimum of words, they aim at getting the attention of readers. Their shape, structure and choice of words play a crucial role in attracting the readers and thus influencing their choice of articles. This holds even truer for front-page headlines which sell newspapers. Their function is to win potential customers. Consequently, front-page headlines have a direct impact on the daily circulation of the newspaper. The practical aspect of their existence places front-page headlines in a specific position within the discourse of newspaper language. This is also one of the reasons why I find headline language of particular interest.

In my thesis, different approaches to the area of investigation will be employed. Headlines will be classified in terms of the basic news story elements of *what* and *who*. I will not only analyse the grammatical structure of headlines, but I will also consider their semantic characteristics, namely the *level of abstractness*. Newspaper design has undergone a great

**INTRODUCTION**
many changes in the last decades. Headlines with multiple decks, i.e. subheadlines, were used more than a century ago. However, due to their ineffectiveness they almost disappeared. Since subheadlines occur with surprising frequency in my source material, their role in newspaper reporting will be considered and their functions will be studied in close relation to headlines. Semantic interrelatedness of headlines and subheadlines will be analysed with regard to news values such as negativity and personalization.

The material for analysis has been collected in the Guardian, a British quality newspaper, over the period of three months (December 2005 – February 2006). The source material has been equipped with seventy-six headlines and fifty-three subheadlines. For practical reasons, the printed version of the Guardian has been preferred to the electronic one. To reflect the diversity of the material several topic categories will be distinguished and the classification will be applied both to the headlines and the subheadlines. Considering the large proportion of subheadlines in the source material, the aim of my thesis is to trace the pattern of the employment of subheadlines with regard to their functions.
1 EVALUATION OF THE SOURCE MATERIAL

Dealing with the language of the mass media, there is a variety of materials that can be used for analysis. In the choice of the material to be analysed several factors have been considered. The mass media have diverse means of communication at their disposal and the condition of mass public consumption is, in fact, a prerequisite for their existence. Newspapers, being a product of mass communication, daily reach a large number of readers. They have become part of everyday lives of millions. It has now become common practice to provide readers both with the printed and electronic version of their newspaper. The *Guardian* has been chosen as the source of material for my analysis (see Appendix 1). Its specific features will be introduced and topic categories will be distinguished.

1.1 Corpus Characteristics

The *Guardian* is a British quality newspaper with the average issue readership exceeding one million. The choice is yet to be made between the printed and the electronic edition. The fact that the overall layout of the front page including colours needs to be taken into consideration in the analysis led to preferring the printed version to the electronic one. Moreover, the chosen alternative has brought many advantages of a practical kind, face-to-face comparison of various front pages being one of them (material available at Moravian Library; identification number: Nov.- 0957.448). Undoubtedly, it is the front-page design that has the power “to impel the reader to grab the paper in eager hands” (Mallette, 1990: 89). Also, the “physical” presence of the material has enabled to view it as a whole, the result being a unity of the linguistic and visual tools employed in its shaping. The perception of
media messages has become more complex and it has enabled the reader to have access to the first-hand perception.

Referring to the time span over which my source material has been collected, the period of three months (December 2005 – February 2006) is considered to be sufficient. Owing to the fact that the newspaper appears daily except on Sundays, the given period has produced seventy-six issues of the Guardian newspaper. Obtaining one front-page headline per issue, the source material has been equipped with seventy-six headlines (labelled G1-G76). It has been previously suggested that the language material offered for analysis by the mass media abounds and the fact that an average newspaper may provide around 100,000 words of text (see Bell, 1991: 3) only validates the suggestion. As a result, the thesis will only focus on one of the basic features of newspapers, one that is probably the most typical of the newspaper style.

Headlines and their unique properties and distinctive functions have attracted the attention of many scholars. They share some of their qualities with another mass communication forms. The language of newspaper headlines, labels, notices and advertisements is known as block language. It tends to use recognizable clause structures and one of the typical features of block language is the omission of “closed-class items of low information value” (CGEL: 845). Headlines in particular exhibit specific qualities which are closely related with their aims. Pressure on space results in omitting elements which are considered redundant and can be, more or less, understood from the context. Their typical elliptical style has earned headlines a self-contained label referred to as headlines (CGEL: 900).
Four basic functions that headlines are required to perform are (Mallette, 1990: 80):

- to **summarize** the news;
- to **grade** the importance of stories;
- to act as **conspicuous elements** in the design of a page;
- to **lure** the looker into becoming a reader.

Concerning the last function, front-page headlines have a direct impact on the circulation of any newspaper and their effort to succeed in drawing the attention of readers is still more palpable, compared to headlines placed on the inside pages of the newspaper. Indeed, it is always the news budget that determines the design of the front page (see Mallette, 1990: 89-90). The functions of headlines are rather strictly given. As a result, it might be reasonable to assume that the features of headlines and the tools that they are able to use are likewise restricted. However, the tendencies observed in the material under analysis do not conform to this assumption. Conventions tend to be discontinued and new tools are employed in the process of producing media messages in newspapers.

This seems to be the case with the emergent category of **subheadlines** (labelled G1s-G76s). An investigation into the relationship between headlines and subheadlines will be carried out and the actual function of subheadlines will be analysed. For easier reference, a separate corpus of headlines and subheadlines has been compiled (see **Appendix 2** and **Appendix 3**). In the source material, the percentage of subheadlines reaches 70%. Out of the total number of 76 headlines, 53 of them are accompanied by subheadlines. Concerning the features of subheadlines, in two *Guardian* issues (G53; G59) a “double” subheadline has been used. However, for the purposes of the thesis, a double subheadline is regarded as a single occurrence only, since the proportion of subheadlines in the source material is based on the dichotomy between two possible variants: headlines accompanied by subheadlines and headlines only.
Considering the ratio of headlines that feature a subheadline to those that do not, it leads us to assume that their presence is not haphazard. Analysing headlines and subheadlines in terms of their semantic interrelatedness (see 3.2), the aim of the thesis is to trace the pattern (if there is any) of the employment of subheadlines and to trace their function(s). What will also be taken into consideration is the role of topic categories in determining the functions of subheadlines (see 3.1). Topic categories found in my source material will be introduced and they will be applied both to headlines and subheadlines.

1.2 Topic Categories

The corpus is based on a collection of data obtained from the Guardian newspaper over a period of three consecutive months, which means that no specific topics of articles have been preferred. As a result, the source material reflects the whole range of topics covered in the Guardian from December 2005 to February 2006. Concerning the process of collecting information on the topic, the subject-matter of headlines has been primarily considered and if the information obtained has not been sufficient, subheadlines, and consequently, the article proper have been thoroughly consulted. This reflects the telegraphic structure of headlines, which makes them typical representatives of block language. Owing to the limited number of words that form headlines and due to a high level of vagueness, not rarely have subheadlines been used as an additional source of information about the actual topic. In some cases, the article proper has had to be conferred in order to cross-check the information obtained in headlines and subheadlines.
Generally, four major topic categories have been traced in the source material:

- **politics**
- **sensitive topics**
- **crime stories**
- **health scares**.

The characteristics of each group will be briefly introduced and several representatives of each category will be given as examples.

In accordance with expectations, **politics** (74%) is the most densely represented category. For clarity, it has been divided into two subcategories:

- **domestic politics** (53%)
- **international politics** (21%).

The former includes issues related to Britain, mostly represented by:

1. party politics and the political system in general (*G6; G33; G75*)
2. ecology and energy sources (*G44; G52*)
3. health policy and the social security system (*G1; G9; G35*)
4. education (*G11; G34; G46*)
5. the army (*G25; G48; G63*).

The latter, in contrast, encompasses matters of international importance that could have an impact not only on Britain, but may deal with the political and economic organization of the world. Among these:

1. terrorism is the most current one (*G43; G56*), the other issues being, more or less, related to it:
2. foreign relations (*G7; G28; G39*)
3. espionage (*G4; G12; G42*)
4. nuclear weapons (*G29*).
The next group of headlines has been regarded as belonging to **sensitive topics** (13%).

In general, these are issues that are rather difficult to talk about. In the context of newspapers, the issues are regarded as problematic to discuss in public and therefore they require delicate handling. They are the issues which need “to be dealt with carefully” (MED: 1291). Examples that have been found in the source material are headlines referring to:

1) the first full face transplant operation (**G14**)
2) prostitution (**G23**)
3) racism (**G30; G51**)
4) alcoholism (**G31**)
5) sexual offences (**G40**)
6) euthanasia (**G41**)
7) abortion (**G66**)
8) animal testing (**G73**) and
9) bribery (**G76**).

Though it might seem unusual, the first example (**G14**) has been included in sensitive topics since the ethical aspect of a transplant operation is foregrounded in the article.

On the whole, the headlines in this category introduce issues that are generally considered as problematic. Two headlines (**G31; G76**) feature prominent personalities, both from the sphere of politics (Charles Kennedy, Member of Parliament, in the former and Tessa Jowell, the culture secretary, in the latter). These two examples are, in fact, “double sensitive” since the actual sensitivity of the topics (alcoholism and bribery) is increased by the involvement of public figures.

The third category has been given the label of **crime stories** (6.5%). As the name suggests, this group of headlines neither reflects the police role in detecting crime nor deals with the criminal law. In the headlines that belong to this group, crime is seen from the
perspective of individuals, the criminals and the victims, rather than from the perspective of the legal system. The headlines (and subheadlines) introduce stories about individuals who have names (Monckton murderer in G15; Abu Hamza in G59; Jenkins in G61; Meadow in G68; Irving in G70) and who might pose a direct threat to the society (the Guardian readers).

Interestingly enough, in G15 the name of the victim has been preferred to the name of the murderer and the offender has been, in fact, referred to by means of the victim’s name. More factors seem to play a role in this indirect reference. One of them, indeed the most obvious explanation, is that this case has already been widely publicized in the previous Guardian issues and its problematic aspects (early release of the murderer) have now caused it to reappear in the news. Another factor that might influence the way the offender is referred to is the higher level of attractiveness of the victim (a London financier) compared to the murderer. These two factors combined seem to have led to the rather indirect reference Monckton murderer.

Though murder might be the most typical instance of crime in the news, it is not the only one. That there are more types of crime also shows the last example in this group: the case of David Irving, a discredited British historian (G70). Concerning the crime committed by Irving, it is rather ethical. He has been convicted of a crime against morality. Compared to the other representatives of this topic category (related, more or less, to murder), Irving’s behaviour is exposed to moral judgements of readers and it probably invites contempt rather than fear.

Among the criminals there are clerics (G59), fathers (G61), doctors (G68). By creating the impression that a murderer can be a person from the neighbourhood newspapers present crime in headlines (and subheadlines) from the perspective of everyday lives of their readers. On the whole, newspapers prefer stories about individuals to stories about issues
(Reah, 1998: 3). As shown above, this preference tends to be marked in stories about criminals.

As for the last group of headlines, the designation health scares (6.5%) has been chosen. Considering the samples that belong to this topic category in terms of the feelings of anxiety that they might arouse in readers, this label has been chosen on purpose. The issues they refer to have a far-reaching effect, mostly negative, not only on the British, but possibly on all mankind. Representing a current death threat to all people (G18; G19) or a long-term health problem (G60), in the period from December 2005 to February 2006 the following health issues were covered in the Guardian:

1) threats of epidemics (G18; G19)
2) cloning (G21)
3) obesity (G60) and
4) dangerous drugs (G62).

In Table 1, the representation of all the four basic topic categories (politics divided into two further subcategories) is clearly marked. The structure of the topic categories in the table corresponds with the order in which the categories have been previously introduced.
Table 1  Topic categories represented in the source material

<table>
<thead>
<tr>
<th>Topic category</th>
<th>Headline number</th>
<th>Quantity</th>
<th>%</th>
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<tbody>
<tr>
<td>Domestic</td>
<td>G1; G2; G3; G5; G6; G8; G9; G10; G11; G13; G16; G17; G20; G22; G24; G25; G26; G27; G32; G33; G34; G35; G36; G37; G38; G44; G45; G46; G47; G48; G52; G53; G57; G58; G63; G64; G65; G71; G74; G75</td>
<td>40</td>
<td>53</td>
</tr>
<tr>
<td>International</td>
<td>G4; G7; G12; G28; G29; G39; G42; G43; G49; G50; G54; G55; G56; G67; G69; G72</td>
<td>16</td>
<td>21</td>
</tr>
<tr>
<td>Sensitive topics</td>
<td>G14; G23; G30; G31; G40; G41; G51; G66; G73; G76</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>Crime stories</td>
<td>G15; G59; G61; G68; G70</td>
<td>5</td>
<td>6.5</td>
</tr>
<tr>
<td>Health scares</td>
<td>G18; G19; G21; G60; G62</td>
<td>5</td>
<td>6.5</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

The last issue to be dealt with in relation to topic categories is the approach to their classification. Though the process necessarily involves judgements made by the reader, which are unavoidably subjective to some extent, the topics of headlines (and subheadlines) have been considered both from the perspective of the newspaper and its readers. The impact that the headlines might have on the readers, particularly the emotions which the headlines try to appeal to, has been taken into consideration in the process of categorization. Concerning several instances of headlines, they have been rather difficult to classify. Indeed, there are headlines that seem to belong to more than one of the above delimited topic categories. A
closer look at the headline, subheadline and, if needed, at the article proper has, however, helped to define the borderline cases.

As an example, the G31 headline can be taken: *Kennedy: I drank, I’ve stopped and I’m staying*. The reference to Charles Kennedy, a Member of Parliament, seems to place the headline in **domestic politics**. Nevertheless, a more detailed look at the wording of the headline and also at the subheadline, which provides more information on the topic (*Lib Dem leader admits alcohol problem and challenges critics to take him on*), helps to reveal the aspect from which the headline is to be taken. Judging by the figure of Charles Kennedy, who plays a significant role in the headline, it belongs to the sphere of politics. In this case (compared to G32), a prominent politician’s name has been used to present a problem that anyone could have. Alcoholism is an issue that is difficult to discuss in public and it is even more so in the case of a public figure.

Being presented as an imperfect individual who has faults, Kennedy’s role of a politician is of secondary importance here and it is rather backgrounded. Consequently, **G31** has been placed in **sensitive topics**. Compared to **G32**, which seems to deal with a similar topic, there is a clear distinction between the two headlines. Concerning the latter, it focuses on the political aspect of Kennedy’s personal problems and on the consequences that his behaviour might have on the overall political situation. Kennedy as an individual stands in the background whereas his role in the political structure is foregrounded. As a result, **G32** has been classed as **domestic politics**.

Apparently, in the source material there are many headlines that seem to belong to more than just one topic category. The aspect from which the issues are presented in the headlines (and subheadlines) has had to be taken into consideration and it has played a decisive role in the process of headline classification.
Before opening the analysis proper, the source material will be introduced in terms of its **labelling** and reference will also be given to the **terminology** that has been necessarily considered in the process of the labelling.

Starting with the **labelling**, the corpus consists of seventy-six headlines (one major front-page headline obtained from every *Guardian* issue), which have been labelled *G1-G76*, and fifty-three subheadlines. For easier cross-reference, the labelling of subheadlines has been based on that used for headlines. The number of a subheadline is identical with the number of a headline, with only the letter *s* being added (*G1s, G2s … - G76s*). This enables to find easily the headline that features a subheadline.

Considering the number of headlines and subheadlines found in the source material, twenty-three headlines are not accompanied by subheadlines, which is a minority compared to the remaining fifty-three items where subheadlines appear. This is also one of the reasons for writing a special chapter on the analysis of subheadlines and their functions (see 3 **SUBHEADLINES**). The fact that it is not an established category leads to problems with its denomination and in the following section the **terminology** applied throughout the thesis will be discussed.

The term that seems to be the closest in terms of meaning and that can be found both in *Oxford Advanced Learner’s Dictionary* (OALD) and in *Webster’s Encyclopedic Unabridged Dictionary of the English Language* (WEUD) is subheading. Drawing from the latter, subheading is “a title or heading of a subdivision, as in a chapter, essay, or newspaper article”. As far as the propositional content of the definition is considered, it encompasses several different concepts, though rather similar in their meanings. This allows of the term
subheading to be used in a variety of different types of discourse, literature, academic writing and newspaper language being the examples given in WEUD.

For the purposes of my thesis, a more specific term will be employed. Dealing with media language, headline language to be specific, the concept of **subheadline** will be employed in the thesis to refer to subsidiary sections of headlines “set in different sizes or faces” (Mallette, 1990: 80). Subheadlines have been found in the source material in a significant number. Interestingly enough, this observation is in striking contrast to that made by Chovanec about his corpus where only a single occurrence of subheadline is to be found (Chovanec, 2000: 211). One of the reasons might be that the design of internet news is not determined by budget. The attention of readers does not directly affect the profit of newspapers and thus no eye-catching devices are required. As a result, the position of subheadlines tends to be unoccupied. To conclude the points of terminology, the sections of text in question are to accompany headlines and therefore the use of the term subheadline has been considered as more exact and most fitting in the context of newspaper language.

2.1 **Structural Analysis**

Having dealt with general characteristics of the source material and having presented its topic categorization, the source material will now be analysed in terms of its structure. The analysis will focus on one particular part of it, namely the headlines. As instances of block language, headlines function as summaries and this function affects their syntactic structure.

As Bell suggests, headlines are not written by journalists but by some other *newsworkers*. In fact, headline writers are copy editors responsible for the content of headlines (see Bartošek, 1997: 29-30). Interestingly enough, if we compare the lead, which is the first paragraph, the body of the article and the headline, it is the headline that is the last
component to be produced (see Bell, 1991: 186). For the reader, however, it is quite the opposite: the headline is usually the first component to be read. The order in which the components are prepared reveals what precedes the actual creation of headlines. Indeed, the headline is the result of most careful consideration.

2.1.1 Structural Ellipsis

Concerning the clause structure of headlines, it ranges from the full sentence structure to ellipsis and to nominal structures with the absence of verbs. The headlines are expected to abound in examples of the elliptical structure. According to *A Comprehensive Grammar of the English Language* (CGEL), they employ typical clause structures that “deviate from regular clause structures in omitting closed-class items of low information value” (845). In this group of items that have a low information value, the finite forms of the verb be, articles and other words that are known from the context can be included. The omission of determiners, pronouns and other words with low information value is referred to as structural ellipsis (CGEL: 900). It is restricted to the written style where the ellipted words can be identified on the basis of grammatical knowledge. The elliptical style used in headlines is known as headlines. The identification of ellipted words requires active involvement of readers.

As for the structural ellipsis, the headlines in the source material tend to comply with the general tendency to omit “unimportant” words such as articles and the finite forms of the verb be. Concerning the former, nine headlines out of the total of seventy-six contain either the definite or indefinite article (two headlines featuring both). As suggested, the omission of items that carry little or no information, among them articles being an example, tends to be a
convention in headlines. As a result, the use of articles seems to be marked and the presence of articles in nine headlines is thus worth considering.

Evaluating these nine examples in terms of topic categories to which they belong, it might be useful to note that seven of the nine headlines that feature articles deal with politics (either domestic: G13, G37, G65, G71; or international: G28, G29, G54). The remaining two headlines belong to crime stories (G59, G61). Analysing the way in which articles have been utilized in the individual headlines, certain similarities can be traced. Generally, three areas where articles have been employed can be distinguished: quotes, unique items and idioms.

The first group of headlines is based on quotes. In the thesis, the word quotes will be used whenever referring to quotations found in headlines. As suggested by Bell (1991: 209), it is a term used in news terminology. Two of the quotes use a reporting verb (G29 in the initial position; G71 in the final position). Compared to these two, G37 opens the headline by stating the source of information and the quote is introduced after a colon. The last representative of this group, G65, is, in fact, a combination of both. The quote is introduced by a passive form of the reporting verb tell and it is presented after a colon. In Table 2a, the first two headlines are instances of indirect quote whereas the other two headlines feature direct quote.

<table>
<thead>
<tr>
<th></th>
<th>Articles in quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td>G29</td>
<td>Secret services say Iran is trying to assemble a nuclear missile</td>
</tr>
<tr>
<td>G71</td>
<td>Charles regards himself as a political dissident, aide reveals</td>
</tr>
<tr>
<td>G37</td>
<td>Menzies Campbell: I will take Lib Dems to the left of Labour</td>
</tr>
<tr>
<td>G65</td>
<td>Labour told: come clean on the threat</td>
</tr>
</tbody>
</table>

The fact that articles have been preserved in quotes does not offer a sufficient explanation to their use. There are fourteen headlines based on quotes and articles have been used in several
of them only. The use of articles in the headlines presented in Table 2a seems to be of major importance. In G29 the information is provided by secret services and the indefinite article functions as a specification of the number of missiles, though no further details are given. Also, it strengthens the credibility which secret services are supposed to have. As a result, the feeling of security can be associated with this institution.

Concerning G71 in which Prince Charles is quoted, the use of the indefinite article seems to be aimed at precise information. Though the third person has been used, which is a signal of indirect quotation, the headline tries to create the feeling that it provides the exact words of the speaker who is a significant political figure. A similar explanation could be applied to G37 where another politician is quoted. Also, the left obviously refers to the left wing of the political scene. For this reason, G37 is similar in its qualities to unique items introduced below. Dealing with graphical devices used, G37 features a direct quotation though no quotation marks have been used. This feature, however, complies fully with typographical customs of headlines which use quotation marks to label direct quotes only exceptionally.

As far as G65, the last example in this group, is concerned, it belongs to the sphere of politics. As the examples of headlines with articles suggest, articles tend to appear in political quotes. Moreover, G65 seems to belong partly to the following group: unique items. Presenting threat with the gives it an additional meaning of danger, but it expects the readers to know what kind of threat the headline refers to. Topicality and shared knowledge play a role in decoding the message conveyed by the headline. More examples of a similar kind will be given below.

The next area where articles in headlines have been retained can be labelled as unique items. This group is represented by three headlines:
### Table 2b  Articles in unique items

<table>
<thead>
<tr>
<th></th>
<th>Articles in unique items</th>
</tr>
</thead>
<tbody>
<tr>
<td>G54</td>
<td><em>Iran’s message to the west: back off or we retaliate</em></td>
</tr>
<tr>
<td>G59</td>
<td><em>Guilty: the cleric who preached murder as a religious duty</em></td>
</tr>
<tr>
<td>G61</td>
<td><em>Jenkins: the allegations of violence the jury never heard</em></td>
</tr>
</tbody>
</table>

In **G54**, *the* refers to the name of a geographical area and since *west* can have different meanings in varying contexts (for example: one of the directions; the western coast of the USA) the article functions as the identification of the relevant meaning. Moreover, the factor of topicality can be considered. A group of words that frequently recur in the news could be defined, *the west* (**G54**) and *the threat* (**G65**) being typical examples.

The following two representatives of **unique items** (**G59, G61**) share both the topic category to which they belong (*crime stories*) and the grammatical structure. Starting with the latter, both headlines are ellipted relative clauses. In **G61** the relative pronoun *which* or *that* has been omitted. The use of the initial *the* can be explained by the grammatical structure (*G59: the cleric who...*; **G61: the allegations [which/that]...*). Considering the general tendency to omit grammatical words in headlines, the grammatical structure would not probably be a sufficient argument for the preservation of the articles. Since both headlines are opened directly with the topic to which they refer (**G59: Guilty: ...; G61: Jenkins: ...**) and the text follows a colon, their structure is noticeably similar to a quote. The structure can then be associated with presenting somebody’s words, which tends to ensure credibility and objectivity. Moreover, both headlines feature crime stories and provide revealing information on cases which, as their structure and the information obtained in subheadlines suggest, have already appeared in the news. Obviously, shared knowledge plays an important role, too.

The third and last area where articles in headlines have been retained has been labelled **idioms**. It is represented by two headlines and they both belong to the sphere of politics.

27
### Table 2c  Articles in idioms

<table>
<thead>
<tr>
<th>G13</th>
<th><em>Kennedy feels the heat as colleagues urge him to go</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>G28</td>
<td><em>Bush pulls the plug on Iraq reconstruction</em></td>
</tr>
</tbody>
</table>

In **G13** reference is made to a turmoil period in domestic politics and probably also to the feelings of anger and excitement experienced by Charles Kennedy. In the second example, **G28**, a strong idiomatic expression has been used. Its meaning is: to put an end to a project (OALD: 938). The topic category to which they both belong might suggest that idioms (and a certain amount of informality) tend to appear in headlines referring to politics. The role of metaphorical expressions is to make the newspaper language accessible to readers. Political headlines abound in information and thus their facticity is relieved by figures of speech.

As far as the latter, the finite forms of *be*, are concerned, the tendency to omit the auxiliary *be* is clearly marked and there are several types of the omission. The auxiliary verb *be* (possibly combined with the auxiliary *have*) tends to be omitted in headlines containing the passive, with the full verb being preserved (**G3**: *Operations go-slow forced by NHS crisis*; **G30**: *DNA ... held by police*; **G45**: *NHS told: put money before medicine*), and in a headline using the **present continuous** tense (**G4**: *UK ‘breaking law’...*). In **G7** (*Syria ready to reopen...*) the verb *be* functions as a full verb and it is also omitted. The passive is the most frequent instance of the omission of the auxiliary *be*. Generally, the omission does not affect the decoding of the message in any significant way and the original structure can be easily recovered from the headline. By means of the omission of auxiliary verbs headlines become minor non-finite sentences and this structure tends to be one of their typical qualities (see Chovanec, 2000: 102-3).
2.1.2 News Story Elements

As illustrated above, the clause structure of headlines varies. One of the possible approaches is to establish a dividing line between headlines that have a full sentence structure and those that are marked by ellipsis. The dividing line is, however, rather difficult to draw. Moreover, this formal division of the language material under analysis does not reflect its diversity. Consequently, a different approach has been adopted. Several groups of headlines will be established concerning their structure. The potential of the structure to convey information about the elements of the news story will also be considered. There are four major types of information that headlines are expected to provide: what, who, where and how (see Reah, 1998: 25-27). Information about when and why tends to be missing. Concerning the former, it is generally understood in daily newspapers. The latter, the why element, mostly appears in the article proper.

The four basic news story elements (what, who, where, how) will be now introduced. The who element is usually the easiest to identify. The context plays an important role (the process of decoding can be facilitated by a photograph). Also, the reader is expected to have a certain degree of shared knowledge. These factors help to decode the message introduced in the headline.

The next type of information offered by headlines, where, tends to be ignored. The authors of headlines are pressed for brevity and the space allotted is even more limited on the front page. The importance of the information about the place of the event seems to be too low to be included in headlines. The place setting tends to be postponed to the article proper where it is expressed more or less directly (see Bell, 1991: 198-9). Indeed, the source material does not employ any direct references to places. The exceptions are rare. A prepositional phrase giving rather vague information on the location can be found in G56 (…throughout
Muslim world). G62 (...in US) is more specific as to the place of the event. A large proportion of the headlines, however, contains no place reference and it is to be inferred from the context (similar to who). If the item of news concerns a specific geographical area (mostly events not taking place in Britain), the place setting is referred to rather indirectly: Syria ready to reopen Israel peace talks (G7); Bush pulls the plug on Iraq reconstruction (G28); Judge’s anger at US torture (G67).

The how element is usually an additional category. It gives information about the circumstances of the event. It does not necessarily ensue from the headline itself how something happened, this tends to be the task of the following parts creating the news story that succeed the headline (see 3.2).

Having introduced the elements of who, where and how, the last type of information provided by headlines is what. Though introduced above as the first one in the list of the news story elements, it is to be discussed as the last one. The what element is the most typical feature of headlines and at the same time it is the most problematic one. As previously suggested, headlines are summaries, they “abstract the main event of the story” (Bell, 1991: 188). The event is reflected in what. The information about what happened is conveyed by the what element, which makes it the most significant of all the four elements. The way this element is expressed in the headlines will be analysed in greater detail and the typology of the source material will be based on the various instances of the what element.

2.1.3 Quotes

Dealing with the who element, there is a feature which is typical of the newspaper language, namely quotes. As far as the source material is concerned, quotes appear in fourteen headlines and their typical properties will be analysed. To start with, it is useful to
define the terminology employed when referring to the who element. In principle, a division has to be made between who says and who does in headlines (see Bell, 1991: 190-3). The former is labelled as news sources whereas the latter are news actors.

Considering the two categories representing the who element, i.e., news source and news actor, they seem to be helpful in the analysis of headlines that consist of quotes. Indeed, the distinction between who provides the information and who does the action itself might be difficult to draw. In the source material, there are fourteen headlines that seem to have some qualities typical of quotes. All of them belong to the largest subcategory of verbal headlines (finite verb forms). The headlines featuring quotes would be expected to employ at least the most typical property of quotations (whether direct or indirect speech is the case), namely the reporting verb. Headlines using quotes would then be divided into two sections: “the talk itself and the attribution to a speaker” (Bell, 1991: 206). The attribution plays a role in naming the source.

Analysing the headlines featuring quotes, not all of them do, however, provide a direct attribution to a speaker. Though containing the reporting verb tell G45 and G65 do not make any reference to the source of information. By means of the passive structure (G45: NHS told: put money before medicine; G65: Labour told: come clean on the threat), they convey the information about who was affected but not about who said these words. It might be suggested that this type of information is communicated in the subheadline. The subheadline, though, can only be found in G45 (G45s: Hewitt vows end to ‘handout culture’). Since the subheadline does not necessarily have to be present, more information can be obtained in the lead. To sum up, the news actor is preferred to the news source and, as a result, it seems to be emphasized. The information about who told NHS and who told Labour is secondary and thus it is backgrounded.
Dealing with quotes where the source of information is provided, the ways in which this type of information is given vary. The first way of giving the information about *who speaks* can be observed in seven headlines (out of the twelve remaining headlines employing quotes). No reporting verb appears and the attribution is introduced by the name of a person (*G1: Brown; G20: Blair; G31: Kennedy; G37: Menzies Campbell; G38: Brown*), possibly the name of a country (*G54: Iran’s message*) or a document (*G66: pilot study*). To introduce *what was said* various punctuation marks have been used (substituting the reporting verb). In two headlines (*G1 and G66*) a dash and a hyphen have been utilized respectively to state the news source at the end of the headline. Considering the final position, the source of information has been considered important enough to be included, but not attractive enough to be placed in the initial position.

This is the case of the other five headlines where a colon has been used first to introduce the source and only then to state what was actually said. Four of them feature surnames (only one of them includes the first name as well) of political figures (*Blair; Kennedy; Menzies Campbell; Brown*). One of them gives reference to a country (*Iran’s message to the west: ...*). The actual source of information has been considered significant enough to be placed in the initial prominent position in the headline. As far as the names of politicians are concerned, their significance can hardly be questioned. Interestingly enough, the use of *Iran* as the first word of a headline also seems to have an explanation. It is one of the most topical countries appearing in the news for the past few months. Also, no subheadline has been provided in this case and thus it seems reasonable that the aim has been to compress as much information as possible into the headline by means of an introductory noun phrase.

As far as the distinction between **direct** and **indirect quotes** is concerned, the latter is expected to prevail. Indirect speech enables the journalist to be “in control of focusing the
story” (Bell, 1991: 209). He/she can refer to what suits the purpose of the article. On the contrary, in direct speech the journalist would be required to follow the wording of the quote once he decided to use it. This distinction mainly concerns cases where the third person (indirect speech) stands in contrast to the first and second persons (direct speech). Moreover, quotation marks clearly signal direct speech. The headlines in the source material, however, do not seem to comply with these conventions. Out of the total of fourteen headlines based on quotes, seven of them do not use any reporting verb. The source of information is given by means of a proper name (G1, G38: Brown; G37: Menzies Campbell…) or a noun phrase (G54: Iran’s message to the west).

Moreover, the position of the source varies. It either serves as an opening of the headline (G38) or it is stated at the end of it (G1). These position variants can be explained by shifts of focus, depending on the context of the particular headline. G38 and G1 can serve as examples. In the former, the headline focuses on the personality of the chancellor and on his attitude to the matter in question. His opinion is obviously inquired and it is also presented in the headline. However, the political situation and the issue of pensions are the focus of attention in the latter. The chancellor’s name brings additional information. It seems to function as a guarantee of the information given. Also, the headline refers to an unpopular financial reform and thus the name seems to indicate who is responsible for it. Generally, the person has a high political status and the presence in the headline is not accidental. Certainly, it is considered of high importance.

As far as the difference between the position of the source is concerned, placing it in the final position enables to present the information as a “factual statement voiced by the paper” (Chovanec, 2000: 204). Indeed, as Bell suggests (1991: 193), in newspapers “attribution is often postponed, particularly after a direct quotation”. However, the headlines in the source material do not seem to adhere to this tendency. On the contrary, a majority of
quotes begin with attribution, which is typical of spoken English rather than of its written counterpart (1991: 193). This brings newspapers closer to spoken language. The discontinuation of typographic conventions in quotes also helps to associate written language with speaking.

The prevalence of initial attribution reveals the importance of eliteness of news. The role of the news source is mostly played by prominent politicians, which seems to prove that “the more elite the source, the more newsworthy the story” (Bell, 1991: 192). The quotes found in the source material represent a specific type of news source. The news sources (G20: Blair; G29: secret services; G50: US tells Hamas) are, in fact, news actors “whose own utterances have news value” and the source becomes news actor through speaking (1991: 191). The information about who speaks seems to dominate the news and it plays a more significant role in terms of newsworthiness compared to what is said. For this purpose, initial attribution becomes a useful tool in the hands of headline writers.

To sum up, quotes used in headlines do not conform fully to the conventions of direct and indirect speech. In half of them, no reporting verb has been used. Though the other half employs reporting verbs, most of them are in the present tense and, as a result, no “past tense concord” (Bell, 1991: 209) can be traced. Using the present tense in the reporting verb (G17: Labour has run out of steam say voters) strengthens topicality and recency and prevents the headline from dating. Moreover, by means of the present tense the reporting verb avoids tense concord. These features of headline quotes, together with the non-appearance of quotation marks in direct speech, suggest that headlines employ quotes in their own special way and that the factors of space limitations and attention need to be considered when analysing the language of headlines.

Analysing the headlines featuring quotes in terms of the topic categories to which they belong, helpful observations can be revealed. Out of the total of fourteen headlines based on
quotes twelve come under the heading of politics (nine of them domestic and three international politics). The remaining two represent sensitive topics, i.e. issues which require careful treatment in the news. Obviously, politics prevails as the topic category to which headlines containing quotes belong.

One of the reasons for the prevalence of political quotes may be the generally acknowledged the frequent occurrence of political headlines in newspapers. Readers are being constantly informed. Even if newspapers are not read daily, the latest political issues can hardly be avoided. They are the very substance of television and radio broadcasting. Consequently, updates on the political situation are presented rather directly in headlines: by means of quotes of particular political figures. The way reference is given to who is speaking has already been analysed. As previously suggested in the analysis of headlines with articles retained, quotes exhibit a tendency to preserve elements which would otherwise have been omitted.

2.1.4 Syntactic Transformations

Before introducing the typology of headlines, two syntactic transformations observed in the source material will be considered, namely nominalization and the passive transformation (see Fowler, 1991: 76-80). The position and sequence of elements matter and both the nominal and passive transformation play a significant role in the headlines. Both types of transformation will be introduced and their occurrence in the headlines accounted for.

Events in headlines mostly reflect some happening. As a result, the use of verbs would be expected. The what element, however, tends to be expressed in two ways (see Reah, 1998: 26-27):
• DIRECT reference
• INDIRECT reference.

Concerning the former, a verb would be typically used (*G9: New cancer drug puts NHS under pressure*). The latter, indirect reference, exhibits a tendency to use nouns instead of verbs. The syntactic transformation is known as nominalization and it enables predicates (verbs and adjectives) to be realized syntactically as nouns (Fowler, 1991: 79). *Talks in G7, ruling in G8, go-ahead in G14, inquiry in G15 and G51 are some of the examples found in the headlines. Generally, the use of nominals tends to be common practice in the language of newspapers. The substitution of verbal predicates by nominals seems to be rather rare. This feature of headlines in the source material will be discussed in the section on nonsentences.

One of the reasons for using nominals in the language of headlines seems to be the need for compression: providing information in a limited number of words. If we want to express the message in *G14* without using the nominal *go-ahead* (*Go-ahead for first full face transplants*), the headline would have to be considerably longer and, as a result, more information would be given than originally intended: *British surgeons (have been) granted approval to carry out (the) first full face transplant operation*. Considering the general tendency to omit grammatical words, the expressions in brackets (*have been* and *the*) would not probably appear in the headline. Moreover, in the original headline the exactness of *transplant operation* is replaced by the more general noun in the plural (*transplants*). Expressions in bold type suggest how many words would be needed to express the idea of *go-ahead* identical with that which is actually used in the headline (*G14*).

The attempt to replace the nominal with different expressions has revealed significant differences in the amount of information given. The nominal element enables the author to delete both the participants (who did what to whom?) and the indication of time since there is no verb to express the tense (see Fowler, 1991: 79-80). This technique of concealment seems
to be especially convenient with regard to political topics where some parts of information might be withheld both in the headline and the article proper. Also, by means of nominalization “processes and qualities assume the status of things” (1991: 80). They are thus more probable to be perceived as something that is given, i. e. as facts. As the examples from the source material show, nominals are not confined to the sphere of politics only. The need for brevity seems to prevail in general.

Having dealt with nominalization, another type of syntactic transformation will be introduced, namely the **passive transformation**. The passive is one of the syntactic transformations that are worth considering in the language of newspapers. It can be found in ten headlines focusing on the affected party rather than on who is the agent of the activity.

The passive transformation enables the author “to switch the positions of the left-hand and right-hand noun phrases, so that the patient occupies the syntactic subject (left-hand) position” (Fowler, 1991: 77). And it is the left-hand position which is usually interpreted as the agent. In practice, by means of the passive not only is space saved, but also the topic of the headline can be immediately established (1991: 78). The specification of the agent need not necessarily be given in the headline. Moreover, the context plays a significant role here. Accordingly, in the verbal group **E I** there are ten headlines using the passive, seven of them coming under the heading of *politics*. As has already been suggested, political issues tend to recur and the headlines are not expected to introduce the topic at great length. On the contrary, political headlines are the only ones required to provide updates. Their aim is to do so in as little space as possible.

Obviously, the factor of attractiveness prevails in the choice of the left-hand expressions. They are the first words on which the eyes of readers happen to focus. They may sound familiar (**G55: Blair-Bush**...), scientific (**G30: DNA**...) or even obscure (**G62: Ritalin**...), but they certainly do attract attention. It is, undoubtedly, the goal of headlines, let
alone front-page headlines. A comparison can be made between one of the headlines using the passive and its subheadline where the active has been used. It clearly shows what words have been chosen to occupy the initial position (in bold type). The level of attractiveness varies significantly. Though the headline states the agent of the activity, it does so at the end of the headlny only (in bold type):

**DNA of 37% of black men held by police (G30)**

**Home Office denies racial bias (G30s).**

An outline of the initial clusters of words that have been found in the ten passive construction headlines might reveal more about the factor of appeal. The examples will be grouped according to the topic category to which they belong: six of them belong to **domestic politics** (DP) and then to **international politics** (IP), **sensitive topics** (S), **crime stories** (C) and **health scares** (H).

<table>
<thead>
<tr>
<th>Table 3a</th>
<th>Initial words in passive headlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>G3</td>
<td>Operations go-slow</td>
</tr>
<tr>
<td>G5</td>
<td>Brown forced</td>
</tr>
<tr>
<td>G22</td>
<td>Voters split</td>
</tr>
<tr>
<td>G33</td>
<td>Challenger sought</td>
</tr>
<tr>
<td>G52</td>
<td>Carbon emission targets</td>
</tr>
<tr>
<td>G74</td>
<td>Livingstone suspended</td>
</tr>
<tr>
<td>G55</td>
<td>Blair-Bush deal</td>
</tr>
<tr>
<td>G30</td>
<td>DNA of 37%</td>
</tr>
<tr>
<td>G70</td>
<td>Irving jailed</td>
</tr>
<tr>
<td>G62</td>
<td>Ritalin heart attacks</td>
</tr>
</tbody>
</table>
Basically, two criteria have been employed in classifying the length of the clusters. The formal criterion has been the maximum length of clusters. It has been set to three words (a group of letters divided by a space). The logical criterion that has been applied requires the cluster to be more or less a unit with independent meaning.

The following table presents headlines constructed on those listed in Table 3a. Its aim is to show what words appear in the initial position if the passive is transformed into the active. To retain the factual content of the original headlines, headlines containing no information about the agent of the activity (either in the headline itself or, if provided, in the subheadline) have not been shifted to the active (marked by a hyphen).

In G22*, G55* and G62* a circumstance of the event has been used as the agent of the headline. The meaning being preserved, this transformation seems possible with regard to the table. For some of the headlines, the grammatical tense has been required in the active. For this purpose the present tense has been chosen. As Chovanec suggests (2000: 89), the present tense in headlines is rather versatile. It refers to the present time, an event in the past and also to the future. Its qualities of being universal and unmarked have been the decisive factors for the choice of tense in Table 3b (headlines marked by an asterisk).

As Table 3b shows, six headlines using the passive have been transformed into the active. For the remaining four no further information has been available in the passive headlines as to the agent. Moreover, in G33 and G74 no subheadline can be provided, possibly revealing the agent. Though both G5 and G70 feature a subheadline, the information included in it does not help in detecting the agent which could be used for the transformation.

The aim of the transformation has been to compare in what way the initial words might vary in the original passive headlines and in the headlines using the active.
Expressions that have become the initial expression in the active headlines can be considered against the background of the initial words used in headlines included in my source material in general and against the frequency of their occurrence in particular. Factors of unexpectedness and attractiveness can be employed in the comparison of the expressions in Table 3b and those used in the other headlines. Dealing with G3*, the reason for not using NHS crisis at the beginning is obvious if contrasted with G2 (NHS crisis as trust deficits top £900m). The comparison makes it clear why NHS crisis has been moved to the back of the headline. Obviously, identical opening phrases in front-page headlines appearing on two consecutive days tend to be avoided. Most readers probably follow news coverage regularly and identical phrases would be very ineffective in attracting their attention.

Concerning G22*, the theme of nuclear power also appears in G27 (Russian gas row reignites nuclear debate) and G44 (Next generation of nuclear reactors may be fast tracked). It seems to be one of the constant problem areas. Opening a headline with nuclear power

<table>
<thead>
<tr>
<th>Initial words in headlines transformed from passive into active</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>G3</strong></td>
</tr>
<tr>
<td><strong>G5</strong></td>
</tr>
<tr>
<td><strong>G22</strong></td>
</tr>
<tr>
<td><strong>G33</strong></td>
</tr>
<tr>
<td><strong>G52</strong></td>
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<tr>
<td><strong>G74</strong></td>
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<tr>
<td><strong>G55</strong></td>
</tr>
<tr>
<td><strong>G30</strong></td>
</tr>
<tr>
<td><strong>G70</strong></td>
</tr>
<tr>
<td><strong>G62</strong></td>
</tr>
</tbody>
</table>
would not comply with the requirements of attractiveness and topicality. Moreover, \textit{G22} (\textit{Voters split over nuclear power}) focuses on the political aspect of the problem rather than on the issue of nuclear power itself. Similar arguments can be applied to \textit{G52*} where \textit{government row} has become the opening phrase of the active headline.

Considering the fact that politics in general ranks among the most frequent topic categories to which headlines belong (probably not only in the source material chosen for the thesis) the opening phrase almost seems to be a cliché in the context of politics. It is far from being unexpected and appealing. It has already been mentioned that political headlines tend to focus on specific problems of the political situation and on their updates. For these reasons, \textit{government row} does not seem to be an appropriate opening phrase of a front-page headline.

The same arguments against the opening phrase \textit{police hold} in \textit{G30*} can be offered. The police seem to be one of the authorities frequently appearing in the news in different contexts and the word \textit{police} would most probably not attract any special attention of readers.

In contrast, \textit{G55*} and \textit{G62*} seem to meet some of the front-page headline requirements: their opening phrases aim at bringing revealing information and consequently, they tend to arouse curiosity. There are headlines, however, which feature a number of appealing items, but only one of them can be chosen as the opening phrase. This might be the case of \textit{G55} and \textit{G62}. In the former, \textit{secret memo} has been overruled by \textit{Blair-Bush deal} and in the latter \textit{Ritalin heart attacks} has been preferred to \textit{51 deaths in US}.

Table 3a reveals the extent to which headlines can benefit from the omission of auxiliary verbs \textit{have} and \textit{be}. Due to the omission, full verbs (conveying action) can be shifted forward and as a result, some of them appear as soon as in the second position in the headline. \textit{G33} can be taken as an example to demonstrate the difference. The versions with asterisks do not appear in the source material and have only been constructed to mark the difference between a headline with the omission of auxiliary verbs (\textit{G33}) and the same headline where
the auxiliaries have been retained. Two possibilities can be offered for the version without the omission of auxiliaries, featuring the present tense and the present perfect tense (G33* and G33**):

Challenger *sought for contest with Campbell* (G33)

Challenger *is sought for contest with Campbell* (G33*)

Challenger *has been sought for contest with Campbell* (G33**)

Both the present and the present perfect tense have been introduced, since the original headline seems to be rather ambiguous as to what tense it represents. This makes the reconstruction of the omitted expressions difficult. Still, the positional shift of the full verb can be seen in both the reconstructed versions. No subheadline can be provided for G33, which excludes the possibility of consulting the subheadline about the time reference.

To sum up, the passive transformation provides means of deleting the undesirable parts of the clause and thus avoiding explicit responsibility (see Fowler, 1991: 77-78). Also, it might play a role in the choice of expressions occupying the initial position in headlines. In passive headlines, the focus of the story is on the affected party. The agent might be suppressed for various reasons. Explicit reference to the agent is often undesirable or it may be insignificant for the development of the story presented in the headline. Another reason might be a lack of information about the actual agent on the side of the newspaper. Certainly, more criteria are applied in the making of the headline. My source material reveals that in headlines the active form is preferred to the passive. To evade explicit reference to the agent other means tend to be employed. They will be discussed in the chapter dealing with the semantic analysis (see 2.2).

As previously suggested, headlines as summaries are expected to initiate the reader into events. Whether dramatic, unexpected or shocking, readers appreciate some happening. It seems reasonable to assume that to express action is the privilege of verbs. As the observations of the source material reveal, this may not necessarily be so. Not only verbs are
privileged to express activity. Activity expressed by verbs tends to be nominalized. Accordingly, the means which the headlines in the source material use to refer to the event vary. Its specific qualities will be analysed. The headlines will be categorized in terms of the means they employ to refer to the event.

2.1.5 **Headline Typology (WHAT and WHO)**

Headlines aim at introducing the main event of the news story and thus the analysis of their structure will focus on the means of expressing the event. Consequently, emphasis will be laid on how the *what* element is conveyed. Assuming that events will be mostly presented as action, by means of a verb, all other means of expression will be considered and their functions analysed. As Chovanec suggests (2000: 78), the categories of *happening* (corresponding with *what*) and *participant* (corresponding with *who*) are the two most prominent ones. Whenever the *who* element plays a significant role in the headlines, reference will be made to it and to its function.

As far as the *who* element is concerned, it is expected to play a role particularly in headlines expressing action by means of a verb. Verbal headlines are assumed to constitute the majority of the source material. In a number of headlines, there is no direct reference to the news source. This information is usually given either in the subheadline or in the other parts of the news story, usually in the lead. There are, however, numerous headlines where the source of information is more or less directly stated (*G71: Charles regards himself as a political dissident, aide reveals*). This feature of headlines has been discussed in greater detail in the chapter on quotes (see 2.1.3).

As previously mentioned, headlines are expected to abound in verbs. Consequently, the analysis will first deal with headlines containing finite verb forms. As expected, headlines
featuring verbs tend to prevail in the source material. There are differences concerning the way verbs are employed, both finite verb forms and verb forms with the ellipsis of auxiliary and full verbs can be observed.

Generally, a dividing line can be drawn between headlines using verbs to refer to activity and headlines containing no verb form at all. Having the form of noun phrases, these headlines could be labelled as *nonsentences* (CGEL: 845). These consist of an isolated noun, noun phrase or nominal clause and a verb is not needed since “all else necessary to the understanding of the message is furnished by the context”. Comparing the functions of the two groups, the former communicates information on what happened (to whom) whereas the latter seems to operate as a heading providing information on what it is about. The noun phrases function as designations and the activity is suppressed compared to the other group of verbal headlines. Generally speaking, a division between *verbal* and *nominal headlines* can be established.

To make the representation of the two groups more obvious, there are sixty-eight verbal headlines (89%) compared to eight nominal headlines (11%). The verbal headlines constitute the major part of my source material. There are, however, differences in the way the verbs are used in the headlines. Considering the size of this group of headlines, the verbal headlines have been divided into two groups (1, 2) which have been further subdivided and the nominal headlines constitute a separate group (3).

The largest group (*1 FINITE VERB FORMS*) is represented by fifty-one headlines employing *finite verb forms*. Full verbs have been included in the first subcategory (*F I*) whereas verbo-nominal phrases compose the second subcategory (*F II*).

The second largest group (*2 ELLIPSIS*) is constituted by seventeen headlines which reflect various instances of *omission*. In the first subcategory (*E I*) *be* (possibly combined
with *have*) has been omitted, functioning mostly as an auxiliary verb. In two headlines, *be* is formally a full verb but it has been affected by omission since the meaning is carried by a complement and another verb ([**G7**]: *Syria ready to reopen Israel peace talks*) and by a future substitute without *be* ([**G73**]: *Scientists to speak out for animal tests*).

The second subcategory belonging to this group (E II) features headlines where one finite verb form has been dropped. It has four representatives and they all feature the same structure: an event and some reasons for it (the additional *why* element) are presented by means of one finite verb form (related more to the reason than the event itself) and the position of the other finite verb to present the event remains unoccupied ([**G2**]: *NHS crisis as trust deficits top £900m*). The last group that is represented in the source material comprises eight nominal headlines (3 NONSENENCES).

<table>
<thead>
<tr>
<th>Table 4a</th>
<th>Verbal and nominal groups of headlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERBAL</td>
<td>1 FINITE VERB FORMS</td>
</tr>
<tr>
<td>headlines</td>
<td>I Full verbs (F I)</td>
</tr>
<tr>
<td></td>
<td>II Verbo-nominal phrases (F II)</td>
</tr>
<tr>
<td>2 ELLIPSIS</td>
<td>I Omission of <em>be</em> and <em>have</em> (E I)</td>
</tr>
<tr>
<td></td>
<td>II Omission of finite verb forms (E II)</td>
</tr>
<tr>
<td>NOMINAL</td>
<td>3 NONSENENCES</td>
</tr>
<tr>
<td>headlines</td>
<td></td>
</tr>
</tbody>
</table>

Having introduced the three groups briefly, they will be dealt with in greater detail and the specific features of their subcategories will be considered.

The first verbal group (1 FINITE VERB FORMS) to be analysed is also the largest one (67%). Every headline belonging to it contains at least one finite verb form. A distinction can be made between headlines containing full verbs (F I) and those employing verbo-nominal phrases (F II). The former is represented by verbs which do not require any other
supplement (G34: Headteachers reject Blair’s school reforms). The latter, however, is composed of verbs which involve additional elements and the meaning is finalized by means of a noun (G47: Galloway may face serious fraud office investigation) or an adjective (G65: Labour told: come clean on the threat).

In this subcategory (F II), eighteen headlines have been included. They contain verbs like leave, put, feel, have, take and others. The verbs function as semi-copulas (G37: Menzies Campbell: I will take Lib Dems to the left of Labour). Since the actual verbs can have a variety of meanings and can be used in different contexts, they require an amplifier to finalize their meaning (G37: Menzies Campbell: I will take Lib Dems to the left of Labour).

In the subcategory, the three following idioms can be found (for idioms in political headlines see 2.1.1):

- Bush pulls the plug on Iraq reconstruction (G28)
- Kinnock breaks ranks over ‘dangerous’ education reforms (G36)
- Labour told: come clean on the threat (G65).

These examples comply with the general tendency to complete the meaning of the verbs belonging to this subcategory (F II) by a noun (possibly combined with a preposition: G8, G9, G12, G37, G45, G72) or an adjective. The presence of verbo-nominal phrases contributes to the high percentage of verbal forms in my source material. Formally, active verbs are employed in the headlines. However, in terms of function verbs are accompanied by nouns and adjectives and these additional phrases help to convey the meaning. The general occurrence of verbal forms will be considered after introducing the second verbal group: 2 ELLIPSIS (22%).

Finite verb forms with various instances of ellipsis constitute the second group of verbal headlines. In this respect two subcategories can be distinguished. The first subcategory (E I) is composed of thirteen headlines where the verb be (and possibly have) has been omitted. In the majority of headlines in this subcategory be performs the function of an
auxiliary verb. In G7 and G73 the verb be functions as a full verb and it has also been omitted. The passive with the omitted auxiliary be (and have) represents the majority of headlines in this group (G4 featuring the present continuous tense being an exception).

Although G4, G7 and G73 do not feature the passive, they all contain a full verb (G4 uses a finite form whereas in G7 and G73 an infinitive has been employed). In all of them the verb be has been omitted. In G4 the omitted be has the function of an auxiliary verb whereas in G7 and G73 be is a full verb. The last two examples are similar, since be has been omitted in both, though used as a full verb. Formally, it is a full verb, but the meaning is conveyed by the complement and intensified by the infinitive (G7: Syria ready to reopen Israel peace talks). In G73 it is the infinitive that carries the meaning in the headline (Scientists to speak out for animal tests). Though not containing a finite verb form, the two headlines have been included for they exhibit the same property as the remaining headlines in this group: the verb be has been omitted. Moreover, the full verb in the infinitive functions as the action core of the headline and in terms of providing meaning it seems to substitute a finite verb form.

The second subcategory of headlines featuring ellipsis (E II) is represented by a set of four headlines with an identical structure. In all of them, two sets of noun phrases can be found. However, only one finite verb form has been used. The other finite verb that could be related to the noun phrases has been dropped. The expression dropped has been deliberately chosen to make this group of headlines different from those where a verb has been omitted (and part of the verb phrase is still present in the headline).

Each of these four headlines introduces two interrelated events by means of one verb only. The headlines can be divided into two parts. The first part is obviously void of a verb that could be related to the first event. On the contrary, the second part contains a finite verb form, which seems to provide background information for the first, and probably major, event. The second part might serve as a specification of circumstances under which the major
event could originate. Though the verbs, in the active or passive, could be provided (in square brackets), they have not been used. Again, the role of limited space might have played a role in the decision to drop them. Also, the topic is introduced in a straightforward way by a noun phrase and the verb would probably obstruct rather than enhance the meaning, taking up more space on the front page.

\[\text{NHS crisis [breaks out] as trust deficits top £900m (G2)}\]
\[\text{Toxic cloud fear [spreads] as oil blaze rages (G10)}\]
\[\text{Sinbins for problem families [introduced] as Blair attacks yob culture (G35)}\]
\[\text{ID cards [required] in two years as rebellion fails (G64)}\]

Before dealing with the nominal part of headlines, the reasons for an unexpectedly frequent occurrence of finite verb forms will be considered. As suggested by Fowler (1991: 78), the passive is considered as “a common structure in headlines”. The source material of seventy-six headlines has only produced ten examples of the passive. On the contrary, there is a tendency to employ active verbal forms. Even if headlines with the omission of be (E I) are excluded, the proportion of active and passive headlines is fifty-five active headlines to ten passive headlines.

Basically, two major explanations can be provided here. The first one is closely related to the necessity of establishing contact with readers and to further forging the link between the newspaper and the reader. Obviously, active headlines are more dynamic since they clearly refer to action. However, explicit agency tends to be backgrounded (see Chovanec, 2000: 196-204). This is not achieved by means of the passive transformation, but by using active headlines with agents who are not necessarily directly involved. The fact that explicit agency can be evaded without using the passive offers another explanation for the prevalence of active headlines.
The need for action appreciated by readers can be satisfied and at the same time explicit agency can be avoided. Instead of “the agentless passive” (Fowler, 1991: 78) the active can be used, but the choice of impersonal agents requires careful consideration. Indeed, expressions like pensions plan (G1), torture ruling (G8), Labour (G17), court (G68), though occupying the syntactic position of the agent, do not specify responsibility. The range of expressions employed in the position of the agent will be discussed and the level of impersonality of the subject will be considered. Accordingly, nominal headlines will also be considered in terms of their abstractness.

The last group of headlines to be dealt with in terms of their structure is the minority group of nominal headlines (3 NONSENTENCES). It is represented by eight headlines (11%) which do not contain any verbs. In fact, these headlines are noun phrases in isolation (CGEL: 845). Their structure is similar to headings. Rather than answering the question what has happened? they seem to introduce a topic by simply stating what the article will be about.

As my source material reveals, the occurrence of nonsentences is rather rare. This suggests that the requirement of space economy is largely inferior to some other criteria that prevail in the process of creating headlines. Though “no verb is needed” (CGEL: 845) for the understanding of the message, it plays a role in furnishing action and text dynamism. Headlines included in this group exhibit a tendency to use nominalization in order to compensate for the absence of verbs. Indeed, some of the nouns evoke verbs: go-ahead (G14), inquiry (G15 and G51), crackdown (G23). It is obvious that action is much required in headlines. Nevertheless, this function remains to be the domain of verbs.

The structural composition of headlines has been analysed and the representation of the verbal groups and their subcategories and of the nominal group will be presented as a summary of the structural analysis (based on Table 4a). The headlines in my source material will be now considered in terms of their semantic qualities.
Table 4b  Representation of verbal and nominal headlines

<table>
<thead>
<tr>
<th>VERBAL headlines</th>
<th>NOMINAL headlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td><strong>1 FINITE VERB FORMS</strong></td>
<td><strong>2 ELLIPSIS</strong></td>
</tr>
<tr>
<td>67%</td>
<td>22%</td>
</tr>
<tr>
<td>F I</td>
<td>F II</td>
</tr>
<tr>
<td>G1; G16; G17; G18; G20; G24; G25; G29; G31; G32; G34; G38; G40; G41; G42; G43; G44; G48; G50; G53; G54; G56; G57; G58; G59; G60; G61; G66; G68; G69; G71; G76</td>
<td>G8; G9; G13; G21; G27; G37; G45; G47; G49; G52; G63; G65; G72; G75</td>
</tr>
</tbody>
</table>

2.2  Semantic Analysis

The structural composition of the headlines in the source material has been considered, focusing on the news story elements what and who. Having dealt with the headlines in terms of their structure, they will be analysed as to their meaning. The semantic analysis will first concentrate on the element of who as far as its abstractness is concerned. The level of abstractness of verbal and nominal headlines will be then compared.
2.2.1 Level of Abstractness

To start with, the limits of the who element need to be defined since verbal headlines comprise both the active and the passive. For the purposes of the thesis, the agent of active sentences and the patient of passive sentences will be regarded as instances of the who element. They appear in the initial position and the patient of passive headlines is foregrounded compared to the actual agent which is often difficult to trace. As previously suggested (see 2.1.4), expressions occupying the left-hand position tend to be interpreted as agents. As a result, the differences in meaning between the active and the passive seem to be dissolved. In the analysis of the level of abstractness, expressions occupying the initial position in headlines will be interpreted as instances of the who element, whether they are agents of active headlines or patients of passive headlines (affected participants).

The who element can be referred to as the theme. It is the topic or the most emphasised element in headlines. This role tends to be played by the grammatical subject (see Reah, 1998: 97-98). Any other element appearing in this position is then given special emphasis. The notion of the theme helps to overcome the formal differences between the active and passive voice. It focuses on the function of the element appearing in the initial position. Moreover, the concept of the theme reflects the emphasis placed on this position in newspaper reporting.

Opening the analysis of the level of abstractness with verbal headlines, the expressions appearing in the initial position will be grouped according to the level of impersonality of their subjects. The headlines will be divided into several groups according to their position on the scale ranging from abstractness to concreteness. Before presenting the analysis of headlines in terms of their abstractness, the specifics of the material will be dealt with.
The focus of the analysis is on the role of the agent (in active headlines) and the patient (in passive headlines), i.e. the theme. It can be usually traced within the first three expressions in the headline (the agent in G69: ‘open skies’ treaty; the patient in G52: carbon emission targets). As far as the nonsentences are concerned, every headline has been considered as a whole. The nonsentences are mostly represented by noun phrases and the head of the phrase might appear in the initial position (G15: Inquiry into fiasco of killer’s early release), in the middle (G67: Judge’s anger at US torture) or at the end of the headline (G6: Cameron’s new Conservatism).

Generally, two large categories can be distinguished in terms of the abstractness found in the headlines, namely proper names and common nouns. The term proper names has been chosen to refer to “a particular person, place, thing or idea which is, or is imagined to be, unique” (LEG: 38). The two groups can be further divided into subcategories reflecting the differences of the material. Proper names have been subdivided into three groups: people, places and institutions. Common nouns comprise three subcategories: issues, persons and group organizations.

A number of headlines seem to be a combination of more attributes. G27 (Russian gas row reignites nuclear debate) and G55 (Blair-Bush deal before Iraq war revealed in secret memo) can be taken as instances of headlines referring to issues by means of proper names. The agent of G27 is based on the expression row and the patient in G55 is deal. Both these expressions are highly abstract and as such, they seem to fall under the heading of common nouns, i.e. issues. However, the presence of a proper name helps to increase the level of concreteness. In the process of categorization, proper names have been given priority over common nouns. As a result, agents or patients featuring proper names appear in the relevant subcategory of proper names (people, places or institutions). Proper names are expected to prevail in headlines and they will be the first category to be dealt with.
2.2.1.1 Proper Names

As far as the occurrence of expressions is concerned, whenever a proper name appears more than once, the number of occurrences is given in square brackets. The expressions are presented in alphabetical order. The headlines referring to abstract issues by means of proper names comprise a specific category. To make the identification of proper names easier, they are in bold type. The total number of headlines falling into individual categories is given in brackets.

<table>
<thead>
<tr>
<th>Table 5a</th>
<th>Proper names in the role of the theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROPER NAMES (36)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>I People (24)</td>
</tr>
<tr>
<td><strong>Bin Laden</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Blair</strong> [2]</td>
<td></td>
</tr>
<tr>
<td><strong>Blunkett</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Brown</strong> [4]</td>
<td></td>
</tr>
<tr>
<td><strong>Bush</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Charles</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Galloway</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Irving</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Jenkins</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Kennedy</strong> [2]</td>
<td></td>
</tr>
<tr>
<td><strong>Kinnock</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Livingstone</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Menzies Campbell</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Blair-Bush deal</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Cameron’s new Conservatism</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Honours for Coe, Westwood and heroes of July 7 bombings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Jowell denial</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Kennedy’s days</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Queen’s powers</strong></td>
<td></td>
</tr>
</tbody>
</table>

The subcategory of people (P I) is the largest one, followed by places (P II). The last subcategory referring to institutions (P III) by means of proper names features a few examples only. In the group of common nouns, a similar subcategory can be found referred to as group organizations (see 2.2.1.2).
Dealing with the first subcategory of proper names, the instances of people (P1) vary. As Table 5a reveals, surnames tend to prevail (sixteen surnames compared to one instance of first name). The only first name which can be found is Charles (G71). Queen (G57) is a special type of proper name. Though it does not necessarily refer to one person, it is used for a person which is “imagined to be unique” (LEG: 38). Moreover, this uniqueness is supported by using the capital letter. In the context of publishing this headline in a British broadsheet newspaper, the reference seems to be clear and misinterpretation improbable.

Recently the tendency to delete unnecessary elements in the newspaper language has increased. Definite and indefinite articles are a rare occurrence. Also, nobility and military titles have gradually disappeared (see Bell, 1991: 193-198). The changing structures of expressions referring to news sources and news actors might help to explain the prevalence of surnames observed in the source material. The next step in the process of deleting articles and titles might be the deletion of first names. The absence of first names is not confined to the sphere of prominent politicians whose names tend to reappear frequently. As to their topic category, both G61 (Jenkins) and G70 (Irving) belong to crime stories. Concerning the former, the story of a murder does not appear for the first time. However, the latter seems to be news. Still, the person involved is referred to only by his surname. The use of surnames tends to be common practice in headlines. It complies with the space-saving strategy of newspapers, enhanced by mutual knowledge.

On the other hand, the use of first names only or of giving more names seem to be rather unusual and their use tends to be marked. Charles (G71) is an example of the former and Menzies Campbell (G37) demonstrates the latter. The first example of marked usage seems to reflect a high level of intimacy. As universal as the reference by means of a first name might seem, in the context of British political and social life this reference is very clear.
and misinterpretation seems to be highly improbable. A more polite expression (Prince Charles) seems to be rather lengthy, bringing redundant information.

Generally, the criterion of politeness seems to play a secondary role in the structure of expressions referring to news sources/news actors. Functionally, the omission of the title seems to be on the same level as the omission of first names, which has become widespread in the newspaper articles. Concerning the second example, Sir Menzies Campbell is a politician held in high esteem in Britain. Menzies is a middle name (with unusual pronunciation); it does not appear only in this headline but also in one of the subheadlines (G13s) included in my source material. The criteria of respect and accuracy seem to have been given priority.

As to the use of names of people (P I) and places (P II), topic categories to which the headlines belong might reveal more. Generally speaking, the sphere of politics tends to require the use of proper names. People’s names are the domain of domestic politics. Consequently, it seems obvious that names of places prevail in international politics. As suggested by Bell (1991: 191-193), political figures are among the most elite news actors. As a result, they tend to be the most frequent news actors (and often news sources at the same time). If the position of the theme is occupied by a politician, the level of newsworthiness is increased. As previously mentioned, who speaks plays a crucial role. Therefore, this notion affects the structure of headlines.

Comparing the representation of proper names appearing in the position of the theme, names of people seem to dominate the headlines. The prevalence of proper names referring to people might result from the preferences of readers. They seem to prefer stories about people to stories about issues (see Reah, 1998: 3-4). It matters who is mentioned in first position in a headline and the presence of (mostly) prominent figures makes headlines appear newsworthy and authoritative. Also, unique reference helps to increase the level of concreteness. The occurrence of proper names and common nouns will be compared below (see 2.2.1.2).
2.2.1.2 Common Nouns

The position of the theme is not occupied only by proper names, but also by common nouns. Considering the role of personalization (see 3.2) in the newspaper language, proper names are expected to prevail. However, the headlines included in the source material do not prove this assumption. On the contrary, a majority of headlines employ common nouns in the position of the theme. Compared to proper names, the headlines featuring common names in the theme tend to be much more abstract. Three subcategories can be distinguished: issues (C I), persons (C II) and group organizations (C III).

Dealing with common nouns, the position of the theme tends to be occupied by various types of noun phrases. In the newspaper style, noun phrases function as a form of shorthand (see Reah, 1998: 20-21). As a result, common nouns tend to form clusters. To make the identification of the main noun, headword (1998: 20), easier, it is presented in bold type in the table. The headwords are then ordered alphabetically. The total number of headlines falling into individual categories is given in brackets.

As Table 5b reveals, the subcategory of issues (C I) has the most representatives. Compared to persons (C II) and group organizations (C III), the sphere of issues dominates the use of common nouns in the theme. The subcategory of issues is rather diverse. Common nouns are used to refer to feelings (G10: toxic cloud fear; G67: judge’s anger), abstract actions (G24: council review; G42: torture flights) and processes (G8: torture ruling; G60: obesity crisis). It might be useful to note that the repetition of these abstract terms is rather rare. Generally, two examples can be given, namely inquiry (G15; G51) and review (G16; G24).
The headlines have been analysed in terms of expressions employed in the position of the theme. To sum up, a distinction has been made between proper names and common nouns. As Table 5a and Table 5b reveal, common nouns tend to prevail in the role of the theme in the headlines. Thus the assumption that proper names would play a dominant role in the position of the theme has not been confirmed. The headlines included in my source
material exhibit a high level of abstractness. Compared to serious newspapers, proper names predominate in tabloids in which a high level of abstractness would negatively affect readership. The two groups of proper names and common nouns will be considered in terms of their typical representatives. Reasons for the high level of abstractness observed in the headlines will be then considered.

As far as proper names are concerned, they are largely represented by the subcategory of people. This shows that proper names are most often used when reference is made to people, political figures in particular. It has already been mentioned that politicians are prominent participants in the news. Indeed, they are the ideal news source since their own words make news (see Bell, 1991: 193-4). It helps to explain the dominance of people over the other subcategories (places and institutions) in proper names. In contrast, persons is only a minority subcategory in common nouns. Obviously, common nouns are mainly used to refer to abstract issues. The frequent occurrence of common nouns in the role of the theme significantly contributes to the high level of abstractness of headlines.

Several reasons can be given for using abstract nouns in the position of the theme in headlines. For this purpose, the Handbook for Journalists of Central and Eastern Europe can serve as a guide. The intricacies of writing an effective headline might explain some of the aforementioned tendencies that prevail in the source material. Most importantly, the role of verbs should not be underestimated. Indeed, “strong verbs are a mainstay” (1990: 108). The degree of action should not be mis-stated. Consequently, short verbs should be used appropriately. This guideline, in fact, also concerns nominalization (see 2.1.4). Headlines in my source material reveal the potential of nominals to furnish headlines with a significantly lower level of action. As the headline analysis shows (see 2.1.5), finite verb forms tend to be preferred in the role of the predicate. The narrative is crucial to the effect of headlines and verbs seem to be best fitted for conveying the essence of the story.
Indeed, story-telling is a traditional element of human communication. Its purpose is to attract attention of listeners and to facilitate the process of perception by using conventional formulas. Interestingly enough, narrative forms can be found not only in fiction and drama, but also in advertising and newspaper reporting (see Marková, 2001: 49-51). In headline language, in fact, the narrative structure seems to be a formula. Similar to narratives, headlines require action and some major and minor characters. Concerning the latter, it has already been suggested that stories about individuals tend to be preferred to stories about issues in the news. Headlines in the source material mostly feature politicians since politics and domestic politics in particular is the largest topic category. As a result, readers are familiar with most of the characters appearing in headline stories. Concerning the other important component of narratives, action tends to be expressed through verbs. The role of verbs and their occurrence in the source material will be now discussed in detail.

The majority of headlines use finite verb forms in the active. The dominant role of the passive, suggested by Fowler (1991: 76-80), has not been confirmed in my source material. One of the goals of the passive is that it can be used whenever agency is immaterial or unknown (1991: 78). The analysis of the level of abstractness has revealed that immaterial agency does not necessarily prevent the active. Moreover, where agency might be unknown the active can be used and combined with an abstract noun in the role of the agent. This explains the prevalence of common nouns observed in the source material. The active predominates in the headlines under observations and there is a tendency to give it preference to the passive.

One of the reasons for using the active might be rather practical. Headline writers are reminded that headlines should faithfully reflect the story since “many a libel suit has been filed because of misleading headlines” (Mallette, 1990: 108). As previously mentioned, finite verb forms are the substance of contemporary headlines. They significantly contribute to the
dynamism of headline stories (see Bartošek, 1997: 69-71). Also, verbs fulfil one of the key expectations of readers, i. e. they bring action. Following the principle of accuracy, headline writers can employ an abstract noun in the role of the agent where no specific details are known and it enables them to utilize the active and thus keep a higher level of dynamism.

To sum up, headlines in my source material show a tendency to avoid both nominalization and passivization. Finite verb forms in the active dominate in the corpus of headlines and so do common nouns in the role of the theme. Dynamism is of paramount importance in the headlines and it is achieved by verbs in the active combined with agents which are, more or less, abstract. To conclude this chapter, a useful guideline on headline-writing can be quoted:

First write one sentence in the usual narrative fashion that summarizes the story–its details or theme. Then eliminate the needless words. Often a good headline remains (Mallette, 1990: 109).

3 SUBHEADLINES

Subheadlines used to have been referred to as an emergent element of newspaper structure. Generally, newspaper design has undergone a great many changes in the last decades. In 1970s newspapers used headlines which were “made up of two or more units set in different sizes or faces” (Mallette, 1990: 80). Such a unit is called a deck. In the past, second and third decks used to be common practice. However, they overwhelmed readers with information and they did not fulfil their main function, i. e. luring the reader. As a result, multiple decks have been eliminated.
In fact, newspapers experienced a period of innovation. The elimination of second and third decks was one of them. Headlines (originally three words maximum) became longer. Dynamic headlines started to be preferred to verbless ones. On the whole, the focus shifted to achieving an eye-catching and attractive news design (see Bartošek, 1997: 69). Concerning the role of decks, there is a tendency to add one deck to the main headline on some stories (see Mallette, 1990: 107-110). The selection of stories which require an additional deck will be dealt with below (see 3.1). The semantic relation between headlines and subheadlines in the source material will be analysed in terms of their semantic interrelatedness.

Considering the aforementioned innovation in the newspaper design, headlines in my source material seem to comply with contemporary tendencies to a great extent. The goal of headlines is to attract the readers. This can be achieved both by various sizes and faces of headlines and subheadlines and also by a careful choice of pictures. The role of pictures in attracting the attention of readers is unquestionable. Though broadsheet newspapers favour black-and-white design, the front page (and back page) is marked by the use of colours. Colours play a significant role in attracting attention and conveying meanings and their use on the front page is highly functional. The role of colours in luring readers can be found both in advertising and newspaper reporting. Indeed, colour is the first element to be identified on the page (see Šebestová, 2001: 17). Concerning pictures, they are undoubtedly of interest for readers. Moreover, there are specific elements that might increase readership and photographers are advised to include them. Among the pictures that have high interest of readers are children, animals and personalities (see Mallette, 1990: 98-99).

To sum up, several aspects affect the choice of readers when seeing the front page. First, the overall colour image is brought to their attention, followed by pictures. The fact that the source material does not provide any instances of front pages without pictures (most of them in colour) proves their importance. As far as the textual part of newspapers is concerned,
headlines facilitate readers’ orientation on the page and provide information about the importance of articles. Their aim is to arouse curiosity and to lead readers to the additional deck, i. e. subheadlines. The goal of subheadlines is to offer more information on the topic introduced in headlines and to make readers reach the article proper. However, there is a danger that they abound in information and that readers might end up reading headlines and subheadlines only. As a result, their creation is preceded by careful consideration of the factual content on the part of headline writers.

In this chapter, the role of subheadlines in conveying news messages will be analysed, focusing on the semantic interrelatedness of headlines and subheadlines. Also, the length of the two elements will be considered. As previously mentioned, it is common practice today to add one deck to the main headline covering some stories. Consequently, the choice of articles featuring an additional deck will be taken into consideration. Before analysing the semantic relation between headlines and subheadlines, the topic categories of headlines featuring an additional deck (subheadline) will be introduced.

3.1 Representation of Topic Categories

Before analysing headlines and subheadlines in terms of their semantic interrelatedness, topic categories of headlines in which an additional deck, namely subheadline, appears will be introduced. On the whole, the source material has provided seventy-six headlines and fifty-three subheadlines. This shows that almost 70% of headlines feature subheadlines. It has already been suggested that there is a tendency to add one deck to the main headline (see 3). The analysis of topic categories to which single-deck headlines belong might reveal more about the selection of stories that require subheadlines.
The proportion of topic categories in subheadlines can be seen in Table 6. Topic categories have been classified according to their representation.

### Table 6   Representation of topic categories in subheadlines

<table>
<thead>
<tr>
<th>Topic category</th>
<th>Number of subheadlines</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Politics</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Domestic</td>
<td>37</td>
<td>27</td>
</tr>
<tr>
<td>International</td>
<td>10</td>
<td>19</td>
</tr>
<tr>
<td>Sensitive topics</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Crime stories</td>
<td>5</td>
<td>9</td>
</tr>
<tr>
<td>Health scares</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>53</td>
<td>100</td>
</tr>
</tbody>
</table>

As the table reveals, the majority of headlines utilizing subheadlines belong to the category of politics. One half of all subheadlines falls under the heading of domestic politics. The category of international politics follows and all the other topic categories are represented in smaller numbers. In the following section the function of subheadlines in various topic categories will be considered.

Domestic politics covers the largest group of subheadlines. As suggested above, it is recent practice to add one deck to the main headline. Its goal is to increase readers’ interest in the article proper. As the table shows, adding a deck to the headline seems to be a widespread technique in the sphere of political headlines, domestic politics in particular. The high proportion of subheadlines in this area suggests that headlines alone are not powerful enough and more information has to be given in order to captivate the readers. Since politics tends to be the essence both of radio and television news, newspaper readers are usually familiar with current political affairs. Consequently, they look for more specific information on the given
issue in newspapers. As more affairs usually appear concurrently, the function of political headlines (particularly those concerning domestic politics) consists in the identification of the issue under discussion in the article. It is then the role of subheadlines to attract the attention of readers and to start communication with them. In the sphere of international politics, the situation is similar. World affairs tend to be publicized daily and they are usually widely known. In general, political subheadlines seem to provide readers with more specific information on issues which are only introduced in headlines.

The numbers of headlines belonging to the other topic categories are rather small compared to the category of politics. They are, however, not insignificant. Their proportion in the source material needs to be accounted for. Concerning sensitive topics, ten headlines fall into this category and eight of them feature an additional deck. The high proportion suggests that subheadlines play a vital role in this topic category. Considering all five instances of sensitive subheadlines, similarities can be found in terms of their relation to headlines. The latter tend to be rather broad. Only two of them include proper names and these are the only examples where the theme of the front-page picture corresponds with the topic of headlines (both pictures featuring prominent politicians).

Evaluating the semantic relation between sensitive headlines and subheadlines, subheadlines either provide more information on the given issue (G14s; G23s; G31s; G40s; G41s; G73s; G76s) or they present it from a different perspective (G30s). In both cases, subheadlines help to clarify headlines by offering additional information on the circumstances of the events introduced in headlines. Also, their function is to arouse curiosity of readers. To stimulate the interest of readers only parts of the whole story are exposed.

Dealing with crime stories, all five representatives of this topic category utilize subheadlines. Their role is to provide more details (G15s; G59s1; G70s), to present a different dimension of the story (G59s2; G68s) and also to introduce updates on cases previously
publicized (G61s). More functions can be combined (G59 both informs about a serious offence in G59s1 and deals with the political aspect of the crime in G59s). However, one function tends to be dominant and is shared by both the headline and subheadline (focus on the criminal aspect of the story). Generally, the main function is to reveal more specific information and still reserve part of the story for the article proper. Crime stories also operate with numbers. Except for one example (G68s), numbers appear in all of the subheadlines (G15s: 91%; G59s1: seven years; G61s: second retrial; G70s: three years). The use of numbers can be related to the area of law and courts where precision is essential. Functions of subheadlines will be analysed in detail below (see 3.2).

The last category where subheadlines can be found is referred to as health scares. On the whole, there are five headlines that fall under this heading. Three of them feature subheadlines. Similarly to crime stories, numbers tend to be used. They are either placed in the headline (G62: 51 deaths) or subheadline (G18s: 934 deaths). Though their function is to alarm the readers, precision also plays a significant role. Instead of giving mere approximation, both numbers are precise and serve to guarantee credibility of the information and, by implication, of the newspaper. Subheadlines in this topic category are mostly used to give more details on the issues introduced in headlines and they aim to astonish readers by revealing issues that might threaten their health or lives. Readers are encouraged to consult the article proper as to the relevance of the threats.

3.2 Functional Analysis

Dealing with the relationship between headlines and subheadlines, their length will be considered and then the semantic relation between them will be analysed. The average length of a headline is seven words compared to the average length of a subheadline which is nine
words. As suggested in the *Handbook for Journalists of Central and Eastern Europe* (108), the goal of subheadlines is to prevent readers from being satisfied with the information “gleaned from a skilfully written headline”. Consequently, subheadlines tend to be longer to provide either updates on familiar issues or more facts on current affairs and thus lure readers into reading the article proper.

There is another aspect of subheadlines and it might reveal more about their function: it is their semantic relation to headlines. Headlines and subheadlines will be now analysed in terms of their **semantic interrelatedness**. For the purposes of the analysis, a subcorpus of twenty diverse subheadlines has been created (see Appendix 5) and these will be considered with regard to headlines. Since features of subheadlines tend to recur, these twenty instances serve as prototypical representatives of a large group.

The semantic analysis focuses on the ways of extending subheadline messages in order to gain the attention of readers and to tempt them into reading the article proper. There seem to be several recurring patterns of information transmission between headlines and subheadlines. One of the commonly used techniques is a combination of a rather general headline and a subheadline providing more detailed information by means of **figures**. This is the case of *G15s* where the percentage is given concerning the risk that a murderer will offend again (91% *risk*). Considering the fact that the number almost reaches 100%, it is very effective in alarming readers and thus making them reach the article proper where more information about potential danger might be given. *G14s* and *G27s* operate similarly. Both headlines bring information which does not necessarily concern Britain or its inhabitants. Subheadlines aim at **personalization** by using more concrete expressions (*British surgeons*; *domestic bills*). Moreover, these expressions bring the issues closer to readers’ lives and experience. Both **relevance** and **personalization** are news values which play an essential role in subheadlines (see Bell, 1991: 157-158).
Another way of increasing involvement of readers can be found in $G_{9s}$, $G_{19s}$, $G_{53s_{1,2}}$ and $G_{62s}$. A problematic issue is introduced in the headline and the subheadline either offers a brief explanation ($G_{9s}$; $G_{53s_{2}}$) or it states scientific reasons for worries ($G_{19s}$; $G_{62s}$). $G_{9s}$, $G_{19s}$ and $G_{62s}$ are related to health and the issues they deal with might pose a general threat (access to treatment; resistance to Tamiflu; risks of drug prescribed to hyperactive children). The topic of health is very personal and it might affect a large number of readers. Relevance plays a major role in these subheadlines. The seriousness is achieved by referring to problems with availability ($G_{9s}$: calls to widen access) and by revealing scientific findings ($G_{19s}$: studies show resistance). Moreover, in $G_{62s}$ an element has been used that is capable of intensifying the emotional aspect of the issue, namely children. As previously mentioned (see 3), the element is frequently used in pictures in order to increase readership.

Both $G_{53s_{1,2}}$ and $G_{70s}$ are also marked by the seriousness of topic (death; crime). In its two subheadlines, $G_{53s_{1,2}}$ effectively combines two different aspects of the story: the political one (for sake of democracy...) and the emotional one (families of dead troops...). Not only emotions but also logical evaluation can be found in $G_{70s}$. Compared to the relatively neutral headline (Irving jailed for denying Holocaust), the subheadline presents the story from emotional and evaluative perspectives. In fact, negative evaluation is the essence of the subheadline. In a way, the central figure of the story also poses a threat to society, consequently the Guardian readers. Indeed, negativity is one of the key elements of news presentation (see Bell, 1991: 155-160).

The next group of subheadlines has similar functions but the personal tone has been replaced by the perspective of general concern. $G_{5s}$, $G_{24s}$, $G_{25s}$, $G_{53s}$ and $G_{64s}$ all belong to the political sphere and, similarly to the previously analysed group of subheadlines, they illuminate a problematic issue ($G_{5s}$; $G_{25s}$) or offer a solution ($G_{24s}$). $G_{24s}$ and $G_{25s}$ are similar as to their length (they are both shorter than the headline) and they utilize neither
numbers nor proper names. Compared to the two examples, \textit{G5s} features an unusual graphic design to explain a current political affair related to Gordon Brown.

Three subheadlines can be added to this group since they are concerned with the general public (\textit{G6s; G23s; G64s}). The headlines serve as extensive description of an affair introduced by means of the headline. They use various techniques of appealing to readers. \textit{G6s} refers to David Cameron by means of \textit{he} which brings the politician closer to readers and it makes the subheadline more personal and rather informal. The role of \textit{personalization} can be again mentioned in this case. On the other hand, \textit{G23s} explains what the \textit{crackdown} consists in and it refers to positive outcome of the political step. It is an issue that most readers might be concerned about. \textit{G64s} develops a specific issue introduced in the headline (\textit{ID cards in two years as rebellion fails}) and suggests its larger political consequences (\textit{Concern remains over backbench discipline ahead of further key votes}). In fact, \textit{negativity} can be found both in the headline (\textit{rebellion}) and the subheadline (\textit{concern...over backbench discipline}). \textit{G64s} is an instance of \textit{intensification of negativity}.

Generally, newspapers tend to have extensive coverage of political affairs and they are usually the centre of public attention. Political reporting is expected to be based on facts and figures which speak for themselves. Indeed, all three examples give rather factual information on the issues introduced in the headlines. To make the subheadlines, and thus the articles, more attractive additional elements of personalization and negativity have been used.

The role of \textbf{numbers} in shocking the readers and in attracting their attention has been mentioned. In fact, \textbf{facticity} is the essence of hard news (see Bell, 1991: 158). The subcorpus includes a group of three subheadlines where numbers have specific roles. They reveal the scope of controversial issues (\textit{G28s; G46s}) or they bring statistics on various issues, mostly political (\textit{G34s}). Concerning the former, numbers are probably expected to shock readers and to make them realize the actual amplitude of issues recurring in the news ($18bn funding;
£6bn skills scheme). The latter, in fact, strives to present poll statistics related to a school reform. As seen in G15s (91% risk), there is a tendency to publicize percentages exceeding 50 (61% against changes). As a component of headline rhetoric, figures both attract attention and “undergird the objective, empirical claims of news” (Bell, 1991: 203).

As far as objectivity is concerned, another subheadline can be referred to. G29s guarantees possession of secret information by the Guardian (document seen by Guardian). This technique not only arouses curiosity in readers, but it also grants the newspaper the status of a reliable and exclusive source of information. Dealing with various ways of attracting attention and arousing curiosity, G42s and G55s are good examples.

In G42s the subheadline seems to suggest that top secret information so far concealed will be made available to readers. Mystery and suspense play a crucial role both in the headline and subheadline. The interest of readers is stimulated in the headline (what No 10 knew and tried to cover up) and is gradually raised in the subheadline (leaked memo reveals strategy...). The affair is associated with the work of secret services agents and thus a high level of mystery is achieved. The subheadline implies that more might be revealed in the article proper. G55s prepares readers for secret information in the headline (Blair-Bush deal before Iraq war revealed in secret memo) and then parts of it are disclosed in the subheadline. The subheadline, however, seems to reveal only a fragment of the promised secret memo. Generally speaking, secrecy and suspense gradation are powerful tools of headline writers.

To sum up, there are elements which tend to recur in subheadlines and these are effectively used first to captivate the attention of readers in the headline, then to arouse curiosity in the subheadline and finally to lead them to the article itself. Among the most effective instruments used in subheadlines are negativity, personalization, relevance and facticity. They can be achieved by a variety of techniques: figures, evaluation, suspense gradation, secrecy. Different topics tend to be associated with specific values. For example, in
politics negativity and facticity usually prevail. However, values can be ingeniously combined and the capacity of subheadlines to appeal to readers can thus be increased.

4 CONCLUSION

Media communication has been in the forefront of attention in linguistic research in recent decades. A conventional way of expression in newspaper reporting has been shaped. However, the means of expression utilized in this type of communication vary considerably from source to source. Differences can be found not only between tabloids and broadsheet newspapers but also within the group of quality newspapers. Another factor which has to be stated is a constant influx of new ways of expression. This particularly concerns newspaper headlines.

Headlines have gradually developed through a cycle. More than a century ago, headlines with multiple decks were used. They caused problems both for readers and headline writers. Consequently, they almost disappeared and at the end of the twentieth century a new development emerged. The tendency to reduce the length of articles led to the revival of subheadlines. Research revealed that readers are often satisfied with the information obtained from the headlines. As a result, it became common practice to add one deck to the main headline.

In the first chapter, the source material is introduced, including the representation of topic categories. The Guardian, British quality newspaper, has been chosen as the source of material for analysis. Four basic topic categories have been distinguished: politics, sensitive topics, crime stories, health scares. The material has been collected over a period of three months (December 2005 – February 2006) and a corpus consisting of seventy-six headlines and fifty-three subheadlines has been compiled.
The following chapter analyses headlines in terms of their grammatical and semantic structure. Concerning the former, headlines are considered with regard to four news story elements: what, who, where and how. Consequently, a typology of headlines is presented. As to the latter, the level of abstractness of headlines is analysed. The notion of the theme is introduced and then the proportion of proper names and common nouns is compared.

The third chapter deals with subheadlines and its aim is to account for their frequent occurrence in the source material. The first step of the semantic analysis is the representation of topic categories found in subheadlines. The subheadlines are then analysed in terms of their semantic relation to headlines. Semantic interrelatedness of headlines and subheadlines is regarded as a key to the functions of subheadlines. In the analysis, news values which tend to recur have been taken into consideration, such as negativity, personalization, relevance and facticity.
RESUMÉ V ČEŠTINĚ:

Ve své diplomové práci se zabývám masmediálním diskurzem a soustřeďuji se na jednu z jeho specifických oblastí, a to jazyk novinových titulků. Vlastnosti titulků a jejich charakteristické funkce upoutaly pozornost mnoha odborníků. Grafické ztvárnění, struktura i volba výrazů mají za cíl upoutat čtenáře a ovlivnit tak jejich volbu článků. To platí ještě více u titulků na přední straně, které přímo ovlivňují počet prodaných výtisků.


Jako zdroj materiálu k analýze byl zvolen the Guardian. Titulní stránky byly sbírány v období tří měsíců (prosinec 2005 – únor 2006) a ze získaného materiálu vznikl korpus, který je tvořen 76 titulky a 53 podtitulky.

V první kapitole jsou představeny tematické kategorie zastoupené v korpusovém materiálu. Následující kapitola analyzuje gramatickou a sémantickou strukturu titulků a na základě zpravodajských prvků co a kdo je vytvořena jejich typologie. Ve třetí kapitole se zabývám podtitulky. Jejich funkce jsou rozebírány vzhledem k vzájemné sémantické provázanosti titulků a podtitulků. Novinářská kritéria, jakými jsou negativita, personalizace, relevantnost a fakticita, výrazným způsobem ovlivňují strukturu podtitulků a jejich role byla při analýze zohledněna.
SUMMARY:

The thesis deals with the mass media discourse and it focuses on one of its aspects, namely headline language. Headlines and their unique properties and distinctive functions have attracted the attention of many scholars. Their shape, structure and choice of words play a crucial role in attracting the readers and thus influencing their choice of articles. This holds even truer for front-page headlines which directly affect the circulation of any newspaper.

Headlines have developed through a cycle. More than a century ago, headlines with multiple decks, i.e. subheadlines, were used. Due to their ineffectiveness they almost disappeared. The tendency to reduce length of articles can be associated with the revival of subheadlines at the end of the twentieth century. Consequently, their importance has increased and to lure the readers into reading the articles has become their primary objective.

The material for analysis has been collected in the printed version of the Guardian, a British quality newspaper, over the period of three months (December 2005 – February 2006). A corpus consisting of seventy-six front-page headlines and fifty-three subheadlines has been compiled.

The first chapter introduces topic categories represented in my source material. The grammatical and semantic structure of headlines is analysed in the following chapter and their typology based on the news story elements of what and who is introduced. The third chapter deals with subheadlines and their functions are considered with regard to semantic interrelatedness of headlines and subheadlines. Since news values, such as negativity, personalization, relevance and facticity, have a direct impact on the structure of subheadlines, their role has been taken into consideration.
WORKS CITED:


Appendix 1: THE SOURCE MATERIAL

The source material:  The Guardian

Collection of material:  December 2005 – February 2006 (3 months)

Abbreviations used:

- H No  Headline number (G1 – G76)
- S No  Subheadline number (G1s – G76s)

Topic  Topic category
- DP  Domestic politics
- IP  International politics
- S  Sensitive topics
- C  Crime stories
- H  Health scares

Note:  Material used for analysis available at Moravian Library

(Identification Number Nov.- 0957.448)
<table>
<thead>
<tr>
<th>Issue</th>
<th>H No</th>
<th>Headline</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/12/05</td>
<td>G1</td>
<td>Pensions plan will raise tax by 4p–Brown</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G1s</td>
<td>Cabinet divided over cost of reform</td>
<td></td>
</tr>
<tr>
<td>02/12/05</td>
<td>G2</td>
<td>NHS crisis as trust deficits top £900m</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G2s</td>
<td>Hewitt sends in budget hit squads</td>
<td></td>
</tr>
<tr>
<td>03/12/05</td>
<td>G3</td>
<td>Operations go-slow forced by NHS crisis</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G3s</td>
<td>Surgery put off to save money</td>
<td></td>
</tr>
<tr>
<td>05/12/05</td>
<td>G4</td>
<td>UK ‘breaking law’ over CIA secret flights</td>
<td>IP</td>
</tr>
<tr>
<td></td>
<td>G4s</td>
<td>Condoleezza Rice flies into row over ‘rendition’ of terror suspects</td>
<td></td>
</tr>
<tr>
<td>07/12/05</td>
<td>G6</td>
<td>Cameron’s new Conservatism</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G6s</td>
<td>After easy win, he tells party it must change way it thinks, behaves and feels</td>
<td></td>
</tr>
<tr>
<td>08/12/05</td>
<td>G7</td>
<td>Syria ready to reopen Israel peace talks</td>
<td>IP</td>
</tr>
<tr>
<td></td>
<td>G7s</td>
<td>Assad hopes to head off UN sanctions</td>
<td></td>
</tr>
<tr>
<td>09/12/05</td>
<td>G8</td>
<td>Torture ruling leaves terror policy in chaos</td>
<td>DP</td>
</tr>
<tr>
<td>10/12/05</td>
<td>G9</td>
<td>New cancer drug puts NHS under pressure</td>
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</tr>
<tr>
<td></td>
<td>G9s</td>
<td>Calls to widen access to treatment</td>
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</tr>
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<td>12/12/05</td>
<td>G10</td>
<td>Toxic cloud fear as oil blaze rages</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G10s</td>
<td>Emergency services battle to contain fire after explosion of 60m gallons of fuel in Hertfordshire</td>
<td></td>
</tr>
<tr>
<td>13/12/05</td>
<td>G11</td>
<td>Blunkett may join revolt over Blair’s education reforms</td>
<td>DP</td>
</tr>
<tr>
<td></td>
<td>G11s</td>
<td>Former cabinet minister could side with growing number of Labour critics</td>
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</tr>
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<td>14/12/05</td>
<td>G12</td>
<td>Investigator links Europe’s spy agencies to CIA flights</td>
<td>IP</td>
</tr>
<tr>
<td>15/12/05</td>
<td>G13</td>
<td>Kennedy feels the heat as colleagues urge him to go</td>
<td>DP</td>
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<td></td>
<td>G13s</td>
<td>Lib Dem leader ‘in denial’ as Menzies Campbell withholds public support</td>
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<td>16/12/05</td>
<td>G14</td>
<td>Go-ahead for first full face transplants</td>
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<td>G14s</td>
<td>British surgeons seek five patients</td>
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<td>17/12/05</td>
<td>G15</td>
<td>Inquiry into fiasco of killer’s early release</td>
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<td></td>
<td>G15s</td>
<td>Monckton murderer freed despite 91% risk he would offend again</td>
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<td>19/12/05</td>
<td>G16</td>
<td>Legal review will mean fewer murder charges</td>
<td>DP</td>
</tr>
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<td></td>
<td>G16s</td>
<td>Many killing cases could be downgraded</td>
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<td>Labour has run out of steam say voters</td>
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<td>Poll puts Cameron’s Tories in lead</td>
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<td>Hospitals fail to control killer bug</td>
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<td>Outbreaks led to 934 deaths last year</td>
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<td>Blair: troops could begin Iraq pullout within six months</td>
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<td>Cloning fraud hits search for stem cell cures</td>
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<td>27/12/05</td>
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<td>ICM poll reveals task facing Blair to persuade public of need for more plants</td>
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<td>Plan for licensed ‘red light’ zones ditched in favour of zero-tolerance strategy</td>
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<td>French communes to act as model</td>
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<td>Negative publicity damaging forces</td>
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<td>Honours for Coe, Westwood and heroes of July 7 bombings</td>
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<td>Domestic bills likely to be forced up</td>
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<td>Bush pulls the plug on Iraq reconstruction</td>
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<td>Secret services say Iran is trying to assemble a nuclear missile</td>
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<td>S No</td>
<td><strong>Document seen by Guardian details web of front companies and middlemen</strong></td>
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<td><strong>DNA of 37% of black men held by police</strong></td>
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<td><strong>Home Office denies racial bias</strong></td>
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<td>G31s</td>
<td><strong>Lib Dem leader admits alcohol problem and challenges critics to take him on</strong></td>
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<td><strong>25 senior Lib Dem MPs give leader 48 hours to step aside or they quit posts</strong></td>
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<td><strong>Major increase in summary powers at heart of third term respect agenda</strong></td>
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<td><strong>Brown: Remembrance Sunday should become ‘British Day’</strong></td>
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<td><strong>War of words over trade sanctions</strong></td>
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<td><strong>Government knew of sex vetting flaws</strong></td>
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<td>Leaked memo reveals strategy to deny knowledge of detention centres</td>
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<td>Bin Laden talks of truce but threatens US with new attacks</td>
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<td>Audio tape dismisses tightened security and says al-Qaida is ready to strike</td>
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<td>Court martials and equipment failures fuel rank and file discontent</td>
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<td>Hamas shock victory poses new Middle East challenge</td>
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<td>US tells Hamas: renounce terror or lose $400m of aid</td>
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<td>Blair refuses to be swayed by death of 100th British soldier</td>
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<td>Families of dead troops react angrily to milestone</td>
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<td>PM: for sake of democracy we must see this through</td>
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<td>Iran’s message to the west: back off or we retaliate</td>
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<td>Blair-Bush deal before Iraq war revealed in secret memo</td>
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<td>PM promised to be ‘solidly behind’ US invasion with or without UN backing</td>
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<td>Brown calls in Blair advisers to polish image</td>
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<td>Guilty: the cleric who preached murder as a religious duty</td>
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<td>Abu Hamza jailed for seven years</td>
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<td>G59s₂</td>
<td>US will now seek extradition</td>
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<td>Jenkins: the allegations of violence the jury never heard</td>
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<td>Foster father formally acquitted of murder after second retrial ends without verdict</td>
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<td>Ritalin heart attacks warning urged after 51 deaths in US</td>
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<td>Move to highlight risks of drug prescribed to hyperactive children</td>
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<td>Army fears reprisals as Blair orders abuse video inquiry</td>
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<td>ID cards in two years as rebellion fails</td>
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<td>Concern remains over backbench discipline ahead of further key votes</td>
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<td>Stinging comments come as America dismisses UN report on Guantánamo</td>
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<td>Court clears Meadow to practise again</td>
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<td>Families angered as medical experts in child death cases gain immunity</td>
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<td>Three years for British historian who described Auschwitz as a fairytale</td>
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<td>Charles regards himself as a political dissident, aide reveals</td>
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<td>Scientists to speak out for animal tests</td>
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<td>24/02/06</td>
<td>G74</td>
<td>Oxford academics risk retaliation from extremists by going public</td>
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<td>Livingstone suspended and landed with £80,000 costs</td>
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<td>27/02/06</td>
<td>G76</td>
<td>Brown backs votes at 16 in radical shakeup of politics</td>
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<td>G77</td>
<td>Jowell denial fails to quell bribery claims</td>
<td>Cabinet secretary inquiring into allegations over mortgage pay-off</td>
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Appendix 2: THE CORPUS OF HEADLINES

Labelling: G1 – G76

Total: 76 headlines
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<td>G1</td>
<td>Pensions plan will raise tax by 4p–Brown</td>
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<td>G2</td>
<td>NHS crisis as trust deficits top £900m</td>
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<td>Operations go-slow forced by NHS crisis</td>
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<td>UK ‘breaking law’ over CIA secret flights</td>
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<td>G5</td>
<td>Brown forced onto the defensive for first time</td>
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<td>Cameron’s new Conservatism</td>
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<td>Syria ready to reopen Israel peace talks</td>
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<td>Torture ruling leaves terror policy in chaos</td>
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<td>G9</td>
<td>New cancer drug puts NHS under pressure</td>
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<td>G10</td>
<td>Toxic cloud fear as oil blaze rages</td>
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<td>Blunkett may join revolt over Blair’s education reforms</td>
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<td>Investigator links Europe’s spy agencies to CIA flights</td>
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<td>Kennedy feels the heat as colleagues urge him to go</td>
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<td>Go-ahead for first full face transplants</td>
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<td>Inquiry into fiasco of killer’s early release</td>
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<td>Legal review will mean fewer murder charges</td>
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<td>US tells Hamas: renounce terror or lose $400m of aid</td>
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<td>G51</td>
<td>Police inquiry into racist attacks at jail</td>
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<td>G52</td>
<td>Carbon emission targets delayed by government row</td>
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<td>G53</td>
<td>Blair refuses to be swayed by death of 100th British soldier</td>
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<td>G54</td>
<td>Iran’s message to the west: back off or we retaliate</td>
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<td>G55</td>
<td>Blair-Bush deal before Iraq war revealed in secret memo</td>
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<td>G56</td>
<td>Cartoon controversy spreads throughout Muslim world</td>
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<td>G57</td>
<td>Queen’s powers should be removed, says Cameron</td>
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<td>G58</td>
<td>Brown calls in Blair advisers to polish image</td>
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<td>G59</td>
<td>Guilty: the cleric who preached murder as a religious duty</td>
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<td>Obesity crisis prompts leading food firms to add health labels</td>
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<td>Jenkins: the allegations of violence the jury never heard</td>
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<td>Ritalin heart attacks warning urged after 51 deaths in US</td>
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<td>Army fears reprisals as Blair orders abuse video inquiry</td>
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<td>G64</td>
<td>ID cards in two years as rebellion fails</td>
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<td>G65</td>
<td>Labour told: come clean on the threat</td>
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<td>G66</td>
<td>Abortions at home are safe - pilot study</td>
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<td>G67</td>
<td>Judge’s anger at US torture</td>
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<td>G68</td>
<td>Court clears Meadow to practise again</td>
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<td>G69</td>
<td>‘Open skies’ treaty threatens fight against global warming</td>
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<td>G70</td>
<td>Irving jailed for denying Holocaust</td>
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<td>G71</td>
<td>Charles regards himself as a political dissident, aide reveals</td>
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<td>G72</td>
<td>Iraq slips towards civil war after attack on Shia shrine</td>
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<td>G73</td>
<td>Scientists to speak out for animal tests</td>
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<td>G74</td>
<td>Livingstone suspended and landed with £80,000 costs</td>
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<td>G75</td>
<td>Brown backs votes at 16 in radical shakeup of politics</td>
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<tr>
<td>G76</td>
<td>Jowell denial fails to quell bribery claims</td>
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Appendix 3: THE CORPUS OF SUBHEADLINES

Labelling: \( G1s – G76s \)

Total: 53 subheadlines
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<thead>
<tr>
<th>Subheadline number</th>
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<tbody>
<tr>
<td>G1s</td>
<td>Cabinet divided over cost of reform</td>
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<td>G2s</td>
<td>Hewitt sends in budget hit squads</td>
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<td>G3s</td>
<td>Surgery put off to save money</td>
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<td>G4s</td>
<td>Condoleezza Rice flies into row over ‘rendition’ of terror suspects</td>
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<td>G5s</td>
<td>○ Growth halved ○ Oil profit tax doubled ○ Property loophole shut</td>
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<td>G6s</td>
<td>After easy win, he tells party it must change way it thinks, behaves and feels</td>
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<td>G7s</td>
<td>Assad hopes to head off UN sanctions</td>
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<td>G9s</td>
<td>Calls to widen access to treatment</td>
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<td>G10s</td>
<td>Emergency services battle to contain fire after explosion of 60m gallons of fuel in Hertfordshire</td>
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<td>G11s</td>
<td>Former cabinet minister could side with growing number of Labour critics</td>
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<td>G13s</td>
<td>Lib Dem leader ‘in denial’ as Menzies Campbell withholds public support</td>
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<tr>
<td>G14s</td>
<td>British surgeons seek five patients</td>
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<td>G15s</td>
<td>Monckton murderer freed despite 91% risk he would offend again</td>
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<td>G16s</td>
<td>Many killing cases could be downgraded</td>
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<td>G17s</td>
<td>Poll puts Cameron’s Tories in lead</td>
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<td>G18s</td>
<td>Outbreaks led to 934 deaths last year</td>
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<td>G19s</td>
<td>Studies show resistance to Tamiflu</td>
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<td>G22s</td>
<td>ICM poll reveals task facing Blair to persuade public of need for more plants</td>
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<td>G23s</td>
<td>Plan for licensed ‘red light’ zones ditched in favour of zero-tolerance strategy</td>
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<td>French communes to act as model</td>
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<td>Negative publicity damaging forces</td>
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<td>Domestic bills likely to be forced up</td>
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<td>$18bn funding to stop at end of year</td>
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<td>G29s</td>
<td>Document seen by Guardian details web of front companies and middlemen</td>
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<td>G30s</td>
<td>Home Office denies racial bias</td>
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<td>G31s</td>
<td>Lib Dem leader admits alcohol problem and challenges critics to take him on</td>
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<td>G32s</td>
<td>25 senior Lib Dem MPs give leader 48 hours to step aside or they quit posts</td>
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<td>G34s</td>
<td>ICM poll: up to 61% against changes</td>
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<td>G35s</td>
<td>Major increase in summary powers at heart of third term respect agenda</td>
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<td>G37s</td>
<td>Frontrunner rejects coalition strategy and pledges anti-poverty campaign</td>
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<td>Chancellor advocates annual celebration to emulate Fourth of July</td>
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<td>G39s</td>
<td>War of words over trade sanctions</td>
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<td>G40s</td>
<td>Internal paper exposed major faults</td>
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<td>G41s</td>
<td>First UK study provokes furore</td>
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<td>G42s</td>
<td>Leaked memo reveals strategy to deny knowledge of detention centres</td>
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<td>G43s</td>
<td>Audio tape dismisses tightened security and says al-Qaida is ready to strike</td>
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<td>G45s</td>
<td>Hewitt vows end to ‘handout culture’</td>
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<td>G46s</td>
<td>Poor results from £6bn skills scheme</td>
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<td>G48s</td>
<td>Court martials and equipment failures fuel rank and file discontent</td>
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<td>G53s₁</td>
<td>Families of dead troops react angrily to milestone</td>
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<td>G53s₂</td>
<td>PM: for sake of democracy we must see this through</td>
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<td>G55s</td>
<td>PM promised to be ‘solidly behind’ US invasion with or without UN backing</td>
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<td>G58s</td>
<td>No 10 heavyweights help chancellor combat threat from Cameron</td>
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<td>G59s₁</td>
<td>Abu Hamza jailed for seven years</td>
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<td>G59s₂</td>
<td>US will now seek extradition</td>
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<td>Foster father formally acquitted of murder after second retrial ends without verdict</td>
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<td>G62s</td>
<td>Move to highlight risks of drug prescribed to hyperactive children</td>
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<td>G64s</td>
<td>Concern remains over backbench discipline ahead of further key votes</td>
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<td>G67s</td>
<td>Stinging comments come as America dismisses UN report on Guantánamo</td>
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<td>G68s</td>
<td>Families angered as medical experts in child death cases gain immunity</td>
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<td>G70s</td>
<td>Three years for British historian who described Auschwitz as a fairytale</td>
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<td>G71s</td>
<td>Witness statement tells of prince’s furious letters to ministers</td>
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<td>G72s</td>
<td>Appeals for calm fail to halt reprisals</td>
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<td>G73s</td>
<td>Oxford academics risk retaliation from extremists by going public</td>
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<tr>
<td>G76s</td>
<td>Cabinet secretary inquiring into allegations over mortgage pay-off</td>
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### Abbreviations used:

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<td>Pensions plan will raise tax by 4p–Brown</td>
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<td>Operations go-slow forced by NHS crisis</td>
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<td>UK ‘breaking law’ over CIA secret flights</td>
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<td>Brown forced onto the defensive for first time</td>
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<td>Cameron’s new Conservatism</td>
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<td>Syria ready to reopen Israel peace talks</td>
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<td>Torture ruling leaves terror policy in chaos</td>
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<td>New cancer drug puts NHS under pressure</td>
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<td>Toxic cloud fear as oil blaze rages</td>
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<td>Blunkett may join revolt over Blair’s education reforms</td>
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<td>Investigator links Europe’s spy agencies to CIA flights</td>
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<td>Kennedy feels the heat as colleagues urge him to go</td>
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<td>Go-ahead for first full face transplants</td>
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Appendix 5: THE SUBCORPUS FOR SEMANTIC ANALYSIS

**Material:** A selection of 20 headlines featuring subheadlines (ordered chronologically according to the date of issue)
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<td>Brown forced onto the defensive for first time</td>
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<td>○Growth halved ○Oil profit tax doubled ○Property loophole shut</td>
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<td>Cameron’s new Conservatism</td>
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<td>After easy win, he tells party it must change way it thinks, behaves and feels</td>
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<td>New cancer drug puts NHS under pressure</td>
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<td>Calls to widen access to treatment</td>
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<td>Go-ahead for first full face transplants</td>
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<td>British surgeons seek five patients</td>
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<td>G15</td>
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<td>Inquiry into fiasco of killer’s early release</td>
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<td>Monckton murderer freed despite 91% risk he would offend again</td>
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<td>Flu pandemic: new doubts over key drug</td>
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<td>Studies show resistance to Tamiflu</td>
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<td>New crackdown on prostitution</td>
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<td>Council review may mean end of counties</td>
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<td>Russian gas row reignites nuclear debate</td>
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<td>Domestic bills likely to be forced up</td>
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<td>Bush pulls the plug on Iraq reconstruction</td>
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<td>$18bn funding to stop at end of year</td>
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<td>Secret services say Iran is trying to assemble a nuclear missile</td>
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<td>Document seen by Guardian details web of front companies and middlemen</td>
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<td>Headteachers reject Blair’s school reforms</td>
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<td>ICM poll: up to 61% against changes</td>
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<td>G42</td>
<td>Torture flights: what No 10 knew and tried to cover up</td>
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<td>Leaked memo reveals strategy to deny knowledge of detention centres</td>
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<td>12m workers have reading age of children</td>
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<td>Poor results from £6bn skills scheme</td>
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<tr>
<td>G53</td>
<td>Blair refuses to be swayed by death of 100th British soldier</td>
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<tr>
<td>G53s₁</td>
<td>Families of dead troops react angrily to milestone</td>
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<tr>
<td>G53s₂</td>
<td>PM: for sake of democracy we must see this through</td>
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<tr>
<td>G55</td>
<td>Blair-Bush deal before Iraq war revealed in secret memo</td>
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<tr>
<td>G55s</td>
<td>PM promised to be ‘solidly behind’ US invasion with or without UN backing</td>
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<tr>
<td>G62</td>
<td>Ritalin heart attacks warning urged after 51 deaths in US</td>
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<td>G62s</td>
<td>Move to highlight risks of drug prescribed to hyperactive children</td>
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<td>G64</td>
<td>ID cards in two years as rebellion fails</td>
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<tr>
<td>G64s</td>
<td>Concern remains over backbench discipline ahead of further key votes</td>
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<td>G70</td>
<td>Irving jailed for denying Holocaust</td>
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<tr>
<td>G70s</td>
<td>Three years for British historian who described Auschwitz as a fairytale</td>
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