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Linguistic Devices used in Newspaper Headlines

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LINGUISTIC DEVICES USED IN NEWSPAPER HEADLINES

Abstract

Nowadays mass media plays crucial roles in people's lives. Online newspapers constitute a part of media discourse, which makes for extremely important bodies of text for the purposes of research in discourse analysis. In news headlines, careful and sensitive use is made of linguistic devices in order to make the headlines unique and different, influence the readers, create trust for the newspaper, and, most importantly, invite and encourage the reader to proceed to the whole story and the main body of the report/news report. In this spirit, this study is a linguistic analysis of headlines in the political section of established online American newspapers. The data for this study comprises 50 headlines collected from 5 online newspapers revolving around the theme of Donald Trump. It aims to explore the linguistics structure of newspaper headlines in the sample articles from these 5 most widely read newspapers: The Wall Street Journal, The New York Times, USA Today, Los Angeles Times, and Washington Post. Most studies on headlines have been undertaken using Critical Discourse Analysis perspectives, but in this qualitative-quantitative study, use is made of the model by Montgomery (2007) that takes account of a more comprehensive picture that pays due respects to linguistic, semantic and discursive properties of headlines alongside each other in a complete package. The findings are mapped out in the form of figures and charts. The results of the frequency analysis showed that newspapers mostly used 'full sentence' and 'ellipsis' in their headlines. The qualitative analysis revealed that most of the semantic, linguistic and discursive strategies used in headlines are geared to the 'tactical incompleteness strategy', a helpful notion and a part of Montgomery's model. We suggest here that it is manifest in more pervasive ways than

Montogomery gives us to understand in his explication of the model. There are implications to this study for teaching the reading skill, and for discourse analysis.

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INTRODUCTION

Newspapers seek to impact public opinion on economic, political and other matters. Nowadays, lots of different printed as well as online newspapers try to attract the readers' attention. Firstly, the reader notices the headline of the article and then decides whether to read it or not. Headlines is the connector between reader and text. Therefore, headlines of newspapers should be carefully detected and analyzed. In terms of this issue, news writers draw on linguistics devices. The use of linguistics devices has different effects on headlines.

Background

Journalistic discourse contributes to and is part of media discourse. Among the other genres in the general groups of media discourses, it is the oldest and most conservative. The emergence of internet has had a major impact on news output and consumption. Notably, core features of online journalism, such as immediacy and interactivity, have led to new levels of fluidity; stories are now regularly written, edited, shared, and consumed. This presents new challenges, readings and complications in the scene of communication. Shevtsova (2019) points out that newspapers and magazines are abandoning their "paper life-span" in favor of a digital one. This technical procedure goes hand in hand with the change of its pragmatic side and the functions they serve, like manipulation and commercialization, as argued by E. Herman and N. Chomsky (2002). In order to influence their readers, maintain readership status, and continue exercising their target ideologies on their readers, newspaper writers should be careful with the language of headlines, which usually they are.

In the world of media, headlines are important parts of the news, as titles are of any books or essays. With the continued use of smartphone applications and social media

to access content, headlines are the most visible – and frequently the only – aspect of the news article that viewers see. They are often the most important element on the page as they give readers an overall picture of the news and through them, readers may determine whether to read the entire article.

When a newspaper covers a story, they make a series of choices that influence how the reader perceives the story. In that case, language is one of the tools in realizing their decisions. As Beard (2000) says, language is a means of communication and it is not something apart from the concepts it comprises, but how language is used reveals a lot of how the ideas have been developed. The language of headlines is distinct from everyday language. This distinction is true in the sense that stories are written in the past tense while headlines are written in the present tense. (Tuchman,1978, as cited in Al-Hindawi, F. & Hmood Ali, A., 2018).

The words used in the headline present the article's content, attract the attention of the readers and build interest in the story, and, simultaneously, reveal the hidden meanings behind the words and phrases used by the authors. Most of the time, readers are disappointed; when they read the entire article, the headline does not correspond to the content, or the emotional response the headline evoked does not hold up upon reading the story. Instead, writers purposefully sensationalize the news in the headline to capture the readers' attention. As Bell (1984) says, journalism is an 'exercise in audience design'. This viewpoint stresses that newspaper language has often encapsulated what will sell to readers and how facts could better be designed and interpreted to accomplish this commercial goal at any given moment. As a result, newspapers have often tended to blend into their readerships' desires and find ways to echo them within their own idiom, thus reconstructing the 'original' audience in the process.

Actuality of the theme

The language of newspaper headlines has been investigated by many researchers such as Fowler (1991), Swan (1995), Reah (2002), and Mardh (1980). However, most of them tend to analyze print newspapers. Moreover, the linguistic features of headlines are generally identified without distinguishing them as broadsheets and tabloids; online and print. This research attempts to analyze the language of online newspapers. Most studies on headlines have been undertaken using Critical Discourse Analysis perspectives, but in this study, use is made of the model by Montgomery (2007) that takes account of a more comprehensive picture that pays due respects to linguistic, semantic and discursive properties of headlines alongside each other in a complete package. Finally, to the best of our knowledge, specific studies on most widely read American newspapers using this model do not exist per se.

The aims of the study

There have been many models used for the study of headlines language. Most of them are discourse-analytic and critical discourse analysis oriented. The aim of this study is to use a good but rather under-explored model for the analysis of the discourse of newspaper headlines by Montgomery (2007) to compare linguistic devices used in a sample of news headlines in 5 well-established and widely read news sources, i.e. USA Today, The Wall Street Journal, The New York Times, Washington Post and Los Angeles Times. The aim is to see whether there are any differences according to this model in the headlines in these five sources of data, assuming that the thematic topic range is held constant among them. In the chapter on method, Montgomery's (2007) model will be mapped out in detail, but, briefly, its news headlines analysis model has two analytic tools: The semantic of Headlines and The Lexico-grammar of headlines. The Semantic of Headlines breaks down into

persons, Events/Actions and Circumstances, and The Lexico-grammar of headlines is analyzed alone with a range of open-ended resources subsumed under it.

Research questions

1. What is the linguistic and discourse structure of newspaper headlines in the sample articles from five selected American newspapers?

2. Assuming that the thematic topic is held constant for all data sets, what differences in linguistic and discourse structure emerge for the headlines analyzed in the data?

The objectives of the study

In order to achieve the general aims of the study, there should be some specific steps to follow:

- To analyze the role of headlines in the news discourse
- To identify various linguistic structure of headlines
- To analyze language of each newspaper headline
- To identify linguistics devices of selected headlines
- To compare the newspapers in terms of their headline language

Theoretical and practical significance

Theoretically, the study gives a detailed and comprehensive analysis of newspapers. The functions and discourse of headlines have been investigated as well. Furthermore, typical linguistic features of headlines have been introduced by the researcher. The practical part of the research study has been investigated qualitatively and quantitatively. It will be helpful for readers who want to identify the linguistic nature of online newspaper headlines.

The object of investigation: The object of the study is headlines in the political section of American newspapers.

The subject of the study: The subject of the study is analysis of linguistic devices and discourse strategies related to it.

The scientific novelty: The novelty of this study is a that the model is being used and applied specifically to compare these five sets of data on newspaper headlines from 5 most widely read and established American newspapers. The study will hopefully give us more insight into the nature of the linguistics of headlines in general.

Limitations

This research work is limited to the analysis of only headlines in the political section of newspapers. Another limitation is the number of the headlines due to the size and the scope of the thesis, as well as the number of newspapers chosen.

Structure of the thesis

The thesis consists of an introduction, three chapters with certain subchapters, a conclusion, a bibliography, and a recommendation for further research.

The first chapter includes the theoretical background of the study, the notion of headlines and language of headline discourse.

The second chapter deals with methodology and examination of data.

In the third part of the thesis, results of the study will be discussed. In the first subchapter, the results of the findings will be described with the help of diagrams and charts. In the second subchapter, the discussion of the findings will be discussed.

The conclusion part contains the general outcomes and result of the study.

In the bibliography part of the thesis, the different articles and books and internet resources that the study uses are mentioned.

CHAPTER 1. LITERATURE REVIEW

As the old saying goes, the first thing to read a book is to read its cover, the first thing to read news is to read its headline.Qin Xie (2018).

1.1. Headlines

1.1.1 Notion of news

The word 'news' means 'tidings, new information of recent events'. According to Reah (2002), narrowed definition might be 'information about recent events that are of interest to a sufficiently large group, or that may affect the lives of a sufficiently large group'. This definition may not be satisfactory, because not every recent event can be reported as news. News can be defined as information about current or recent events, happenings or changes taking place outside the immediate perview of the audience and which is considered to be of likely interest or concern to them (Montgomery, 2007). News is not characterized as a picture of reality, which may be correct or biased, but as a frame through which the social world is routinely constructed (Van Dijk, 1988). Fowler (1991) also believes that news is not the reflection of the reality. He considers news as a product shaped by political, economic, and cultural forces, not as a reflection of reality. Events are considered news if they meet the following parameters: Recency/Timeliness; Intensity/Discontinuity; Large scale/scope; Conflict; Personalization; Power; Negativity; Unexpectedness; Consonance; Proximity/Cultural relevance;

Meaningfulness/Unambiguity; Composition/Fit (Galtung and Ruge (1965a,b, cited in Montgomery, 2007).

1.1.2. Notion of newspaper

Newspaper is one of the instruments for conveying 'news'. According to its publication policy, there are two types of newspaper: popular newspaper and quality newspaper. The popular newspaper's policy is primarily to report on soft news. Soft news is news that is readily interpreted by all types of audiences, regardless of their level of education. Readers may not require any prior experience or advanced knowledge to comprehend the news. Soft news covers news on violence, major accidents, homicide, rape, entertainment, and disasters. People are more likely to pay attention to bad news than good news, so soft news is the news that more people would pay attention to. Furthermore, popular newspapers prefer to use eye-catching vocabulary and eye-catching phrases, as well as pictures in bright colors such as green, orange, and pink, to distract readers. In order to capture people's interest, popular newspapers prefer to publish in a straightforward and entertaining manner. Popular newspapers often have a better sales record than quality newspapers because of their ease of interpretation. A quality newspaper is not the same as a popular newspaper. Although popular newspapers focus on soft news, quality newspapers focus on hard news. Political news, economic news, social news, environmental news, and so on are examples of hard news. For those with no background knowledge, hard news is complicated and challenging to grasp. Furthermore, difficult, informative, and indirect language is used to report hard news. As a result, readers must be able to comprehend it.

Reah and Richardson, using somewhat different terminology, classify newspapers into three types. Reah (2002) makes a distinction among 'broadsheets', 'middle-ranged' tabloids and 'tabloids'. Richardson's (2007) classification is as following:

'broadsheets' such as the Times, The Daily Telegraph, The Guardian, 'mid-market' papers such as the Daily Mail, The Daily Express and 'red-top' tabloids such as The Sun, The Daily Mirror, The Star. 'Broadsheets' and 'quality' newspapers are taken as similar and 'tabloids' and 'popular' newspapers are considered as synonyms. These newspapers have different kind of readers. Elite and upper middle class tend to read broadsheets newspapers, lower middle classes tend to read mid-markets, and working classes tend to read red-tops.

1.1.3. Online newspaper

Under the impact of new technologies and the internet, newspaper production has resulted in a dramatic shift from 'traditional' to 'online'. Journalism and technology have always influenced each other. Technological change impacted how journalists work, the kind of content they provide, the news industry as a whole, and the interaction between news organizations, readers, and journalists. Newspapers began adapting to technological advancements in order to succeed in the future, so an online version was inevitable. As Haneefa, and Nellikka (2010) indicate, digital newspapers have significant advantages over traditional news sources, including the potential to provide up-to-date material, quick access to a vast variety of newspapers and their libraries without extra costs, the benefits of being interactive and paperless, and the opportunity to bookmark, print, copy, and edit the contents of online newspapers. Thus, readership for all types of newspapers has declined as more subscribers have taken to the Internet for up-to-date news from a number of web outlets, mostly for free. Now digital newspapers are available in one click through the World Wide Web. According to Newman et al. (2017), online news constitutes the biggest source of information today, while printed newspapers have seen a significant drop in readership in the past decade. This easy access into online news makes newspaper editorials more competitive. As a commercial project, newspaper

must have bombastic issue and attractiveness to engage the reader's attention (Ratna Sari, 2019). In this case, headlines play crucial role being source of attraction.

1.1.4. Notion of headlines

According to Montejo and Adriano (2018), in the world of media, headlines are as important part of the news as titles are of any books or essays. Headlines shape overall picture of the news in the readers' eyes. Paying attention to the headlines of news, reader may decide whether to read the entire article. News headlines are the most significant portion of the news for they deliver a fast mode of information to those who have no time to read the complete details of news item (Javed & Mahmood, 2011). The headline is a unique type of text. It has 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 (Reah, 2002, p13). Dijk (1998) states that headlines depict the unity of discourse and are a source of information which is easily memorized by the reader.

Develotte et al., (2001) states that headlines are a particularly rich source of information about the field of cultural references. In this regard, Gopang and Buhio (2015) explains that titles 'stand alone' without explanation or definition; they depend on the reader recognizing instantly the field, allusions, issues, cultural references necessary to identify the content of the articles.

"The headlines with the heavy feel are good ones. The layers of meaning of the headlines cannot be identified at a glance, but we will discover more and more new meaning when we peel them it off one layer at a time like literary baklava, the kind of headline is considered a good one" (Qin Xie, 2018). A good headline should possess some characteristics. Xue Zhongjun (2005) defines it as following: Firstly, the information content should be rich. Secondly, the connotation should not be shallow. Lastly, the artistry should be high, not boring.

1.1.5. Functions of headlines

As an essential part of the news, headlines have some considerable functions. Headlines serve different purposes. Different authors introduce their own classifications on this. Van Dijk highlights three important functions of newspaper headlines: "Firstly, it provides a brief summary of the main news to the reader; hence, readers do not have to read the whole story to capture the point. Secondly, it attracts attention by various font sizes and vocabulary used. Thirdly, provides an initial indicator of the content and style of the news values of the newspaper" (2013, cited in Ratna Sari, 2019). Conboy's approach (2007) is similar to Van Dijk statement: headlines have three main functions: 1. they provide a brief overview of the main news, 2. they constitute an indicator of the style and values of the news outlet, and 3. they catch the attention of the reader. It seems that headline is the heart of newspaper, because, it conveys brief information and catches readers' attention simultaneously.

Iarovici and Amel (1989) argues that headlines have double functions: semantic and pragmatic functions. The two functions realize simultaneously, the semantic function being included in and justified by the pragmatic function. The core function of the headline is to alert the reader (receiver) to the nature or the content of the text. This is the pragmatic function of the headline, and it includes the semantic one. The headline enables the reader to grasp the meaning of the text. The headline functions as a plurality of speech acts (urging, warning, and informing)'' (p. 441–443).

 Dor (2003) points out that traditional insight into the functions of newspaper headlines is not sufficient any more. He argues that traditional view considers headlines as summaries of the news text. The author defines that depending on the types of newspapers, headlines have four functions: 1.to summarize, 2.to highlight, 3.to attract and 4.to select. Furthermore, he considers headlines function as

negotiators between stories and readers. In his article, he comes to conclusion that "producing the appropriate headline for a story is a complex task exactly because the headline is neither a semantic summary of the story nor a pragmatic attracting-device for the reader, but a communicative device whose function is to produce the optimal level of affinity between the content of the story and the reader's context of interpretation, in order to render the story optimally relevant for the reader" (Dor, 2003).

However, for Ifantidou (2009), newspaper headlines have only one function that is "attention-getting rather than information-providing device since headlines do not accurately represent the articles they introduce. In other words, newspaper headlines are persuasive rather than informative" (p. 97, cited in Bonyadi&Samuel, 2013).

Gattani (2005) defines three broad headline functions: The informative headline which gives a good idea about the topic of the news story; the indicative headline which addresses what happened in the news story and finally, the eye-catcher headlines which do not inform about the content of the news story but are designed to entice people to read the story (Gattani 2005). The best headlines 'tell and sell,' that is, they instantly inform the reader of the news while still persuading them that the article is worth reading.

Qin Xie (2018) analyzes the relationship between the intertextuality and the functions of news headlines from the pragmatic perspective in his article. He states that headline is an inseparable component of news, which integrates the functions of providing information, attracting attention, commenting, touching upon people, and having a conversation with people from the perspective of pragmatic functions. Intertextuality plays an important role in realizing these functions as an important feature of news headlines. The author identifies different pragmatic functions of intertextual headlines: 1. Reflecting the reliability and authority of information.

Objectivity and veracity of news discourse should be reflected in the headlines. The objectivity of news affects the quality of it. In order to gain readers' confidence, newspapers use lots of quotations. It assures the reader that there is no any personal, biased opinion. 2. Terse form but rich Connotation. In today's world, people are complaining about the shortness of time. There is enough information on the internet. That's why people's reading is selective. They want to gain reliable data. Most readers are satisfied only reading headlines. Thus, headlines should be brief and carry much information. It is like the summary of the content of the news. 3. Attracting the attention of the readers. Information, enjoyment, and poetry nature of headlines can attract readers' attention. The pace of life is fast in today's society. After work pressure, people tend to find some reading material that can help them relax in their free time. In this case, enjoyment and a sense of humor will attract their attention. 4. Producing specific rhetorical effects. Rhetorical effects will make headlines vivid, novel, and artistic. This adds colorfulness to headlines.5. Closing the distance with readers and creating relaxing and atmosphere. It can be called dialogue function of headlines. The dialogue demands equality between the sides and the usage of colloquial language can be a useful way for creating such kind of atmosphere.

Nkiru and Nwafor (2020) highlight that with the change from the print version to the online version, the functions of newspaper headlines changed as well. In the print version, the main function of headlines was to provide the reader scanning the newspaper in order to get information about content of article. However, online newspapers use attractive headlines to lure readers.

1.2. Power of Headline Discourse

The term discourse is used in a variety of forms and for different purposes. It typically refers to a type of language that is used in both spoken and written

communication, such as formal speeches, daily discussions, journals, textbooks, newspapers and so on. Discourse is a concept that encompasses a wide range of disciplines due to this basic meaning. Discourse has been used in different research disciplines, and as a result, it has a wide range of definitions. According to Nawaz et al. (2010), there are three essential notions in every discourse. Firstly, it is a coherent, significant and purposive stretch of written and spoken discourse. Second it denotes language in action and third it is language of specific language variety.

Generally, discourse draws attention to both what the author means through a text and what a text actually means to a reader. Certainly, what someone is attempting to say in a text can well apply to broader issues such as social and ideological interpretations within, and another concept applied to discourse is genuinely dependent on how texts may be used to portray and impose different ways of interpreting about the world. Texts are made up of cohesive units that are formed to function in groups greater than a single sentence or utterance.

According to Mills (2004), the 'discourse of advertising' and the 'discourse of racism' are relatively different through the eyes of linguists and social psychologists. That's why context is required to interpret such discourse, and different discourses seem to have different contexts. The term "context" refers to a person's prior experience, values, intentions, and perceptions. Discourse is related to language in context.

The term "discourse analysis" refers to the study of any discourse in any scholarly area. Discourse analysis is studied by different disciplines such as linguistics, philosophy, sociology, and so on. It is defined as a way of analyzing speech and writing. There are two main approaches to discourse: non-critical and critical. Non-critical approaches dealing with mainly investigating language as 'descriptive goals', while critical approaches can reveal the power of discourse on society and

how it can construct ideologies, identities, and beliefs; and in the same way, how discourse is shaped by society. Ideology generally refers to attitudes, set of beliefs, values and doctrines in relation to religious, political, social and economic life, which forms the individual's and group's perception and through which reality is constructed and interpreted.

Discourse is also defined as the use of language above sentence level. When the language that is used by people in reality is studied, it can be seen that reality of language is more than the compositions of linguistics ingredients. Furthermore, every field of study has its own particular speech and writing style in order to form its discourse. It can utilize a specific language that most ordinary people may hardly comprehend. It is undeniable that when a professional talks to a non-professional, their language usage can be a hindrance. There is a disparity between the participants of the field's expertise, context level, and comprehension. When the speech exchanges continue, a disparate influence or authority is created and maintained. Thus, discourse analysis is an effort to investigate language usage in specific situations with specific approaches.

Media is power as it has penetrated in our lives like oxygen in our body (Arfan Lodhi, 2019). Mass communication is an essential way to influence perceptions, beliefs, events, and objects. The wording of the message is considered the most significant factor in persuading the recipient to follow a specific point of view. Media texts must seduce their audience in order to effectively communicate the message. They must persuade the future reader to read the message and consider it. It's no wonder that media texts are replete with tactics for gaining and maintaining attention. "Newspaper shapes opinion. It, therefore, must meet the requirements of the readers and journalists should use the transparent and uncomplicated language"(Pape 2005: 50).

According to Van Dijk (1998), media discourse in general, and news reports in particular, should also be accounted for in their own right, i.e., as particular type of language use or text as specific kinds of socio-cultural practice. The power of media is undeniable since it has triggered many critical studies in many disciplines: linguistics, semiotics, pragmatics, and discourse studies. Headlines as an essential part of newspapers have their own discourse way. Newspaper headlines play a significant part in the communication act that newspapers do. According to Taiwo (2007), headlines are used to "initiate, maintain, and shape discourse on readers' perspectives" (p. 224). As a result, studies believe headline language to be independent, making it a fascinating topic for linguistic study. Furthermore, Van Dijk (1998) argues that the discourse of newspaper headlines can be looked at from the position of the headline, the boldness of the headline, the vocabulary used on the headline, the use of punctuation marks, the syntax of the headline, the number of occurrences on the same event and above all the power of the presenter. In his article, Qin Xie states that headlines have three functions in the news discourse: promoting article, outlining content and beautifying layout.

Headline editors pick out certain language that would transfer peculiar meanings to their intended readers. "Newspaper headlines are purposely shaped to speak the mind of the presenter or the publisher. The shape and the structure of the headline reflect the content, which is politically oriented and ideologically driven" (Tabe&Fieze, 2018, p.67). As Montgomery (2007) says: "discourse – language in use – does much more than map reality and convey information". Discourse analysis, especially critical discourse analysis, gives the opportunity identifying ideologies of authors or reporters that are accepted consciously or unconsciously by the readers. The powerful classes in society, well conscious of the compelling media's capacity and its influential medium –language, implicitly imprint their viewpoints on

widespread discursive activities by providing privileged access to and influence over public discourse by the media and its language. Successively, discourse leads to the support and legitimization of such beliefs as part of a consensus that is unconsciously embraced and taken as "normal" by the mainstream of society, which can lead to social issues – inequalities and discrimination in societies to be more specific. According to Mohd Ali (2014), the ideologies of the newspapers which are rooted in the way they use language provide the readers some understanding of the topic illuminated. If the media plays a supportive, negative, or neutral role, the type of role it plays promotes certain major interpretations by the society, thus designating a trait that is often conceptualized as one-sidedness.

Gopang and Bughio (2014) investigated Sindhi newspaper headlines of Urdu, and English newspapers on Pakistan 2014 budget. The purpose was to explore the presentation of the same news item in local newspapers and how these different presentations shaped the ideologies of readers. The authors discovered that numerous ways of covering the same news item in local newspapers make readers have different ideologies of incompatible ends. The newspaper articles' choice of words made readers condemn the Pakistani government on 2014 state budget.

According to Fowler and Hodge (1991) there is no neutrality in the language of newspaper presentation and that language does not only reflect reality but also creates reality. Therefore, institutions of news reporting and presentation are socially, economically, and politically situated, all news is always presented from different perspectives.

Tabe and Fieze (2018) used Critical Discourse Analysis (CDA) to analyze the headlines about the Anglophone crisis in Cameroon and discovered that certain rhetorical questions and terminology used are types of imposition, tension, and dialogue. Lexical preference of private newspaper headlines paints a negative image

of the Cameroon administration, leading readers to believe that the government is oblivious to the crisis and incapable of protecting its people.

In his study, Metila (2013) discovered that headlines showed separate framing for the concerned classes of subjects. Findings show that figures and exaggerated word choices were used to exaggerate the brutality and effect of the incident. The erroneous use of the event's position showed the significance of news over accuracy.

Arfan Lodhi et.al. (2019) investigates different textual, morphological, lexical, and inter-sentential elements of Urdu and English newspaper headlines. Findings obtained from the current study reveals that English headlines most of the time prefer to portray any incident or event instantly without shaping sarcastic or humoristic atmosphere. However, Urdu news headlines use a variety of lexical and pragmatic features to form different mindsets and ideologies of the readers. It was also found that Urdu newspapers used propaganda-type mindset more often than English newspapers. It can be for the reason that readers of English newspapers are educated people who don't fall into the trap of flowery utterances, because of it English newspapers avoid using such kind of elements. Since Urdu newspaper readers come from all age groups, various occupations, and various intellectual platforms, producers think that it is easy to shape or reshape the ideology towards specific phenomena or perspectives. For this reason, Urdu newspapers use a variety of linguistic and pragmatic strategies to provoke readers' interest and shape their opinion to construct certain ideologies. It can be concluded that language plays a vital and pivotal role in forming, breaking, and reshaping public opinion most specifically in media discourse.

Omer Gokhan Ulum's (2016) study on headlines on Syrian refugees reveals that critical discourse analysis provides researchers with the opportunity to display the undiscovered ideologies or messages existing in seemingly plain texts. This research

showed how ideology controls the creation of newspaper headlines and discovered that headlines have not only standard rhetorical features but also complex unseen ideologies.

1.3. Conventionality of headline language

The presence of a series of linguistic conventions that characterize headlines has been stated by a number of authors. "The telegraphic style of English headlines depends on culture and time. Headlines in other languages have their own conventions that may be quite distinct from those of headlines in English" (Chovanic, 2014). Headlines in Czech press, for example, are comparatively more "narrative," with no significant grammatical differences that distinguish them from the corresponding non-headline statements encoding the same text. The traditional manipulation of temporal deixis, which is used in English headlines, is not used in Czech headlines. There are no deictic centers projected: past-time occurrences are made in the past tense rather than the present tense as in English. Compare to English model, French headlines are distinct with their greater range of tenses. In terms of headlines' time-specificity, the current conventions of English headlines are the product of many centuries of advancement of this textual model: the headline evolved from a far more narrative style that worked on several levels and reflected all of the story's core elements.

The following are the main headline conventions observable in English that are introduced by Jan Chovane (2014) in his book.

Grammatical features: conventional shift of tenses (past/present perfect → present; future → non-finite verbal group); non-finite passive constructions; ellipsis of definite/indefinite articles and determiners; ellipsis of the definite forms of the verb 'to be' (both as an operator and a copula verb); unattached nominals – noun groups stating the mere existence of a phenomenon; condensed quotations: replacement of

verbs of speech with the colon preceded by a designation of the relevant news actor, used for attributing and hedging statements; avoidance of modularized statements, lexical expression of modality; shift in modality from possibility towards certainty.

Lexical features; specific headline lexis; tendency towards monosyllabic expressive lexemes (particularly in the popular press); evaluative and emotional expressions; propensity to word play, fostered by the homonymy potential of monosyllabic words; nominalizations and complex nominal phrases (including heavy premodification of noun phrases), resulting in high information density (and placing high demands on recipients); lexical creativity such as ad hoc creations, nonce formations.

Headlines possess a unique form and usually very short because they have limited space in the newspaper. Furthermore, headlines choose particular words which are ambiguous and rarely used in order to make it attractive to the readers. The ambiguous grammar and idiosyncratic vocabulary of English newspaper headlines often make it difficult to comprehend what they mean. Thus, headlines writer usually makes headlines very short and fit it in a provided space (Novriyanto Napu, 2018). According to Mardh, (1980) headline must be short enough that it could be read quickly but it should also be long enough so that it can present facts comprehensively. Furthermore, he claims that the average length of newspaper headline is about seven words. Thus, language of headlines is different from ordinary language of usage. It is block language. Such kind of language is typical of telegrams, book-titles, advertisements, catalogues. Block language is frequently composed of lexical items lower than sentences, such as a single dependent clause or a noun phrase, each of which functions independently. Swan (2005) introduces typical features of block language of headlines: usage of 'as and in' for substituding longer connecting expressions; a colon (:) for separating the subject of a headline

from what is said about it; a question mark (?) for expressing uncertainty; usage of infinitive to refer to the future, omission of articles, auxiliary verbs; usage of modified noun phrases; usage of present progressive for talking about changes; usage of quotation marks ('...') for expressing that words were said by somebody else, and that the report does not necessarily claim that they are true. In terms of vocabulary, Swan explains that short words are used frequently for saving space. Some of short words, such as bid, meaning attempt, are considered unusual for ordinary language and have special senses. Other words are selecting for headlines, since they sound dramatic, such as blaze for 'big fire'. Prakash and Dhawan (2017) states that headlines with various linguistics elements are undeniably noteworthy, and raise the probability of purchasing the newspaper; however, during framing headlines, traditional conventions must be strictly adhered to in order to obtain accurate information.

English headlines are characterized by their present tense usage. With the widely held belief that headlines have both a semantic and a pragmatic function, the presence of certain tenses in headlines is typically linked to the pragmatic function of appealing to readers. Present tense feature of headlines increases level of immediacy, significance, relevance resulting in stronger and more involved interaction of readers. McCarthy and Carter (1994, p.96) outline that "the choice of tense and aspect can be seen to have a discourse dimension, in that the choices are not determined purely by semantic factors relating to 'objective' time". Moreover, the authors point out that "tense and aspect issues have become part of the conventions of the genre".

In newspaper analysis, the type of a sentence, whether active or passive, is significant. The use of an active verb clearly describes who performed a certain action and to which the action is being performed. The use of a passive voice, on the

other hand, will say what has been done as well as against whom the operation is being carried out, but it does not specifically condemn someone. According to Sibel Sogut (2018), the journalists try to use active voice in describing the actions and events, while they prefer passive voice in presenting the actions in which the agent is unknown or irrelevant. Preference to the passive voice can be based on a strategy that the reporter can use to avoid assigning direct responsibility for an action to anybody in particular. Furthermore, the passive voice can be used when an unknown or irrelevant performer performs the action. Editors use the active voice when they want to convey information in a manner that is more direct and easier to understand, as it reflects the way readers think and process information. The usage of these structures, the preference of one structure over another is not arbitrary and the decisions are ideologically driven.

According to Billig (2008), as East Anglian group and some other analysts also emphasize, ideological features associated with nominalization and passivization are "deleting agency; reifying; positing reified concepts as agents; maintaining unequal power relations". Journalists favor nominalization for a variety of factors such as a lack of information about the agent, irrelevant knowledge about the agency, the author's emphasis on the acts or victims rather than the agents, a lack of space, and hiding or downgrading the concerned negative agency. Bonyadi and Samuel (2013) structurally classify headlines as verbal and nonverbal. Verbal headlines consist of a verbal clause. Verbal headlines can be constructed through three types of verbal clauses: finite clause, nonfinite clause, verbless clause. A verb in finite clauses carries tense and it is infinite. However, a verb in a nonfinite clause is infinite. It means it doesn't carry tense, and it requires either a to-infinitive, a bare infinitive, an -ed form, or an -ing form, as in Failing the World's Poor. A verbless clause lacks a verb at all, but it is capable of being analyzed into clause components. However,

Bonyadi and Samuel considers verbless clause as nonverbal headlines. Nonverbal headlines consist of a noun or a nominal phrase. Nonmodified, premodified, postmodified, pre- and postmodified nouns are all forms of nonverbal headlines. Magtira and Bernardo (2018) in their study on Filipino (PDI) and American (NYT) editorial headlines revealed that in terms of structure, editorial writers in both the PDI and the NYT broadsheets prefer to use nonverbal headlines described as short and punchy phrases. Despite the fact that both prefer to use short phrases as headlines, the PDI editorial headlines are shorter than those in NYT.

It is not the common case that headlines are written in the form of full sentences. Most of the time, it is observed that the headlines of news stories or articles are written with either nominal or verbal ellipses. Ellipsis is one of the most frequent wordplays in English headlines. Ellipsis is considered as the intentional omission of a word or words that can often be provided by referring to the context. It plays a crucial role in headlines because headlines have to maximize information output and minimize space. Mostly, auxiliaries are omitted in passive structures to make the headlines more assertive. Olugbenga (2020) believes that as a result of this arrangement, certain phrases are intentionally omitted by editors in order to make headlines less verbose and more appealing to the eye. Headlines are crucial for directing readers' interest and interpreting the information presented in a story or article. The language is compressed and elliptical. This makes it difficult for many readers to comprehend, since they are frequently incomplete sentences. The ambiguous grammar and idiosyncratic vocabulary of English newspaper headlines often make it difficult to comprehend what they mean.

It is well understood that direct quotation is precisely what the speaker or author said or writes, and it is often written with quotation marks, while indirect quotation is a paraphrase of the real sayings. For various contexts and purposes, an article will

typically use both indirect and direct quoting. While direct quotation may represent a reality, indirect quotation often blurs the speaker and what he or she means. Mardhyarini and Ariyanti (2016) examined linguistic devices in the headline news of The Guardian and The Daily Telegraph on the same issue. Findings reveals that The Guardian writes nearly all of the passages in active voice, names the individuals personally, uses phrasal post modifiers, and quotes in direct form to highlight the topic. The Daily Telegraph, on the other hand, uses active voice as well, but it prefers to call the persons or sources collectively. It resulted like this because The Daily Telegraph has to serve certain evidence or facts to support the person on the topic, so they can have the information even if the source is not plain enough, and to avoid writing the name of the person or source, The Daily Telegraph put them in category.

Ratna Sari (2019) researched Anies Baswedan's news headlines on the Detik.com web portal. According to the report, journalists used figurative language such as synecdoche and irony to draw the audience's attention. The journalist uses an intriguing and bombastic term in the title, which will draw a large number of audiences and encourage Anies' haters and lovers to vote on it. As a governor, Anies is nominated and endorsed by a political party, so the journalist weighs the upsides and downsides. The author believes that after doing this research, all newsreaders can be more critical while reading news, resulting in fewer hoaxes and hate speech.

In the Philippines, Montejo and Adriano (2018) explored headlines of five major online newspaper portals. The findings show that media professionals used ten discursive devices such as evaluative language, vocabulary, intensification, and quantification, immediacy, reference to emotion, reference to elite people, role labels, institutional agency, country, and events. They function to capture the attention of readers and convince them to read the whole story rather than just the headlines. According to them, the usage of words in the newspapers exposed the

political orientations of the news practitioners who intentionally choose only those speeches or news that may cause sensational feelings among the readers (Montejo& Adriano, 2018).

In his article, Shie (2010) compared Time Supplement (TS) headlines and The New York Times (NYT) headlines in terms of lexical feature variations. According to the report, colloquialisms, idioms, slang expressions, technical terms, and non-English words were used in far more NYT headlines. These lexical feature variations reduce the informality of TS headlines while increasing their accessibility to general TS readers.

In Ghana, Bonyadi and Samuel (2013) analyzed the two newspapers' kind of textual and rhetorical strategies implemented to spread ideologies. The results showed that the headlines are used by the two newspapers to draw attention to the main stories with the help of some rhetorical strategies, such as irony, parallelisms etc.

Mohammad Alipour and Nastaran Monjezi(2016) examined a contrastive analysis of the English and Persian sport newspaper headlines. The study reveals that the English corpus had a higher frequency of phrase in the headlines than the Persian ones. It is related to the fact that people are busy with themselves, they do not have enough time to deal with time-consuming matters like reading, memorizing. That's why newspapers prefer short phrases by giving brief, concise, and informative catchy phrases. Metaphors occurred in the Persian corpus more frequently than the English corpus although the difference was not significant. Considering the fact that hyperbole is one of the most preferred linguistics devices in English literature to increase the effect and the strength of words, journalists tend to use hyperbole in headlines. This study shows that rhetorical devices used in these newspaper headlines are linguistic means in order to influence and attract the readers' attention.

It also shows that language and culture are interrelated and in the usage of linguistics devices it reveals itself.

Monsefi and Mahadi (2016) in his article Wordplay in English News Headlines came to the conclusion that linguistics devices strengthened the headline capabilities, facilitated discourse, met the economy of space, brought the social factors into focus, or faded the importance of them. It also created a lasting impression on the readers' minds through the sounds in the strings of words.

1.4. Theoretical framework of the research

This study is based on Montgomery's model (2007). The author thinks that a discourse genre is a unique and identifiable configuration of discourse elements that realizes a specific communicative purpose or range of purposes and is commonly recognized amongst a language community by a commonly associated label, such as 'advert', 'sermon', 'gossip', 'joke', or 'lecture'. 'News' is one such genre. News as a genre is blended together from subgenres such as news report, news interview, and news headline. Thus, inside of the news, headlines are a specialized subgenre of discourse. Montgomery's model consists of two part: the semantics of headlines and lexico-grammar of headlines.

The semantics of headlines:

According to Montgomery (2007), "Like other kinds of description, news is fundamentally concerned with persons, events and circumstances. However, in order for descriptions to function as headlines they must pass a certain semantic threshold". Thus, the semantic of headlines consists of persons, events, and circumstances.

Persons in headlines are identified by terms that refer to them as representatives of major associations or organizations rather than as specific individuals: 'Europe's big

three', 'Essex firefighters'. Occupation and stage of life are general identifiers. If these are difficult to put into practice, sheer numbers can suffice such as "Hundreds queue ...". As a result, the description of people occurs not by individuation but by a 'membership categorization device' (MCD). However, in rare situations where a person is extremely well-known (a "household name"), no MCD is needed. 1. Thus, the semantic rule at operation here is as follows: individuate when the person is already presumed to be famous (for example, "Posh and Becks"); otherwise, categorize by membership in the most salient or important unit (Montgomery, 2007).

In the context of headlines, an extra semantic law holds. MCDs include what are known as "category-bound tasks." Typically, the device's routine application triggers a series of (stereotypical) expectations regarding acceptable actions performed by members of a category. Thus, as a membership group, 'mothers' are believed to (among other things) raise infants, 'dentists' to (among other things) repair teeth, and so on. However, the events or acts associated with the chosen membership do not fall under the usual category-bound activities for that membership. 2. Thus, a second semantic rule for headlines recommends that, if possible, choose an activity that contradicts the MCD's (Montgomery, 2007).

Journalists cover details such as, 'who, where, when, how and why?', when introducing a story. News does not happen 'just here' but takes place 'out there'. It may be "in your region" or "nationwide" or "around the world"; but it is gathered from 'there'.

The lexico-grammar of headlines

Headlines are sometimes written in a specialized grammatical style. Full sentences are rare, but they do occur, as in: Essex firefighters have voted to strike over spending cuts. Different types of grammatical ellipsis, the deletion of the definite or

indefinite article, nominalization, usage of non-finite clauses are also common. Lexical compounding is also typical, such as "canal-side", "gang-rape". However, implying that the syntax of headlines is governed solely by compression would be deceptive. The following structure is considered as a typical pattern of headlines: 'X does Y as P does Q.'

CHAPTER 2. ANALYZING LINGUISTIC DEVICES IN AMERICAN NEWSPAPER HEADLINES

2.1. The methodology Applied to Conduct the Research

In order to conduct this research, content-analysis is used. The materials in this study were selected from among online newspaper sources. The purpose of this study is to analyze selected newspaper headlines based on Montgomery's (2007) model in order to compare linguistic devices. The purpose is to see whether there are any differences according to this model in the headlines of five most popular and widely read political American newspapers. The following is a list of 5 most widely read US newspapers in order of circulation:

1. The Wall Street Journal
2. USA Today
3. Los Angeles Times
4. The New York Times

5. The Washington Post

After choosing the newspapers, 10 headlines were sampled randomly from each newspaper centered on the theme of Donald Trump, to keep the topic constant. Only headlines of 2021 (February-May) were sampled. In doing so, the theme was held constant using the key word Trump, since there were a lot of articles in 2021 specifically treating some political or economic aspect of his presidency, as well as many tough challenges the US faced in that year, in many forms. Only headlines in the political section of the newspapers were selected so as to eliminate extraneous variables. Thus, overall, 50 headlines are analyzed in this research. This analysis will give us insights into the linguistic nature of headlines in a sample selected from 5 most popular USA newspapers in their political news pieces.

The research questions are reiterated here:

1. What is the linguistic and discourse structure of newspaper headlines in the sample articles from five selected American newspapers?
2. Assuming that the thematic topic is held constant for all data sets, what differences in linguistic and discourse structure emerge for the headlines analyzed in the data?

Montgomery's (2007) news headlines analysis model has two analytic tools: The semantic of Headlines and The Lexico-grammar of headlines. The Semantic of Headlines breaks down into persons, Events/Actions and Circumstances, and The Lexico-grammar of headlines is analyzed alone.

2.2. Data Analysis

In this section, the analysis of the data is presented. It comprises 5 newspapers, 10 headlines from each, adding up to 50 headlines overall. This was what proved to be feasible in manual and multi-faceted discourse analysis that the analytic model used

demanded of the time and energy available to this research. We start first with 5 headlines from The Wall Street Journal. The analytic tool used consists of the 5-part model for the linguistic and discourse analysis of headlines by Montgomery (2007).

2.2.1. The Wall Street Journal

2.2.1.1. Analysis of Headline 1 from the Wall Street Journal

Using Montgomery's (2007) model, the first headline we analyze from our data is from the Wall Street Journal:

- **Trump Administration Officials Defend Security Response to Jan. 6 Capitol Riot.**

The following analysis is longer than the ones following it, because the intention in this first analysis is to show the potential and the details of the tools in our analytic framework, which draws on Montgomery (2007). The next headlines will be analyzed more summarily, for reasons of space. We maintain the same order as Montgomery himself in presenting and using the tools.

a. The Semantics of this Headline

1. Persons:

The headline makes explicit reference to the people, the social actors and agents, involved in the news item to follow the headline. In terms of the presence of the MCD (Membership Categorization Device), these noun phrases (*Trump Administration Officials*) are skillfully created, because they carry both an MCD and an individualization strategy (when the person is famous, reference is made to the person himself without an MCD). So these noun phrases in the headlines contain both an MCD (making explicit to the reader the social group and social category the person the headline speaks of belongs to or is a member of) AND a mention of a famous person (Trump) in terms of whom these MCD-marked persons (*officials*) are defined.

2. Events/Actions:

In terms of category-bound activities, i.e. the question of whether or not the actions and events described in the headline are assumed to be typical of and appropriate to the MCD (social category to which the people belong to) and the people in the headline, it seems that this headline meets the rule Montgomery mentions, i.e. that headlines tend to depict activities or actions linked with the selected membership of the people through the MCD which are NOT within the range of normal category-bound activities for that membership. Of course, this reading is relative to the reader and reader-dependent, because the reader may just be a Republican or just agree with how the Trump government responded to the Jan. 6 Capitol Riot. Headlines are, therefore, discursively dividing: by calling this response 'harsh', the reader is robbed of his/her freedom, forced to make a choice; whether to agree with this interpretation of the event or to disagree with it. In this sense, what Montgomery and many other scholars argue about the Critical Discourse Analysis of news headlines is very relevant here: to say that headlines are discursively and ideologically dividing means that they tend to critically and ideologically lead the readers to certain interpretations, or force a considerable cross-section of the readers to have to pick a choice of agreeing or disagreeing with a certain judgment already imposed by the newspaper.

3- Circumstances:

Headlines, as Montgomery's (2007) model mentions, will not usually have the space to detail the circumstances and details of the story. Linguistically and discursively speaking, headlines follow a 'tactical incompleteness' strategy, to make the reader curious and interested enough to want to follow up and continue to the story itself. In this headline as well, there is no explicit mention of place or time, or other details surrounding the action of *Defending Security Response to Jan. 6 Capitol Riot*, because the headline just reports what Trump Administration officials are saying and

verbalizing in defense of how they responded to the Jan.6 Capitol Riot, and not all the other details otherwise necessary.

b. The Lexicogrammar of the Headline:

Under this dimension of the analytic model, there are some linguistic considerations that should be analyzed in terms of the headline in question.

The first analytic linguistic consideration in the lexicogrammar of the headline in Mongomery's (2007) model is the grammatical form of the sentence the headline in question realizes, whether or not, for example, the headline embodies a full sentence. This headline does bring out a full sentence, even though, semantically, as we indicated above, there are a lot of details left out, as a 'tactical incompleteness' strategy.

One question asked in this connection within this model is whether the headline as a full sentence carries a 'flattening effect' or not, i.e. whether present simple or continuous has been used. In this headline, there IS a flattening effect and the tense used is present simple (defend), giving the reader not a specific time for the occurrence of the 'defending' or the statement actually used in realizing it. According to Montgomery (2007), this flattening effect is another prominent aspect of headlines that are full sentences in their linguistic structure.

In terms of ellipsis, the second device the model focuses on, there is naturally no sign of elliptical elements or devices (the omission of the verb group or other important grammatical and syntactic devices), as we are dealing with a complete sentence.

However, in this connection, there is a question the model raises: many headlines omit the definite or indefinite article. In this headline, it seems that the definite article (the) has been elided twice, both before the important newsworthy noun phrase itself (*THE Response*) and embedded inside it (*THE Response to THE Jan. 6 Capitol Riot*). This can be explained by recourse to Information Structure in English (Ward and

Birner, 2006). The noun phrase *Security Response to Jan. 6 Capitol Riot* is NEW information, since it happens in the second half of the sentence. Also the headline is supposed to stimulate the reader's interest to follow the story by leaving too much information and too many details out through a 'tactical incompleteness' strategy. In this way, the omission of two definite articles in the newsworthy noun phrase in the headline contributes to the overall tactical incompleteness strategy of this headline, increasing its chance of catching the reader on a hook by this ambiguous old/new information status as bait (bait-on-a-hook strategy: Montgomery, 2007).

By the same token, in terms of the third linguistic consideration, the question of whether or not we are dealing with non-finite sentential elements or not, this headline, again because it is a full sentence, does not use non-finite elements, i.e. sentence-like stretches of language that do not have tense/subject and the verbs of which look like tense-less and subject-less (present or past) participial elements.

The fourth lexicogrammatical consideration is whether or not we have cases of nominalization in the headline. In this headline, we don't have nominalizations

2.2.1.2. Liz Cheney Says in Floor Speech GOP Can't Ignore Trump's Election Lie.

a. The Semantics of this Headline

1. Persons: In this headline, individualization strategy is used by mentioning **Liz Cheney** who is one of the famous politicians in the USA being the chairwoman of Republican Party and **Trump**, who is the former president of USA. **MCD** is also used by mentioning **GOP**.

2. Events/Actions: In terms of category-bound activities, the action **'ignore'** in this headline clashes with MCD **'GOP'**. Thus, appropriate behavior for a party can be 'to select', 'to accept' or 'to defend' etc.

3. Circumstances: **'In Floor Speech'** indicates the circumstance where the action is taken place. It shows that tactical incompleteness strategy is not used in this headline.

b. The Lexicogrammar of the Headline:

This headline is a full sentence and it carries flattening effect, because the tense used is present simple (**say, can't ignore**), giving the reader not a specific time for the occurrence of the action. In terms of ellipsis, definite article is omitted. A reconstruction of the full sentence for this headline should be something along these lines: *Liz Cheney says in **the** Floor Speech that GOP Can't Ignore Trump's Election Lie*. This serves to highlight the tactical incompleteness strategy. In this headline, nominalization is used through the words **'election'** and **'lie'** leaving out what was Trump's election lie. In this headline, lexical-compounding is not used.

2.2.1.3. Elise Stefanik Embraces GOP's Pro-Trump Wing in Leadership Campaign.

a. The Semantics of this Headline

1. Persons: In this headline, individualization strategy is used by mentioning **Elise Stefanik**, who is a moderate congresswoman in the USA. The noun phrase **'GOP's Pro-Trump Wing'** is successfully created, because it carries both MCD (**GOP, Wing**) and an individualization strategy **(Trump).**

2. Events/Actions: In terms of category-bound activities, the action **'embrace'** in this headline clashes with the person **'Elise Stefanik'** adding emotive meaning to the event.

3. Circumstances: '**in Leadership Campaign**' indicates the circumstances where the action took place.

b. The Lexicogrammar of the Headline: this headline is a full sentence which carries flattening effect through the present simple **(embraces).** Ellipsis is used by the omission of the definite article (in **THE** Leadership Campaign). This serves to

highlight a tactical incompleteness strategy. In terms of lexical-compounding, the word 'Pro-Trump' is used.

2.2.1.4. Behind Liz Cheney's Break with Kevin McCarthy over Trump.

a. The Semantics of this Headline

1. Persons: In this headline, names of three famous persons are identified (**Liz Cheney, Kevin McCarty, and Trump**). **Individualization strategy** is successfully used, because all of them are known to the newspaper readers.

2. Events/Actions: in this headline, there is a clash between actions of Liz Cheney and Kevin McCarthy. They stand in opposition to each other.

3. Circumstances: in this headline, there is no mention of place or time. Adverbs are prepositional phrases like *over Trump* and the start of the big headline-as-prepositional-phrase, i.e. *Behind*.

b. The Lexicogrammar of the Headline: this headline consists of one big prepositional phrase**.** Like a non-finite sentence, this means the **verb of the sentence is omitted.** Thus, it follows tactical incompleteness strategy, attempting to increase the readers' curiosity to read on and draw them further into the story.

2.2.1.5. Trump Copes with Facebook, Twitter Ban by Relying on Email, Media Interviews.

a. The Semantics of this Headline

1. Persons: **Trump** is a famous person, that's why individualization strategy is successfully used.

2. Events/Actions: in this headline, there is a clash, because, Trump is left alone by Twitter and Facebook.

3. Circumstances: there is no mention of place or time of the action. The story brought alive in the headline uses the prepositional phrase (as adverb, prepositional

phrases being one type of adverb) *by Relying on Email, Media Interviews* to talk about how Trump circumvents the Twitter and Facebook Ban.

b. The Lexicogrammar of the Headline: This headline is **a full sentence** carrying a **flattening effect** through the Present Simple Tense form **(copes with)**.

2.2.1.6. Pence Levels Critique of Biden as He Eyes Possible 2024 Bid.

a. The Semantics of this Headline

1. Persons: in this headline, proper names **'Pence'** (former vice-president of USA) and **'Biden'** (new president) are the examples of **individualization strategy**. Both of them are famous persons, which is how references are made to the persons themselves without MCD.

2. Events/Actions: in this headline, there is a clash between the actions of Pence and those of Biden, one 'leveling' harsh criticism over the other.

3. Circumstances: in this headline, there is no explicit mention of place or time of action. There is only metaphorical and rhetorical mention of a simultaneity adverb *as He Eyes Possible 2024 Bid* to mark the motivating forces, the reason and the timely political decision by Pence to mount harsh inter-party political rhetoric on Biden. These uses of *as* are almost replaceable by *because* (Hadidi, 2016).

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It has **a flattening effect** and the tense used is present simple **(levels, eyes)**, giving the reader not a specific time for the occurrence of the 'leveling and eyeing' carrying a flattening effect. According to Montgomery's model (2007), one very common pattern in headlines is the following: **'X does Y as P does Q'**. This headline has this pattern as well. In this headline, the definite article **'the' is omitted**. The full sentence should read like this: Pence Levels Critique of Biden as He Eyes **the** Possible 2024 Bid.

2.2.1.7. Capitol Tightens Security for Biden's First Speech to Congress.

a. The Semantics of this Headline

1.Persons: in this headline, **individualization strategy** is used through the mention of a famous person **(Biden).** The word *Capitol* presumably can serve as the MCD, because it seats Biden as the chief man behind the wheels of running the country, as one of the architectural and symbolic mainstays of the American political system.

2. Events/Actions: there is no clash with the MCD.

3. Circumstances: there is no explicit mention of place or time of the event.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries **flattening effect** and tense used is the present simple **(tightens)**. In terms of **ellipsis**, the definite article **'the' is omitted** (*The Capitol Tightens Security for Biden's First Speech to Congress*).

2.2.1.8. GOP Leaders Clash on Trump at Annual Retreat.

a. The Semantics of this Headline

1. Persons: in this headline, **'GOP Leaders'** is an example for **MCD**. This is one of the features of media politics. These membership tactics squeeze ideologies and people into a single group. **Individualization** strategy (**Trump**) is used as well.

2. Events\Actions: there is a clash between MCD (GOP Leaders) and action (clash) in terms of category-bound activities. Clash among GOP members on Trump will make readers think about this and make their own decisions.

3. Circumstances: in this headline, '**at Annual Retreat'** indicates the **place** where the event happened.

b. The Lexicogrammar of the Headline: This headline is a **full sentence**. It has a **flattening effect** and the tense used is the present simple **(clash)**. In terms of **ellipsis**, the definite article 'the' is omitted: GOP Leaders Clash on Trump at **the** Annual Retreat.

2.2.1.9. Capitol Police Watchdog, Acting Chief Address Shortcomings Exposed by Riot.

a. The Semantics of this Headline

1. Persons: in this headline, one or two MCDs are invoked (**Capitol Police Watchdog, Acting Chief**), one implicitly, the other explicitly and possibly accommodating the implicit one. Although these two persons have a high position at the Capitol, they are not that famous in the society, which explains why the MCD is used instead of a proper name.

2. Events/Actions: in terms of category-bound activities, there is no clash with MCD. The addressing of the shortcomings by the watchdog is being projected in the headline as if it is the normal order of the day for the watchdog and the acting chief.

3. Circumstances: there is no mention of time or place of the event.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a **flattening effect** and the tense used is the present simple (**address**). In terms of ellipsis, the definite article '**the**' and the conjunction '**and**' are omitted. The reconstruction of the full sentence should read like: **The** Capitol Police Watchdog **and the** Acting Chief Address Shortcomings Exposed by **the** Riot. In this headline, the word *riot* indicates nominalization. The nominal riot leaves out who did the rioting. All of these reveal that the headline tries to follow tactical incompleteness strategy.

2.2.1.10. Biden Revokes Several Executive Actions Taken by Trump.

a. The Semantics of this Headline

1. Persons: in this headline, **individualization** strategy is used (**Biden, Trump**). Both of them are famous persons not only in the USA, but also in the world. Thus, references are made to the persons themselves without an MCD.

2. Events/Actions: It seems that there is a clash in this headline. Actions of Biden and Trump are placed in opposition to each other. This presents the readers with a challenge, and, more importantly, enough invitation to read on to discover exactly which executive actions are being revoked by Biden. These kinds of news stories obviously bring out the most extreme tales of tension between the Republican and Democrat positions.

3. Circumstances: there is no mention of the exact time or place of the action, which motivates the reader to read on even more.

b. The Lexicogrammar of the Headline: this headline contains a full sentence. It has a flattening effect and the tense used is the present simple (**revokes**). Other lexicogrammatical considerations are not observed in this headline.

2.2.2 The New York Times

2.2.2.1. Activists and Ex-Spy Said to Have Plotted to Discredit Trump 'Enemies' in Government.

a. The Semantics of this Headline

1. Persons: This headline consists of three MCDs **('Activists', Ex-spy' and 'Trump Enemies')**. 'Trump Enemies' is skillfully created, because it contains both an MCD (enemies) and a mention of a famous person (Trump).

2. Events/Actions: in this headline, there is no clash. The extreme animosity being portrayed between the groups seems to follow a natural order of things.

3. Circumstances: there is no mention of place or time in this headline.

b. The Lexicogrammar of the Headline: this headline is an incomplete sentence. It contains a **non-finite clause**, because auxiliary verb 'to be' is omitted in the passive structure. Furthermore, the indefinite article '**an**' and the definite article '**the**' are **omitted** as well. The full sentence should be: *Activists and **an** Ex-Spy **are** Said to Have Plotted to Discredit Trump 'Enemies' in **the** Government*. In terms of lexical

compounding, the word '**ex-spy**' is used as a shortening form of the noun phrase 'former spy'. All of these serve to embolden and cash in on a tactical incompleteness strategy.

2.2.2.2. Justice Dept. Seized Washington Post's Phone Records.

a. The Semantics of this Headline

1. Persons: in this headline, 'Justice Dept' represents a group, so it can be considered as an MCD, as is Washington Post, as it involves groups of people subsumed under it.

2. Events/Actions: in terms of category-bound activities, there is no clash in this headline.

3. Circumstances: there is no explicit mention of place or time of the event. The Justice Department is being portrayed as if it is natural for it to seize a major university head-quarters' phone records.

b. The Lexicogrammar of the Headline: This headline is a full sentence. In terms of ellipsis, the definite article 'the' is omitted: **The** Justice Department. Seized Washington Post's Phone Records.

2.2.2.3. Judge Says Barr Misled on how his Justice Dept. Viewed Trump's Actions.

a. The Semantics of this Headline

1. Persons: in this headline, both MCD (**Judge, Justice Department**) and individualization strategy (**Bar, Trump**) are used. 'Judge' in this headline is one of the federal judges, so it is not that famous in the society. However, Bar is former attorney general of the Justice Department, that's why he will have been known to some readers.

2. Events/Actions: in terms of category-bound activities, there is no clash. The story being told in the headline is too new and unexpected to ascribe to the agents any level of expected category bound activity beforehand.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries flattening effect and the tense used is the present simple (**says**). In terms of **ellipsis**, the conjunction 'that', and the definite article 'the' are omitted. Also, the auxiliary *was* is omitted in the passive construction, rendering the original to read:

- **The** *Judge Says* **that** *Barr* **was** *Misled on how his Justice Dept. Viewed Trump's Actions.*

2.2.2.4. Voting Rights Standoff Stalls Trump-Inspired Ethics Measures.

a. The Semantics of this Headline

1. Persons: in this headline, MCD or individualization strategy is not observed.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a **flattening effect** and the tense used is the present simple (**stalls**). In terms of **lexical-compounding**, the word '**Trump-inspired**' is a creative compound adjective being used (*ethics measures that have been inspired by Trump*). Such kind of compounding allows to convey more information with few words. This serves to embolden a **tactical incompleteness strategy**, as the paraphrase brings out. The tactical incompleteness strategy is more extended in this headline that just the compound adjective.

The whole sentence is a packed delivery of lexically rich information content that invokes an extreme tactical incompleteness to draw the reader further into the story. A standoff is usually and explicitly between two sides; one doesn't know anything

about what the standoff over voting rights is and who the sides are. Also, why it stalls Trump-inspired ethics measures is a huge mystery, adding more suspense, as well as the measures towards ethics that Trump has presumably undertaken. This headline has used tactical incompleteness par excellence, assuming of course that the reader does not have enough background information on each of these topics.

2.2.2.5. 'A Perpetual Motion Machine': How Disinformation Drives Voting Laws.

a. The Semantics of this Headline

1. Persons: no MCD or individualization strategy is used. The subject of the headline is a thing, not a person.

2. Events/Actions: in this headline, a clash between agent and action is not observed.

3. Circumstances: there is no mention of place of the event.

b. The Lexicogrammar of the Headline: this headline consists of a nominal phrase (part of direct sentence) and one noun clause explaining the title a little. This headline is different from most political headlines analyzed so far; scientific headlines are usually like this. They are mostly just technical phrases, or brief technical explanations or reports.

2.2.2.6. As Trillions Flow Out the Door, Stimulus Oversight Faces Challenges.

a. The Semantics of this Headline

1. Persons: subject of this headline is not a person, which is why no MCD or individualization strategy is used.

2. Events/Actions: no category bound activities.

3. Circumstances: no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full complex sentence**. It follows **'X does Y as P does Q'** structure. The headline carries flattening effect and tense used is the present simple (**flow out, faces**).

Also, the whole sentence is a packed delivery of lexically rich information content that invokes an extreme tactical incompleteness to draw the reader further into the story. There is a lot of mystery and incompleteness regarding the trillions that flow out the door (why, whose money, how, etc) and what exactly the financial stimulus was that was offered, and what oversight happened, and, finally, what are the challenges being faced and by who. Tactical incompleteness is again being used par excellence.

2.2.2.7. Republicans Oust a Defiant Cheney, Confirming Trump's Grasp on the Party

a. The Semantics of this Headline

1. Persons: this headline has an **MCD (Republicans)** and famous and central **political proper names** (**Cheney, Trump**).

2. Events/Actions: there is a clash in this headline. Cheney is projected in the headline acting alone and individually, although he belongs to the Republican party, while Trump is projected in a no-MCD-clash manner to portray him in a positive light.

3. Circumstances: there is no mention of place or time of the event.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a **flattening effect** and the tense used in the headline is the present simple (**oust**). The flattening effect makes the information in the headline tenseless, encouraging the reader to continue to the story. The flattening effect causes the reader to have to read the story to discover indexical and pragmatic details of the story and its contextual parameters.

2.2.2.8. Republicans' Overthrow of Liz Cheney Risks Worsening Their Headaches

a. The Semantics of this Headline

1. Persons: **Liz Cheney** is a famous political figure, explaining why **individualization strategy** is used to refer to her. The word '**Republicans**' denotes a group of people, hence the **MCD**.

2. Events/Actions: there is a clash between Liz Cheney and the Republicans in this headline. Liz Cheney is projected alone and is pitted against the Republicans in an inner-party battle.

3. Circumstances: there is no mention of place or time of the action, which encourages the reader to read the story and discover the different layers of the real story.

b. The Lexicogrammar of the Headline: This headline is **a full sentence**. It carries a **flattening effect** and the tense used is the present simple (**risks**). As mentioned above, the flattening effect causes the reader to feel the need to read the story to discover the indexical, contextual and pragmatic details of the story; for example, the word 'headaches' is employed in the headline to simply encourage the reader to discover exactly what these headaches are. Such strategies increase readership dramatically.

2.2.2.9. Kevin McCarthy says no one is 'questioning the legitimacy' of the 2020 election. That's not true.

a. The Semantics of this Headline

1. Persons: **Kevin McCarthy** is one of the famous persons in the USA, which explains the use of **individualization strategy**.

2. Events/Actions: in terms of category-bound activities, there is no clash, as there is no explicit MCD.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline contains **a full complex sentence and a simple sentence**. It has a **flattening effect** and the tense used is the present simple (**says, to be**). Intertextuality (part of a direct quote) is also used in this headline; again, the reader finds himself/herself needing to proceed to the story to discover the reference of the direct quote and who said it originally. The conjunction **'that'** is **omitted**.

2.2.2.10. Cheney Speaks After Vote to Remove her from Republican Leadership

a. The Semantics of this Headline

1. Persons: **individualization strategy** is used by mentioning a famous person, **Cheney.**

2. Events/Actions: there is no clash.

3. Circumstances: there is no mention of place of the event.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a **flattening effect** and the tense used is the present simple **(speaks)**. In terms of **ellipsis**, the indefinite article '**a**' and the definite article '**the**' are omitted, the full reconstructed sentence being:

- *Cheney Speaks After **a** Vote to Remove her from **the** Republican Leadership*.

2.2.3. USA Today

2.2.3.1. Trump Impeachment: Republican members vote against Trump.

a. The Semantics of this Headline

1. Persons: in this headline, both **MCD (Republican members)** and **individualization strategy (Trump)** are used.

2. Events/Actions: there is a clash between Republican members and Trump. Trump is projected alone and patently pitted against his party, the Republicans.

3. Circumstances: as typical of newspaper headlines, this headline doesn't mention place or time of the event as well.

b. The Lexicogrammar of the Headline: This headline is called a two-part headline. Punctuation is used to combine two ideas. Both parts of the headline can stand alone, but together, they increase the chances of capturing readers' attention. The first part of the headline functions as background information, while the second one explains the first. This headline contains a nominal phrase and a full sentence. It carries a flattening effect and the tense used is the present simple (**vote**).

2.2.3.2. 'Just the Trump party:' Liz Cheney's demotion proves Trump still rules Republican politics, experts say.

a. The Semantics of this Headline

1. Persons: in this headline, '**Trump**' and '**Liz Cheney**' hold up individualization strategy. **MCD (experts)** is used as well.

2. Events/Actions: there is no explicit clash in this headline, but, implicitly, Liz Cheney's famous estrangement from the Republicans is again being depicted, strengthening Trump's rise to power.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this is a two-part headline. It contains **a nominal phrase** and **a complex full sentence**. The nominal phrase is the part of direct speech. Exact quotation makes the information in the headline objective. This headline carries a flattening effect and the tense used is the present simple (**proves, say**).

2.2.3.3. What Elise Stefanik's rise says about the new GOP: Trump rules. Ideology? Fugetaboutit.

a. The Semantics of this Headline

1. Persons: both **MCD (the new GOP)** and **individualization strategy (Elise Stefanik, Trump)** are used in this headline.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of time or place of the action.

b. The Lexicogrammar of the Headline: this headline contains one noun clause, one full sentence, one-word interrogative and one imperative sentence.

2.2.3.4. Cheney's warning on Trump after a secret vote: 4 takeaways from House GOP meeting.

a. The Semantics of this Headline

1. Persons: in this headline, '**Cheney**' and '**Trump**' are the examples of **individualization** strategy; the **MCD 'GOP'** is also used.

2. Events/Actions: there is no explicit clash in this headline.

3. Circumstances: there is no explicit mention of time or place of the event.

b. The Lexicogrammar of the Headline: this headline is a two-part headline. It contains two **nominal phrases**. In terms of ellipsis, the definite article '**the**' is **omitted**:

- *Cheney's warning on Trump after a secret vote: 4 takeaways from **the** GOP meeting **in the** House.*

2.2.3.5. 'I will not sit back': In fiery speech, Rep. Liz Cheney calls Trump a 'threat'.

a. The Semantics of this Headline

1. Persons: in this headline, '**Liz Cheney**' and '**Trump**' indicate **individualization strategy**.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of pace or time of the action.

b. The Lexicogrammar of the Headline: this headline is two-part headline. It consists of **two full sentences**. The first part of the headline is a sentence using direct speech. In the second part of the headline, a flattening effect is used and the tense used is the present simple (**calls**).

Ellipsis is also used with an indefinite article:

- *In **a** fiery speech, Rep. Liz Cheney calls Trump a 'threat'.*

It is important to note that, on a lot of occasions, there is ambiguity in these kinds of noun phrases between the use of the article and a possessive adjective (in HER fiery speech). This holds true of all the headlines analyzed in this section where there is ellipsis of the article being discussed.

2.2.3.6. Reversing Trump, US restores transgender health protections.

a. The Semantics of this Headline

1. Persons: in this headline, both MCD (**US**) and individualization strategy (**Trump**) are used.

2. Events/Actions: There is a clash between Trump and the US, because Trump is projected alone. The government explicitly 'reverses' a major law that Trump had pushed through.

3. Circumstances: there is no mention of place or time of the event.

b. The Lexicogrammar of the Headline: this headline is a full sentence. It carries a flattening effect and the tense used is the present simple. In terms of ellipsis, definite article '**the**' is **omitted**:

- *Reversing Trump, **the** US restores transgender health protections.*

2.2.3.7. Third way? Republican opponents of Donald Trump talk about forming third party.

a. The Semantics of this Headline

1. Persons: in this headline, both an implicit **MCD (Trump's opponents from the Republican party)** and **individualization** strategy (**Donald Trump**) are used.

2. Events/Actions: there is a clash in this headline. Donald Trump and his party members are projected in opposition to each other, using explicit lexis and grammar.

3. Circumstances: there is no mention of time or place of the event.

b. The Lexicogrammar of the Headline: this headline consists of one nominal phrase in the question form and one full sentence. The full sentence carries a flattening effect and the tense used is the present simple (**talk**). In terms of ellipsis, two instances of the indefinite article 'a' and one definite article 'the' are omitted:

- *A Third way?* ***The*** *Republican opponents of Donald Trump talk about forming* ***a*** *third party.*

2.2.3.8. 'I know the topic is cancel culture.' What Rep. Liz Cheney said in her House floor speech about Trump.

a. The Semantics of this Headline

1. Persons: this headline has individualization strategy (Liz Cheney, Trump), and an implicit MCD, i.e. House.

2. Events/Actions: there is no explicit clash in this headline.

3. Circumstances: there is no explicit mention of time or place, but, '**in her house floor speech**' can be considered as the context and time of the event, although it would only be known to the readers who know about such a speech and such a House meeting.

b. The Lexicogrammar of the Headline: this headline consists of a reported full sentence which refers to 'what Rep. Liz Cheney said in her house floor speech about Trump', the latter being a long noun clause.

2.2.3.9. Washington Post: Trump Justice Department got reporters' phone records.

a. The Semantics of this Headline

1. Persons: in this headline, '**reporters**', '**Washington Post**' and '**Trump Justice Department**' indicate MCD. The reporters are not famous in the society, that's why MCD is used instead of their proper names. MCD 'Trump Justice Department' comprises a proper name (Trump).

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline **is a full sentence**. However, at the beginning of the sentence, the reporting verb of the sentence is omitted and a colon is used instead. Furthermore, the definite article '**the**' is **omitted**:

- *The Washington Post (reports): Trump Justice Department got reporters' phone records.*

2.2.3.10. Who is Elise Stefanik, the congresswoman who could replace Liz Cheney in GOP leadership?

a. The Semantics of this Headline

1. Persons: in this headline, being proper names, '**Elise Stefanik**' and '**Liz Cheney**' indicate **individualization** strategy.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a question, putting a simple question to the reader about the identity of *Elise Stefanik*, *the congresswoman who could replace Liz Cheney in GOP leadership*, thereby encouraging him/her to go on.

2.2.4. Los Angeles Times

2.2.4.1. Column: Liz Cheney and Donald Trump are locked in mortal combat. So far, Trump is winning.

a. The Semantics of this Headline

1. Persons: '**Liz Cheney**' and '**Donald Trump**' indicate that **individualization** strategy is used in this headline.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline consists of two full sentences, but like most of the headlines analyzed, tactical incompleteness in these two sentences encourages the reader to proceed to the rest of the story to discover exactly what is meant by *Liz Cheney and Donald Trump being locked in mortal combat* and how it is that, *so far, Trump is winning*.

2.2.4.2. 'We face a threat America has never seen before': Liz Cheney lashes out at fellow Republicans who support Trump's false election claims.

a. The Semantics of this Headline

1. Persons: Being proper names, '**Liz Cheney**' and '**Trump**' are used as **individualization** strategy, while '**fellow Republicans**' indicates **MCD**.

2. Events/Actions: in terms of category-bound activities, there is a clash in this headline. Liz Cheney is projected acting against her fellow Republicans. The explicit lexis also supports this, for example, the action of 'lash out'.

3.Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a **two-part headline**. The first part of the headline is a quotation. The second part of the headline is a full sentence carrying a flattening effect and the tense used is present simple (**lashes out**).

2.2.4.3. Column: Tyranny of the minority, or how Trump and other sore losers are making our nasty politics worse.

a. The Semantics of this Headline

1. Persons: in this headline, '**the minority**' and '**other sore losers**' are **MCD**, while '**Trump**' indicates **individualization strategy**, in that Trump is a famous person compared to other sore losers.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or tome of the action.

b. The Lexicogrammar of the Headline: this headline consists of two nominals, one noun phrase (Tyranny of the minority) and one noun clause (how Trump and other sore losers are making our nasty politics worse)**.**

2.2.4.4. 'I stand by every decision': Former Trump officials grilled over Jan. 6 response.

a. The Semantics of this Headline

1. Persons: in this headline, the noun phrase 'Former Trump officials' is skillfully created, because it carries both an MCD (former officials) and an individualization strategy (Trump).

2. Events/Actions: there is no explicit clash in this headline. But implicitly, there is a clash with the expected category-bound activities of 'former Trump officials' where they are now being apparently 'grilled', harshly critiqued over their Jan. 6 response to the incident at the White House. It seems that implicit analytic categories in the headlines require the reader to go on to the story to resolve ambiguity and the implicitness of the features in the news report.

3. Circumstances: there is no mention of place or time of the event.

b. The Lexicogrammar of the Headline: this headline is a two-part headline. First part is a direct quote, the second part is a non-finite clause. There is again the typical ellipsis of the passive construction, as well as the article/possessive adjective:

- *Former Trump officials **are** grilled over **the/their** Jan. 6 response.*

2.2.4.5. News Analysis: Biden struggles to respond to Israeli-Palestinian violence after Trump refused to criticize Israel.

a. The Semantics of this Headline

1. Persons: Individualization strategy is used by mentioning 'Biden' and 'Trump', who are names of important political figures.

2. Events/Actions: There is no clash in this headline with explicit MCDs.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full complex sentence**. The headline carries a flattening effect, with the tense used being the present simple (**struggles**).

2.2.4.6. Trump official says in prepared remarks he feared sending troops Jan. 6 would look like coup attempt.

a. The Semantics of this Headline

1. Persons: in this headline, there is an MCD being invoked (Trump official suggests an official in the Trump government). The Trump official is Christopher Miller who is the former President Trump's acting Defense secretary. In this case, individualization strategy could be used, but the MCD encourages the reader to go on to the story to discover many absent details, including the identity of the official.

2. Events/Actions: there is no explicit clash with the MCD and the category-bound activities; but implicitly, Chris Miller talks about his avoidance of sending troops to

respond to the Jan 6 incident because he feared it might have come across as an overly harsh military attempt and a 'coup attempt'.

3. Circumstances: there is no mention of place or time of the action, but it obviously belongs to the aftermath of the Jan 6 incident.

b. The Lexicogrammar of the Headline: this headline is a full complex and embedded sentence, which is less common in headlines. It carries flattening effect and the tense used is the present simple (says). The headline is an indirect speech of what Miller says in a prepared speech address to the Senate. In this speech, he said he feared sending troops in response to the Jan. 6 incident, because it would have looked like a coup attempt. In terms of ellipsis, we have a lot of ellipsis here, characteristic of complex headlines:

- *A Trump official says in prepared remarks **that** he feared sending troops **in response to** Jan. 6 **incident, because then it** would look like **a** coup attempt.*

2.2.4.7. Trump Justice Department secretly obtained reporters' phone records, Washington Post says.

a. The Semantics of this Headline

1. Persons: in this headline, 'reporters', 'Washington Post' and 'Trump Justice Department' indicate the presence of MCDs. The reporters are not famous in the society, which is why MCDs have been used instead of their proper names. The MCD 'Trump Justice Department' holds proper name (Trump) inside it.

2. Events/Actions: there is no clash in this headline. It would not be in contrast to the category-bound activities of the Justice Department to go on and secretly unearth phone records as evidence.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a full sentence. In terms of ellipsis, a possessive Apostrophe is omitted:

- *Trump's Justice Department secretly obtained reporters' phone records*.

2.2.4.8. U.S. drops Trump plan for more biometric data on immigrants.

a. The Semantics of this Headline

1. Persons: in this headline, both MCD (U.S.) and individualization strategy (Trump) are used.

2. Events/Actions: there is no explicit MCD clash in this headline with the category-bound activities; but implicitly, the fact that the US government eschews the previous government's plan for more biometric data on immigrants represents again a news-worthy item headlines and news media hang on to, as Montgomery (2007) argues, getting the reader almost accustomed to the fact that the job of a new government is reduced to undoing and criticizing the previous government's plans, instead of promoting future action and change by its own new agenda.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a flattening effect with the tense used being the present simple (**drops**). In the headline, ellipsis is used; the definite article '**the**' and '**'s**' apostrophe are omitted:

- **The** *U.S. drops Trump's plan for more biometric data on immigrants.*

2.2.4.9. Biden quadruples Trump refugee cap after delay backlash.

a. The Semantics of this Headline

1. Persons: in the given headline, 'Biden' and 'Trump' indicate individualization strategy, as important and well known political figures.

2. Events/Actions: there is no clash in this headline, although there is again implicit opposition and clash between the two governments and extreme attempts at undoing and critiquing previous government's plans and actions.

3. Circumstances: there is no explicit mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It has a flattening effect with the tense used being the present simple (**quadruples**). In the given headline, there is complex ellipsis due to the lexical complexity involved:

- *Biden quadruples Trump**'s** refugee cap after **the/a** delay **in the** backlash.*

2.2.4.10. Cheney or Stefanik? Tradition or Trump? 2 congresswomen personify Republicans' choice.

a. The Semantics of this Headline

1. Persons: in the given headline, 'Cheney' and 'Stefanik' indicate individualization strategy, while the word 'Republicans' evokes the MCD.

2. Events/Actions: there is no clash; the headline just represents a question and the forecast and analysis of how the future of the Republican party will unfold.

3. Circumstances: there is no mention of place or time.

b. The Lexicogrammar of the Headline: this headline consists of two shortened question sentences and one full declarative sentence.

2.2.5. Washington Post

2.2.5.1. Company: Ex-Trump lawyer raiding nonprofit for personal use.

a. The Semantics of this Headline

1. Persons: in the headline, 'Ex-Trump lawyer' and 'Company' indicate that MCD is used.

2. Events/Actions: there is no explicit clash in this headline; implicitly, there might be some MCD clash, for example, residing in the fact that Trump's previous lawyer

is not expected to 'raid nonprofit for personal use'. So the headline again, as Montgomery (2007) mentions, touches on a newsworthy story to pique the reader's interest and curiosity to follow up and discover how this lawyer bent the law or acquired unlawful assets for personal use.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline consists of a non-finite clause. At the beginning of the headline, the colon is used instead of the omitted verb and in the second part, the auxiliary verb is omitted. Although the action belongs to the past, possibly through the present perfect tense if reconstructed, the non-finite clause is used in order to make the information tenseless and draw the reader in through a tactical incompleteness strategy. There is lexical compounding in the word 'ex-Trump'. Furthermore, there is again a lot of ellipsis, evidencing tactical incompleteness to leave out information and invite the reader to go on:

- ***An Ex-Trump lawyer has raided a*** *nonprofit* ***organization*** *for personal use*.

2.2.5.2. It doesn't pay to be a congressional Republican opposing Trump.

a. The Semantics of this Headline

1. Persons: in this headline, individualization strategy (**Trump**) is used, as well as implicit MCDs in the words 'congressional' and 'Republican'.

2. Events/Actions: there is the expected and explicit MCD clash in this headline, because there is obvious opposition between 'a congressional Republican' that 'opposes Trump'.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a full sentence. There is again, like almost all the headlines analyzed, tactical incompleteness, because the reader would want to know why it is harmful for a congressional Republican to oppose Trump.

2.2.5.3. Trump White House counsel Donald McGahn expected to answer House committee questions 'as soon as possible'.

a. The Semantics of this Headline

1. Persons: in this headline, both an MCD and individualization strategy is used. 'Donald McGahn' indicates individualization strategy, while its modifier '**Trump White House counsel**' is an MCD.

2. Events/Actions: there is no explicit clash with the MCD and the category-bound activities in this headline.

3. Circumstances: there is no explicit mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline consists of **a non-finite clause**. Auxiliary verb '**is**' is omitted in the passive sentence (*is expected to answer*).

2.2.5.4. EPA revokes Trump-era policy that loosened clean-air rules.

a. The Semantics of this Headline

1. Persons: EPA is an MCD in this headline. Trump-era represents the time of the Trump administration, as individualization strategy.

2. Events/Actions: there is no explicit clash in this headline. But implicitly, again, like most headlines analyzed, EPA opposes, and vengefully revokes the policy set down in Trump administration era.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is **a full sentence**. It carries a **flattening effect** with the tense used being the present simple (**revokes**). This headline has lexical-compounding (**Trump-era**) as well. In terms of ellipsis, the definite article is omitted. Again, the whole sentence uses the tactical incompleteness strategy to invite the reader to proceed:

- *EPA revokes **the** Trump-era policy that loosened clean-air rules.*

2.2.5.5. Back to square one? Trump decision still weighs on Facebook.

a. The Semantics of this Headline

1. Persons: in this headline both MCD (**Facebook**) and individualization strategy (**Trump**) are used.

2. Events/Actions: there is no explicit clash in this headline. Implicitly, Trump is putting pressure on Facebook and, therefore, there is opposition between Trump and Facebook as the underlying idea in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline consists of **an elided question** and **one full sentence**:

- *Are we back to square one? Trump decision still weighs on Facebook.*

2.2.5.6. The great Trump whitewash is underway. Kevin McCarthy's big lie confirms it.

a. The Semantics of this Headline

1. Persons: in this headline, individualization strategy is used (**Trump** and **Kevin McCarthy**).

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline contains two full sentences. The metaphorical key words 'whitewash' and 'big life' use tactical incompleteness to invite to reader to go on and complete the pieces of the puzzle in the real story following the headline.

2.2.5.7. Trump isn't the only example of the risks posed by ignoring aggressive rhetoric.

a. The Semantics of this Headline

1. Persons: in this headline, individualization strategy (Trump) is used.

2. Events/Actions: there is no clash in this headline.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a full sentence. True to form, the key lexis 'risks', 'ignoring', and 'aggressive rhetoric' involve a lot of tactical incompleteness, leaving the reader with no choice but to go on and complete the pieces of the puzzle in the real story following the headline.

2.2.5.8. GOP purged Cheney for 'unity,' but Trump bent on retribution.

a. The Semantics of this Headline

1. Persons: in this headline, both individualization strategy (**Cheney** and **Trump**) and MCD (**GOP**) are used.

2. Events/Actions: there is a clash in this headline. The GOP had to step in to 'purge Cheney', implying that she had committed certain unlawful acts and needed purging. In the same vein, Trump is determined to take hateful revenge against Cheney. So the headline brings alive all these oppositions.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is a full complex sentence, but there is again ellipsis in the headline, flowing from the key metaphorical lexis: ***The GOP purged Cheney for the sake of 'unity,' but Trump is bent on retribution.***

2.2.5.9. Inside Liz Cheney's plan to take on former president Donald Trump.

a. The Semantics of this Headline

1. Persons: in this headline, individualization strategy (Liz Cheney, Donald Trump) is used.

2. Events/Actions: there is no clash in this headline. The action is again the extreme and vengeful battle between Trump and Liz Cheney, and how she is planning to start fighting Trump.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline contains an adverbial phrase, in the form of a long and complex prepositional phrase. The headline uses obvious tactical incompleteness to draw the reader almost literally inside and familiarize him/her with *Liz Cheney's plan to take on former president Donald Trump.* In terms of ellipsis, subject and verb of the sentence are omitted.

3.5.10. 'Normal tourist visit': Republicans recast deadly Jan. 6 attack by pro-Trump mob.

a. The Semantics of this Headline

1. Persons: in this headline, both individualization strategy (**Trump**) and MCD (**Republicans**) are used.

2. Events/Actions: there is no clash in the events of this headline. The headline concerns the Republicans' attempt to make the deadly Jan 6 attack seem less serious and less scandalous than it really was.

3. Circumstances: there is no mention of place or time of the action.

b. The Lexicogrammar of the Headline: this headline is in two parts. The first part is a noun phrase and a quotation, providing the background for the reader. The second part is a full sentence conveying the Republicans' attempt to describe the deadly Jan 6 attack as a less serious and less scandalous incident than it really was. In terms of lexical-compounding, the word 'pro-Trump' is used.

There is again some ellipsis, of the articles, helping the tactical incompleteness. The direct quote is in fact the way the Republicans tried to recast the attack: *The Republicans recast **the** deadly Jan. 6 attack by **a** pro-Trump mob as **a** 'Normal tourist visit'.*

Table 2. Semantics of headlines

Newspaper	Headlines	Persons		Clash with MCD	Circumstances
		Individualization	MCD		
The Wall Street Journal	Trump Administration Officials Defend Security Response to Jan. 6 Capitol Riot	✓	✓	✓	
	Liz Cheney Says in Floor Speech GOP Can't Ignore Trump's Election Lie	✓	✓	✓	✓
	Elise Stefanik Embraces GOP's Pro-Trump Wing in Leadership Campaign	✓	✓	✓	✓
	Behind Liz Cheney's Break with Kevin McCarthy over Trump	✓		✓	
	Trump Copes with Facebook, Twitter Ban by Relying on Email, Media Interviews	✓		✓	
	Pence Levels Critique of Biden as He Eyes Possible 2024 Bid	✓		✓	
	Capitol Tightens Security for Biden's First Speech to Congress	✓	✓		
	GOP Leaders Clash on Trump at Annual Retreat	✓	✓	✓	✓
	Capitol Police Watchdog, Acting Chief Address Shortcomings Exposed by Riot		✓		
	Biden Revokes Several Executive Actions Taken by Trump	✓		✓	
The New York Times	Activists and Ex-Spy Said to Have Plotted to Discredit Trump 'Enemies' in Government	✓	✓		
	Justice Dept. Seized Washington Post's Phone Records		✓		
	Judge Says Barr Misled on how his Justice Dept. Viewed Trump's Actions	✓	✓		
	Voting Rights Standoff Stalls Trump-Inspired Ethics Measures				
	'A Perpetual Motion Machine': How Disinformation Drives Voting Laws				
	As Trillions Flow Out the Door, Stimulus Oversight Faces Challenges				
	Republicans Oust a Defiant Cheney, Confirming Trump's Grasp on the Party	✓	✓	✓	
	Republicans' Overthrow of Liz Cheney Risks Worsening Their Headaches	✓	✓	✓	
	Kevin McCarthy says no one is 'questioning the legitimacy' of the 2020 election. That's not true	✓			

	Cheney Speaks After Vote to Remove her from Republican Leadership	✓			
USA Today	Trump Impeachment: Republican members vote against Trump	✓	✓	✓	
	'Just the Trump party:' Liz Cheney's demotion proves Trump still rules Republican politics, experts say	✓	✓	✓	
	What Elise Stefanik's rise says about the new GOP: Trump rules. Ideology? Fugetaboutit	✓	✓		
	Cheney's warning on Trump after a secret vote: 4 takeaways from House GOP meeting	✓	✓		
	'I will not sit back': In fiery speech, Rep. Liz Cheney calls Trump a 'threat'	✓			
	Reversing Trump, US restores transgender health protections	✓	✓	✓	
	Third way? Republican opponents of Donald Trump talk about forming third party	✓	✓	✓	
	'I know the topic is cancel culture.' What Rep. Liz Cheney said in her House floor speech about Trump	✓	✓		✓
	Washington Post: Trump Justice Department got reporters' phone records	✓	✓		
	Who is Elise Stefanik, the congresswoman who could replace Liz Cheney in GOP leadership?	✓			
Los Angeles Times	Column: Liz Cheney and Donald Trump are locked in mortal combat. So far, Trump is winning	✓			
	'We face a threat America has never seen before': Liz Cheney lashes out at fellow Republicans who support Trump's false election claims	✓	✓	✓	
	Column: Tyranny of the minority, or how Trump and other sore losers are making our nasty politics worse	✓	✓		
	'I stand by every decision': Former Trump officials grilled over Jan. 6 response	✓	✓	✓	
	News Analysis: Biden struggles to respond to Israeli-Palestinian violence after Trump refused to criticize Israel	✓			

	Trump official says in prepared remarks he feared sending troops Jan. 6 would look like coup attempt		✓	✓	
	Trump Justice Department secretly obtained reporters' phone records, Washington Post says	✓	✓		
	U.S. drops Trump plan for more biometric data on immigrants	✓	✓	✓	
	Biden quadruples Trump refugee cap after delay backlash	✓		✓	
	Cheney or Stefanik? Tradition or Trump? 2 congresswomen personify Republicans' choice	✓	✓		
Washington Post	Company: Ex-Trump lawyer raiding nonprofit for personal use		✓	✓	
	It doesn't pay to be a congressional Republican opposing Trump	✓	✓	✓	
	Trump White House counsel Donald McGahn expected to answer House committee questions 'as soon as possible'	✓	✓		
	EPA revokes Trump-era policy that loosened clean-air rules	✓	✓	✓	
	Back to square one? Trump decision still weighs on Facebook	✓	✓	✓	
	The great Trump whitewash is underway. Kevin McCarthy's big lie confirms it	✓			
	Trump isn't the only example of the risks posed by ignoring aggressive rhetoric	✓			
	GOP purged Cheney for 'unity,' but Trump bent on retribution	✓	✓	✓	
	Inside Liz Cheney's plan to take on former president Donald Trump	✓			
	'Normal tourist visit': Republicans recast deadly Jan. 6 attack by pro-Trump mob	✓	✓		

Table 2. Lexico-grammar of headlines

Newspaper	Headlines	Full sentence	Flattening effect	X does Y as P does Q'	Ellipsis	Nonfinite clauses	Nominalization	Lexical-compounding
The Wall Street Journal	Trump Administration Officials Defend Security Response to Jan. 6 Capitol Riot	✓	✓		✓			
	Liz Cheney Says in Floor Speech GOP Can't Ignore Trump's Election Lie	✓	✓		✓			
	Elise Stefanik Embraces GOP's Pro-Trump Wing in Leadership Campaign	✓	✓		✓			✓
	Behind Liz Cheney's Break with Kevin McCarthy over Trump				✓			
	Trump Copes with Facebook, Twitter Ban by Relying on Email, Media Interviews	✓	✓					
	Pence Levels Critique of Biden as He Eyes Possible 2024 Bid	✓	✓	✓	✓			
	Capitol Tightens Security for Biden's First Speech to Congress	✓	✓		✓			
	GOP Leaders Clash on Trump at Annual Retreat	✓	✓		✓			
	Capitol Police Watchdog, Acting Chief Address Shortcomings Exposed by Riot	✓	✓		✓			
	Biden Revokes Several Executive Actions Taken by Trump	✓	✓					
The New York Times	Activists and Ex-Spy Said to Have Plotted to Discredit Trump 'Enemies' in Government				✓	✓		✓
	Justice Dept. Seized Washington Post's Phone Records	✓			✓			
	Judge Says Barr Misled on how his Justice Dept. Viewed Trump's Actions	✓	✓		✓			
	Voting Rights Standoff Stalls Trump-Inspired Ethics Measures	✓	✓					✓
	'A Perpetual Motion Machine': How Disinformation Drives Voting Laws						✓	
	As Trillions Flow Out the Door, Stimulus Oversight Faces Challenges	✓	✓	✓				
	Republicans Oust a Defiant Cheney, Confirming Trump's Grasp on the Party	✓	✓					
	Republicans' Overthrow of Liz Cheney Risks Worsening Their Headaches	✓	✓					

		C1	C2	C3	C4	C5	C6	C7
	Kevin McCarthy says no one is 'questioning the legitimacy' of the 2020 election. That's not true	✓	✓		✓			
	Cheney Speaks After Vote to Remove her from Republican Leadership	✓	✓		✓			
USA Today	Trump Impeachment: Republican members vote against Trump	✓	✓				✓	
	'Just the Trump party:' Liz Cheney's demotion proves Trump still rules Republican politics, experts say	✓	✓				✓	
	What Elise Stefanik's rise says about the new GOP: Trump rules. Ideology? Fugetaboutit	✓					✓	
	Cheney's warning on Trump after a secret vote: 4 takeaways from House GOP meeting				✓		✓	
	'I will not sit back': In fiery speech, Rep. Liz Cheney calls Trump a 'threat'	✓	✓		✓			
	Reversing Trump, US restores transgender health protections	✓	✓		✓			
	Third way? Republican opponents of Donald Trump talk about forming third party	✓	✓		✓		✓	
	'I know the topic is cancel culture.' What Rep. Liz Cheney said in her House floor speech about Trump	✓					✓	
	Washington Post: Trump Justice Department got reporters' phone records	✓			✓			
	Who is Elise Stefanik, the congresswoman who could replace Liz Cheney in GOP leadership?	✓						
Los Angeles Times	Column: Liz Cheney and Donald Trump are locked in mortal combat. So far, Trump is winning	✓						
	'We face a threat America has never seen before': Liz Cheney lashes out at fellow Republicans who support Trump's false election claims	✓	✓					
	Column: Tyranny of the minority, or how Trump and other sore losers are making our nasty politics worse						✓	
	'I stand by every decision': Former Trump officials grilled over Jan. 6 response	✓			✓	✓		

| Source	Headline	1	2	3	4	5	6	7
	News Analysis: Biden struggles to respond to Israeli-Palestinian violence after Trump refused to criticize Israel	✓	✓					
	Trump official says in prepared remarks he feared sending troops Jan. 6 would look like coup attempt	✓	✓		✓			
	Trump Justice Department secretly obtained reporters' phone records, Washington Post says	✓			✓			
	U.S. drops Trump plan for more biometric data on immigrants	✓	✓		✓			
	Biden quadruples Trump refugee cap after delay backlash	✓	✓		✓			
	Cheney or Stefanik? Tradition or Trump? 2 congresswomen personify Republicans' choice	✓			✓			
Washington Post	Company: Ex-Trump lawyer raiding nonprofit for personal use				✓	✓		✓
	It doesn't pay to be a congressional Republican opposing Trump	✓						
	Trump White House counsel Donald McGahn expected to answer House committee questions 'as soon as possible'				✓	✓		
	EPA revokes Trump-era policy that loosened clean-air rules	✓	✓		✓			✓
	Back to square one? Trump decision still weighs on Facebook	✓			✓			
	The great Trump whitewash is underway. Kevin McCarthy's big lie confirms it	✓						
	Trump isn't the only example of the risks posed by ignoring aggressive rhetoric	✓						
	GOP purged Cheney for 'unity,' but Trump bent on retribution	✓			✓			
	Inside Liz Cheney's plan to take on former president Donald Trump				✓			
	'Normal tourist visit': Republicans recast deadly Jan. 6 attack by pro-Trump mob	✓			✓		✓	✓

CHAPTER 3. RESULTS AND DISCUSSION OF THE STUDY

3.1. Representation of the findings

In this section, the results of the data analysis are introduced using charts that lay out the linguistic devices in the five American newspaper headlines in focus. These charts aim to show the findings in the form of the statistics concerned. According to their semantics, the general results of all the headlines analyzed and the comparison of the five newspapers are given in 4 charts below.

In the first chart below, the general results of the first section in Montgomery's (2007) model for the analysis of headlines, i.e. Persons in the Semantics Headlines, are depicted.

Figure 1.

1. PERSONS

■ IS ■ MCD ■ IS&MCD ■ None

None, 3, 6%

IS, 14, 28%

&MCD, 29, MCD, 4, 8%
58%
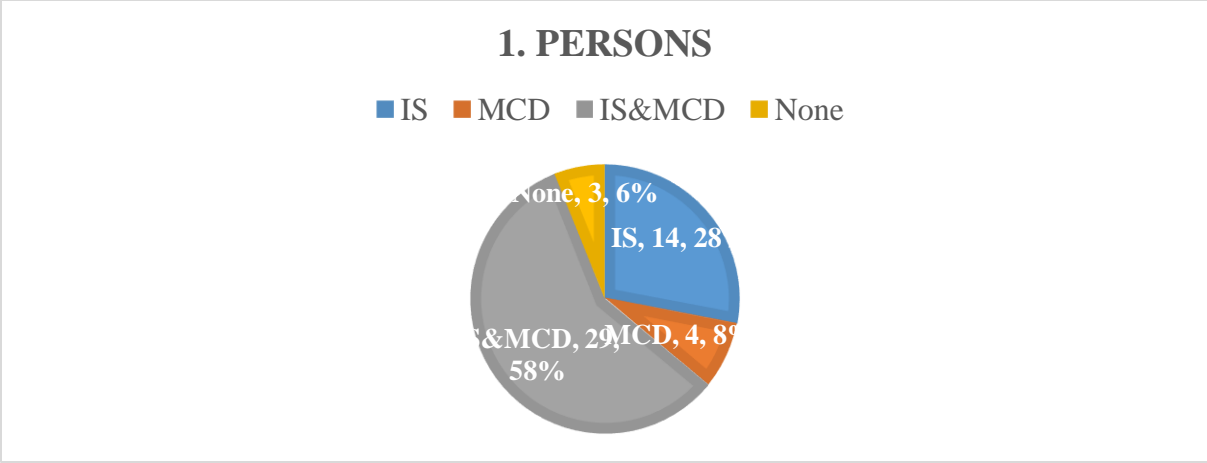
According to the data analysis, both MCD (Membership Categorization Device) and Individualization Strategy (IS) are used in 29 headlines out of 50, adding up to 58% as its percentage out of 100%. In second place, only individualization strategy is used in 14 headlines out of 50 or 28 % in the 50 headlines. In the third place, only MCD is used in 4 headlines out of 50 that also means 8% of the total headlines. In 3 headlines or 6% of the total headlines, none of the semantics-type strategies is used, according to our model of analysis.

Figure 2.

2. EVENTS/ACTIONS

■ With Clash   ■ Without Clash

52%   48%
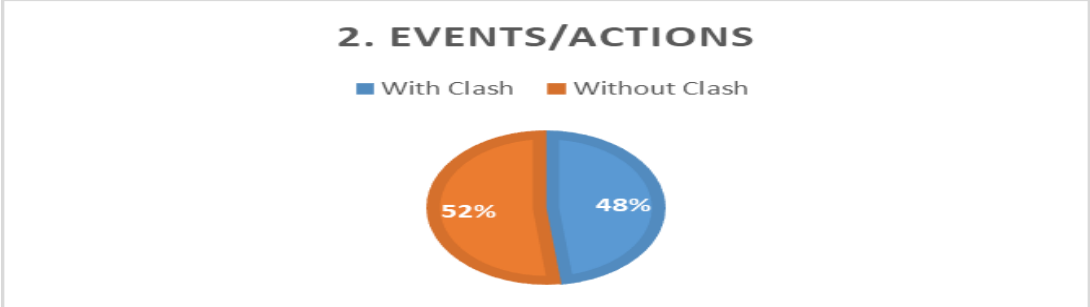
In the second chart above, in terms of category-bound activities, clash with MCD is observed in 24 headlines out of 50 or 48% of the total headlines. In 26 headlines out of 50 or 52% of total headlines, clash with MCD is not explicitly observed.

Figure 3.

3. Circumstances

In the third chart above, the results to do with the use of circumstances as emerging in all the headlines is depicted. The chart shows that only 4 headlines out of 50 (8%) refer in some way to circumstances of the event (explicit adverbs of time and place), while 46 headlines or 92% of the total headlines data did not include cover such over circumstances of time and place in relation to the events in focus in the headlines.
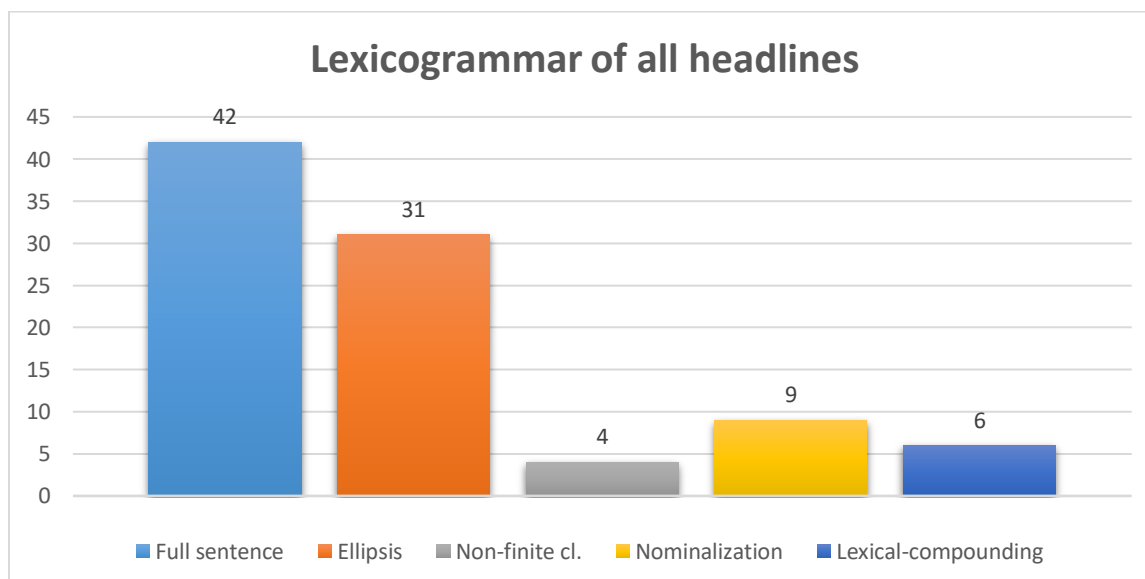
Figure 4.
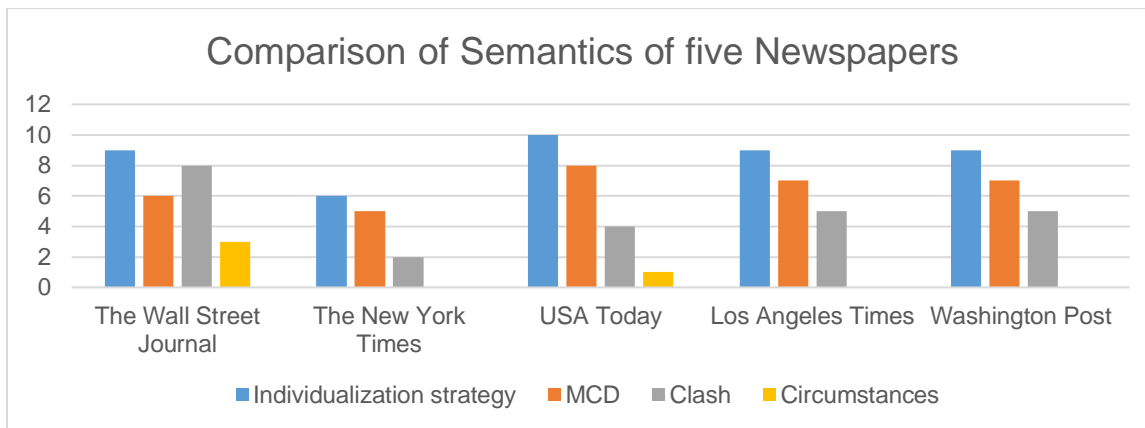
In the fourth chart above, a comparison of the semantics of five newspapers is given. The result shows that individualization strategy is used mostly by USA Today in 10 headlines out of 10 which makes 100%. The Wall Street Journal, Los Angeles Times and Washington Post used this strategy at the same level which contains 9 headlines out of 10 or 90% of 10 headlines; however, The New York Times used it in 6 headlines out of 10, which makes 60% out of 100%. MCD was the most used device

by USA Today in 8 headlines out of 10 which covers 80%. Washington Post and Los Angeles Times used it at the same level which contains 7 out of 10 or 70%. The Wall Street Journal used this device in 6 out of 10, or 60%, while The New York Times used it in 5 headlines out of 10, or 50% of 10 headlines. In terms of category-bound activities, clash is mostly observed in The Wall Street Journal, which contains 8 out of 10 or 80%. Los Angeles Times and Washington Post used it in 5 headlines out of 10 which covers 50%, while USA Today used it in 4 out of 10 or 40%. It was the least used device by The New York Times with 2 headlines out of 10 or 20%. Circumstances were mentioned in 3 headlines (30%) in The Wall Street Journal, while USA Today used it only in 1 headline out of 10, which makes for 10%. Other newspapers didn't mention circumstances of the events.

In terms of the lexicogrammar of headlines in the model used (Montgomery, 2007), the results of the data analysis are depicted in the charts below.
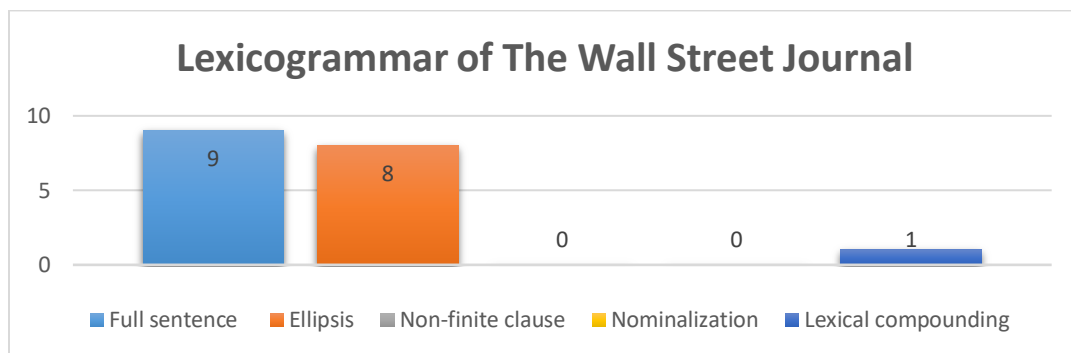
Figure 5.

In figure 5, an overview of the lexicogrammar for all the headlines data is represented. As the chart shows, the most used lexicogrammatical consideration is

'full sentence' which comprises 42 headlines out 50 or 84%. In second place, ellipsis has been used in 31 headlines out of 50 which makes up 62% of the data. In third place, nominalization has been used in 9 headlines out of 50, which covers 18% of 50 headlines. The results show that lexical compounding has been used in 6 headlines out of 50, or 12% of 50 headlines, while the non-finite clause strategy has been used in 4 out of 50, which covers 8% out of 100%.

Figure 6.

Lexicogrammar of The Wall Street Journal

Full sentence: 9, Ellipsis: 8, Non-finite clause: 0, Nominalization: 0, Lexical compounding: 1

In figure 6 above, the lexicogrammar of the headlines data for The Wall Street Journal is depicted. The data analysis reveals that the most frequently used device in this newspaper is 'full sentence' which comprises 9 headlines out of 10 or 90%. The second most used device is ellipsis which makes up 8 out of 10 or 80%. The Wall Street Journal has used only one instance of lexical compounding which makes up 10%. Non-finite clauses and nominalization haven't been used by this newspaper in its headlines.

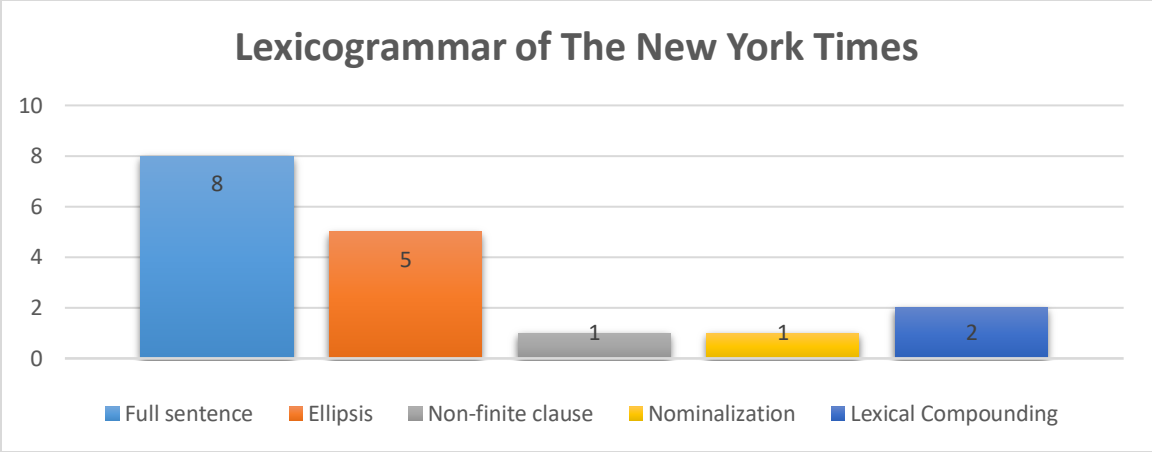Figure 7.

Lexicogrammar of The New York Times

Figure 7 above represents the lexicogrammar of the 10 headlines analyzed in The New York Times for this thesis. According to the analysis, these headlines use 'full sentence' most of all, which covers 8 headlines out of 10 or 80%. The second most used device is ellipsis which is 5 out of 10 or 50 %. In third place, lexical compounding comes, with 2 out of 10 which makes 20%. Non-finite clause and nominalization have been used at the same level with 1 headline out of 10 and 10%.
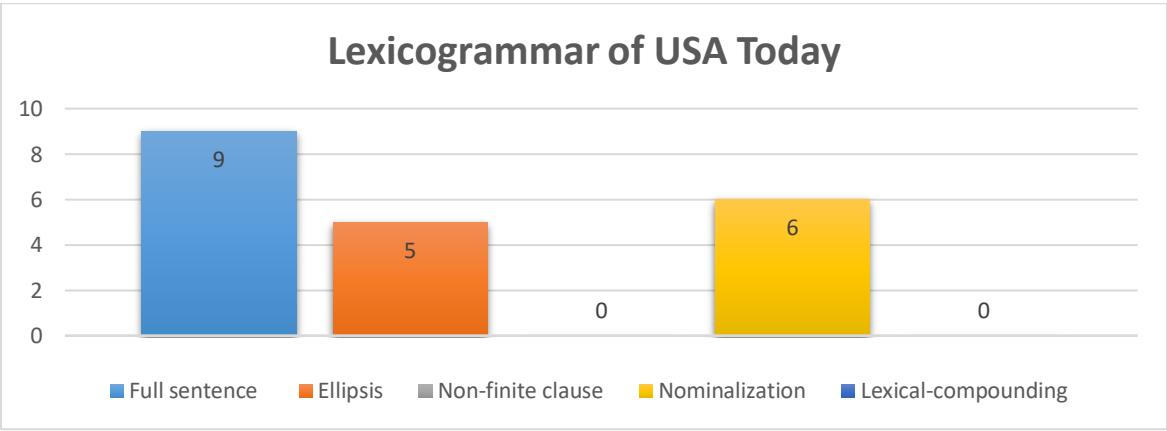
Figure 8.

Lexicogrammar of USA Today

Figure 8 represents the lexicogrammar of USA Today headlines. As seen from the chart, 'full sentence' has been most frequently used by this newspaper covering 9 headlines out of 10 which makes 90%. The second most used device was nominalization with 6 out of 10 headlines, or 60%. Ellipsis has been used in 5

headlines out of 10 which makes 50%. The data analysis shows that in the analyzed headlines of USA Today in this study, non-finite clause and lexical-compounding have not been used.

Figure 9.
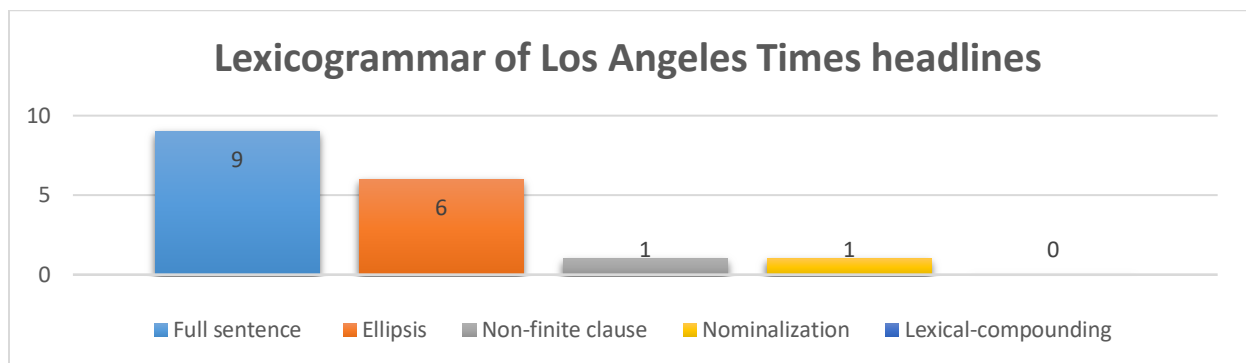

**Lexicogrammar of Los Angeles Times headlines**

Figure depicts the lexicogrammar of Los Angeles Times headlines as analyzed in this study. The results reveal that in the headlines in Los Angeles Times, the most used device was 'full sentence', with 9 headlines out of 10 or 90%. In second place, ellipsis has been used in 6 headlines out of 10 that equals 60%. Non-finite clause and Nominalization have been used at the same level with 1 headline out of 10 or 10%. Lexical-compounding hasn't been used by Los Angeles Times.

Figure 10.

Lexicogrammar of Washington Post headlines
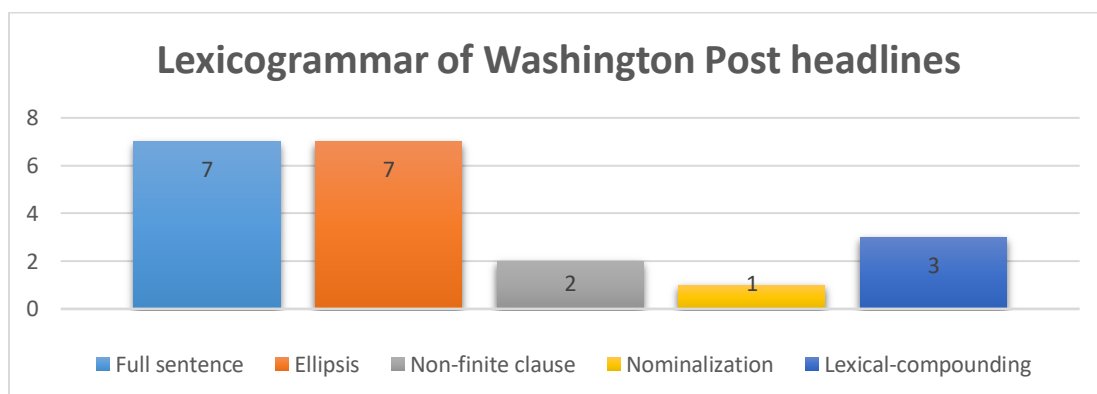
In figure 10, the lexicogrammar of Washington Post headlines is presented. As represented in the chart, in Washington Post headlines, 'full sentence' and 'ellipsis' have been used at the same level with 7 out of 10 headlines or 70%. In the next place, lexical compounding has been used in 3 headlines out of 10 or 30%. Washington Post has used only 2 non-finite clauses which makes 20%. The least used device by this newspaper was nominalization that covers only 1 headline out of 10 or 10%.

Figure 11.
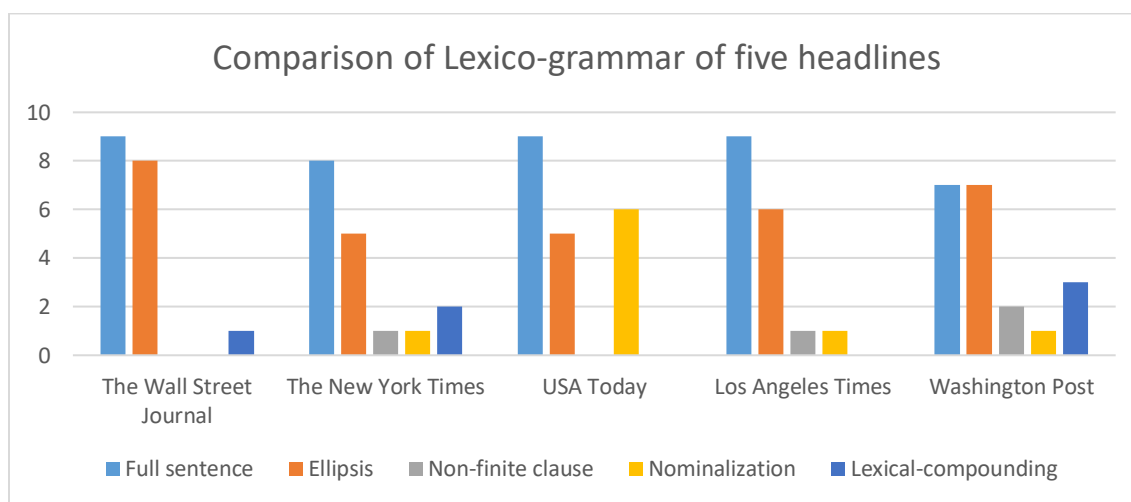
In figure 11, a comparison of the lexico-grammatical considerations used in the headlines of the five American newspapers analyzed is laid out. The results show that as the most frequently used and favored device, 9 cases out of 10 of the strategy 'full sentence' have been used by The Wall Street Journal, USA Today, and Los Angeles Times compared to The York Times which has used 8 'full sentence' cases and Washington Post with 7 'full sentence' types.

'Ellipsis' was the most frequently used strategy by The Wall Street Journal with 8 headlines. Similar to The Wall Street Journal, Washington Post has used 'ellipsis' in 7 headlines, while Los Angeles Times used it in 6 headlines. The New York Times and USA Today used 'ellipsis' at the same level.

'Nominalization' was the most used device by USA Today with 6 headlines which makes 60%. The York Times, Los Angeles Times, and Washington Post have used 'nominalization' at the same level with only one headline out of ten in each newspaper. However, nominalization was not utilized by The Wall Street Journal. 'Non-finite clause' was used by Washington Post in 2 headlines out of 10 headlines and by The New York Times and Los Angeles Times in 1 headline out of 10. However, The Wall Street Journal and USA Today didn't use non-finite clauses. Lexical-compounding was used by Washington Post in 3 headlines out of 10 and by The New York Times in 2 headlines out of 10. The Wall Street Journal only used 1 lexical-compounding in the ten headlines analyzed. However, Los Angeles Times and USA Today didn't utilize lexical-compounding in their political headlines.

3.2. Discussion of the Findings

This chapter includes a discussion of the main findings according to the data analysis of the headlines in the political section of five American newspapers. The purpose of this qualitative-quantitative research study was to identify linguistic devices based on Montgomery's (2007) model for the analysis of headlines. The purpose is to see whether there are any differences according to this model in the headlines of five most popular American newspapers, and also to see if we can gain some more insight into the linguistic, semantic and discursive nature of news headlines. This section also contains a discussion of research questions of this study and responses to these questions.

1. What is the linguistic and discourse structure of newspaper headlines in the sample articles from five selected American newspapers?
2. Assuming that the thematic topic is held constant for all data sets, what differences in linguistic and discourse structure emerge for the headlines analyzed in the data?

In the previous chapters, we have talked about functions of headlines and how linguistic devices help headline writers to achieve their goals. It was mentioned that headlines provide information for the readers, attract attention, engage in silent dialogic interaction with the audience, etc. Authors such as Ifantidou (2009) mention that newspaper headlines have only one function which is 'attention-getting' rather than 'information-providing', since headlines do not accurately represent the reality, or the news they purport to. However, the results of our study show that political news headlines in widely read and popular political American newspapers have informative functions as well. Another author Gattani (2005) defines three broad headline functions: the informative, indicative, and the eye-catcher. He also mentioned that the best headlines 'tell and sell,' that is, they instantly inform the reader of the news while still persuading them that the article is worth reading. As Gattani points out, our study shows that headlines in political news pieces in these American newspapers function as 'tell and sell'. Thus, most of the headlines (42 out of 50) were full sentences that helped to convey more adequate information to the reader; on the other hand, most of the headlines (27 out of 50) used flattening effect which helped to attract the reader. According to Montgomery (2007), this flattening effect is another prominent aspect of headlines that are full sentences in their linguistic structure. The flattening effect makes the information in the headline tenseless, encouraging the reader to continue to the story. The flattening effect causes the reader to have to read the story to discover indexical and pragmatic details of the story and its contextual parameters.

The results indicate that the five most popular political American newspapers have more common features than different ones. In terms of the semantics of headlines, the newspapers preferred both individualization strategy and MCD (Membership Categorization Device). When it comes to category-bound activities, newspapers are

not intent on making explicitly clashing effects in their headlines; there is a tendency in most of them to convey to the reader some clash between the social practice and the social groups the social agents being portrayed in the news headline are inserted into, but this is more implicit than explicit. This is a feature that Montgomery does not treat in his model.

In terms of circumstances, these five newspapers avoid mentioning place or time of the action. This shows that most news agencies, in line with a tactical incompleteness strategy, avoid inserting circumstances into their headlines. Linguistically and discursively speaking, most headlines in this study followed a 'tactical incompleteness' strategy, to make the reader curious and interested enough to want to follow up and continue to the story itself.

In terms of the lexico-grammar of headlines, the results of the data analysis showed that the most favored device was 'full sentence'. This suggests that the traditional assumption that news headlines should use telegraphic, non-full-sentence grammatical compositions is no longer the case in established newspaper headlines of the modern day. We suggest this is due to the more conscious and informed discourse strategy employed by news discourses to the effect that full sentences NOT containing the details of the story, but strategically and tactically stimulating the readership to go on to the story itself, are a better way of getting the readers motivated and encouraged to read the story and, in turn, continue having the faith in the news agency that the stakeholders of it have in mind.

The second most frequently used device was 'ellipsis'. We suggest that, in line with the understanding that ellipsis is a pervasive strategy in the English language, headlines make ample use of it in line with the tactical incompleteness strategy, to maintain reader interest and stimulate the readership to proceed to the story, as the main goal of news headlines. In these headlines, most of the 'ellipsis' was article

omission. The use of articles in the headlines can create an image that the given information in the headline is old; however, its omission makes the information in the headline fresh and new. This shows that in terms of ellipsis, newspapers suit Montgomery's model. Eliding articles again falls in line with the tactical incompleteness strategy; in terms of the psycholinguistic place and role of such ellipsis, this is known to send the reader automatically looking for the reconstruction of the elided articles in his/her head and rebuilding the full sentence with the elided syntactic elements inserted back in. In news headlines, this fits interestingly into tactical incompleteness strategy, because the reader's psycholinguistic process of reconstruction and re-insertion triggers their simultaneous search and inclination to find the missing elements in the story too, something that can only be done by proceeding to the story below the headline.

In the case of nominalization, USA Today differs from other newspapers. The lexico-grammar of USA Today is more in line with the default assumptions of Montgomery's model, that newspapers prefer nominalization; however, the rest of the newspapers don't follow this model in terms of nominalization. According to the model, headlines will usually tend to use nominalizations because through nominalizations, they achieve several goals: they keep the agents and doers of the actions ambiguous, and they manage to compress a lot of information otherwise expressed in the form of adjectives and verbs into the form of a noun phrase, leaving other details to the rest of the story and the 'tactical incompleteness strategy' that stimulates the interest of the reader to continue to do so. This may be due to the more dominant use of 'individualization strategy' that causes the headline to use the names of famous political figures explicitly and the political clashes between them, ruling out the otherwise marked recourse to nominalization.

'Non-finite clauses' and 'lexical-compounding' have not been used to a great extent by the five newspapers. In terms of these lexicogrammatical devices, the newspapers don't fall in line with the default assumptions of Montgomery's model. However, the headlines in The New York Times and Washington Post are more colorful in terms of lexico-grammatical devices. Both of them used ellipsis, nominalization, non-finite clauses, and lexical-compounding. The use of these devices makes for linguistic parsimony and economy in space, attracting the attention of the readers through 'tactical-incompleteness strategy'. USA Today and Los Angeles Times take a moderate approach in this regard, while The Wall Street Journal tends to use 'full sentence', which makes its headlines more informative.

Conclusion and Comments on Refining and Extending Montgomery's (2007) model

The aim of this research study was to examine linguistic devices in headlines in the political section of five most widely read and established American newspapers. In order to conduct this research, content-analysis was used and 10 headlines from each newspaper were analyzed based on Montgomery's (2007) model. The purpose was also to see whether there were any differences according to this model in the headlines of these newspapers in terms of linguistic devices. On the basis of this model, the following conclusions can be drawn:

- Linguistic devices are essential in newspaper style; their essential role seems to be especially perceived by the news writers. They know that headlines help attract the readers' attention and make them proceed to reading the actual news item.
- In terms of the semantics of headlines, the selected newspapers in this study fell in line with the default and predicted manner in Montgomery's model.

- In terms of the lexico-grammar of headlines, the news headlines from the 5 newspapers in this study demonstrated both common and different features. In the extensive use of 'full sentence' and 'ellipsis', all newspapers showed similar patterns. In the case of 'nominalization', 'non-finite clause', and 'lexical-compounding', The New York Times and Washington Post headlines followed Montgomery's model. This indicates that these two newspapers keep to a style of conventionality in headline language. USA Today and Los Angeles Times maintain a moderate approach. However, the headlines from The Wall Street Journal avoided a conventional language in newspaper headlines, which also meant its style seems to move away from Montgomery's model, at least for the headlines and the topic in this study.
- Another conclusion is that, in terms of functions of headlines, almost all headlines instantly inform the reader of the news and the theme to be touched on, while still persuading them that the article is worth reading and proceeding to.
- In terms of discourse strategies, an important conclusion is that almost half of the headlines have flattening effect and most of them have an eye out for 'tactical incompleteness strategy' as an essential and all-important ingredient in headline construction.

Some comments in the spirit of refining Montgomery's (2007) model of analyzing news headlines are in order here. The following are arguments that Montgomery will most likely agree with, but that he has not brought up in quite the same way.

- It seems that there is an implicit-explicit continuum in the semantic and discourse categories of the model, in the sense that, the more implicit a choice in one component is (for example in category-bound activities and MCDs and the clash with MCD), the more the reader is made to feel the need to proceed

to the story to discover the story and resolve the ambiguity and the implicitness, the details the news writer have eagerly masked and kept tucked away after the headline.

- This also ties up with the tactical incompleteness strategy. The latter we suggest is more prevalent than what Montgomery argues. Having gone through the analysis of this data, we would argue that 'tactical incompleteness' seems to be crucially and integrally built into most of the categories in this model and almost all news headlines.

- The more explicit these semantic and discourse choices are in the headlines, the surer the reader would be of category-bound activities, the membership of the social agents in terms of the social groups and practices they belong and subscribe to, the activities they are expected to engage in, etc.

- Looked at from another mirroring perspective, the more implicit these semantic and discourse choices in news headlines are, the more the reader expects and feels the need to carry on to the story itself in order to resolve this unresolved status of category-bound activities, the MCD, and the real nature of the opposition and clash between and among the social groups, the social agents, the expected social practices (category-bound activities), and the conflicts therein.

Recommendations for further research

This research work was limited to the analysis of only headlines in the political newspapers and news stories, holding the theme of Trump's government constant to control the data. Another limitation was the number of the headlines due to the size and the scope of the thesis. For future research, other linguistic devices and headlines in other sections of newspapers might be examined. Also, there is a need for a large

number of follow-up research studies that can take all the comments made above and check them against new and more extensive data. There are a lot of varied news sub-genres that can be analyzed and this is good grounds for research too. Also, an interesting line of enquiry can be inter-cultural differences in news headlines. This can take other models of analysis as the analytic tool, for example inspired by cognitive linguistics, to shed light on the way news agencies in disparate cultures construct headlines according to universal or culture-specific cognitive templates.

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