

**UNIVERSITY OF ECONOMICS IN BRATISLAVA**  
**FACULTY OF APPLIED LANGUAGES**

106006/D/2016/3065771949

**CONDENSATION OF NEWSPAPER  
HEADLINES**

**MASTER THESIS**

**UNIVERSITY OF ECONOMICS IN BRATISLAVA**  
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**MASTER THESIS**

**Study programme:** Foreign Languages and Intercultural Communication  
**Field of study:** Foreign Languages and Cultures  
**Department:** Department of Linguistics and Translation Studies  
**Supervisor:** doc. PhDr. Daniel Lančarič, PhD.



**Affirmation**

I hereby affirm, that I have elaborated the final thesis independently and that I have listed all the literature used.

**Date:** March 31, 2016

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## **Acknowledgement**

I would first like to thank my thesis advisor doc. PhDr. Daniel Lančarič, PhD. who was always willing to help me whenever I had a question about my research or writing. He consistently allowed this paper to be my own work, but steered me in the right direction whenever he thought I needed it.

Finally, I must express my very profound gratitude to my family and boyfriend for providing me with unfailing support and continuous encouragement throughout my study and through the process of researching and writing this thesis. Thank you.

## ABSTRAKT

KEČKEŠOVÁ, Jana: *Kondenzácia novinových titulkov*. – Ekonomická univerzita v Bratislave. Fakulta aplikovaných jazykov; Katedra jazykovedy a translatológie. – Vedúci záverečnej práce: doc. PhDr. Daniel Lančarič, PhD. – Bratislava: FAJ, 2016, 80 s.

Rastúci objem informácií a obmedzený priestor novinovej strany viedli k vytvoreniu špecifického jazykového štýlu s cieľom poskytovať krátke novinové titulky atraktívne pre čitateľa. Témou práce je kondenzácia anglického jazyka ako primárny jazykový nástroj na kompresiu novinových titulkov. Hlavným cieľom je zistiť, ktoré z kondenzačných prostriedkov tvorcovia titulkov využívajú najčastejšie. Ďalší cieľ práce spočíva v štrukturálnom a kvantitatívnom porovnaní kondenzácie titulkov v rámci bulvárnych a serióznych novín vydávaných v Spojených štátoch amerických. Práca sa delí na teoretickú a praktickú časť a obsahuje sedem kapitol a prílohy. Prvá kapitola predstavuje základnú charakteristiku jazykového štýlu prezentovanú expertmi ako Verdonk a Vlašín. Druhá kapitola súvisí s opisom novinových titulkov zo žurnalistického a lingvistického hľadiska, ich funkcie ako aj s charakteristikou amerických serióznych a bulvárnych novín. Témou nasledujúcej kapitoly je kondenzácia ako hlavný predmet výskumu, jeho definícia, charakteristika a jednotlivé kategórie kondenzačných nástrojov. Štvrtá kapitola poskytuje základné informácie o výskume, jeho metódach, jednotlivých krokoch a cieľoch analýzy. Ďalšia kapitola sa zameriava na samotný výskum, jeho výsledky, fakty a postrehy zobrazené vo viacerých tabuľkách a grafoch podľa daného čiastočného výsledku analýzy. Šiestou kapitolou je zhrnutie o výsledkoch a skutočnostiach o rozdieloch v kondenzácii titulkov v rámci amerických serióznych a bulvárnych novín, získaných z uskutočneného výskumu. Posledná kapitola obsahuje krátku diskusiu o získaných skutočnostiach ako aj niekoľko návrhov na ďalší výskum v súvislosti s kondenzáciou novinových titulkov. Záverečná časť opisuje činnosti, výsledky a postrehy z uskutočneného výskumu.

Kľúčové slová: titulok, noviny, kondenzácia, jazyk, obmedzený priestor, čitateľ, kompresia

## ABSTRACT

KEČKEŠOVÁ, Jana: *Condensation of newspaper headlines*. – University of Economics in Bratislava. Faculty of Applied Languages; Department of Linguistics and Translation Studies. – Supervisor: doc. PhDr. Daniel Lančarič, PhD. – Bratislava: FAJ, 2016, 80 p.

The increasing amount of information and the restricted space of the page layout in newspaper have led to the creation of the specific language style in order to provide short newspaper headlines attractive for the reader. The main subject of the thesis relates to the condensation of English as the primary language device for the compression of newspaper headlines. The main objective is based on the determination which condensation devices are primarily used by the headline writers. Another aim of the thesis relates to the structural and quantitative comparison of the headline condensation within the tabloid and the broadsheet newspaper published in the United States. The thesis is divided into theoretical and practical parts containing seven chapters and appendix. The first chapter provides the basic characteristics of language style presented by several experts such as Verdonk and Vlašín. The second chapter relates to the basic journalistic and linguistic characteristics of newspaper headlines, their function as well as a description of American the tabloid and the broadsheet newspapers. The following chapter concerns condensation as the core subject of the research, its definition, characteristics and categories of condensation devices. The fourth chapter refers to a quantitative research, providing the methods, steps and objectives of the analysis. In the next chapter, there are all the facts, results and observations gained in the quantitative research and collected, analysed and illustrated in several tables and charts according to the partial results of the analysis. The sixth chapter provides a summary of the results and facts collected from the research regarding differences in condensation of headlines in US the tabloids and the broadsheet newspapers. The last chapter of the thesis contains a short discussion about the results as well as several suggestions for further studies on condensation of newspaper headlines. The conclusion provides the most relevant facts, observations and results gained from the research.

Keywords: headline, newspaper, condensation, language, restricted space, reader, compression

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## Introduction

In today's society marked by social instability and global issues as the consequence of the fast way of life online newspaper has become one of the main information resources on the local, regional as well as international levels. In order to remain state-of-the art and to be successful in this modern age of digitalisation, newspaper companies all over the world are trying to innovate their newspaper editions attracting their readers, awaken them to a purchase of newspaper and thus, contribute to the sustainable profit of the journalism company. One of the most effective devices applied to engage the attention of newspaper readers is the creation of high quality front pages along with catchy headlines representing the newspaper articles. Newspaper headlines, the provider of the primary information, function as the dominant part of the newspaper article. Writing headlines has become a complicated process since the author has to follow its role of providing relevant information while maintaining the restricted space given for the individual newspaper headline. As a consequence of such restrictions and trends, journalists have developed a specific type of discourse used exclusively in the creation of headlines. The uniqueness of this kind of discourse is based on the omission of particular language elements in English – the so called *condensation* of newspaper headlines. This means that journalists leave out certain words that are not relevant for providing the basic information about the main issue of the newspaper article and thus achieve a “condensed headline” that respects the limited space of the page layout.

The main subject of the thesis is a quantitative and structural analysis of condensation devices with regard to two American daily newspapers, particularly *New York Times* representing the broadsheets and *New York Post* standing for the tabloid newspapers. In this paper, for the purposes of the following quantitative research, condensation is understood as a general term covering various *lexical, grammatical* and *syntactical devices* used by journalists with the aim to create a short and effective newspaper headline attractive for their readers to stimulate them to purchase the newspaper.

The primary objective is to find out which of the linguistic devices generally prevails in newspaper headlines. In regard with this, our hypothesis is that *the ellipsis, particularly the determiner ellipsis, will prevail over other types of condensators in both*

*types of newspaper*. The reason is that the majority of newspaper headlines are created by a high number of nouns whereas their determiners are mostly omitted. Furthermore, a high occurrence of the present simple tense is expected to achieve a relatively significant percentage in the research. The reason follows from the pre-research of the thesis indicating that past tenses are usually replaced by the present simple tense in newspaper headlines. Another objective of the research is to monitor which of the types of the newspaper contains a higher percentage of the condensation devices. The assumption is that due to the shorter extent of headlines in a the tabloid, they provide less information in comparison with headlines of the broadsheet newspaper. Thus, it is expected that *the the tabloid newspaper will show a significantly higher tendency towards condensation in newspaper headlines*.

The thesis is divided into two parts and contains seven chapters. The first part provides the theoretical basis for the following quantitative research based on the presentation of various opinions and interpretations of several international linguists and researchers. The first chapter is comprised of the basic characteristics of language style presented by several experts such as Verdonk and Vlašín who explain the main reasons of such a high specificity of the language style used in newspaper headlines. The second chapter relates to the basic journalistic and linguistic characteristics of newspaper headlines, their function as well as a description of American the tabloid and the broadsheet newspaper. The following chapter concerns condensation as the core subject of the research, its definition, characteristics and categories of condensation devices presented by various linguists and other experts such as Vachek, Jenkins, Chovanec and others. The fourth chapter refers to the quantitative research, providing the methods, steps and objectives of the analysis. In the next chapter, there are all the facts, results and observations gained in the quantitative research and collected, analysed and illustrated in several tables and charts according to the partial results of the analysis. The sixth chapter provides a summary of the results and facts collected from the research regarding differences in condensation of headlines in US the tabloids and the broadsheet newspapers. The following chapter of the thesis contains a short discussion about the facts found out during the research as well as several suggestions for further studies on condensation as the main topic of the thesis. The conclusion provides the most relevant facts, observations and results gained from the research.

# 1 Language style of newspaper headlines

The creation of newspaper headlines is closely connected with the term *language style*, in our perception, as a set of linguistic and non-linguistic tools specific for the particular topics, used by journalists and newspaper writers. According to Verdonk, style can be defined as “*a distinctive way of using language for some purpose and to some effect*” (2002, p. 5). Similarly, Vlašín describes style as a way of choosing and combining of components or methods in production of the object unit: “*Štýlom nazývame spôsob výberu a zostavovania prvkov alebo postupov pri výstavbe zámerne vytváraného celku*” (1984, p. 359). Verdonk furthermore claims that stylistics, the study of style in language, analyzes the distinctive expression in language and the description of its purpose and effect (Verdonk, 2002, p. 5).

The style of writing headlines is extensively influenced by the need of saving space and presenting information in uncommon ways. As the spatial constraint does not allow editors to put the entire new message into the headlines, they have to pick out the most relevant information from the news story to be highlighted in the headline. Secondly, in relation with the aim to keep a long-term attractiveness of the newspaper for the reader, the role of headline is to evoke interest and consequently, to stimulate the reader to a purchase. Therefore, the headline writers use a system of shortening the headlines and provide merely some partial information in the headlines to keep the attractiveness of the entire newspaper article. From the linguistic point of view, there are certain features that make headlines unique and different from other types of discourse. For instance, the special vocabulary used in headlines presented by short, attractive and dramatic words help to achieve an economic, attention getting and memorable effect of the headlines. Also, most frequently, there are incomplete sentences used in headlines that are created by using various language tools with the aim to increase the curiosity of the reader and to shift his interest to the very end of the article. Another feature reflects the high tendency to leave out punctuation and furthermore the punctuation marks are used in the specific way such as the use of comma as a substitute of the word „*and*“, or the use of colon instead of the verb “*say*”.

Equally important is the tendency of newspaper writers to keep the uncertainty of meaning, well known as ambiguity that helps attract attention of the reader. Similarly, headline authors tend to switch the word order in headlines. For example, the most important elements of the message are put at the beginning of headlines (Omer – Ali, 2013,

p. 215 ff.). Verdonk explains that the language style of headlines in relation with the specific features is often called „headlines“ (2002, p. 5). The term “headlines” first originated in a journalistic hand-book written in 1933 by two *New York Times* journalists, R. E. Garst and T. M. Bernstein, entitled “Headlines and Deadlines and was initially used pejoratively to designate “*strange speech that corrupts good English*” (Isani, 2011, p. 7 in Mardh, 1980). As Isani further explains, the opacity genre factor is present in headlines on a variable scale of intensity, initially proposed by Ariel (1988). According to Ariel, the semantic (opaque) equation may be analysed on a scale of three degrees – that is – low, intermediate and high. This means that the more informative the headline is the lower is the challenge to reader accessibility. This might function also inversely, the less informative is the headline, the higher is the challenge to reader accessibility (Isani, 2011, p. 8 in Ariel, 1988).

Verdonk furthermore states that the primary objective of headline writers is to put the main point of the news story in the headline and at the same time they have to attract the reader's attention. He considers the typographical make-up of headlines as one of the most significant features, usually shown in a form of a larger and bolder typeface than that of the articles they introduce. Despite of the restricted space, as mentioned before, available for newspaper articles, both in a print version as well as in an online version of newspaper, Verdonk determines *ellipsis* as another relevant feature of the language of headlines. As a consequence, he believes that the language of newspaper headline is reflected in a succinct, pungent style, which has a powerful effect on the reader's perception (2002, p. 4). As far as the vocabulary is concerned, Reah points out the specific use of words developed by headline writers that are typical with their short, attention getting and effective character. As she also claims that many of those words are rarely to be found outside this particular text type and because of their uniqueness, only a few may be adopted into a wider field (2002, p. 15). Similarly, the research of Mardh (1980) and van Dijk (1988) show that to the most dominant features of newspaper headlines belong omission of articles, nominalisation, use of the present tense, use of the verb “be”, omission of conjugation, extensive use of metaphors, use of obsolete lexical items such as “bid”, “probe”, “assail”, “toll”, “pledge”, “axe”, “plea”, “irk”, “ire”, “mull”, etc., and also extensive use of acronyms and abbreviations. Furthermore, language devices such as alliteration, assonance, punning, clichés, distortion of well-known catch-phrases, colloquialisms and others are also considered as significant elements in headline creation process (Isani, 2011, p.27).

To conclude, the language style of newspaper headlines can be considered as a unique text type characterized by their specific features derived from the language tools used by the headline writers. Although the linguists present the characteristics of headlines in various ways, using different theories and points of view, there are a significant number of mutual statements presented by them. For example, it can be said that writing newspaper headlines is considered to be a highly specific language style because of the restrictions of the page layout on one side, and the need to follow business requirements on the other side. Taking into consideration the above mentioned statements of the linguists, it can be said that the role of language tools used in the creation of headlines is primarily based on a psychological impact on the reader's perception. Also, the above mentioned linguistic features of headlines will be used as the theoretical basis for the composition of the criteria within the quantitative research of the thesis.

## **2 Journalistic characteristics of newspaper headlines**

### **2.1 Characteristics and the functions of newspaper headlines**

Many scientists share the opinion that headlines are considered to be the most essential part of newspaper articles which is closely connected with the various functions they possess. The functional definition developed by Sperber and Wilson is based on perception of headlines as *relevance optimizers*. In their study, they claim that headlines are “*designed to optimize the relevance of their stories for their readers*” (Dor, 2003, p. 696 in Sperber - Wilson, 1986). Similarly, Reah's definition of headlines points out their relevant function in newspaper as she defines headline as “*a unique type of text that consists of a range of functions that specifically dictate its shape, content, and structure, and it operates within a range of restrictions that limit the freedom of the writer*” (1998, p. 13). As a theoretical basis for this thesis there is a following classification of headlines from the *linguistic* point of view defining them as “*belonging to block language, which is characterized by heavily modified noun phrases, by grammatical units lower than the sentence and by omission of words that have low information value, such as articles and the finite forms of the verb*” (Mardh, 1980, p. 12). As the result of the above mentioned and further linguistic modifications in the process of creation newspaper headlines, these have become the core of frequent discussions among linguists and newspaper writers worldwide. For the purpose of presenting new facts based on theoretical knowledge and new information gained from our quantitative research, those linguistic elements found in newspaper headlines will be analysed in the following chapters and quantitatively researched as a central aim in the practical part of the thesis.

Concerning the functions of newspaper headlines, there are various opinions and points of view presented by the linguists. For example, Van Dijk considers their essential function in summarising the content of the article they precede:

*“Each news item in the press has a Headline [...] and many have a Lead, whether marked off by special printing type or not. [...] Their structural function is also clear: Together they express the major topics of the text. That is, they function as an initial summary. [...] The semantic constraint is obvious: Headline + Lead summarize the news text and express the semantic macrostructure”* (Van Dijk, 1988, p. 53).

Isani, on the contrary, identifies three broad macro headline functions. Firstly, it is the informative headline which gives a good idea about the topic of the news story.

Secondly, the indicative headline with the aim to address what happened in the news story. Thirdly, he presents the so called *eye-catcher headlines* that do not inform about the content of the news story, but they are designed to entice people to read the story (2011, p. 4 in Gattani, 2005). As can be seen, Isani's second function of headlines is comparable with the one presented by Van Dijk where summarizing has been pointed out as the most relevant function of newspaper headlines.

However, it has to be mentioned that the summarizing function of headlines has been questioned by several researchers and subsequently supported by empirical observations and experiments. In particular, this has been demonstrated in a study carried out by Hye-Kyung Lee as he analysed the following news headlines:

- a. *Ex-consultant to Mayor Gets Prison for Theft (NT 12/21/11)*
- b. *Callista Gingrich, America's Camilla Parker-Bowles (WP 1/3/12)*

According to Lee, the headline *a* does not express who the persons referred to the ex-consultant and mayor are, and what type of theft it concerns. Thus, as he says, the readers are unable to recover the missing information. Similarly, the headline *b* also reveals the point in that it is ambiguous what connection is between the person named Callista Gingrich and America's Camilla Parker-Bowles. For the purpose of supporting his statement, Lee presents several studies such as Althaus et. al. (2001), Andrew (2007) and Leon (1997), indirectly proving that headlines do not help comprehend or recall the article contents nor do they represent the articles (2012, p. 331). As Lee further claims, the reason for that can be found in the tendency of readers to scan rather than read the headlines. Consequently, news reporters and editors are forced to ensure that the reader read the articles, especially in the case of online news. Therefore, they are motivated to create news headlines that are attractive for the reader (2012, p. 332). Correspondingly, Ifantidou presents merely one function of headlines, based on an attention-getting effect rather than information-providing device. In his opinion, headlines do not accurately represent the articles they introduce (Ifantidou, 2008, p. 97). Another key point for our further analysis is the statement of Nir as he notes that the significance of headlines has risen up with the dynamic life style of the modern society: "*For the modern newspaper reader, reading the headline of a news item replaces the reading of the whole story*" (Nir, 1993, p. 24 in Dor 2004).

Taking to consideration the statement presented by Ifantidou that the content of headlines does not reflect the articles they introduce on one side, and Nir's theory about



replacing newspaper articles by their headlines on the other side, it must be said that today, headlines do not primarily function as the provider of information for newspaper readers. Consequently, it should be expected that the reliability of newspaper headlines concerning the provided content do not play an important role for authors in their creation.

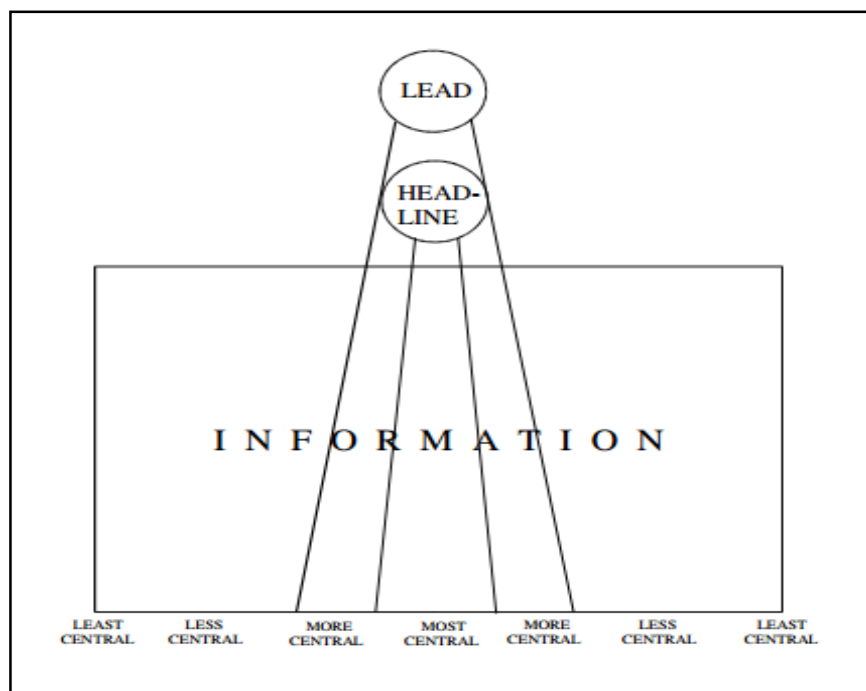
With this in mind, there is an obvious evidence of the increasing significance of newspaper headlines showing that the primary function of headlines is mainly based on attracting the readers and stimulating them to a purchase while providing particular indications about the main idea of the newspaper article. Thus, it can be said that the condensation of headlines as a device for maintaining the restricted space also functions as curiosity awaking language tool that contributes to the business needs of the newspaper company, that is, the stable purchase of newspaper by the reader.

## **2.2 Functions of the headline and the lead**

The lead can be described as the most important paragraph in a news article (Pape, Featherstone, 2005, 28 ff.). According to Van Dijk, the headline in combination with the lead expresses the main topics of the newspaper article (1988, p. 36). Bell considers the lead a directional summary and at the same time, a part of the story. He further points out a dual function of the lead, based on summarizing a story on one side, and providing a springboard for telling the whole news on the other side and not only a summary (Pajunene, 2008, p. 11; 1991).

Table 1 demonstrates the relationship between the headline and the lead in which, in relation with the volume of information, the headline can be considered as an abstract of the lead. As Bell claims, *“the headline is an abstract of the abstract. The lead pares the story back to its essential point, and the headline abstracts the lead itself”* (Pajunene, 2008, p. 7 in Bell, 1991, p. 150). In other words, the information abstracted in the headline is usually contained in the lead, too. Additionally, the lead may also include other essential information besides the most relevant fact of the news story (2008, p. 7).

Table 1: The function and the relation between the headline and the lead



(Pajunene, 1991, p. 7 in Bell, 1991)

As can be seen, headlines are constructed on a basis of abstracting the most relevant piece or pieces of information included in one sentence with the aim to attract reader's attention. For this purpose, the use of linguistic devices is necessary for shortening the headlines as much as possible, very frequently also for the price of risking the ambiguity and difficulties to understand the meaning as a consequence of missing grammatical or lexical components of a sentence or a phrase. Condensation and its components as the central object of this paper will be theoretically analysed in the following chapters.

## 2.3 Characteristics of US newspapers

There are more than 1500 daily newspapers in the USA and each one is usually sold only in one part of the country, but they contain national as well as international news. In large cities, there is often more than one newspaper and the different ones express different political opinions. Some of the US newspapers have their international or other

versions sold in different countries. Frequently, there are substantial differences between the various versions of one type of newspaper. This also concerns the structure of headlines that can be significantly different from that one sold in other countries than those ones sold within the USA. The reason is that journalists strive for an adaptation of the articles according to the local culture and the specific variant of English language in the particular country. For example, as Shie claims, headlines contain more metaphors or metonymies than their EFL versions in Taiwan with the aim to adjust the headlines to be more accessible regarding the target audience (Lee, 2012, p. 332 in Shie, 2011).

## **2.4 The differences in strategy on creating the broadsheets and the tabloids headlines**

There are significant differences between the broadsheets and the tabloids. For example, in relation with the target recipient, the broadsheets were originally a type of newspaper strongly preferred by a higher class of the population. The tabloids, in contrast, used to be a typical newspaper read by a working-class of citizens (Rogers, 2015). Therefore, lexical and grammatical choices in the newspaper articles as such, and their headlines, are also created with respect to the target readers, purposes, subject matters as well as the linguistic competence of the writers. This can be seen in the eye catching, jargonistic or humorous character of the the tabloids headlines, while in the broadsheets, the writer prefers a more objective and informative style. As far as the main function of the two types of newspapers is concerned, the the tabloid approach is strongly based on engaging the reader, rousing his curiosity to want to learn more of the dramatic story indicated in the headline, using vocabulary with an emotional character. On the contrary, the broadsheets headline writers prefer succinct terms that serve to a higher degree to alert the reader to follow some relevant information (Morris, 2006. p. 108).

Taking into consideration the above mentioned facts and differences between the broadsheet newspapers and the tabloids, there is a strong assumption that the language style used by the construction of the headlines in the tabloids may contain a significantly higher amount of linguistic devices to reach a short, emotional and attractive headline. In other words, the intention of the tabloid newspaper writers to attract the attention of the readers and awoke a sensation after reading the headline, may require a higher amount of

linguistic tools to create a condensed headline in order to adhere the limited space and to keep the emotional effect of the headline and the following need to read the entire article and primarily, to stimulate the reader to purchase the newspaper. With this in mind, the practical part of the thesis is focused on the quantitative research on the US the broadsheets and the tabloid newspaper in which the hypothesis of a stronger tendency to the condensation in the tabloids newspaper headlines might be proved or disproved.

### 3 Condensation of newspaper headlines

Headlines are the core of newspaper and their language is compressed and condensed. As Reah claims, they have their own special rules and regulations (Reah, 1998:14). Headlines are the first text that the reader sees when buying and reading the newspaper. They contain a range of creative language devices to create effective headlines such as alliteration, homophones and rhyme for sound effects, word and meaning via naming, loaded language, ambiguity and word play; syntax via the use of structures designed to focus on specific aspects of the text but also non-standard structures, omission of words to create a telegraphic style (Reah, 2002, p. 32). From the linguistic point of view, condensation can be defined as a use of nominalisation elements or nominal phrase in a clausal unit that normally requires a subordinate clause: “*Komplexní kondenzací rozumíme s V. Mathesiusem takové užití nominálního prvku nebo nominální vazby ve větěném celku, které ušetří jinak nutnou větu vedlejší*” (Vachek, 1955, p. 76). From his research based on comparison of English and Czech scientific and fictional texts, Vachek came to the conclusion that the tendency of writers to use condensators is significantly higher in English than in Czech language. Furthermore he stated that the historical development of the English language shows an increase on the amount of condensation devices (ibid.). In this thesis, for the purposes of the following quantitative research, condensation will be used as a general term covering various *lexical, grammatical and syntactical devices*, used by journalists with the aim to create a short and effective newspaper headline attractive for the readers to stimulate them to a purchase. The particular condensators and linguistic elements relevant in the process of creating headlines will be analysed from the syntactic, grammatical and lexical point of view in the following chapters of the thesis.

### 3.1 Codensators in English newspaper language on the syntactic level

#### 3.1.1 Omission of parts of speech in newspaper headlines

In terms of syntactical analysis, there are two types of headlines. Firstly, there are *sentence headlines* containing all parts of speech necessary to create a full sentence as in the following example: *Pen manufacturers still see good future for luxury pen* (Diala, 2008, p. 3). Those types of headlines do not appear regularly, as they demand a wide space of the page layout that is usually limited for a full sentence. In addition, this type of headline has not been considered as the most adequate in order to attract the attention of readers. On the other hand, some headlines writers, especially those working for the broadsheets newspaper are frequently forced to use a full sentence to involve the most relevant facts in the headline and so, to sustain the informative character of the broadsheet newspaper. Secondly, newspaper writers use frequently the so-called *phrase headlines* in which verb is left out, as shown in the headline: *Getting in touch with the spirits*, where the gerund *getting* substitutes the full version of the verb, however, the subject is still not mentioned and depends merely on the context. Another example points out the replacement of the predicate, putting forward the multiple subject: *Heroism and cowardice at the "Top of the World"* (ibid.). The verb has been omitted in order to shorten the headline without any loss of information relevant for the reader while reading it. In this context, it is highly probable that the reader understands the idea of the headline without any verb expressing the action which results from the general tendency of English towards economy of speech. In this case, it is clear that the use of the expression "*top of the world*" means that the subject of the sentence has reached the best result in a ranking. In fact, the omission of a sentence component could cause an ambiguity of the headline for the reader as in example: *Illegal workers a key issue for Republican candidates* (Burcl, 2014, p. 65). In case that the newspaper reader is not much aware of the issue described in the news, it is not clear enough whether the illegal workers have become or will be, or even they were a key issue for Republican candidates. On the other hand, exactly this ambiguity may support a curiosity at the reader and so, stimulate him to buy the newspaper.

### 3.1.2 Nominalisation in the English sentence

Nominal tendencies in English play an important role not only in language practice but also in the linguistic theory. Generally, the nominalisation in English sentences usually occurs when more complicated sentences are created and would be otherwise complemented by a dependent clause. Therefore, in order to shorten and simplify the structure of the sentence, there are so called *sentence condensators* that also represent the basic condensation devices in the theory of English language (Vachek, 1994, p. 13 ff). Vachek further presents three types of the sentence condensators. Firstly, it is the English *infinitive* functioning as a condensator primarily in final clauses, as shown in the following example: *He works hard to earn his living*. Vachek also points out the fact that the infinitive can be used for condensation even if the subjects are not identical, for example: *I'll leave the door open for you to hear the baby*. Additionally, he mentioned the increased capacity of the English infinitive in relation with the differentiation according to the tense, that is, the present infinitive, perfective infinitive or the infinitive expressing a future meaning. Secondly, *the participle* as a frequently used type of condensator has a significantly different character than in other languages, such as Czech language. According to Vachek, English participles give the reader an obviously much more alive impression without any archaic features than the participles in Czech language (ibid.) and, similarly, in the Slovak language. The following sentence presented by Vachek shows a typical case when the English sentence condensed by the participle sounds naturally for the reader: *Being a stranger in the place, he could not give us the desired information*, whereas in a Slovak or Czech equivalent of the sentence, there is a dependent clause used instead, in order to safeguard the features of modern language: *Keďže sa v tom meste nevyznal, nemohol nám dať požadované informácie*. The third type of the English condensator is *the gerund*, frequently compared to verbal noun in Slovak language. As an example, Vachek presents a condensed sentence: *I strongly object to his treating me like a child*. In relation with the role of the gerund in the English sentence Petrilková states that the gerund may function as a substitute of the secondary predicate: „*Since the gerund behaves as a finite verb form with respect to complementation and modification, it qualifies to form secondary predications. In this role, it is regarded as one of the means of complex sentence condensation*“ (2007. p. 3). As can be seen on the given example, the function of the gerund is frequently based on the ability to save one finite verb form in an English sentence, and consequently one dependent clause (ibid.).

Also, in terms of our pre-research of the thesis concerning the current online newspaper headlines, there have been found out similar examples of using the above mentioned types of condensators: *A Grieving Joe Biden Skips Thanksgiving in Nantucket* (New York Times, 2016) that shows a present participle of the verb *grieve*, describing Joe Biden more specifically. Another remarkable example of using condensators is the headline: *De Blasio pens letter to Paul Ryan, Mitch McConnell urging Congress to pass bill barring suspected terrorists from buying guns*, in which all three types of condensation are demonstrated. Firstly, there is the word *urging* as a substitution of dependent clause that would otherwise describe what kind of letter is being concerned in the news. Secondly, the infinitive form *to pass* has a similar shortening effect where a final clause would be necessary to explain the action expected from the Congress. Thirdly, the word “*buying*” represents a gerund condensator used in relation with the terrorists whose action, in other case, would have to be described through a relative clause containing a significantly higher amount of words.

In terms of using nominalisation in newspaper headlines, Machin and Mayer demonstrate its efficiency on the following example of a headline describing the capture of Saddam Hussein by US forces: *Instant blitz on his hair*. The entity “*blitz*” has been used as a substitute of the agent, evoking decisiveness of the US forces. Another key point is the effect of action that brings such a type of nominalisation (2012, p. 144). The given example may work as compelling evidence that nominalisation as a language device of shortening newspaper headlines functions in the same time as curiosity awaking means for newspaper readers.

### **3.2 Grammatical codensators in English newspaper headlines**

Newspaper readers usually do not pay attention to the tense in newspapers. However, use of tense in newspaper headlines has substantially different features as in other forms of texts. The primary reason is the reduction of the sentence components expressing the tense in order to condense the entire newspaper headline.



### 3.2.1 Present tense and its use in the newspaper headlines

The present tense is considered by linguists to be the fundamental tense in the system of English language (Dušková et. al, 1988, p. 217). Also, its frequent use by newspaper writers is one of the defining characteristics of this particular type of discourse (Diala, 2008, p. 7 in Fowler, 1991). It is often emphasized by linguists that the present tense is used in newspapers to refer not only to events which occurred in the past, but also to present events (Halliday, 1985, p. 179). Diala states that the present tense highlights the urgency and topicality of the news story, and so substantially contributes to its newsworthiness and increases its news value (ibid., 2008, p. 9). The future reference of the present tense is usually complemented with an adverbial of time. This means that the futurity is expressed lexically. However, this does not always have to be so with the future reference being clear from the context (ibid. 1988).

Another point in the conventional rhetoric of headlines is the phenomenon of *tense switch* related to several other tense choices, also described as ‘vertical’ and ‘horizontal’. As Chovanec explains, the vertical selection follows the paradigmatic axis of selection. This means that the tense in headline comes as a result of the editor’s choice when creating the headline. This shift may have two possible stages. Firstly, the shift into the canonical present tense that is highly dominant in headlines, and secondly, the shift away from the canonical present towards some other tense. On the contrary, horizontal tense selection follows the syntagmatic axis. In other words, the tense choice in the headline is related to the tense choices of the relevant verb in the lead and the body copy of the news article, i.e. the textual segments that further extend and develop the information given in the headline. Afterwards, Chovanec points out the fact that while the verbs form a cohesive chain, their tenses differ. He claims that the linear progression and processing of a news text from the headline through the lead and to the body brings a shift of tense (Chovanec, 2014, p. 137). Furthermore, Durant and Lambrou add that the present tense is a device whereby printed news discourse may construct co-temporality as feature appearing to be very strong in modern communication media. As they further explain, the present tense generally creates the illusion of a fictitious co-presence between the discourse participants and the event. Also, in spoken broadcasts, a similar illusion can be achieved through the use of time-shifted programmes and live transmissions. In relation with the temporally displaced context of printed texts, such an effect can be assisted through the manipulation of temporal deixis (Durant – Lambrou, 2009, p. 17).

In terms of condensation of newspaper headlines as a central object of this thesis, another key point presented by Huddleston and Pullum must be emphasized. They clarify that the present tense is widely used in news headlines not only for dynamic effect of situations in the recent past, but also that such a choice of tense is shorter and more vivid than past tenses. They regard this phenomenon as a *metaphorical extension* of the use of the present tense in commentaries (Huddleston – Pullum, 2002, p. 131). In conclusion, it can be stated that the reason why the present simple tense dominates in newspaper headlines does not only relate with the attention-getting effect and the internal evaluation device, but it also provides a kind of pragmatical help for newspaper writers in order to eliminate the use of words in headlines limited by the page layout on one hand, and also to sustain the dynamic character for the reader.

### **3.2.2 Past tense and the passive voice in newspaper headlines**

Generally, the past tense is used when the event must have taken place in the past, with a gap between its completion and the present moment. Accordingly, an event of the past is commonly written in the past tense in body of the newspaper article. But, as mentioned in the previous chapter, there is a significant tendency to use the present tense instead of the past tense. Yoneoka states the past tense in news headlines is occasionally used to express that the newspaper has just been informed about an event that occurred in the current past, as has been demonstrated in the example: *Nixon taped all White House conversations* (Yoneoka, 2002:1). In terms of use of the past tense, it must be mentioned that passive sentences are used by editors frequently. However, they are constructed in news headlines with no auxiliary verbs, containing merely the past participle. This has been demonstrated on the following example by Diala: *A man is being held by the police*, where the headline would probably say *Man held by Police*. Diala refers to the fact that such types of headlines created without a full form of the passive construction are easy to be misunderstood by the readers. As has been shown on the following example: *Black Teenagers Attacked in Race*, the writer means that the black teenagers were attacked and not that they attacked somebody else. On one hand she states that if the author would like to express that the black teenagers did the attacking, the headline would use the present tense *Black Teenagers Attack*. On the other hand, she further claims that it is hard to

distinguish the past tense from the past participle if the form of the past tense has the same appearance as the past participle such as play-played-played; feel-felt-felt etc. On the contrary, Chovanec claims that such a headline ambiguity is mostly theoretical since there is always a particular degree of the reader's knowledge of headlines conventions expected, or their awareness of the heteroglossic character of the headline (2014, p. 183). With attention to the passive voice Chovanec also explains the typical operator deletion in the passive construction in newspaper headlines. This has been demonstrated on the headline: *Six killed as 8.2 magnitude earthquake hits northern Chile* that typically does not show the operator of the action (2014, p. 2). Usually, in such types of headlines saying about someone killed, jailed etc. the operator is not of big relevance, as the result of the action is the information dominating in the news. Such a type of compression of headline is in that case suitable.

In attention to the above mentioned specific features of past tense and its passive forms used in newspaper headlines, it can be said that in the background of those specific grammatical devices such as omission of the verb “*to be*” in the passive form is the effort of newspaper writers to achieve an attention attracting effect on the reader while following the limited space for the newspaper headlines. Therefore, the specific use of tenses and, especially, the omission of the verb “*to be*” in the passive form will be considered as one of the most relevant components of condensation devices in newspaper headlines within the quantitative research of this study.

### 3.2.3 Passive voice and transitivity in headlines

Concerning the grammatical forms of the past tense and the past participle, Chovanec states that newspaper headlines may also have two possible ways of their interpretation. He presents two following constructions:

- a. *X left ... (semantic agent + simple past tense of intransitive ‘leave’)*
- b. *X (is/was left) ... (semantic patient + past participle of transitive ‘leave’)*

According to him, the difference is based on the transitivity patterns and also, they assign different semantic roles to the constituents depending on the verbal form, that is, whether the verbal form *left* indicates a complete verb phrase with a finite verb and the

active voice of simple past tense, or an incomplete verb phrase with the non-finite past participle as a result of the ellipsis of the auxiliary verb from a passive voice. In variant *a*, the subject performs as the semantic agent of the dynamic intransitive verb in the active voice. Variant *b*, in contrast, demonstrates the semantic patient of the stative transitive verb in the ellipped passive voice. Chovanec puts emphasis on the fact that the correct interpretation is closely related with several contextual considerations. For this purpose, he analyzed the following headline: *Maria Miller reported to MP over £90,000 expenses claims*. As he explains, the possible ambiguity in the headline may be derived from the effect of the passive transformation, that is, the determination of the semantic role of the subject. According to him, the subject in an active construction is presented as the semantic agent of the action of “*reporting*” and the subject in a passive construction has a role of the semantic patient (2014, p. 184 ff). So, the non-resolution of the ambiguity of the verb form is partly based on the ambiguity of one of the two adverbial phrases. The phrase *to MP* performing as the indirect object of the verb “*report*” shows the beneficiary in both the active and the passive interpretation of the headline. The only difference Chovanec refers to the fact that the phrase acts as a negative interpretation in the passive reading based on the negative meaning of the verb “*report*” (Maria Miller has been reported to MP). In case of the active clause (Maria Miller reported to MP), the context has positive or at least neutral character. Additionally, Chovanec points out the fact that the preposition “*over*” may be understood differently. Firstly, it can function as an adverb related to the numeral and expressing the meaning of “*more than*”. Secondly, it may perform as a preposition related to the verb and expressing the meaning of “*concerning*” or “*in connection with*”. As Chovanec further explains, the phrase “*over £90,000 expenses claims*” functions as a constituent of the direct object of the transitive verb “*report*” corresponding to the active sentence. In the second case, the same phrase would perform as a constituent of the reason of the action and would be a part of the passive interpretation of the verb phrase. In that meaning, the grammatical subject performs as the direct object of the corresponding active voice (*Maria Miller has been reported to MP*). Important to realize, however, is the fact that this might be considered as a theoretical speculation rather than a description of an actual ambiguity. According to Chovanec, the most compelling reason, is that in the case that the phrase “*over £90,000 expenses claims*” is interpreted as the direct object of the active verb ‘*report*’ in the past tense, the placement of the indirect object (to MP) before such a direct object would be less likely and almost ungrammatical. Furthermore, it would appear unnatural in relation with the information flow with a

relatively marginal element in a position that precedes the direct object. Lastly, he states that the ambiguity is improbable to increase because the reader may be expected with some prior contextual knowledge (ibid.).

To conclude, the semantic ambiguity can be significantly influenced by the role of auxiliary verbs and their regular omission in the headlines. In order to find out what role takes the subject of the headline, there are indicators such as transitivity of verbs in the headline which help the reader to understand the actual meaning of the headline. This means, as has been explained above, that the identification of the direct or indirect object indicates in what voice the headline is to be interpreted. Generally, it is expected that the usual position in the sentence is that the direct object precedes the indirect object of the headline.

### **3.2.4 Futurity in newspaper headlines**

One of the most significant features of newspaper headlines is the relatively rare occurrence of the will-future form. In English language, there are several constructions that enable to express future such as the present tense with a future meaning, *will*-future, semi-modals and full modals, as well as certain verbs that express futurity lexically and thus partly overlap with the future-orientation of some headlines in the present tense (Chovanec, 2014, p. 146). However, as Diala states, newspaper headline writers have a tendency to replace any of the usual form expressing the future using merely the form of *to + verb*. That means that an auxiliary verb and the verb “*be*” are omitted (Diala, 2008, p. 5 in Quirk et. al. 1985). The substitution of the future forms by the infinitive has been accepted by many publications of newspaper, but from the linguistic point of view this phenomenon deals with opposition very frequently: “*Some publications of newspapers accept the infinitive as a substitute for the future, but it is awkward*” (ibid., 2008 in Chin – Tsou, 1997). As Diala further explains, the reason for permitting the infinitive for expression of the future is based on the limited space required for the verb *to* rather than for *will* or *be going*. More specifically, Chovanec explains this tendency of headlines writers as follows: “*Because of the traditional spatial constraints resulting in the highly compressed form of headlines, there is a pressure to reduce the verbal phrase to a single word since the combination of two verbs (the auxiliary will and the infinitive of the lexical*

verb) takes up valuable space. The lexical component of the verb phrase is, in terms of information content, more important than the modal auxiliary” (ibid. 2014). This can be shown in the example provided by Diala: Kajiya to enter LDP race. Normally, there may be the future form “is going to” used if another style was concerned: *Kajiya is going to enter LDP race*. Another example shows a substitution of the future form will: *France to elect president*, instead of *France will elect president*. Nevertheless, there are also exceptions showing that the usual forms of the future tense can appear in headlines, especially in relation with quotations, as has been demonstrated in the following example: *Gas pipe rout will hit prices* (ibid. 2008).

### 3.2.5 Ellipsis

Ellipsis has been considered by linguists as one of the most dominant linguistic features of newspaper headlines. The term ellipsis reflects “a communicative option to omit from sentences contextually available elements that are structurally required by the elements that do appear in those sentences” (Abbas – Mugair, 2012, p. 2). The main function of ellipsis is based on increase of curiosity of the reader and finalization of his interest in the entire newspaper article (Omer – Ali, 2013, p. 217 ff). Omer and Ali point out the fact that ellipsis is, due to the spatial restriction of headlines, a must in the process of creation of headlines in that authors have to put the message with most valuable and relevant information creating a frame of the whole story. They further differentiate between so called *content ellipsis* with the role to omit words and expressions describing the same meaning, and *form ellipsis* and its function to shed all the grammatical units of low informational value which is the most noticeable feature of headlines. Elliptical devices are further possible to classify according to their characteristics in the system of grammar in English.

In terms of ellipsis in headlines, Jenkins differentiates seven types of ellipsis. As a central category, there are determiners such as definite and indefinite articles that are dropped in headlines almost on the regular basis, as in the sentence: *(A) Disaster as (a) hurricane strikes (the) south coast of (the) United States*. Jenkins furthermore states that ellipsis of determiners is always accompanied by other types of ellipsis, as shown above. The reason for that may be, as assumed, that a noun functioning as a subject is usually

complemented by an object in headlines. However, the statement that this might appear in every single headline ellipsed sounds to be questionable. Therefore, this assumption will be further analyzed as a partial aim of the practical research in this thesis. Moreover, Jenkins expects that ellipsis of articles leads to a greater effect of generality than the article can do. With this in mind, there is an assumption that such ellipsis may cause a wrong interpretation of the headline if the reader is not aware of the fact that the statements concern a particular object, not a general case. Similarly, the second type of ellipsis based on the omission of auxiliary verbs is used by headlines writers frequently, such as in the headline with the present continues omitted: *UK (is) breaking law*. Also, auxiliary ellipsis is used in passive constructions, for example *(The) Peace Treaty (has been) Approved* (ibid., in Jenkins, 1987). The ellipsis of auxiliary verbs has become an object of numerous discussions and analyses among linguists. The reason is that such omission causes an ambiguity related with the time reference of what has been said in the headline. Therefore, without knowing the context, the reader does not get any information after reading the headline whether it has already happened, is happening or is going to happen. On the other hand, this functions as a proper tool of increasing curiosity of the newspaper reader. Similarly, copular verbs, primarily the verb “*be*” are eluded in the headlines frequently. However, as Jenkins further explains, the absence of copular verbs appears in headlines regularly because such omission does not automatically have to cause ambiguity. He claims that despite such an omission the reader is able to understand the meaning through other words in headlines. His hypothesis has been demonstrated on the following headline: *(The) Gulf Coast (is) in Ruins*. In this case the use of the idiom “in ruin” meaning damaged indicates what the news is presented in the newspaper article. Another type of ellipsis concerns the use of conjunctions because they can be easily replaced by shorter language means such as comma instead of “*and*” as in the headline: *Iraq, (and) USA Ink security pact*. The second example demonstrates the zero conjunction where “*is that*” has been fully omitted: *(The) Labor (is that) Unlikely to Scrap (the) Bomb*. The above mentioned elements of ellipsis are classified as structural ellipsis. Jenkins furthermore explains that there are several other elements of ellipsis playing a significant role in the process of writing headlines. This class of ellipsis consists of three groups. Firstly, there are verbs of saying that are usually left out from the headline or replaced by shorter means such as colon in the following headline: *Obama : (says) Iran (Is) an Arrogant power*. Jenkins further mentions other terms such as *urge*, *suggest*, *ask* that are often ellipsed in the same way. Except the verbs such as copulas and verbs of saying, Jenkins adds that verbs with the

meaning of “*take part in*”, “*exist*”, “*involve*”, “*occur*” or “*like*” are usually not used in headlines as there are other alternatives that can be used. For example, the headline *(The) Soviets (Launched) in a new attack* shows that the verb has been left out (ibid.). In this case it can be seen how such an ellipsis might cause ambiguity of the newspaper reader because without knowing the context, it is not clear for him whether the Soviets appeared in a new attack or they launched a new attack. Lastly, headlines writers also tend to omit subject because of the fact that the identification of the agent is not so relevant for the newspaper reader. This appear especially in topics of crimes and accidents such as in the headline *(He has been) Jailed for Offending the Queen* (ibid. in Vandenberg, 1981). However, according to Chi- on chin and Ktson, the newspaper reader is also able to identify the ellipted subject on the basis of general facts as in the example: *(The Government) Promotes the Civil Servants Retirement System cooperatively*. They claim that this assumption is based on the fact that such an organization is concerned with the retirement system and not any other organization (ibid. in Chi-ouch in – Ktson, 2000).

In relation with elliptical devices, Burel also mentions the frequent omission of demonstrative pronouns such as *this*, *that* etc. and possessive pronouns *my*, *his*, *her* etc. (2013, 72).

### **3.3 Condensation of English newspaper headlines on the lexical level**

There exists a general tendency of modern society regarding the use of language based on expressing ideas efficiently, that means, to use short, simple sentences, phraseological substitution and short synonyms. This tendency is possible to observe in any are such as everyday conversation, especially within the use of modern communication technologies, in various types of jargon but also in science. Similarly, journalism has also quickly adapted to such a trend in the process of creating headlines, as it contributes to compress the extent of headlines and creates a dynamic effect for the newspaper readers substantially. The chapter provides a short analysis of the lexical devices used in the creation of newspaper headlines.



### 3.3.1 Abbreviations and obsolete words

According to Jenkins, abbreviations, mainly acronyms, function as a regular lexical substitute in headlines. The reason can be seen in the fact that acronyms take markedly less space than the full words which helps to keep the economy of the headlines (Omer – Ali, 2013, p. 221 in Jenkins, 1987). Important to realize is the fact that acronyms as words formed with the initial letter of words create a special effect of the entire headline and so have a strong impact on the attention of newspaper readers as can be seen in the following headline: *How to Beat ISIS: Use Arab Armies to Fight the Group*. As the Islamic State has been generally marked as ISIS, the reader can easily decode the acronym while the headline writer achieved an efficient compression of the words in headline. However, it is important to emphasize that not all the acronyms used in headlines are well-known for the newspaper reader after reading the newspaper headline. This assumption has also been supported by Muhammad as he explains on the headline: *AAUP to Name New chairman* that the acronym AAUP (association of university professors) might cause difficulties in understanding because the reader may not be familiar with such an acronym. Therefore, his recommendation is to use only general and well-known acronyms in newspaper headlines (ibid., in Muhammad, 2003). Furthermore, as can be said that such an unknown acronym would not increase the interest of the newspaper reader, but on the contrary, it may lead to a dismotivation to read the newspaper article. Also, the same applies to abbreviations that appear in newspaper headlines frequently. For instance, the headline: *Five Teams Still Seeking Their First N.C.A.A. Tournament Berth* in which N.C.A.A. stands for National Collegiate Athletic Association. The author of the headline used the abbreviation instead of the full name of the association because of his assumption that the newspaper reader who reads such an article has a particular level of knowledge in the area of sports. Therefore, the probability that such use of abbreviation might lead to incomprehension of the reader is quite low. Furthermore, such an example demonstrates exactly the fact that sometimes, the headline creator has to assess whether the use of an abbreviation is appropriate or not. Also, Burel mentions another type of abbreviations called shortened words that appear in headlines frequently such as *Doc.* instead of the full version of the title *Doctor* or *Col.* as a shorter variant of the word *Colonel* (2013, p. 73). It can be said that such types of abbreviations are common in a general communication and therefore, the probability that use of such type of abbreviation might cause ambiguity for the newspaper reader is rather low. This means that use of the generally known abbreviations may contribute not only to

saving the restricted page layout but also to a fluent reading of the headline without any unnatural language elements.

In terms of abbreviated words used for the condensation of newspaper headlines there are also so called obsolete lexical items used by headline writers frequently (Isani, 2011, p. 27). The term *obsolete word* indicates the fact that a word or a particular form or sense of word is no longer used in speech and writing (Nordquist, 2015). Similarly as other types of condensators in headlines, obsolete words also function both as a shorter version of words and as a creative lexical variant of words that contributes to the attractiveness of the headline. To the most frequent obsolete words Isani classifies lexical items such as “*probe*”, “*bid*”, “*assail*”, “*toll*”, “*pledge*”, “*axe*”, “*irk*”, “*ire*”, “*plea*” or “*mull*” (2011, p. 27). A typical example is the headline published in US the tabloid New York Post saying: *FBI hasn’t interviewed Clinton in months-long email probe*. In this case, the obsolete word *probe* replaced the word such as examination or investigation.

The analysis of abbreviations in newspaper headlines as a lexical device within the condensation has a significant role in the quantitative research of this thesis. The reasons for that can be seen in the fact that abbreviations are used in every type of communication in the modern society and therefore, there is an assumption that abbreviations will achieve a relatively high percentage within their occurrence in newspaper headlines. Another reason is that the quantitative research will be focused on two contrastive newspaper sections – business and sports which belong to the sections where abbreviations are used on a regular basis.

To summarize, the first part of the thesis provides the theoretical basis for the following practical research based on the *quantitative analysis* of the representative language devices used by the newspaper writers in the creation of newspaper headlines. The various approaches of the linguists mentioned in the theoretical analysis, and the knowledge provided by them will be used as a determinative source of criteria within the following research.

## 4 Quantitative research

### 4.1 Introduction to the quantitative research

The practical part of the thesis provides the quantitative research based on the analysis of the most frequent linguistic devices used by the headline writers in order to meet the most relevant requirements for the creation of newspaper headlines. This means that the author is obligated to create a headline attractive for the reader on one side, and to provide information in the headline relevant for the newspaper article while maintaining the restricted page layout allowed for the headline. As has been shown in the theoretical part of the thesis, headlines are created by a number of special grammatical, syntactic and lexical means with the aim to achieve the above mentioned criteria for the headline. The central object of the research is the particular scale of the linguistic devices, known as condensators that have been derived from the various theoretical interpretations of condensation devices presented in several studies of linguistic experts and members of academic society.

The main subject of the research is based on the quantitative and structural analysis of the condensation devices used in the newspaper headlines. As the main sources, there are two types of newspaper used in the research – the broadsheet on one side covered by the US daily newspaper *New York Times*, and the the tabloid newspaper on the other side presented by the US daily newspaper *New York Post*. In time of modern communication technologies and the spreading influence of internet, the scientific research is, similarly, expected to adapt to the given trends and conditions. Therefore, taking to consideration the fact that the online versions of newspapers have achieved a big popularity among readers in last decades, there will be solely headlines analysed that have been published in the online version of both types of the newspaper.

The primary aim of the quantitative research is based on the structural analysis of the particular language devices used in the compression of newspaper headlines. The main task is to find out which of the linguistic devices generally prevails in newspaper headlines. As far as the individual types of condensators are concerned, there is a hypothesis that *ellipsis, particularly the determiner ellipsis, will prevail over other types of condensators in both types of newspapers*. The main reason for the hypothesis follows from the fact that the predominant majority of newspaper headlines are created by a high number of nouns, whereas their definite or indefinite articles are mostly omitted. Similarly,

a high tendency of using the present simple tense instead of past tenses is expected to achieve a relatively significant percentage in the quantitative analysis. The main reason for this can be seen in the primary role of newspaper – that is, providing information mostly about facts that happened currently. However, as has been also demonstrated by several linguists in the theoretical part of the thesis, the trend of the headline writers is to use the present tense also for describing events that happened in the past or even are expected to happen in the future. Furthermore, as a part of the primary objective, the quantitative research will show the fact whether the same type of condensator is prevailing in both types of newspaper. The assumption is that the broadsheet and the tabloid newspaper headlines have the same dominant condensator device, that is, the determiner ellipsis is dominantly used in the tabloid as well as in the broadsheet, followed by the high tendency to use the present simple for the description of events that happened in the past.

The second objective of the research is to find out which of the two types of the newspapers contain a higher percentage of the condensators. There is an assumption that the the tabloid newspaper writers tend to create shorter headlines to the articles and therefore, the headlines of the tabloid newspaper provide less information in comparison with the headlines of the broadsheet newspapers. As the broadsheet newspaper carry the role of a reputable provider of information for the readers, the headlines of their newspaper articles should, similarly, reflect a high-quality information provider without shortening the headlines also with the risk to misrepresent the main idea of the newspaper article. With this in mind, there exists a hypothesis that *the headlines in the the tabloid newspaper show a higher percentage of condensation devices than the headlines presented in the broadsheet newspaper*. As a part of the research, there are also several other facts provided, following from the calculation such as the comparison of the percentage share of the condensators between the tabloid and the broadsheet newspaper.

## **4.2 Method and steps of the quantitative research**

For the purpose of the analysis, there are 500 newspaper headlines gained from the two types of online daily newspaper - New York Times standing for the broadsheet newspapers and New York Post representing the the tabloid newspapers. As mentioned before, the reason for choosing online version of the newspapers follows from the difficult

access to a printed version of US newspaper, especially concerning the tabloid newspaper. Another reason is based on the current popularity of online newspapers among newspaper readers worldwide supporting the need of a certain adaptation of the science to the current circumstances and trends in society. Furthermore, the reason for analysing exclusively American newspapers is closely related to the results gained from the pre-research of this thesis that shows a substantial dominance of British newspapers' studies rather than American ones. Concerning the extent of headlines being analysed, there are two different newspaper sections in both the tabloid and the broadsheet newspaper – the business section on one side and the section of sports on the other side. The choice of the two sections reflects the fact that such different topics may answer the question whether the headline writers use the same language tools for the compression of headlines depending on the particular section and its topic, or if the principle of the compression is the same for all the topics in different sections of newspapers.

In relation with the method of calculating the condensation elements in the particular headlines is the procedure as follows. All the headlines chosen for the analysis are ordered in a table according to the particular type of the newspaper and its section. Each of the given headlines is analysed separately upon the particular condensator, while noting whether the condensator is present in the headline or not. In case the condensation device has been used in the particular headline, the condensator is assigned with an amount how many times the condensator appears in the headline. In case the particular condensator is not present in the given headline, the condensation element is marked with number 0. Consequently, there are several calculations carried out from the given results. First of all, there are the questions concerning the objectives set for the thesis that might be answered. Also, the calculation will reveal other percentage results about the individual condensators and their usage regarding two types of newspaper being analysed as well as the particular newspaper sections – business and sports.

As far as the choice of the particular condensation tools is concerned, there has been a scale of condensation elements built upon the theories and knowledge of the different experts presented in the theoretical part of the thesis. The list of condensators observed in the analysis has been created on the basis of the most frequent elements provided by the linguists and the presumption which of the specific language tools discussed help the compression of newspaper headlines.

Table 2: Condensation elements of the quantitative research

|                          |  |
|--------------------------|--|
| <b>1.Ellipsis</b>        | 1a. Determiner                               |
|                          | 1b Auxiliary verb                            |
|                          | 1c. Copular verb                             |
|                          | 1d. Subject                                  |
|                          | 1e. Predicate                                |
|                          | 1f. Pronoun                                  |
| <b>2.Tense switch</b>    | 2.a Present simple instead of other tenses   |
|                          | 2b. Infinitive to instead of will / going to |
| <b>3.Punctuation</b>     | 3a. Colon instead of say, urge, suggest, ask |
|                          | 3b. Comma instead of conjunction <i>and</i>  |
|                          | 3c. Apostrophe instead of full form          |
| <b>4. Nominalisation</b> | 4a. Gerund instead of relative clause        |
|                          | 4b. Gerund instead of subordinate clause     |
| <b>5. Abbreviations</b>  | 5a. Acronym                                  |
|                          | 5b. Initialism                               |
|                          | 5c. Shortened word                           |

Table 2 demonstrates the list of the main elements of the analysis being monitored in the headlines abstracted from the newspapers along with their further specific subcategories. The first element being observed in the headlines is ellipsis considered as the most frequent condensator used by the headline writers. There are six types of ellipsis presented, containing determiner ellipsis, that is, the omission of definite and indefinite articles in newspaper headlines. The second type of ellipsis is related with omission of auxiliary verbs, often appearing within the passive voice in headlines such as *Ex-JPMorgan Executive (has been) Fined \$1.1 Million in ‘London Whale’ Case*, but also in relation with the active voice, for instance the following headline: *Gamesa, Siemens (are) Negotiating Final Terms of Wind Merger-Sources*. Thirdly, condensator 3c is concerned with the omission of copular verbs in headlines such as the verb “to be” and its further forms, mainly the verbs *act, become, feel, appear, grow, taste, sound, remain, look, turn, went* or *ran*. In terms of the lexical structure, there is also the deletion of subject and predicate in headlines being observed. This means that either the agent of the action described in the headline has been omitted, for example in the headline *Finding Common*

*Political Ground on Poverty* in which the headline writer does not mention who is concerned with the action described in the newspaper article. Regarding the omission of predicate, there have been headlines noted only with an agent and the direct or indirect object without mentioning the action that is being described in the newspaper article such as in the headline *Deal for Royals and Mike Moustakas*. The last part of ellipsis is represented by the omission of pronouns, especially in relation with the personal pronouns that linguists also classify as a specific feature of writing style of headlines with the function to compress the headline without deletion of elements relevant for the semantic correctness of the headline.

In order to compress newspaper headlines, there are two types of tense switch as the second condensation element measured in the research. In particular, it is use of the present tense with the aim to express an action that happened in the past. This type of condensator may appear especially in the newspaper section *sports* as the majority of headlines tell the newspaper reader about the newest sport results. However, there are also cases when the present simple tense described an action that will happen in the future such as in the following headline: *HSBC implements 'promotion freeze' through 2017* in that the present simple tense describes an action that will happen in 2017. Important to realize is the fact that not all cases of the tense substitution with the present simple tense has a compressing function. Therefore, it is expected that the percentage of headlines containing present simple as a condensator will be rather low in comparison to the entire amount of cases with the present simple tense substitution. Concerning the tense switch, there is also a strong tendency of the headline writers to use the form *to + infinitive* for expressing the future that represents the last type of tense switch condensator being analysed in the research of the thesis. The expectation is that the future expressed with the form *will* is hardly used in headlines both in the tabloid as well as the broadsheet. There might be a significant number of cases with the “*to + infinitive*” form being used instead. Regarding the specific use of punctuation elements in newspaper headlines, there is replacement of verbs such as *say, urge, suggest, ask, show etc.* with colon as the next condensation element observed in the analysis. Another type of the specific use of punctuation is a substitution of the conjunction expressed in headlines by means of *comma*. Generally speaking, comma in newspaper headlines appears relatively often but on the other hand, the amount of cases in which comma substitutes the conjunction “*and*” with the effect of condensation of the headline will be clarified after the implementation of the quantitative analysis. The last condensation device based on use of punctuation marks is

the expression of auxiliary verbs in a shorter form by means of *apostrophe*. In the pre-research of this thesis, there were several cases found in which apostrophe appears in order to compress the extent of the entire headline. However, the assumption is that the authors choose rather the full version of the auxiliary verbs or they omit the auxiliary verb completely. The exact percentage share of using apostrophe will be provided in the quantitative analysis.

In terms of nominalisation, headlines containing multiple sentences are often condensed by using gerund instead of the relative clause as for example in the headline: *St. John's ends two long losing streaks in victory over DePaul*. In the headline, the streaks are further described by use of the gerund *long losing* instead of a relative clause. Another type of using gerund in headline being analysed is the omission of the subordinate clause in order to shorten the headline significantly. For instance, such case has been noted in the headline *Lawyer surprised mentioning Peyton Manning created a stir* that shows a substitution of a subordinate clause with the gerund *mentioning* that would otherwise be written in the form: *A Lawyer has been surprised because Peyton Manning was mentioned that he created a stir*.

In terms of lexical condensation devices in headlines, the quantitative analysis provides several facts to what extent and in which structure abbreviations are used for the compression of the headlines. The expectation is that abbreviations will show a comparatively high or alternatively slightly lower percentage of occurrences than the percentage of elliptical type of condensation. In the analysis, the abbreviations are divided into three groups consisting of acronyms, initialisms and thirdly, shortened words. It is expected that the entire category of abbreviations might achieve a relatively high percentage of occurrence in newspaper headlines. In the background, there is the consideration of the newspaper sections being analysed that indicates that the names of particular business organisations and terms as well as sport clubs prevail over use of the full name of such objects. Therefore, the assumption is that initialisms and acronyms play a dominant role in terms of use of abbreviations as a condensation device in newspaper headlines.



## **5 Quantitative analysis of condensation devices in newspaper headlines**

### **5.1 Total percentage share of condensators in newspaper headlines**

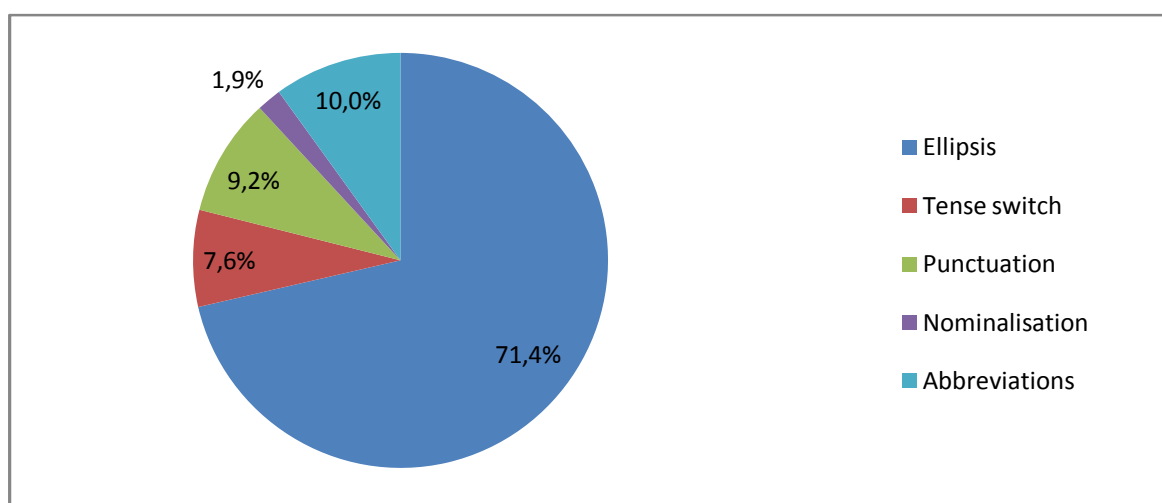
The following section provides the total percentage share of the particular main categories of condensators being calculated in the broadsheet and the tabloid type of newspapers. The quantitative analysis of five hundred newspaper headlines shows that the ellipsis dominantly prevails over other types of the condensators being observed in the study. In the calculation, *ellipsis* containing six subcategories achieved a percentage share of total 71.4 % which is a substantially higher value in comparison to other four categories of condensators. Following the ellipsis, abbreviations show the second largest percentage of use having the value of 10.0 %. The reason for the significant dominance of the ellipsis can be found in its function based on the complete deletion of the components in the headline, while other condensation devices are mainly grounded in the use of a shorter equivalent of the particular word such as the substitution of a full word with an abbreviation, or use of punctuation marks instead of words etc.

Next condensator showing a percentage of use comparable with abbreviations is the punctuation with its 9.2 % of share. However, the assumption was that use of the punctuation marks as a substitute of words might be higher as the effect of using such short elements can compress the headline significantly. Surprisingly, the appearance of the tense switch has achieved a considerable value of 7.6 % that is a relatively higher value than expected. Lastly, the lowest percentage of occurrence is related to use of nominal constructions. The nominalisation as a condensator has achieved a value of merely 1.9 %. The reasons for the given values of the particular condensation devices will be further analysed in the following chapter.

Table 3: Total percentage share - main condensator categories: The broadsheet + The tabloid

| Condensator category | Total amount: The broadsheet + The tabloid | Total percentage share: The broadsheet + The tabloid |
|----------------------|--|--|
| Ellipsis             | 566  | 71,4%  |
| Tense switch         | 60   | 7,6%   |
| Punctuation          | 73   | 9,2%   |
| Nominalisation       | 15   | 1,9%   |
| Abbreviations        | 79   | 10,0%  |

Chart 1: Total percentage share – main condensator categories: The broadsheet + The tabloid



## 5.2 Total percentage share of the condensator subcategories

The following Table 4 demonstrates the percentage share of occurrence of condensators according to the individual subcategories of condensators. As can be seen in the table, the high percentage of the ellipsis is covered by the determiner ellipsis dominating with the 55 % value whereas other elements achieve merely up to 7 % related with the omission of auxiliary verbs. The second highest value is represented by use of abbreviations, particularly initialisms with its 8.4 % of occurrence in headlines. The reason for this is based on the fact that the character of topics in both newspaper sections, namely

sports as well as business, contain a high number of organisations and technical terms that are used in spoken as well as in written communication in their abbreviated forms very frequently. Therefore, the percentage of initialisms shows the relatively higher percentage of use in newspaper headlines. Use of shortened words, in comparison to initialisms, shows a percentage merely of 1.1 %. Surprisingly, the percentage of occurrence of acronyms has been proved only in 3 cases and consequently achieves a 0.3 % value in the calculation.

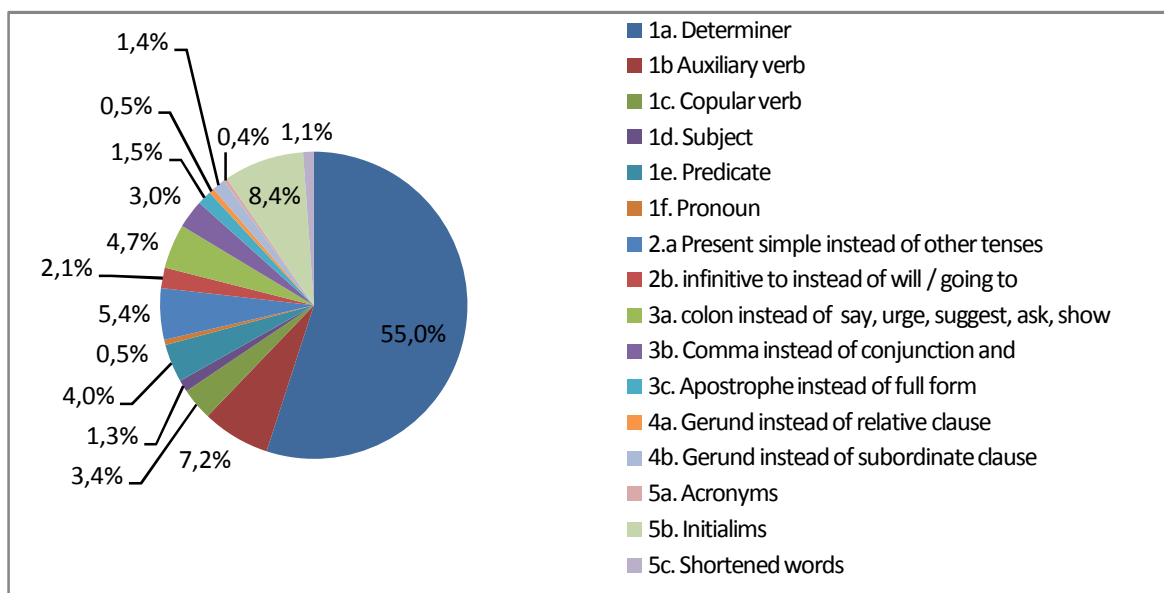
With attention to the tense switch condensators, the results indicate that the use of present tense functions as the main element within the given condensator category. Generally, the number of substitution of tenses with the present simple tense is considerably high in newspaper headlines, but the condensing effect by such a substitution has been confirmed only by 5.5 % of the cases. Similarly, a low percentage share of occurrence has been shown within the use of the punctuation marks, represented by the replacement of the specific verbs with colon achieving a value of 4.7 %. The calculation further shows a relatively high occurrence of comma in the headlines, but comma as a substitute of conjunction *and* has been noted in 26 cases, that is, a rather lower amount with a share of 3 %.

The lowest value within the category punctuation marks has been found out in use of apostrophe as means of shortening auxiliary verbs in headlines. The reason for this can be followed from the fact that apostrophe as the condensator in headlines occurs either with use of tenses such as the present simple, present continuous, present perfect tense or “*going to*” future form. However, the tendency of headline writers is to omit such extensive grammar forms or to substitute them with a verb in the present simple tense without use of auxiliary verb. Therefore, apostrophe as a condensator does not occur in headlines in a wide extent. Lastly, the lowest values have been noted in the category of nominalisation that indicates 0.5 % of share within the substitution by the gerund instead of relative clauses and 1.4 % in relation with subordinate clauses.

Table 4: Total percentage share - individual subcategories: The broadsheet + The tabloid

| Main condensator category | Condensator subcategory                      | Total amount in the broadsheet + the tabloid | Total percentage in the broadsheet + the tabloid |
|---------------------------|--|--|--|
| <b>1.Ellipsis</b>         | 1a. Determiner                               | 436  | 55,0%  |
|                           | 1b. Auxiliary verb                           | 57   | 7,2%   |
|                           | 1c. Copular verb                             | 27   | 3,4%   |
|                           | 1d. Subject                                  | 10   | 1,3%   |
|                           | 1e. Predicate                                | 32   | 4,0%   |
|                           | 1f. Pronoun                                  | 4  | 0,5%   |
| <b>2.Tense switch</b>     | 2a. Present simple instead of other tenses   | 43   | 5,4%   |
|                           | 2b. Infinitive to instead of will / going to | 17   | 2,1%   |
| <b>3.Punctuation</b>      | 3a. Colon instead of say, urge, suggest, ask | 37   | 4,7%   |
|                           | 3b. Comma instead of conjunction <i>and</i>  | 24   | 3,0%   |
|                           | 3c. Apostrophe instead of full form          | 12   | 1,5%   |
| <b>4. Nominalisation</b>  | 4a. Gerund instead of relative clause        | 4  | 0,5%   |
|                           | 4b. Gerund instead of subordinate clause     | 11   | 1,4%   |
| <b>5. Abbreviations</b>   | 5a. Acronym                                  | 3  | 0,4%   |
|                           | 5b. Initialism                               | 67   | 8,4%   |
|                           | 5c. Shortened word                           | 9  | 1,1%   |

Chart 2: Total percentage share - individual subcategories: The broadsheet + The tabloid



### **5.3 Total percentage share of condensators in headlines of the broadsheet newspaper**

The following part of the research provides data about the percentage share of the main condensator categories with attention to the broadsheet newspaper. As mentioned before, there have been 250 newspaper headlines collected from the US daily newspaper *New York Times* and consequently quantitatively and structurally analysed according to the given elements of the research. Table 5 shows the total percentage share of the main condensator categories in the broadsheet, comparing with the global results of both types of newspaper being analysed in the research. As can be seen below, the individual condensator groups in the broadsheet achieve a percentage share substantially similar to the global occurrence of condensators. In other words, ellipsis as the most dominant condensator prevails with its 75.9 % of occurrence over other four condensators. Also, there is another concord in relation with the second most used condensator, that is, use of abbreviations with a slightly lower value of 9.6 % than 10 % within the global structure.

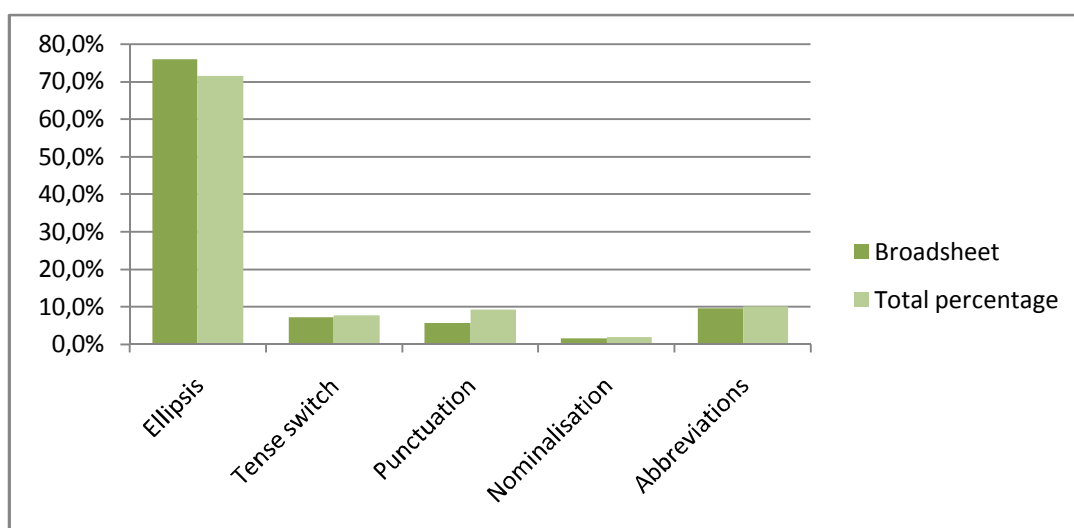
However, concerning the percentage of tense switch and punctuation, there is a slight inversion indicating that the tense switch might occur in headline more frequently than the substitution of words through punctuation marks which has been an opposite in case of the global results. Regarding nominalisation as a condensator category, the percentage share within the broadsheet also shows a slightly lower value of 1.6 % in comparison to the total results achieving 1.9 %.

As can be seen, the percentage structure of the given condensators in the broadsheet indicates slightly lower values than the general percentage share within both types of newspaper – the broadsheet and the tabloid. The analysis shows one exception that presents a significant growth in comparison to the general results, namely condensation by means of determiner ellipsis. According to the results it can be said that the assumption of the thesis based on the expectation of a higher amount of condensation within the tabloid might be confirmed. The following part of the thesis will demonstrate the structure of the individual elements within the given condensator subcategories in relation with the broadsheet newspaper.

Table 5: Total percentage share - main condensator categories: The broadsheet

| Condensator category  | Total amount in the broadsheet | Total percentage share in the broadsheet | Total amount: The broadsheet + The tabloid | Total percentage share: The broadsheet + The tabloid |
|-----------------------|--------------------------------|--|--|--|
| <b>Ellipsis</b>       | 284                            | 75,9%                                    | 570  | 71,4%  |
| <b>Tense switch</b>   | 27                             | 7,2%                                     | 60   | 7,6%   |
| <b>Punctuation</b>    | 21                             | 5,6%                                     | 75   | 9,2%   |
| <b>Nominalisation</b> | 6                              | 1,6%                                     | 14   | 1,9%   |
| <b>Abbreviations</b>  | 36                             | 9,6%                                     | 84   | 10,0%  |

Chart 3: Global percentage share and the broadsheet



## 5.4 Quantitative analysis of condensators in the broadsheet headlines

The following Table 6 shows the intensity of using the individual condensation devices collected from *New York Times* newspaper and their comparison according to the percentage share with total percentage occurrence in both types of newspaper analysed in the previous chapters. As shown in the table, the determiner ellipsis achieves an absolute dominance with its 54.9 % occurrence that is identical with the total percentage share

within the global calculation. With regard to the other 5 elements of the ellipsis, the calculation reveals numbers comparable with the total percentage share. However, it has been noted that the ellipsis of auxiliary and copular verbs as well as the subject and predicate omission achieve a slightly higher percentage within the broadsheet, mainly with a difference up to 2 %. The lowest occurrence within the ellipsis is related to the omission of pronouns in the broadsheet that shows only one case of headline in which a pronoun has been deleted. So, the 0.3 %-share of occurrence almost identically corresponds with the results of the total analysis. Similarly, 8 %-value of using initialisms found out in the total calculation has been confirmed within the broadsheet newspaper in which initialisms have been used in 28 of 250 newspaper headlines.

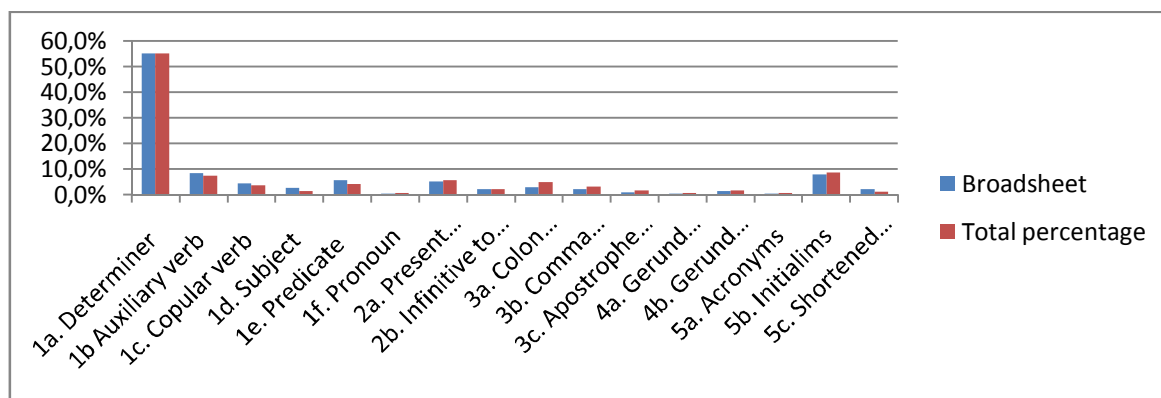
Surprisingly, in terms of the punctuation marks as condensators, the partial calculation shows that the intensity of using colon instead of particular verbs and comma as a substitute of conjunction is rather under the average. For example, concerning use of comma, the calculation shows 0.9 % less than the total percentage share of 3 %. Moreover, in case of colon, the difference is 2 % in comparison to the average, that is, a decrease from 4.7 % to 2.7 %. This indicates the fact that the compression of newspaper headlines by means of the punctuation marks, particularly colon and comma, may prevail within the the tabloid newspaper. This will be confirmed in the following parts of the thesis providing the exact results of the percentage share in the the tabloid newspaper. In terms of tense switch and nominalisation, there has been an absolute concordance found out in comparison to the total percentage share of occurrence.

As the next part of the analysis with attention to the broadsheet newspaper, there will be several individual examples of headlines being observed with the presentation of the particular condensation devices.

Table 6: Percentage share - individual subcategories: Broadsheet

| Main condensator category | Condensator subcategory                      | Amount in the broadsheet | Percentage in the broadsheet | Total percentage in the broadsheet + the tabloid |
|---------------------------|--|--------------------------|------------------------------|--|
| <b>1.Ellipsis</b>         | 1a. Determiner                               | 206                      | 54,9%                        | 55,0%  |
|                           | 1b Auxiliary verb                            | 31                       | 8,3%                         | 7,2%   |
|                           | 1c. Copular verb                             | 16                       | 4,3%                         | 3,4%   |
|                           | 1d. Subject                                  | 9                        | 2,4%                         | 1,3%   |
|                           | 1e. Predicate                                | 21                       | 5,6%                         | 4,0%   |
|                           | 1f. Pronoun                                  | 1                        | 0,3%                         | 0,5%   |
| <b>2.Tense switch</b>     | 2a. Present simple instead of other tenses   | 19                       | 5,1%                         | 5,4%   |
|                           | 2b. Infinitive to instead of will / going to | 8                        | 2,1%                         | 2,1%   |
| <b>3.Punctuation</b>      | 3a. Colon instead of say, urge, suggest, ask | 10                       | 2,7%                         | 4,7%   |
|                           | 3b. Comma instead of conjunction <i>and</i>  | 8                        | 2,1%                         | 3,0%   |
|                           | 3c. Apostrophe instead of full form          | 3                        | 0,8%                         | 1,5%   |
| <b>4. Nominalisation</b>  | 4a. Gerund instead of relative clause        | 1                        | 0,3%                         | 0,5%   |
|                           | 4b. Gerund instead of subordinate clause     | 5                        | 1,3%                         | 1,4%   |
| <b>5. Abbreviations</b>   | 5a. Acronym                                  | 1                        | 0,3%                         | 0,4%   |
|                           | 5b. Initialim                                | 28                       | 7,7%                         | 8,4%   |
|                           | 5c. Shortened word                           | 7                        | 1,9%                         | 1,1%   |

Chart 4: Percentage share - individual subcategories: Broadsheet





## 5.5 Linguistic analysis of condensation of headlines in the broadsheet newspaper

In the following chapter, there are the individual condensation devices being linguistically analysed on the basis of a particular amount of newspaper headlines published in New York Times that served as the main material within the analysis of the broadsheet newspaper.

### 5.5.1 Ellipsis

Firstly, there is the ellipsis performing as the most dominant condensation device of which the leading position and high occurrence in newspaper headlines is ensured by the *determiner ellipsis* as one of 6 subcategories within the ellipsis. As far as the quantitative data is concerned, the research shows that the determiner ellipsis occurs in 145 of 250 headlines. This means that at least one determiner ellipsis has been used in 58 % of the headlines being observed. Important to realize is the fact that 42 % of the headlines contain zero determiner ellipsis that is a significantly high number. With this attention it must be pointed out that headlines compressed by means of the determiner ellipsis contain in average 1.4 determiner omissions per headline. In other words, there are 58 % of headlines in the broadsheet in which the determiner has been omitted in average 1.4 times. There are several reasons explaining the fact that the broadsheet newspaper headlines contain such a high number of the zero-determiner ellipsis. Firstly, the newspaper sections being observed, that is, the section of sports and business have a high amount of proper names representing people, organisations and other nouns that do not acquire any determiner. Secondly, many of nouns shown in headlines are represented by other elements such as personal pronouns. More frequently, there are cases in which a noun is closer specified by using another nouns and apostrophe that automatically substitutes any other determiner. The above mentioned factors can be seen in the headline from the business section of New York Times: *Facebook Loses a Battle in India Over Its Free Basics Program*. First of all, there are *Facebook* and *India* performing as the proper names that not acquire any determiner. The second case can be seen in the expression *Its Free Basics Program* in which the pronoun *its* substitutes the determiner. Concerning the use of apostrophe instead

of the determiner can be seen on the headline *Britain's Global Banking Hub Is Mostly Leery of an E.U. Exit* in, which the author replaced the expression *the global banking hub* with use of apostrophe saying *Britain's Global Banking Hub*. Under those circumstances, the apostrophe has a double function based on the substitution of the preposition “of” that would be used in the significantly longer variant *the global banking hub of Britain*, and as a replacement of the determiner *the* representing the expression *banking hub*.

In terms of omission of auxiliary verbs, there are two types of headlines compressed by means of this particular type of ellipsis. Most frequently, it is the omission of auxiliary verbs in the passive constructions as shown in the following headline: *Ex-JPMorgan Executive (has been) Fined \$1.1 Million in 'London Whale' Case* in which the auxiliary verb *has been* is omitted. Another case of auxiliary verbs ellipsis is related with use of the present continuous tense in the headlines. Due to the significantly wide extent of the present continuous, the auxiliary verb is mostly omitted such as in the headline published in the business section of New York Times: *Gamesa, Siemens (are) Negotiating Final Terms of Wind Merger-Sources*. As can be seen, the auxiliary verb “are” as a part of the present continuous form is omitted.

With attention to the condensation by means of omission of copular verbs, achieving 4.3 % of occurrence in the broadsheet, there have been two types of headlines noticed. The most dominant type of headline relates to omission of the copular verbs “to be” the present simple tense, shown in the following headline: *Carmelo Anthony (is) in Limbo*. As can be seen, the copular verb “is” has been omitted by the author because such an element is not considered as a relevant one and might contribute to the compression of the significantly extensive headline. Interestingly, the research further shows that in some cases, omission of copular verb “to be” leads to the omission of other elements such as in the expression “there is/are”. This can be seen on the example *(There is) A New Dimension in Home Buying: Virtual Reality* in which omission of copular verb performs as omission of the whole phrase „there is“.

As far as the subject ellipsis is concerned, the research shows a significantly low percentage of use while the cases with such a type of condensation have been, surprisingly, found predominantly in the broadsheet. The expectations of a lower occurrence of such ellipsis in the broadsheet were based on the fact that the character of the broadsheet newspaper does not tend to delete such elements from headlines as they are considered to be a relevant piece of information for the newspaper reader. Also, it has been noted that headlines with the subject ellipsis often have a similar structure. Such an example is the

headline *Revaluing Family Treasures for the Taxman* in which the family that has revalued their car for an auction has been deleted. The headline further shows the fact that if there is a present continuous used in a headline without subject, the auxiliary verb is automatically omitted and the headline begins with the verb in “*ing-form*”.

A comparatively higher percentage occurrence has been found out in relation with omission of the predicate. Most frequently, there are single nominal clauses found in the headlines, for instance: *Obama’s Last Budget, and Last Budget Battle With Congress*. As can be seen, the headline contains a compound subject but the predicate has been fully omitted. The research shows another case of elimination of predicate concerning the type of headline consisting of two sentences in which the first one is the so called one-element sentence and the second one has a full structure with both subject and predicate. The research provides the following example: *Next! Kurt Rambis Is the Knicks’ Coach for Now. Similarly*, another case with the same structure is the headline: *Nickname? Just Call Broncos’ Defense One of the Best Ever*. With attention to this, it must be pointed out that the first type of headline consisting of one sentence has been noted in both newspaper sections, that is, sports as well as business, whereas headlines with two sentences are typical for the section of sports having a 100 % of occurrence.

The last element of ellipsis based on omission of pronouns has shown a significantly low percentage, mainly in the broadsheet newspaper. The research shows only one case of headline in which the pronoun has been omitted: *Roger Federer Will Miss at Least Two Tournaments With (his) Knee Injury*. The example presents the omission of the personal pronoun *his* specifying a knee injury of Roger Federer. Important to realize is the fact that New York Times as the broadsheet newspaper contains a significant amount of headlines with pronouns. However, they do not often occur as an object of the headline condensation.

### **5.5.2 Tense switch**

In relation with the substitution of various tenses by means of the present simple tense, the analysis shows a relatively high percentage share of 5.1 % within the broadsheet newspaper, predominantly in the business section. Generally, the present simple tense occurs in headlines as a replacement of the past simple tense, present perfect as well as

future tenses *will* and the *going to*-form. However, the analysis shows that only the substitution of the present perfect tense and the forms of the future tenses have a condensing function. The reason is that a full verb in the present simple tense usually has the same extent as a full verb in the past simple tense. In other words, the present simple tense functions as a condensator only in case it provides a shorter version of the particular expression. In the broadsheet, there have been cases noted, predominantly substituting the present perfect tense, for example the headline *Credit Suisse C.E.O. Asks for a Cut in His Bonus* in which a full verb in the present simple tense has been used. However, considering the further content of the newspaper article, the author uses the present perfect to describe the action. Another example related to the substitution of the future tense is the headline *Small Businesses Get a Permanent Tax Break on Buying Equipment* that indicates an action happening in the present, whereas the newspaper article shows that the action is expected to happen in the future. In this case, the present tense substitutes the future form *going to*.

A comparatively lower percentage of 2.1 % has been noted within omission of the future forms *will + verb* and *be +going to* by means of using the condensed form *to + verb*. Most of the headlines with the particular type of ellipsis have been noted in the business section, while the usual sentence structure is based on the active voice of the sentence as shown in the following headline: *Sears (is going) to Speed Up Store Closings*, or the headline of the section of sports: *U.S. Women Rout Costa Rica (is going) to Open Their Olympic Bid*. As has been further noted, in some cases, such an omission sometimes occurs in the passive forms of sentence, as shown in the headline *Apollo Education Group, University of Phoenix Owner, (is going) to Be Taken Private*. Considering the given facts, it must be pointed out that the broadsheet newspapers do not generally use the future forms in order to express an action in the future. The headlines of the broadsheet newspapers do not show any case of using the future form *be + going to* and merely low number of headlines with the *will + verb* form. If so, there comes out that the ellipsis using only the preposition “*to*” for the future is expressed mostly through a verb in the present simple tense.

### 5.5.3 Punctuation

In terms of using punctuation as means of condensation, the substitution through *colon* has been noted as the most dominant element in comparison with use of *comma* and *apostrophe* as condensation devices, achieving a 2.7 % share of occurrence. The assumption was that the colon might be used in headline as a substitute of the words *say*, *urge*, *suggest* or *ask*. The research presents a typical example of such a headline: *New capital may be hard for some energy companies: Analyst* which indicates that the colon has been used instead of the verb *say*. However, as can be seen in the analysis, colon substitutes the verb *show* or *demonstrate* in a comparable extent with the verb *say*. The reason is that the headline writers put colon in the headlines concerning various statistical facts or some research showing new facts for the newspaper readers. Interestingly, there has been a headline noted that contains both the verb *say* using a synonym *tell*, and colon: *Gearing Up for the Cloud, AT&T Tells Its Workers: Adapt, or Else*. It can be said that in this case, the author most probably substitutes the preposition *to* or even his intention might be to omit a subordinate clause that would explain what the company is telling to its employees. That is to say that colon as a condensator might have a wider extent of use than has been presented by the linguists in the theoretical part of the thesis.

In terms of using comma as a substitute of conjunction *and*, the quantitative analysis shows a slightly lower percentage of occurrence in comparison to use of colon, namely 2.1 %. In most of cases, comma replaces the conjunction *and* with relation to various types of sentences. In some headlines, comma functions as the connector between two subjects, two objects or two verbs within a compound predicate. A typical headline shown in the analysis that connects two subjects is as follows: *Gamesa, Siemens Negotiating Final Terms of Wind Merger-Sources*. Moreover, there has been a headline noted in which comma has been replaced with semicolon such as in the following headline shown in the section of sports: *Islanders Win Shootout in Columbus; Panthers Top Sabres*. As can be seen, the semicolon has the same condensing function as the comma but the difference might be seen in author's effort to visibly distinguish between the two contrastive parts of the headline.

As far as use of apostrophe is concerned, the analysis shows a significantly low percentage of occurrences showing merely 0.8 % within the broadsheet newspaper. Generally, such a type of substitution happens if the present simple tense with use of copular verb is used, as in the headline: *For Some, It's Time to Look Overseas Again* or in

the headline *Who's Favored to Win the Super Bowl Next Year? Them Again*. The reason of such a low percentage might be seen in the highly frequent omission of the tenses in which apostrophe can be used such as present continuous, omission of copular verb within the present simple tense etc.

#### **5.5.4 Nominalisation**

Generally, it has been confirmed that condensation by means of nominalisation is used by authors in a significantly low extent. For example, in terms of substitution of relative clause with gerund, the analysis provides only one case within the broadsheet that contains such a type of a headline compression. The headline *Lawyer for Plaintiffs Suing G.M. Steps Up Criticism of Another* shows the situation in which the writer replaces a relative clause by the gerund *suing*. In case of using the relative clause, the headline would be as follows: *Lawyer for Plaintiffs, who is suing G.M., Steps Up Criticism of Another*.

A slightly higher number of headlines have been noted in terms of using gerund as a substitute for subordinate clauses. For example, the headline *Pandora Is Said to Have Held Talks About Selling Itself* containing the gerund *selling* would have its full form in a compound sentence in which the verb *sell* would stand for the predicate of the subordinate clause. So, the headline would be: *Pandora is said to have held talks that it is going to sell itself*. The low number of condensation by means of nominalisation is closely connected with the fact that headline authors mostly try to avoid such extensive headlines. Thus, they rather use other condensation devices that omit particular elements of the headline and so, create a significantly shorter form of the headline.

#### **5.5.5 Abbreviations**

Condensation of headlines by means of abbreviations has been shown as the second dominant condensation device within the quantitative research of the thesis. However, with exception of initialisms, abbreviations do not occur in headlines very frequently. Concerning acronyms, the analysis shows, surprisingly, only one case within

the broadsheet in which an acronym is used: *Russia and 3 OPEC Members Agree to Freeze Oil Output*. The assumption was that the broadsheets, especially the business section might contain a higher number of acronyms. In contrast, initialisms show the highest percentage within the category. Considering the percentage share between the business section and the section of sports, the amount of initialisms in the business section is comparable with the section of sports. A typical example of such a headline within the business section is as follows: *Net Neutrality Again Puts F.C.C. General Counsel at Center Stage*, in relation with sports: *It's Like the N.B.A., Minus the Money, Fame and Fans*. Interestingly, it has been further noted that newspaper often contains headlines with more than one initialism within the same headline, for instance: *Autopsy Shows the N.H.L.'s Todd Ewen Did Not Have C.T.E.* or the headline *Cigar Maker STG Narrows Range of Its IPO-Source*.

A slightly higher percentage in comparison to acronyms has been noted in use of shortened words. Especially the business section shows a dominant position in use of the particular condensator device. The research shows the typical examples of headlines containing shortened words such as *Wall St. Drops as Oil Prices Fall* or *The Super Bowl Ad That Set Off Economic Alarm Bells*. It must be said that the assumption was based on the fact that both newspaper sections would contain similar amount of shortened words. However, as the research shows, shortened words in the business section prevail over those in the section of sports.

## **5.6 Total percentage share of condensators in headlines of the tabloid newspaper**

The following chapter provides data about the percentage share of the main condensator categories with attention to the tabloid newspaper. For research purposes, there have been 250 newspaper headlines collected from the US daily newspaper *New York Post* and consequently quantitatively and structurally analysed according to the given elements of the research. Table 7 represents the total percentage share of the main condensator categories in the tabloid, compared with the global results of both types of newspaper being analysed in the research.

According to the table, the individual condensator groups in the tabloid achieve a percentage share comparable with the global occurrence of condensators. Firstly, ellipsis prevails with over other four condensators but with a relatively lower percentage of 67.5 %. However, the second place is assigned to the category of punctuation with its 10.3 %, that is, a comparatively higher percentage than the total value. Almost comparable value has been noted in the third biggest group of abbreviations, showing a 10.0 % value that is identical with the total percentage share. The next category of tense switch achieves a slightly higher value of 7.9 % compared to the average value of 7.6 %. Surprisingly, nominalisation shows an increase of 2.4 % in comparison to the total percentage with the value 1.9 %, that is, nominalisation has a 4.3 % percentage of occurrences.

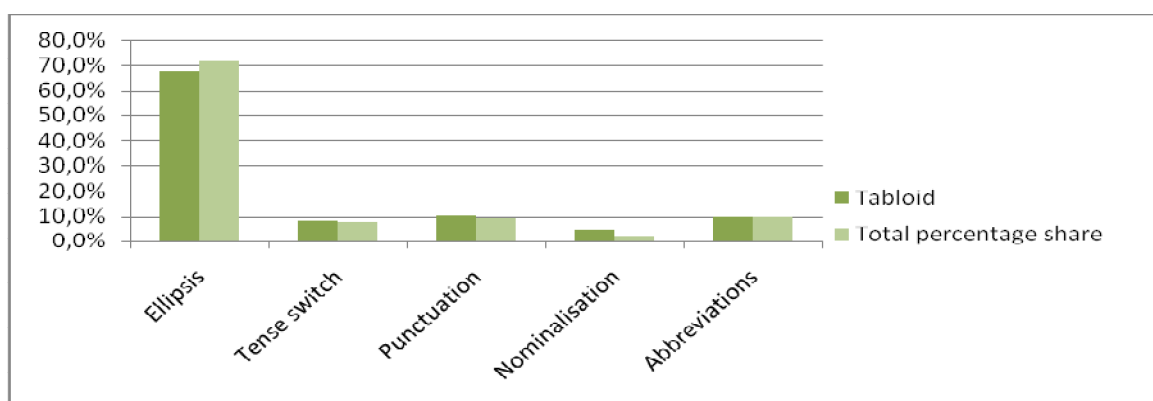
Table 7 shows that the structure of main condensator categories within the tabloid is comparably higher to the global structure. It has been found out that the percentage share of the individual categories in the tabloid newspaper relatively differs in some of the categories such as ellipsis with a lower percentage share, but especially punctuation, nominalisation and abbreviations that show higher values in contrast with the total values of the research.

Table 7: Total percentage share - main condensator categories: The tabloid

| Condensator category  | Total amount in the tabloid | Total percentage share in the tabloid | Total amount: The broadsheet + The tabloid | Total percentage share: The broadsheet + The tabloid |
|-----------------------|-----------------------------|---------------------------------------|--|--|
| <b>Ellipsis</b>       | 282                         | 67,5%                                 | 566  | 71,4%  |
| <b>Tense switch</b>   | 33                          | 7,9%                                  | 60   | 7,6%   |
| <b>Punctuation</b>    | 43                          | 10,3%                                 | 73   | 9,2%   |
| <b>Nominalisation</b> | 18                          | 4,3%                                  | 15   | 1,9%   |
| <b>Abbreviations</b>  | 42                          | 10,0%                                 | 79   | 10,0%  |



Chart 5: Global percentage share and the tabloid



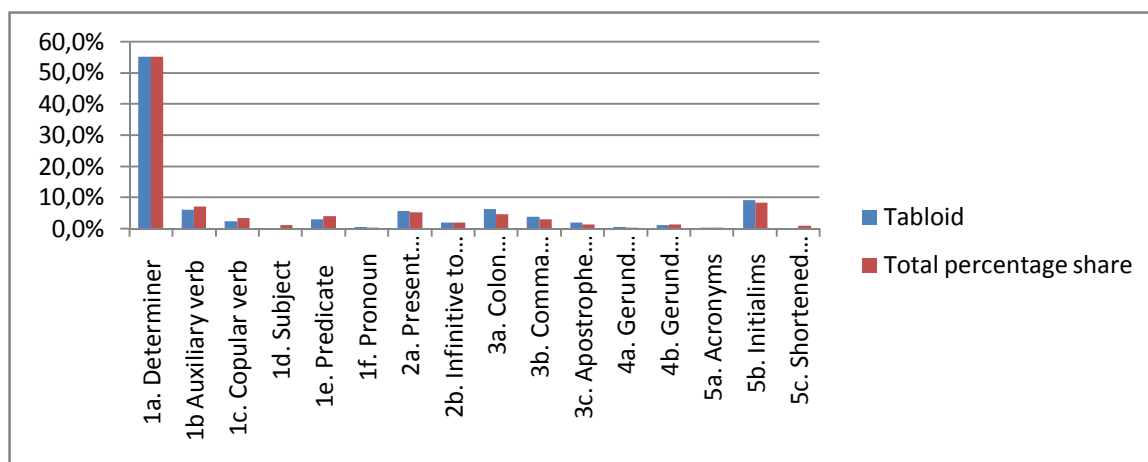
## 5.7 Quantitative analysis of condensators in the tabloid headlines

The following part of the thesis demonstrates the structure of the individual elements within the given condensator subcategories in relation with the tabloid newspaper. Table 8 demonstrates the intensity of using the individual condensation devices collected from *New York Post* newspaper and their comparison according to the percentage share with total percentage occurrence in both types of newspaper analysed in the previous chapters. As can be seen, determiner ellipsis achieves an absolute dominance showing 55 % that is identical with the global results. Interestingly, all the others subcategories within ellipsis show a lower value in comparison with the global results, particularly with a difference about 1%. Concerning abbreviations as the second biggest group, the table shows identical values to the average while initialisms achieve even 0.8 % higher value than the global results. In relation with the tense switch, both subcategories achieve values comparable with the average, in use of the present simple tense, there is an increase of 0.3 % showing 5.7 % of occurrence. Comparably higher values have been noted within use of punctuation marks, in which use of colon, comma as well as apostrophe achieve a higher value than the average from 0.6 to 1.7 %. The lowest percentage of occurrence relates to use of gerund in which the substitution of subordinate clauses through the gerund achieves a comparable value with the average, namely 1.2 %. Concerning the substitution of relative clauses with the gerund, the analysis shows a slightly lower the percentage of 1.2 % in comparison to the total results.

Table 8: Percentage share - individual subcategories: The tabloid

| Main condensator category | Condensator subcategory                            | Amount in the tabloid | Percentage in the tabloid | Total percentage in the broadsheet + the tabloid |
|---------------------------|--|-----------------------|---------------------------|--|
| <b>1.Ellipsis</b>         | 1a. Determiner                                     | 230                   | 55,0%                     | 55,0%  |
|                           | 1b Auxiliary verb                                  | 26                    | 6,2%                      | 7,2%   |
|                           | 1c. Copular verb                                   | 10                    | 2,4%                      | 3,4%   |
|                           | 1d. Subject  | 1                     | 0,2%                      | 1,3%   |
|                           | 1e. Predicate                                      | 13                    | 3,1%                      | 4,0%   |
|                           | 1f. Pronoun  | 3                     | 0,7%                      | 0,5%   |
| <b>2.Tense switch</b>     | 2a. Present simple instead of other tenses         | 24                    | 5,7%                      | 5,4%   |
|                           | 2b. Infinitive to instead of will / going to       | 9                     | 2,1%                      | 2,1%   |
| <b>3.Punctuation</b>      | 3a. Colon instead of say, urge, suggest, ask, show | 27                    | 6,4%                      | 4,7%   |
|                           | 3b. Comma instead of conjunction <i>and</i>        | 16                    | 3,8%                      | 3,0%   |
|                           | 3c. Apostrophe instead of full form                | 9                     | 2,1%                      | 1,5%   |
| <b>4. Nominalisation</b>  | 4a. Gerund instead of relative clause              | 3                     | 0,7%                      | 0,5%   |
|                           | 4b. Gerund instead of subordinate clause           | 5                     | 1,2%                      | 1,4%   |
| <b>5. Abbreviations</b>   | 5a. Acronym  | 2                     | 0,5%                      | 0,4%   |
|                           | 5b. Initialim                                      | 39                    | 9,2%                      | 8,4%   |
|                           | 5c. Shortened word                                 | 1                     | 0,2%                      | 1,1%   |

Chart 6: Percentage share - individual subcategories: The tabloid



## **5.8 Linguistic analysis of condensation of headlines in the tabloid newspaper in comparison with the broadsheet**

As the next part of the analysis with attention to the tabloid newspaper, there are several individual examples of headlines being observed with attention to the particular condensation devices. Furthermore, the following part provides a comparison of the individual condensator elements between the tabloid and the broadsheet newspaper.

### **5.8.1 Ellipsis**

Concerning determiner ellipsis as the dominating condensator, the research shows almost identical percentage share on the level of 55 % within both newspaper types – the tabloid and the broadsheet. From the quantitative point of view, determiner ellipsis occurs in 149 of 250 the tabloid headlines which is highly comparable with the quantity of 145 noted in the broadsheet. In other words, at least one determiner ellipsis occurs in 59.6 % of the headlines in the tabloid, that is, a relatively higher percentage than 58 % shown in the broadsheet. To put in another way, the analysis shows that within the broadsheet, the amount of ellipsis is 206 contained in 145 headlines, whereas the tabloid shows an amount of 230 within determiner ellipsis in 149 headlines. Given these points, it is to say that the amount of headlines with zero determiner ellipsis is highly similar in both types of newspaper. Furthermore, it has been found out that in the tabloid, determiner ellipsis occurs in average 1.5 times whereas in the broadsheet, it is an amount of 1.4 determiner ellipsis per headline. To put it differently, there is 59.6 % of headlines with the determiner omission occurring in average 1.5 times per headline. Consequently, it must be said that the assumption has been confirmed only partially as the difference between the tabloid and the broadsheet in relation with the amount of determiner ellipsis is not as high as has been expected. Thus, it is to say that determiner ellipsis as a condensator occurs in headlines of the broadsheet newspaper less frequently than in the tabloid, but the relatively low difference is, on the other hand, an evidence of the dominant position of the given condensator within both types of newspaper. The fact is that despite the low relevance of determiners in headlines, they show the highest percentage of omission within the tabloid as well as the broadsheet newspaper.

As mentioned in the section of the broadsheet, auxiliary verb ellipsis also occurs in two forms within the tabloid. The most dominant type relates to passive constructions, for instance in the headline *Dunkin' Donuts stores (have been) accused of overcharging customers* that indicates omission of the auxiliary verb *have been*. The second type of auxiliary verbs ellipsis is based on use of the present perfect continuous tense such as in the headline *Fairway facing danger of possible bankruptcy* that represents omission of the auxiliary verb “*is*”. The research further shows that in the tabloid, auxiliary verb omission compared to the broadsheet, achieve a lower percentage share with a difference of 1.9 %. The reason is that the authors of the tabloid newspaper tend to use the present simple tense more frequently than in the broadsheet. Thus, the number of headlines with tenses that offer such an omission in the tabloid is lower than amount of such headlines in the broadsheet.

Surprisingly, copular verb omission in the tabloid shows a 2.4 % occurrence that is 1.9 % lower than has been shown in the broadsheet. The reason for this might be seen in the relatively higher frequency of using the present simple tense in the tabloid, which at the same time decreases a chance to use a copular verb. In other words, the present simple tense in the tabloid substitutes copular verbs in headlines. Furthermore, in contrast with the broadsheet, the headlines in the tabloid show only one type of sentence structure with use of copular verb omission. This means that while the broadsheet shows a kind of additional omission in relation with the phrases *there is / there are*, in the tabloid headlines, there exists only one structure within use of the copular verb “*be*”, for example in the headline: *Take that, Legos! Disney now most powerful brand*. This might also be connected with the high occurrence of the present simple tense.

Another key point relates to subject ellipsis that shows a 0.2 % of occurrence within the tabloid, presenting merely one case in which such an omission has occurred and so, the agent of the action is unknown: *Ranking the Yankees' least desirable contracts*. The research shows a contradiction with the hypothesis that the tabloid headlines often omit subject as a condensation device on one side, and as a tool of dynamism on the other side. The assumption is that it might be related with some further restrictions within the particular newspaper that do not allow a frequent subject omission of the headline.

A significantly higher amount than in subject ellipsis is related with predicate omission, showing 3.1 % of occurrence in the tabloid which is a 2.5 % lower value than has been stated in the broadsheet. Similarly as in the broadsheet, most frequently, there are single nominal clauses such as in the headline *Gregg Popovich's priceless reaction to New*

*Hampshire primary results* in which the predicate has been included in the expression *priceless reaction*. The second type of predicate ellipsis concerning the headline created by two clauses with only one predicate: *The insane amount of money people spend on Valentine's Day*. The headline shows a sentence in which only the subordinate clause contains a predicate, while in the main clause, the predicate is omitted.

The last element of ellipsis based on omission of pronouns has shown a similar low percentage of occurrence in the tabloid as well as in the broadsheet, achieving 0.7 % in the tabloid, that is, a slightly higher than in the broadsheet showing 0.3 %. In particular, there are 3 headlines with omission of a personal pronoun, for instance: *PETA 'shocked' to find Ivanka Trump sells rabbit fur hat*. The headline represents omission of the personal pronoun *her* specifying the fur hat belonging to Ivanka Trump. Similarly as in the broadsheet, the fact is that New York Post newspaper as a representative of the tabloid contains a significant amount of headlines with pronouns. However, they are not often used as an object of headline compression.

### **5.8.2 Tense switch**

As mentioned in the previous chapter, the tabloid newspaper shows a significantly frequent occurrence of the present tense in headlines. Mostly, there are cases in which the past simple tense is replaced by the present simple tense. Also, in terms of using the present simple as a condensation device, the research shows a relatively higher number in comparison to the broadsheet newspaper, namely 5.7 %. Similarly as in the broadsheet, the tabloid shows a dominant substitution of the present perfect tense with the present simple, as shown in the headline *Nets offer GM job to Spurs executive Sean Marks*. While the author uses the present simple tense in the headline, the whole article describes the action with the present perfect tense. Also, there have been cases noted that illustrate a substitution of the present continuous tense with the present simple tense, for example in the headline *Saks Fifth Avenue plans bold expansion into Canada, US cities*. Thirdly, the analysis also shows several cases in which the future tense in form *will + verb* is replaced by the present simple tense as shown in the headline *HSBC implements 'promotion freeze' through 2017* that indicates that the promotion freeze will happen as has been further stated in the newspaper article.

Similarly as in the broadsheet, the research shows a concord in the tabloid and the broadsheet, concerning omission of the forms of the future tense *will + verb and be +going*, showing 2.1 %. However, while in the broadsheet, there was almost an identical percentage share of such condensation comparing the business section and the section of sports, in the tabloid, all the headlines with the particular condensator have been noted exclusively in the business section. Another difference is the structure of sentences in the headlines which indicates that in the tabloid, such condensation occurs merely in active voice of headlines whereas in the broadsheet, there are several cases found out in which elimination of the future tense is also used in passive constructions. The following headline illustrates a typical example of condensation of the future tense in the tabloid with a substitution of the future tense form *will + verb* by means of the condensator form *to + verb*: *Uber, Amazon to charge eateries steep rates for delivery*.

### 5.8.3 Punctuation

In terms of using colon as the substitute of words *say, urge, suggest* etc., the research shows a significantly higher value in the tabloid compared to the broadsheet newspaper. While colon in the broadsheet achieves a share of 2.7 %, in the tabloid it is a double value of 5.7 % and so it performs as the most dominant element within the category of punctuation. Furthermore, the research shows a difference in use of colon as a condensator. In the broadsheet, colon mostly replaces words such as *show* and *demonstrate* whereas in the tabloid colon substitutes the typical word *say*, for instance in the headline *Deutsche Bank to investors: No, really, we're fine*. Another key point is the fact found out from the analysis showing that colon often substitutes other words or, in some cases, it introduces the topic and so, shortens the headline in which other introductory words might be necessary. A typical example is the headline *Where is the savings from cheap gas prices? One answer: ObamaCare* in which the colon substitutes the copular verb “*be*”. Another type of replacement of a full word is the headline *NBA breakdown: Coaches on edge, rookie awakening, Warriors' kryptonite* in which the colon functions as an element introducing the topic of the newspaper article.

In relation with use of comma, the research shows a substantial difference in comparison of the broadsheet and the tabloid. According to analysis, comma as a

condensator in the tabloid headlines achieves a double percentage share of 3.8 % in comparison to the broadsheet showing a 2.1 % value. Similarly as in the broadsheet, the tabloid headlines contain comma as a replacement of the conjunction *and* as shown in the headline *Saks Fifth Avenue plans bold expansion into Canada, US cities*. Furthermore, the research shows a similar case as shown in the broadsheet that presents semicolon as a variant of comma, functioning as a substitute of the conjunction *and*. This can be seen on the following example: *'Humility'; 'brash arrogance': Inside dual mind of Stephen Curry*. The purpose of using semicolon instead of comma appears to be identical with the case presented within the broadsheet, that is, author's effort is to visibly distinguish between two contrastive expressions, in this case, it is humility and brash arrogance.

Concerning use of apostrophe, there is a slightly higher percentage value within the tabloid, showing 2.1 %, whereas the broadsheet shows 0.8 % of occurrence. The difference can be seen also in the use of apostrophe within the tabloid which indicates that apostrophe mostly shortens a negative expression of a verb in the present simple tense such as in the headline *Kevin Durant doesn't seem happy Knicks fired Derek Fisher*. Also, there are cases that illustrate a condensation of the future form *will* in a negative form: *Prokhorov close to hiring GM who won't tear down Nets*. In contrast with the broadsheet, headlines that represent the typical condensation of the copular verb "*is*" occur in the tabloid headlines in minority.

#### 5.8.4 Nominalisation

Similarly as in the broadsheet, the quantitative analysis shows a significantly low percentage of occurrences within use of gerund as a condensation device. In relation with the substitution of relative clauses by gerund, the research shows 0.7 % of occurrence within the tabloid, that indicates a minimal difference in comparison to the broadsheet showing 0.3 % in the same subcategory. In the tabloid, there are 3 cases presenting the replacement of the relative clause with the gerund, as shown in the headline from the section of sports: *St. John's ends two long losing streaks in victory over DePaul*. The headline presents the case in which the author uses the expression *long losing streaks* by means of gerund that substitutes a relative clause specifying the streaks as the main topic of the headline.

The substitution of subordinate clauses with gerund as the second type of nominalisation achieves in the tabloid almost identical percentage value of 1.2 % in comparison to broadsheet showing 1.3 %. Therefore, it can be said that gerund generally functions as a substitute of subordinate clauses in headlines both in the tabloid and the broadsheet, although such condensation devices occur in headline rarely. A typical case of such condensation in the tabloid is represented by the following headline from the business section: *The Fed screwed up by not raising interest rates sooner*. As can be seen from the headline, the subordinate adverb clause is replaced by the expression *by not raising* that would otherwise require the second subject and predicate as well as conjunction that would substantially cover more space of the headline than using the gerund. In that case, the headline would be as follows: *The Fed screwed up because they did not raise interest rates sooner*. Similar examples have been shown in the section of sports in the tabloid such as the headline: *Yankees prospect thriving after having same surgery as Tanaka* in which the gerund *having* replaces the subordinate adverb clause *After they had (the) same surgery as Tanaka*.

#### 5.8.5 Abbreviations

The research shows that abbreviations function as the second most used condenser in newspaper headlines. As far as the occurrence of acronyms is concerned, the analysis shows almost identically low percentage of use in the tabloid achieving 0.5 % in comparison to the broadsheet with its 0.3 % corresponding to two cases in which the presence of an acronym has been confirmed. Both headlines containing an acronym come from the business section of the tabloid newspaper, for instance: *Upstart IEX takes off gloves in fight with critics*.

However, similarly as within the broadsheet, the dominant position of abbreviations is covered by initialisms with 9.2 % of occurrence in the tabloid whereas in the broadsheet, there have been 7.7 % of headlines noted that are compressed by initialisms. The research also reveals the fact that in contrast to the broadsheet, the percentage share within the business section and the sports section is not comparable because within the tabloid, initialisms show a slight majority within the section of sports in comparison to the business section. Initialisms in the section of sports mostly represents



sports club as a topic of the newspaper article, or particular functions and position within the individual sport arts, for instance in the headline: *The Cespedes gamble: The biggest MLB position-change risks*. In the business section, initialisms substitute full names of companies, business positions, various projects etc. such as in the headline *Dell hits snag in bid to raise \$45B to finance EMC deal*.

Concerning use of shortened words, the analysis shows a relatively lower value of 0.2 % in the tabloid in comparison to the 1.9 % share. A typical case of abbreviations illustrates the headline *Yankees' speed-freak phenom: I want to be next Derek Jeter* that represents a substitution of the word *phenomenon* with its shortened version *phenom*. Moreover, there has been a case noted within the section of sports in the tabloid that indicates that authors sometimes use contractions in order to shorten words in headline, for instance *Rangers rip refs after failing key test vs. champion Blackhawks*. The headline shows two contracted words, namely *refs* instead of *referees* and *vs.* as a substitution of *versus*. However, in the broadsheet, use of contraction as a way of shortening words has not been noted. The following chapter provides the summary of results found out in the quantitative research of the thesis.

## 6 Linguistic and structural analysis of condensators in the broadsheet and the tabloid – summary

According Table 9 it can be concluded that ellipsis as a headline condensator dominates in both types of newspaper – the broadsheet and the tabloid with a significant percentage difference about more than 50 % in comparison to other four condensation devices. It must be pointed out that the assumption of the second highest percentage share assigned to the tense switch has not been confirmed, as abbreviations and punctuation take the second position of the most frequently used condensators. The reason is that there have been a number of cases in which the present simple does not act as a shorter variant of other tenses, but it functions exclusively as a simplification device for the reader's interest and attention. Another key point of the research relates to the fact that the tabloid shows a higher tendency of the headline compression than the broadsheet newspaper. As far as the structure of the individual condensator types is concerned, Table 9 indicates significant similarities in ranking of the condensators between the tabloid and the broadsheet newspaper. For instance, apart from ellipsis as the most dominant condensator, nominalisation shows the lowest percentage in both types of newspaper. Also, the dominant position of condensation in the tabloid has been confirmed within the analysis of the individual subcategories in which the tabloid prevails over the broadsheet in 9 categories of condensators. However, as Table 10 further illustrates, there are several cases with a higher percentage of share assigned to the broadsheet, for example omission of auxiliary and copular verbs as well as subject and predicate omission. Also, a comparatively higher value in the broadsheet has been confirmed within the category of shortened words omission. In relation with the tense switch, the research shows a percentage concordance in both types of newspaper.

Table 9: Percentage share of condensators in the broadsheet and tabloid – main categories

| Condensator category | Total percentage share in the broadsheet | Total percentage share: The tabloid |
|----------------------|--|-------------------------------------|
| Ellipsis             | 75,9%                                    | 67,5%                               |
| Tense switch         | 7,2%                                     | 7,9%                                |
| Punctuation          | 5,6%                                     | 10,3%                               |
| Nominalisation       | 1,6%                                     | 4,3%                                |
| Abbreviations        | 9,6%                                     | 10,0%                               |

Table 10: Percentage share of condensators in the broadsheet and the tabloid - subcategories

| Main condensator category | Condensator subcategory                            | Percentage in the broadsheet | Percentage in the tabloid |
|---------------------------|--|------------------------------|---------------------------|
| <b>1.Ellipsis</b>         | 1a. Determiner                                     | 54,9%                        | 55,0%                     |
|                           | 1b Auxiliary verb                                  | 8,3%                         | 6,2%                      |
|                           | 1c. Copular verb                                   | 4,3%                         | 2,4%                      |
|                           | 1d. Subject  | 2,4%                         | 0,2%                      |
|                           | 1e. Predicate                                      | 5,6%                         | 3,1%                      |
|                           | 1f. Pronoun  | 0,3%                         | 0,7%                      |
| <b>2.Tense switch</b>     | 2a. Present simple instead of other tenses         | 5,1%                         | 5,7%                      |
|                           | 2b. Infinitive to instead of will / going to       | 2,1%                         | 2,1%                      |
| <b>3.Punctuation</b>      | 3a. Colon instead of say, urge, suggest, ask, show | 2,7%                         | 6,4%                      |
|                           | 3b. Comma instead of conjunction <i>and</i>        | 2,1%                         | 3,8%                      |
|                           | 3c. Apostrophe instead of full form                | 0,8%                         | 2,1%                      |
| <b>4. Nominalisation</b>  | 4a. Gerund instead of relative clause              | 0,3%                         | 0,7%                      |
|                           | 4b. Gerund instead of subordinate clause           | 1,3%                         | 1,2%                      |
| <b>5. Abbreviations</b>   | 5a. Acronyms                                       | 0,3%                         | 0,5%                      |
|                           | 5b. Initialism                                     | 7,7%                         | 9,2%                      |
|                           | 5c. Shortened words                                | 1,9%                         | 0,2%                      |

To summarize, the research reveals that ellipsis, especially determiner ellipsis is considered as the most frequently used language device in order to achieve a compression of newspaper headlines. As far as the broadsheet and the tabloid newspaper in the United States is concerned, the analysis shows that the tabloid generally contains a higher amount of condensation devices. However, relatively high values have been also observed within the broadsheet newspaper. This confirms the theories of linguists that newspaper language, especially newspaper headlines have become a highly specific type of discourse that has created individual rules within English language in order to follow the spatial restrictions and business needs of US newspaper companies based on attracting newspaper readers by through the dominant and eye-catching headlines of their newspaper articles.

## 7 Discussion

The last chapter provides several suggestions for further research that could not be analysed due to the time and spatial limits of this thesis. The first observation relates to the substitution of tenses in headlines my means of the present simple tense. As the research revealed, use of the present simple tense instead of other tenses has not always have to bring an effect of economisation of newspaper headlines. There is a number of cases in which the present simple tense is used instead of other tenses but requires more space than, for example, a form of the particular word in the past simple tense. Thus, it can be said that the condensation effect created by the tense switch might depend on the particular contextual situation. Another point to be further observed relates to the possible change of the meaning caused by the tense switch. The question is whether the substitution of tense might lead to a different interpretation of the headline by the newspaper reader or whether the newspaper reader does not perceive such a linguistic economisation as a disruptive element in understanding the content of the newspaper headline.

Another suggestion for the further study is based on use of figurative expressions such as metaphor, metonymy and other phrases used in order to express the issue of the newspaper article effectively, simply and attractively for the reader. The further research requires a set of rules for the classification of such expressions as condensators. Another question is, what words in headlines carry the figurative meaning and to what extent they contribute to the compression of headlines. Considered theoretically, all the words may function as a phrase in a particular context but it has not been clearly stated, under what circumstances they substitute a longer equivalent of the expression and consequently, bring the condensing effect in newspaper headlines.

In order to observe to what extent online versions of newspaper influence language of newspaper headlines, there is a suggestion for the future studies concerning the comparison of headlines and their structure within print and online versions of newspaper.

The last recommendation for further research concerns various analyses and observations of several other types of newspaper such as online magazines, the tabloid and the broadsheet newspaper published in other states and regions of the United States as well as further newspaper sections discussing political, social and other topics in order to find out whether the tendencies of headline condensation show similar characteristics and trends as has been shown in this thesis.

## Conclusion

The main topic of the thesis was related to condensation as a linguistic device used to compress newspaper headlines in order to respect the restricted page layout on one side, and the role of headlines based on providing basic information about the issue handled in the newspaper article on the other. In this thesis, the term condensation performed as a general term covering various *lexical, grammatical and syntactical devices* in English that are used by journalists with the aim to create a short and effective newspaper headline attractive for their readers to stimulate them to a purchase of the newspaper.

The primary objective was based on the determination of the linguistic devices most frequently used in headlines of American daily newspapers. In regard with this, there was a hypothesis assuming that *ellipsis, particularly the determiner ellipsis, would prevail over other types of condensators in both types of the newspaper – the tabloid and the broadsheet*. The statement was based on the fact that the majority of newspaper headlines are created by a number of nouns whereas their determiners are mostly omitted. Furthermore, a high occurrence of the present simple tense was expected to achieve a relatively significant percentage in the research. The reason for this followed from the pre-research of the thesis indicating that past tense is usually replaced by the present simple tense in newspaper headlines. Another objective of the research was to examine which of the two types of the newspaper contains a higher percentage of the condensation devices. The expectation was that due the shorter extent of headlines in the tabloids, they provide less information in comparison with headlines in the broadsheet newspaper. Therefore, it was assumed that *the tabloid newspaper will show a significantly higher tendency of condensation in newspaper headlines in comparison to the broadsheet newspaper*.

The thesis consists of two parts and it is divided in seven chapters. The first part of the thesis provides the theoretical basis presented by various international experts and other members of the linguistic and journalistic society such as Vachek, Vlašín and Verdonk. There were basic rules and principles of writing newspaper headlines discussed that function as the main reason for the linguistic changes in the language style within newspaper headlines. In the second part of the thesis, all the facts, results and observations gained in the quantitative and structural research were analysed and illustrated in several tables and charts. In terms of the samples used for the research, there were two types of

American newspaper observed – *New York Times* as the representative of American the broadsheets and *New York Post* standing for American the tabloid newspapers.

The main topic of the first chapter related to the basic characteristics of language style presented by several experts such as Verdonk and Vlašín who explain the primary reasons of such a high specificity of the language style used in newspaper headlines. The study shows a concord among the linguists stating that the language style of newspaper headlines is a highly unique type of discourse characterized by their specific features derived from the language tools used by the headline writers. According to the uniqueness of the way of writing headlines, the style has been assigned with the term “headlinese”. Although the linguists present the features of headlines in several different ways by using different theories and points of view, there are a significant number of mutually shared statements presented by them. For instance, the majority of the experts support the fact that the ellipsis as a condensator is used most frequently in order to achieve a compression of headlines. Also, the experts agree on further typical features of writing headline such as use of the present tense and the tendency to substitute words with abbreviations.

The second chapter concerned the basic journalistic and linguistic characteristics of newspaper headlines, their function as well as the description of American the tabloid and the broadsheet newspaper. As far as the main function of headlines is concerned, there were different opinions and statements of several linguists presented in the chapter. It has been found out that there are two approaches that explain the role of newspaper headlines. Firstly, there is a theory that headlines primarily function as a provider of the basic information or of a summary related to the given newspaper article. Secondly, there are experts that consider newspaper headlines exclusively as an attention drawing means of newspaper that do not carry any informative function but might increase interest of the reader and stimulate him to a purchase. With this in mind, it can be said that to some extent, headlines provide basic information about the topic of the newspaper article and at the same time, by omitting several language elements they contribute to the attractiveness of the headline. In the following part of the second chapter, there were differences between the tabloid and the broadsheet newspaper presented. According to the experts, the the tabloid shows an approach strongly based on engaging the reader, rousing his curiosity to want to learn more of the dramatic story indicated in the headline and on using vocabulary with an emotional character. The broadsheet newspaper, on the contrary, contains succinct terms that serve to a higher degree to alert the readers to follow some relevant information.

The last chapter of the theoretical part concerns condensation as the core subject of the research, its definition, characteristics and categories of condensation devices presented by various linguists and other experts such as Vachek, Jenkins or Chovanec. There were a number of theories and opinions of different experts presented that show several common points that served as the main direction line for the composition of condensation elements studied in the quantitative research.

The fourth chapter referred to the quantitative research, describing the methods, steps and objectives of the analysis. The following part of the chapter relates to the description of the individual condensators and to the definition of the connections within the condensator as the main subject of the analysis. On the basis of the theoretical knowledge presented in the previous chapter, there was a list of condensators developed from the condensation elements most introduced by the linguists. The list was based on five main categories consisting of ellipsis, tense switch, punctuation, nominalisation as well as abbreviations with their subcategories. Within ellipsis, there were set six subcategories consisting of determiner ellipsis, auxiliary and copular verb ellipsis, subject and predicate ellipsis and lastly, pronoun ellipsis. In relation with tense switch, there was the present simple as a substitute of other tenses in headlines observed, and the replacement of tense with reference to the future with the form *to + infinitive* as the second part of the tense switch category. The third element of punctuation was divided in three elements based on use of colon, comma and apostrophe as condensation devices. With reference to use of gerund within the category of nominalisation, the category was divided in accordance with use of gerund based on differentiation between the relative clause and the subordinate clause. Abbreviations as the last element of the research were observed according to use of acronyms, initialisms and shortened words.

In the fifth chapter as the core part of the research, there are all the facts, results and observations gained from the quantitative analysis collected, analysed and illustrated in several tables and charts according to the particular part of the analysis. The first part of the chapter related to the global percentage results within the broadsheet and the tabloid newspaper according to the main condensator categories as well as their subcategories. As has been stated in the initial hypothesis, *the highest percentage of occurrence is covered by the determiner ellipsis* with its 55 % value followed by abbreviations, particularly initialisms showing 8.4 % of occurrence in headlines. The relatively high percentage of abbreviations relates to the topics of the newspaper articles in both newspaper sections, namely sports as well as business, in which authors use a number of organisations and

technical terms that are also mostly used in their abbreviated forms in spoken as well as in written communication.

Next part of the chapter provides the data gained in the research referring to the individual condensator subcategories within New York Times and New York Post as the representatives of the broadsheet and the tabloid newspaper. The study showed a dominant position of ellipsis as a headline condensator in both types of newspaper with a significant percentage difference about more than 50 % in comparison to other four condensation devices. Another key point refers to the fact that the second highest percentage share assigned to the tense switch has not been confirmed, since abbreviations and punctuation took the second position of the most frequently used condensators. The reason is that there have been a number of cases in which the present simple does not act as a shorter variant of other tenses, but it functions exclusively as a device attracting the reader's attention.

In terms of the second objective of the thesis based on observation which of two types of newspaper would show a higher amount of headline condensation, the initial hypothesis has been confirmed. This means that *New York Post as the representative of the tabloid newspapers achieved a higher percentage of condensation in comparison to New York Times standing for the broadsheets*. However, as far as the individual condensators are concerned, there were significant similarities in the structure of the condensators between the tabloid and the broadsheet newspapers. For instance, nominalisation has achieved the lowest percentage in both types of the newspaper. The higher percentage of condensation in the tabloid has been confirmed in the analysis of the individual subcategories in which the tabloid prevailed over the broadsheet in 9 subcategories of condensators. On the other hand, there were several cases with a higher percentage share assigned to the broadsheet such as omission of auxiliary and copular verbs as well as subject and predicate omission. At the same time, a comparatively higher value within the broadsheet has been confirmed in the category of shortened words omission. Regarding tense switch, the research showed a percentage concordance in both types of the newspaper. Subsequently, there were differences in condensation of headlines between US the tabloid and the broadsheet newspapers presented in the sixth chapter of the thesis.

The last chapter of the thesis provided a discussion about the facts and observations gained in the research as well as several suggestions for further research within condensation as the linguistic device for the compression of newspaper headlines. For instance, the results collected from the research may be used as an indicator for a further observation within the development of language style in newspaper headlines. In



terms of semantic purposes, there are suggestions for additional analyses based on the reader's perception of compression of headlines according to the broadsheet and the tabloid as well as the particular newspaper sections. From the lexical point of view, there have been indications related to the further analysis of the condensing effect gained by use of figurative expressions in headlines. Concerning the high frequency of using the present simple tense primarily as a substitution of past tenses, the provided analysis may contribute to the evaluation related to the efficiency of such condensator as a language device for the headline compression. Furthermore, there have been several other suggestions mentioned in the discussion such as extension of the research according to the types of newspaper, their print and online versions as well as the origin of the newspaper within the United States.

To sum up, the research of the thesis showed that the ellipsis, particularly the determiner ellipsis, is the most frequently used language device in order to achieve a condensation effect in newspaper headlines. As far as the broadsheet and the tabloid newspapers in the United States are concerned, the analysis confirmed that the tabloid, in comparison to the broadsheet, generally contains a higher amount of condensation devices. However, relatively high values have been also found out within the broadsheet newspapers. The comparatively strong tendency to shorten the language of headlines in the broadsheet indicates the fact that the need of adaptation to the spatial and time restrictions are not just a matter of informal or loose types of language styles, but such a trend of so called “short and fast” English has spread also among serious and formal discourses such as the broadsheet newspaper. This fact further confirmed the theories of linguists claiming that newspaper language, especially that of newspaper headlines has become a highly specific type of language style that has created individual rules within the English language in order to follow the spatial restrictions and business needs of US newspaper companies based on attracting newspaper readers through the dominant and eye-catching headlines of their newspaper articles.

## Resumé

V súčasnej spoločnosti ovplyvnenej sociálnou nestabilitou a globálnymi problémami ako dôsledok rýchleho spôsobu života sa online noviny stávajú jedným z hlavných zdrojov informácií na lokálnej, regionálnej ako aj medzinárodnej úrovni. Aby sa novinové vydavateľstvá udržovali v rámci najmodernejších trendov digitálnej spoločnosti a tým zabezpečili úspech firmy, snažia sa inovovať svoje publikácie, ktoré zaujmú čitateľa, podnietia ho ku kúpe novín a tým prispievajú k dlhodobému zisku. Jeden z najefektívnejších spôsobov ako priťahnúť čitateľa je tvorba vysokokvalitných titulných strán doplnených s chytľavými titulkami novinových článkov. Novinové titulky poskytujú prvotné informácie a tým sa považujú za dominantnú časť novinového článku. Tvorba titulkov sa stala komplikovaným procesom, nakoľko autori musia dbať na poskytovanie relevantných informácií a zároveň dodržiavať limitovaný priestor pre každý titulok. Následkom týchto reštrikcií a trendov žurnalisti vyvinuli špeciálny jazykový štýl určený pre tvorbu titulkov. Špecifickosť tohto štýlu spočíva vo vynechávaní určitých jazykových prvkov anglického jazyka, nazývané ako *kondenzácia* novinových titulkov. Znamená to, že žurnalisti vynechávajú určité slová, ktoré nie sú podstatné pre poskytnutie základných informácií o danej téme novinového článku a tým získavajú tzv. „kondenzovaný titulok“ rešpektujúci obmedzený priestor strany.

Témou práce bola kondenzácia ako lingvistický nástroj na kompresiu novinových titulkov z dôvodu obmedzeného priestoru ako aj z dôvodu poskytovania základných informácií o novinovom článku ako hlavnej funkcie titulu. V predloženej práci bude termín kondenzácia vystupovať ako všeobecné pomenovanie pre viaceré lexikálne, gramatické a syntaktické nástroje v anglickom jazyku využívané žurnalistami, ktorých cieľom je vytvoriť efektívne titulky atraktívne pre čitateľa a tým ich stimulovať ku kúpe novín.

Hlavným cieľom práce bolo určiť lingvistické nástroje, ktoré tvorcovia titulkov amerických denníkov využívajú najčastejšie. S daným cieľom súvisí aj vytvorená hypotéza, že *elipsa, a to konkrétne elipsa členov bude prevládať nad ostatnými typmi kondenzátorov v oboch typoch novín – v serióznych ako aj bulvárnych*. Toto tvrdenie sa zakladá na skutočnosti, že väčšina novinových titulkov obsahuje veľké množstvo podstatných mien, pričom ich členy sa zvyčajne z titulkov vypustia. Ďalším predpokladom bolo tvrdenie, že výskyt prítomného času v titulkov dosiahne relatívne vysoké percento

výskytu v novinových titulkoch. Toto tvrdenie vyplynulo z predvýskumu tejto práce, ktorý naznačil, že minulý čas je v titulkoch zvyčajne nahradený prítomným časom.

Ďalším cieľom výskumu bolo zistiť, ktorý z dvoch typov novín vykazuje vyššie percento kondenzačných nástrojov. Z dôvodu kratšieho rozsahu titulkov bulvárnych novín bolo možné poznamenať, že tieto titulky poskytujú menšie množstvo informácií v porovnaní s titulkami serióznych novín. Predpokladom preto bolo, že *bulvárne noviny budú vykazovať podstatne vyššiu tendenciu ku kondenzácii novinových titulkov ako v rámci serióznych novín*.

Práca pozostáva z dvoch častí a je rozdelená do siedmych kapitol. Prvá časť práce poskytuje teoretický základ prezentovaných rôznymi medzinárodnými expertmi a inými členmi lingvistickej a žurnalistickej spoločnosti ako Vachek, Vlašín a Verdonk. Táto časť obsahuje diskusiu expertov o základných pravidlách a princípoch tvorby novinových titulkov, ktoré predstavujú hlavný dôvod lingvistických zmien v rámci tohto jazykového štýlu. Druhá časť práce sa orientuje na fakty, výsledky a postrehy získané v kvantitatívnom a štrukturálnom výskume a na ich následnú analýzu a zobrazenie vo viacerých tabuľkách a grafoch. Pre účely analýzy sa použili dva druhy novín vydávaných v Spojených štátoch amerických, a to *New York Times* ako reprezentatívna vzorka amerických serióznych novín a *New York Post* ako zástupca amerického bulvárneho denníka.

Témou prvej kapitoly bola charakteristika jazykového štýlu z pohľadu rôznych expertov ako Verdonk a Vlašín, ktorí vysvetľujú hlavné dôvody špecifickosti štýlu novinových titulkov. Štúdia ukázala zhodu medzi lingvistami v tvrdení, že jazykový štýl novinových titulkov je vysoko špecifický typ štýlu charakterizovaný znakmi vyplývajúcimi z jazykových nástrojov používaných tvorcami titulkov. Väčšina expertov podporovala tvrdenie, že elipsa ako kondenzátor sa v rámci kompresie titulkov využíva najčastejšie. Zhoda taktiež nastala v rámci typických znakov titulkov ako používanie prítomného času a tendencie k nahrádzaniu slov skratkami.

Druhá kapitola poskytla žurnalistickú a lingvistickú charakteristiku novinových titulkov, ich funkciu ako aj popis amerického bulváru a serióznej tlače. V súvislosti s hlavnou funkciou novinových titulkov sa objavili rozdielne názory lingvistov. Ukázalo sa, že existujú dva prístupy vysvetľujúce úlohu novinových titulkov. Po prvé ide o teóriu, že titulok primárne slúži ako poskytovateľ základných informácií alebo zhrnutie témy daného novinového článku. Predstavitelia druhého prístupu vnímajú titulok výlučne ako prostriedok na prilákanie pozornosti čitateľa, čím sa zabezpečí predaj novín, nie ako

poskytovateľa informácií. Na základe týchto tvrdení sme dospeli k záveru, že novinové titulky do určitej miery poskytujú základné informácie o téme novinového článku a zároveň prispievajú k zvýšeniu záujmu o čitateľa a to aj prostredníctvom vynechávania určitých jazykových prvkov. Nasledujúca časť druhej kapitoly súvisela s rozdielmi medzi bulvárnu a serióznou tlačou. Podľa expertov je cieľom bulvárnych novín oslovenie čitateľa a zvýšenie jeho záujmu dozvedieť sa viac o danom príbehu naznačenom v titulku, čo autori dosahujú prostredníctvom používania slov s emocionálnym zafarbením. Na rozdiel od bulváru seriózne noviny obsahujú stručné výrazy pre vytvorenie vyššieho stupňa kvality článku a tým stimulujú čitateľa k potrebe dozvedieť sa viac informácií.

Posledná kapitola teoretickej časti bola zameraná na kondenzáciu ako hlavný predmet výskumu, jeho definíciu, charakteristiku a kategórie kondenzačných nástrojov, ktoré opisujú rôzni lingvisti a iní experti ako Vachek, Jenkins či Chovanec. Kapitola obsahuje rozličné teórie a názory expertov a početné spoločné názory, ktoré slúžili ako hlavný zdroj pri tvorbe škály kondenzačných prvkov pre výskum tejto práce.

Predmetom štvrtej kapitoly bol popis kvantitatívneho výskumu, metód a jednotlivých krokov ako aj hlavných cieľov analýzy. V nasledujúcej časti kapitoly sa vysvetľovali jednotlivé kondenzátory a vysvetľovali súvislosti v rámci daného kondenzátora ako predmetu analýzy. Na základe teoretických poznatkov z predchádzajúcej kapitole sme zostavili zoznam kondenzátorov, ktoré experti zaradovali medzi najčastejšie sa vyskytujúce kondenzačné prvky titulkov. Zoznam obsahuje päť hlavných kategórií pozostávajúcich z elipsy, časových zmien, interpunkcie, nominalizácie a skratiek, ktoré boli rozdelené do ďalších podkategórií v rámci danej skupiny. Kategória elipsy sa ďalej rozdeľovala na elipsu členov, pomocných a kopulárnych slovies, subjektu a predikátu ako aj elipsu zámen. V rámci zmeny časov sme v analýze rozlišovali prítomný jednoduchý čas ako substitút iných časov a náhradu foriem budúceho času prostredníctvom formy *to + infinitív*. Tretia kategória interpunkcie sa rozdeľovala do troch skupín pozostávajúcich zo substitúcie prostredníctvom dvojbodky, čiarky a apostrofom. V súvislosti s použitím gerundia v rámci kategórie nominalizácie sme rozlišovali substitúciu vzťahných viet a vedľajších viet. Skratky ako posledný prvok výskumu sa rozlišovali na základe ich spôsobu tvorby, a to akronymy, inicializmy a skrátene slová.

Piata kapitola práci ako hlavná časť poskytuje fakty, výsledky a postrehy získané z výskumu a ich analýzu a ilustráciu v tabuľkách a grafoch podľa danej časti analýzy. Prvá časť kapitoly súvisí s celkovými výsledkami v rámci serióznych a bulvárnych novín analyzovaných na základe piatich hlavných kategórií ako aj ich podkategórií. Na základe

výskumu sa potvrdila hypotéza, že *elipsa členov prevláda nad ostatnými typmi kondenzátorov v oboch typoch novín – v serióznych ako aj bulvárnych*, kde dosiahla 55 % podielu. Na druhej mieste sa umiestnili skratky, a to konkrétne inicializmy s 8.4 % podielom. Tieto relatívne vysoké hodnoty výskytu skratiek možno odôvodniť tým, že novinové články oboch sekcií – šport a ekonomika, obsahujú množstvo názvov organizácií a technických výrazov, ktoré sa zvyčajne používajú vo forme skratiek a to v hovorovej ako aj písomnej komunikácii. Nasledujúca časť piatej kapitoly obsahuje percentuálne údaje o jednotlivých kondenzátoroch v rámci novín New York Times a New York Post ako predstaviteľov serióznych a bulvárnych novín. Analýza ukázala dominantné postavenie elipsy v oboch typoch novín a to s percentuálnym podielom viac ako 50 %. Ďalším kľúčovým bodom je skutočnosť, že na druhom mieste sa neumiestnila zmena času, ako sa predpokladalo, ale skratky a interpunkcia získali druhý najvyšší podiel výskytu. Dôvod nižšieho podielu zmeny času ako kondenzátora spočíva v tom, že vo viacerých prípadoch prítomný čas nevystupuje ako kratší variant iných časov, ale má úlohu zvýšenie atraktivity titulku pre čitateľa.

V súvislosti s druhým cieľom práce zameraným na zisťovanie vyššieho podielu používania kondenzátorov v rámci bulváru a serióznych novín možno poznamenať, že hypotéza bola potvrdená. Ukázalo sa, že New York Post ako predstaviteľ bulvárnych novín dosiahli vyššie percento výskytu kondenzácie v porovnaní s New York Times. Na druhej strane je však potrebné zdôrazniť viaceré podobnosti v štruktúre kondenzátorov týchto typov novín. Napríklad nominalizácia dosiahla najnižšie percento výskytu v oboch typoch novín. Percentuálna prevaha bulvárnych novín sa však potvrdila pri deviatich podkategóriách kondenzátorov. Vyššie hodnoty v rámci serióznych novín sa zistili pri troch podkategóriách kondenzátorov, a to vynechanie pomocných, kopulárnych slovík ako aj predikátov. Porovnateľne vyššie percento výskytu v serióznych novinách sa zároveň zaznamenalo v kategórii vynechávania skrátených slov. V súvislosti so zmenou času analýza ukázala percentuálnu zmenu v porovnaní oboch typov novín.

Obsahom nasledujúcej kapitoly bolo zhrnutie rozdielov v kondenzačných postupoch v rámci serióznych amerických denníkov a bulvárnych novín tohto typu.

Témou poslednej kapitoly práce bola diskusia o skutočnostiach a postrehoch, ktoré vyplynuli z výskumu ako aj niekoľko návrhov pre ďalšie skúmanie kondenzácie ako lingvistického nástroja na kompresiu novinových titulkov. Išlo napríklad o návrh spojený s využitím faktov získaných z tohto výskumu ako ukazovateľ pre ďalší výskum vývoja jazykového štýlu novinových titulkov. Za účelom sémantického výskumu vznikol návrh na

dodatočné analýzy vnímania kompresie titulkov čitateľom so zreteľom na serióznu ako aj bulvárnu tlač a konkrétne novinové sekcie. Z lingvistického hľadiska navrhujeme preskúmať kondenzačný efekt, ktorý sa vytvára používaním figuratívnych výrazov v novinových titulkoch. V súvislosti s vysokou frekvenciou používania prítomného času hlavne ako substitút časov naznačujúcich minulosť predpokladáme, že vykonaná analýza môže prispieť k hodnoteniu efektívnosti tohto kondenzátora ako jazykového nástroja na kompresiu titulkov. Ďalším návrhom bolo rozšírenie výskumu na základe typu novín, ich printových a online verzií ako aj s ohľadom na regionálny charakter novín v rámci Spojených štátov amerických.

Na záver možno poznamenať, že výskum tejto práce ukázal, že elipsa – konkrétne elipsa členov, je najčastejšie používaným jazykovým nástrojom na vytvorenie kondenzačného efektu novinových titulkov. Porovnaním serióznych a bulvárnych novín sa potvrdilo, že bulvárne noviny všeobecne obsahujú väčšie množstvo kondenzačných prostriedkov. Na druhej strane je potrebné vyzdvihnúť relatívne vysoké hodnoty kondenzácie aj v rámci serióznych novín. Táto vysoká tendencia ku skracovaniu jazyka titulkov v serióznej tlači naznačuje fakt, že potreba prispôsobenia sa priestorovým a časovým obmedzeniam nie je trendom len v rámci neformálnych typov jazykových štýlov, ale tento trend tzv. “rýchleho a krátkeho” anglického jazyka sa rozšíril aj do serióznych a formálnych jazykových štýlov ako sú napríklad seriózne noviny. Táto skutočnosť ďalej potvrdzuje teórie lingvistov, že jazyk novín a predovšetkým jazyk novinových titulkov sa stali vysoko špecifickým jazykovým štýlom, ktorý si vytvoril individuálne pravidlá v rámci anglického jazyka, a to s cieľom rešpektovať priestorové obmedzenia a obchodné požiadavky amerických novinových vydavateľstiev usilujúcich sa o pritiahnutie čitateľov prostredníctvom atraktívnych titulkov svojich novinových článkov.

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