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**GRAMMAR OF NEWSPAPER HEADLINES  
IN ENGLISH AND CZECH**

**Bakalářská práce**

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V Olomouci dne 31.10.2014

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## Introduction

The topic of my bachelor's project is associated with linguistics, the branch of science I was vaguely familiar with before becoming a part time student at the Department of English. This may have been one of the arguments for choosing it: To realize how attentive and hard working student of English I have been for the past three years and to be able to show my skills when analysing a piece of text with respect to my basic theoretical knowledge of syntax, morphology and lexicology. My project deals with the language seen in newspaper headlines, a language which is considered to have its own characteristics as for its grammar and vocabulary resulting from a lack of space. This was a fundamental step to become aware of – headlines are often incomplete and irregular sentences and this fact may even result in ambiguity for a non native English speaker. The scope of this project is evaluation of the English as well as Czech headlines from syntactic and lexical point of view to be able to compare them and assess what differs and what they have in common.

Another reason why the topic drew my attention is simple – such an analysis of the grammar of headlines requires a good portfolio of them. Therefore a corpus of two sets of online electronic headlines was created: 200 English headlines were chosen from 4 British broadsheets – The Times, The Guardian, The Independent, The Telegraph during the period of 8 months (July 2013 – February 2014) and 200 Czech headlines were collected during the period of 7 months (November 2013 – April 2014). Regarding the sources of the Czech headlines, Mladá fronta DNES (MFD) and Lidové noviny (LN) as means of the daily serious press (or more precisely their online internet versions – [www.idnes.cz](http://www.idnes.cz) and [www.lidovky.cz](http://www.lidovky.cz)) were chosen. The procedure for creating the portfolio seemed to be one of the first essential steps of my project and I found myself greatly interested.

I have decided not to divide this project into two separate parts – theoretical and practical. Both are interconnected to better suit the organization of my analysis.

Last but not least, it is the headline which provides us, its readers, with condensed but new information, something which seems crucial to better and faster adapt to the world we live in. What I am trying to point out is the importance of a single piece of information arranged by mass media, especially by one of their forms – newspapers, whose transformation from the printed version to online has had a tremendous effect.

This project begins with a brief introduction of mass media. I consider it beneficial to outline basic information about the style of the language seen in the headline. Thus, chapters 2 and 3 deal with common features of the language of newspaper reporting in English and the

journalistic style in Czech. The word “headline” itself will be repeated many times in this project, thus chapter 4 gives several definitions of it and mentions its functions.

There are two main goals set for this project – the first one is to identify given stylistic devices with respect to syntactic and lexical standpoint both with the English and Czech headlines, provide them with their definition, give examples of them and show their occurrence in the corpus. First, I focus on the English headline in chapters 5 and 6. Chapters 7 and 8 provide a similar analysis of the Czech headline. The number and choice of different stylistic devices analysed in my project follows basic grammar identified in both languages. Mostly, I pay attention to similar stylistic devices in both languages to be able to compare them in between. However, there are other fields which I either have not dealt with much in details or have not mentioned at all, i.e. typography, which certainly plays an important role when you take the sale of a newspaper into account, the diversity within the language used in tabloids compared to broadsheets or varieties of topics discussed in a newspaper article. The reason for not involving them in my project definitely results from the limited space I was given.

The second one, which is the core, is to compare the grammar of the English and Czech headlines and find major differences as well as similarities by means of my analysis. This will be summarized and brought to a conclusion in the final chapter of this project.

For the last decade or so, thanks to the Internet, we can get access to a variety of electronic newspapers in different languages, especially in English. However, we, their readers, may occasionally find it difficult to comprehend them, which may lead to confusion when searching for their correct and proper translation. Personally, I have experienced this as well. However, having worked on this project has helped me be more aware and familiar with the grammar encountered in English newspapers and has definitely aroused my interest in the subject matter.

## **1 Mass media – their function**

Newspapers, both printed and electronic, together with their headlines are considered as one form of mass media with the aim at offering large audience a great deal of information pursuing different goals. Thanks to the Internet, the newest form of mass communication, which has become an easily accessible source of information, the way of creating the corpus of online headlines analysed in this project was simplified.

According to Urban et al. (2011, p. 50-53) mass media can convey ideas, entertain, educate, control and check, socialize and are crucial part of our everyday lives, store information and also guarantee the right to freedom of speech and expression. Additionally, they can select certain information, help us interpret reality and last but not least, they certainly may manipulate and form public opinion. (Urban et al., 2011, p. 50-53).

## **2 The language of newspaper reporting in English**

When studying the language of newspaper headlines carefully, it may be helpful to focus on the introduction of the language of newspaper reporting in English and then inform about the journalistic style in Czech in the next chapter.

Crystal & Davy (1997, p. 173) define specific features of the language seen in the press as “*The Language of Newspaper Reporting*”. They add that “*everything that happens to be printed in a newspaper or magazine or written by a journalist is not going to be linguistically homogenous...*” (Crystal & Davy, 1997, p. 173). What they emphasize is the need to focus on what varies rather than what stylistic devices can be deduced from the language of newspaper reporting. They mention the headline with its own language that requires special study.

Knittlová (2003, p. 158) compares the journalistic style with the language of newspaper reporting in English, which is considered to be an independent style and should be distinguished from the journalistic style thanks to its specific features. The major concern of the language of newspaper reporting is to provide the reader with information and facts without any requests for comments. (Knittlová, 2003, p. 158).

As for the language of newspaper reporting, Knittlová (2003, p. 159) refers to it as neutral, with the occurrence of phrases taken from the political lexicon, economic expressions and slang words. When translating a text from English into Czech, she lays stress on the fact that English, unlike Czech, has its own ways of condensation resulting from economy of space. (Knittlová, 2003, p. 160).



Quirk et al. (2008) also recognize differences between journalism (activities happening on the radio and television) and newspaper reporting with special prominence to the language of newspaper headlines.

Bell & Garrett (1998, p. 187) mention such linguists as A. Bell, N. Fairclough, D. Greatbatch, P. Scannell and others, whose publications have dealt with media discourse. When analysing the layout of the newspaper, there has been a trend to focus on graphic elements and visual composition more than the text itself divided by different linguistic means. *“Newspapers, magazines, company reports, school textbooks ... are no longer just written, but 'designed', and multimodally articulated.”* (Bell & Garrett, 1998, p. 187).

## **2.1 The language of newspaper reporting in English – stylistic devices**

What Crystal & Davy (1997, p. 174-188) consider essential when dealing with the language of newspaper reporting and its stylistic devices, is their disparity resulting from a large number of target readers. They emphasize the need for graphetic aspect including the paragraphing, punctuation and its omission, quotation, the use of dashes rather than commas to stress a particular piece of written information. From the other point of view, idioms and colloquialisms as examples of informal language as well as the presence of premodification and postmodification, simple past tense as the most frequent tense-form seen in the press are further features of the language. (Crystal & Davy, 1997, p. 174-188).

Knittlová (2003, p. 158) admits the importance of making the language of newspaper reporting comprehensible with respect to the reader, who should not be confused by ambiguity. There is a large proportion of specific devices seen in the language, e.g. the use of acronyms, abbreviations and neologisms, clichés, the preference of using short words to long ones – *“the headline vocabulary”* includes such verbs as *“ban, bid, claim, crack, crash, cut, dash, hit, move, pact, plea, probe, quit, quiz, rap, red, rush, slash.”* (Knittlová, 2003, p. 170). She adds that English has its ways of condensation, the occurrence of alliteration, puns and numbers, punctuation, which are other features of the headline.

Quirk et al. (2008) inform about the omission of the article, reporting clauses and quotation marks, the use of ellipses, initial capitals throughout the word as typical devices for the headline.

### 3 The journalistic style in Czech

As stated in Čechová et al. (2008, p. 244), the journalistic style covers the language of all forms of mass media and also distincts between such terms as journalism and the language of newspaper reporting. She admits a discrepancy in terminology and advises to refer to the journalistic style when working with the language of newspaper reporting and journalism. According to her, both journalism and newspaper reporting are activities in mass media communication with the most important aim to offer the latest news. However, journalism unlike newspaper reporting, provides extra commentary on it. It is the journalistic style that was first dealt with among the Czech linguists after the Linguistic conference in Liblice in 1954. And since then an extensive linguistic research has been conducted to discuss the topic. They mention such Czech linguists as A. Jedlička (1970), J. V. Bečka (1973), J. Chloupek (1978), J. Bartoška (1997) and S. Čmejrková – J. Hoffmannová (2003) and many others whose linguistic reports on the journalistic style have helped towards a complex understanding of the issue. (Čechová et al., 2008, p. 244)

Bečka (1973, p. 18) also deals with the journalistic style which covers both newspaper reporting (the daily press) and journalism (the periodical press). Both terms are ways of mass communication which also need to be distinguished. (Bečka, 1973, p. 18).

As Hubáček (1987, p. 68) presents in his work dealing with the journalistic style, it is the influential role of mass media with the aim to persuade which outweighs the informative role emphasizing the need to provide information. He divides the journalistic style into written and spoken and gives the language of newspaper reporting as an example of the written form. What he emphasizes on the feature of the journalistic style is the necessity for its brevity and comprehensibility in order to attract readers. Moreover, it is the selection of fonts and the graphic layout of the newspaper page, which should be taken into account as well. (Hubáček, 1987, p. 68).

#### 3.1 The journalistic style in Czech – stylistic devices

Čechová et al. (2008, p. 250) state that the journalistic style, as an example of formal language, and a particular period of time represented by its political, economic and social changes may form a link. In other words, there is a majority of stylistic devices which are stable in relation to the changes, however, there are some which reflect such changes with respect to draw the target reader's attention. She defines such stylistic devices as "*publicismy*" and gives examples of them - "*tunelovat, masmédiium, politické spektrum, ligová ruleta, časový horizont,*

*praní špinavých peněz.*” (Čechová et al., 2008, p. 250). She also refers to the journalistic style as very dynamic when looking back on the past.

Čechová et al. (2008, p. 250-251) also point out a direct connection between the journalistic style and the specific language used in politics with the aim to persuade and influence public opinion. This may result in the creation of special economic and political terms first used among politicians and immediately adopted into the language of mass media. For example, the vocabulary corresponding with the changes in our society after the year of 1989 or the act of joining the Czech Republic to the European Union. According to her, there are other stylistic devices typical for the language of the Czech journalistic style. It is the use of metaphors, metonymy, simile, personification, neologisms, set expressions, clichés, borrowed words, idioms, proverbs and sayings, expressions from informal language, slang etc. with the eye-catching goal. (Čechová et al., 2008, p. 250-251).

## 4 The definition of the headline

According to Crystal & Davy (1997, p. 174), “*headlines have to contain a clear, succinct and if possible intriguing message, to kindle a spark of interest in the potential reader, who, on average, is a person whose eye moves swiftly down a page and stops when something catches his attention.*” (Crystal & Davy (1997, p. 174).

“*Headlines should tell the story.*” Sellers (in Knittlová, 2003, p. 168). “*Here is the news. First, the headlines...*” (Freeborn, 1993, p. 164).

“*Simplicity, informality and impact*” are three criteria for a good headline according to Evans (in Freeborn, 1993, p. 164).

To sum up, the headline definitely plays an essential role in the language of newspaper reporting regardless its length and size. Some people never read newspapers in detail, they only glance at headlines to see which have aroused their interest. In the end, it is us, the readers, who evaluate their attractiveness and may wish to continue reading.

### 4.1 The headline – its function

It is evident that headlines sell the newspaper and are one of the widely read types of a written text. They are designed to catch the reader’s attention at first sight and attract curiosity among them. They also provide a brief summary of the main idea and express the very core of a message.

According to Mårdh (1980, p. 15), one of the most important functions of the headline is to separate the body of a text on a page with the aim to find the news, the reader is interested in, easily. She adds the importance for evoking curiosity in the reader by telling them little or nothing about the story. There is another device to outline the importance of the news – the larger letters of the headline are bold and the major words are capitalized. (Mårdh, 1980, p. 15).

Freeborn (1993, p. 164) mentions that the language of the headline depends not only on what is being expressed and the technology of newspaper printing but also on the target reader, who may differ when taking broadsheets and tabloids into account.

Urbanová (2008, p. 58-59) puts emphasis on the graphic layout of the headline, which can be helpful when taking the reader’s interests. She mentions a variety of fonts, their size as well as text design and its position as essential visual factors of the headline typography.

Čechová et al. (2008, p. 270) divide newspaper headlines into two groups according to the depth of information which is to be conveyed. It is either a detailed and comprehensive

description of an event or it is a headline that does not include much information in order to encourage the reader to scan through the text.

As Bartošek (in Daneš, 1997, p. 62) points out in his project on the language of the Czech journalistic style, it is the headline that tends to attract readers five times more than the text. There has been a tendency for the headline to increase the amount of words in comparison with the past. This results both from the faster pace people experience and the fact that the headline is mostly the only thing the reader is interested in. (Bartošek in Daneš, 1997, p. 62).

## 5 Syntactic analysis of the English headline

In order to analyse the most prominent stylistic devices found in the English headline considering the syntactic point of view, a corpus of 200 online electronic headlines was created. The aim of the analysis is to identify such devices in the headlines, provide them with their definition, give examples of them and add their frequency in the corpus.

*“The need for compression of the information into a limited space, the need for clarity, the avoidance of ambiguity...”* make the headline a sentence type based on some irregularities and indicates a discrepancy in terms of its sentence structure. (Crystal & Davy, 1997, p. 174).

As stated in Quirk et al. (1993, p. 845) block language is used for giving information and can also be seen in newspaper headlines, which have the form of an abbreviated sentence structure. Such types of simple sentences consist of only a noun or noun phrase or with the only non-finite verb form. The omission of words of low information value, such as the article and the finite form of the verb “be” is another feature of block language. (Quirk et al., 1993, p. 845).

Examples of block language:

- MINISTERS TO AXE FAILING BBC TRUST (Sunday Times)
- PAIN IN SPAIN: LA LIGA IN FINANCIAL TURMOIL (Independent)
- WARNING OVER SPAM PENSION MESSAGES (Times)
- BBC1 TO LAUNCH 'PLUS ONE' SERVICE (Guardian)

### 5.1 Clause structure of headlines

In this chapter I would like to focus on the clause structure of the headline, i.e. simple, multiple (compound, complex) and verbless clauses. As to the prevalence of simple and multiple sentences, not surprisingly, the simple sentence appears in much greater numbers. It definitely results from the fact that a headline is required to be as short as possible. There is a higher incidence of complex clauses compared to compound ones. When taking various types of subordinate clauses into account, adverbial clauses followed by relative clauses seem to be the most dominant and non-finite verb forms are given preference. The use of object clauses in the corpus is rare, however, they appear.

See Table 1: Distribution of clauses structure in English headlines

*“A simple sentence consists of a single independent clause that does not have another clause functioning as one of its elements. However, a simple sentence may have a clause functioning within a phrase.”* (Quirk et al., 2008, p. 719).

Examples of the simple sentence:

- FIVE-YEAR-OLDS COULD FACE NATIONAL TESTS (Guardian)
- UN TO ACCUSE NORTH KOREA OF CRIMES AGAINST HUMANITY (Guardian)
- HAS THE SCHOOL OF POP SHUT ITS DOORS? (Guardian)
- REPROGRAMMED STEM CELLS GROWN INSIDE LIVING MICE (Telegraph)
- TALIBAN GOVERNOR MAY RULE HELMAND (Times)

*“The complex sentence is a sentence in which one of the elements is realized by a subordinate clause.”* (Quirk et al., 2008, p. 987).

Examples of the complex sentence with an adverbial clause:

- ASAFA POWELL MAY HAVE BEEN TAKING 19 DIFFERENT SUPPLEMENTS WHEN HE TESTED FOR DRUGS (Telegraph)
- WHERE WERE YOU WHEN KENNEDY WAS SHOT? (Telegraph)
- KHODORKOVSKY FLIES TO GERMANY AFTER BEING FREED BY PUTIN (Times)
- BOY ATTACKED BY CROCODILE FEARED DEAD AS 'HUMAN REMAINS' ARE FOUND (Independent)
- WORRIED ABOUT YOUR PRIVACY? WAIT UNTIL THE DRONES START TALKING TO YOU (Guardian)
- UK FLOODS: DAVID CAMERON TELLS MINISTERS TO STOP THE BLAME GAME (Guardian)
- FRANCE DRAFT RESOLUTION GIVES SYRIA 15 DAYS TO DECLARE ITS CHEMICAL WEAPONS (Times)

Examples of the complex sentence with a relative clause:

- SCOTLAND YARD REFUSES TO INFORM FAMILIES OF DEAD CHILDREN WHOSE IDENTITIES WERE STOLEN BY UNDERCOVER OFFICERS (Telegraph)
- US SCHOOLBOY WHO ATTEMPTED SUICIDE AFTER BEING BULLIED FOR LIKING 'MY LITTLE PONY' MAY HAVE PERMANENT BRAIN DAMAGE (Independent)

- TEXAS CARRIES OUT RARE EXECUTION OF FEMALE PRISONER SUZANNE BASSO WHO WAS CONVICTED OF TORTURING AND KILLING MENTALLY IMPAIRED MAN (Independent)
- 'GOOD TO SEE THE SKY', SAYS BRITISH JOURNALIST KIERON BRYAN FREED IN ST PETERSBURG (Times)

Examples of the complex sentence with an object clause:

- GEORGE CLOONEY BELIEVES BRITAIN SHOULD LOSE ITS MARBLES (Independent)
- JK ADMITS HARRY SHOULD HAVE WED HERMIONE (Times)

The number of compound sentences (composing of main clauses only) in the corpus is sparingly used in comparison with the complex sentences.

Examples of the compound sentence:

- SCHOOL'S OUT AND THE KNIFE AWAITS (Times)
- WILL HEATHROW EXPAND OR BE DUG UP? AIRPORT WARFARE ENTERS CRITICAL WEEK (Guardian)
- CAN WE FLY MORE AND MEET CARBON TARGETS? (Guardian)
- UNEMPLOYMENT FALLS BUT PART-TIME WORKING HITS RECORD HIGH (Times)

According to Crystal & Davy (1997, p. 181), minor sentences are irregular types of sentences functioning as exclamations and lacking a verb and can be found in newspaper headlines. They are not represented significantly among the analysed headlines.

Examples of the minor sentence:

- OH, WHAT A BEAUTIFUL MORNING (Independent)
- DAILY COOL: HAIRY CHRISTMAS! (Independent)
- ONWARD, ESCAPING SOLDIERS! (Times)



### 5.1.1 Four sentence types

Quirk et al. (1993, p. 803) divide a simple sentence into four syntactic types: declaratives, interrogatives, imperatives and exclamation.

Declarative sentences seem to be the most common and their number outweighs followed by a few interrogatives. Imperative and exclamative sentences have rather similar frequencies among the headlines. A headline should provide its audience with facts, which only declaratives may accomplish.

See Table 2: Distribution of declaratives, interrogatives, imperatives, exclamatives in English headlines

Examples of the interrogative:

- SCHOOL'S OUT FOR THE SUMMER – OR IS IT? (Telegraph)
- WHY DON'T BOOKS FOR GROWN-UPS HAVE ILLUSTRATIONS ANY MORE? (Telegraph)

Examples of the exclamative:

- OH, WHAT A BEAUTIFUL MORNING (Independent)
- OH MY LORD! PEER SAYS HE USES DVLA 'FRIENDS' TO TRACK DOWN MOTORISTS WHO DROP LITTER (Independent)

Examples of the imperative:

- SLOW DOWN IN SCHOOL ZONES (Independent)
- ONWARD, ESCAPING SOLDIERS! (Times)

## 5.2 Ellipses

Quirk et al. (2008, p. 900) refer to ellipsis as “*the omission of items of little informational value*” typical for block language seen in headlines with the aim of economy of space.

When evaluating the headlines in terms of ellipses, a great incidence of ellipses of the article followed by ellipses of the operator occurs. The ellipsis of the modal verb was spotted as well. The leaving out of the article certainly does not influence its comprehensibility, however, the omission of the operator may lead to ambiguity when it comes to a non native speaker's point of view. Furthermore, there are examples of headlines without ellipses of the article but their number is lower.

Ellipses of the article:

- 10,000 FACE RIOT POLICE IN MOSCOW AFTER \_OPPOSITION LEADER ALEXEI NAVALNY IS JAILED (Times)
- \_IMMIGRATION MINISTER QUILTS AFTER EMPLOYING \_ILLEGAL IMMIGRANT (Times)
- \_HUGE INCREASE IN AMAZON DEFORESTATION RATE (Telegraph)
- TWO US CONTRACTORS KILLED BY \_CAR BOMB IN KABUL (Guardian)
- TWO DIE AS \_BOULDER SMASHES INTO \_TRAIN IN \_FRENCH ALPS (Guardian)

Ellipses of the operator:

- DOCTORS\_TOO SCARED TO CURE CANCER NEED LEGAL PROTECTION (Telegraph)
- \_NICE WORK IF YOU CAN GET IT: TUC BOSS \_GIVEN A £104,000 GOLDEN GOODBYE (Sunday Times)
- \_FINISHED THAT EBOOK YET? HANG ON, SORRY, IT KEEPS UPDATING (Guardian)
- TIME\_ RUNNING OUT FOR CHINA'S ONE-CHILD POLICY AFTER THREE DECADES (Guardian)

Ellipsis of the modal verb:

- CAN WE FLY MORE AND \_MEET CARBON TARGETS? (Guardian)

Examples of no ellipses of the article:

- SEBASTIAN FAULKS ON THE LEGACY OF THE GREAT WAR (Times)
- AMERICAN WAY: HOW BARACK OBAMA JOINED THE QUARTET OF 'TYRANTS' ON MOUNT RUSHMORE (Telegraph)
- SOUTH AFRICA'S UNPOPULAR JACOB ZUMA MAKES A FINAL PLEA FOR POWER (Telegraph)
- WE FACE BEING BURIED UNDER AN AVALANCHE OF CHINESE SCIENCE (Guardian)

### 5.3 The noun phrase

As Knittlová (2003, p.164) points out in her book, it is the great use of premodification and postmodification in terms of giving the noun more details with the aim of provoking the reader's interest.

Quirk et al. (2008) introduce the noun phrase constituents consisting of the head noun, the premodification preceding the head noun and the postmodification following the head noun. They display a wide range of premodification and postmodification, which is not the scope of this analysis.

There are 72 examples of headlines illustrating the incidence of premodification, which prevails in comparison with only a few examples of postmodification in my corpus. When analysing the headline in terms of the noun phrase, there are 15 instances containing only the noun phrase and lacking the verb phrase. Mårdh (1980, p. 58) refers to them as nominal headlines.

Examples of premodification:

- **MILLION BOTTLES OF AUSTRALIAN WINE TO BE POURED DOWN THE DRAIN** (Telegraph)
- **US ENERGY REGULATOR ORDERS BARCLAYS TO PAY £299M FINE** (Guardian)
- **SOUTH AFRICA'S UNPOPULAR JACOB ZUMA MAKES A FINAL PLEA FOR POWER** (Telegraph)
- **SPAIN'S PRINCESS CRISTINA IN COURT TO TESTIFY IN ROYAL CORRUPTION CASE** (Independent)
- **IMMIGRATION MINISTER MARK HARPER RESIGNS OVER ILLEGAL IMMIGRANT CLEANER** (Guardian)

Examples of premodification and postmodification:

- **SOUTH KOREAN CHURCH LEADER WHO SET UP 'DROP BOX' TO ADOPT UNWANTED BABIES SEES TRAILER FOR DOCUMENTARY ABOUT HIS WORK BECOME INTERNET SENSATION** (Independent)
- **WHODUNNIT? JK ROWLING'S SECRET LIFE AS WIZARD CRIME WRITER REVEALED** (Sunday Times)

Examples of headlines containing no verb:

- WARNING OVER SPAM PENSION MESSAGES (Times)
- THE BEST VALUE FRUIT AND VEG BOX SCHEMES (Times)
- COMING TO TERMS WITH RETIRING AT 70 (Times)

## 5.4 Tense-forms

Knittlová (2003, p. 169) deals with the way tenses are viewed considering English news headlines. The most dominant is the present simple, which also refers to a recent past event and adds immediacy and colour to a story. Past tense forms describe long time events once taking place in the past and being discussed in the presence again. To refer to the future, the infinitive is used. (Knittlová, 2003, p. 169).

As Mårdh (1980, p. 172) points out in her work, there are so-called unmarked headlines for tense lacking finite form of *be* and being displayed in present and past tense forms. She gives examples of some of them: “*20 passengers\_trapped in bus over river; Women\_ to be held in men’s prison; Tories\_confident of amending Finance Bill, African accord with Mr Smith \_now in sight.*” According to her survey in the distribution of present, past and unmarked tense forms in verbal headlines taken from the Times (evaluated from a collection of 951 examples), there are 61.6 % of examples of present tense forms, 36.1% of examples of unmarked for tense and 2.3 % of past tense forms. (Mårdh, 1980, p. 172).

As to the headlines gathered in my corpus, the total of 200 verb forms were classified in terms of present and past tense forms and headlines unmarked for tense, i.e. present tense-forms include the present tense and forms with present tense modals and the present perfect, past tense forms include the past tense and forms with past tense modals, unmarked for tense (see above) and headlines referring to the future.

The frequency of tense-forms is shown in Table 3, the present tense is generally preferred and occurs in 58% of all the verb forms, the past tense form occurs in 10.5%, there are 3 examples of future-time reference (will + verb), however, the infinitive to refer to the future is given priority (15 examples). Besides that, unmarked tense forms are presented in 22.5% of all the evaluated verb forms.

See Table 3: Distribution of tense-forms in English headlines

Examples of the present simple:

- DEMENTIA RATES **FALL** AS PUBLIC HEALTH IMPROVES (Telegraph)
- ROYAL MAIL SALE **DELIVERS** £2,000 TO EVERY POSTIE (Sunday Times)
- SCHOOL'S OUT AND THE KNIFE **AWAITS** (Sunday Times)
- MINISTER MARK HARPER **QUITS OVER** HIS CLEANER (Sunday Times)

Examples of the present continuous:

- EUROZONE CRISIS **IS JUST GETTING** STARTED (Telegraph)
- CHINA'S INVESTMENTS IN THE US **ARE GROWING** SHOULD WE BE CONCERNED? (Guardian)
- MIRIAM GONZÁLEZ DURÁNTEZ SAYS 'ABSURD LABELS' **ARE HOLDING BACK** WOMEN (Guardian)

Examples of the past tense:

- TEXAS CARRIES OUT RARE EXECUTION OF FEMALE PRISONER SUZANNE BASSO WHO **WAS CONVICTED** OF TORTURING AND KILLING MENTALLY IMPAIRED MAN (Independent)
- TUBE STRIKE 2014: HOW FAR **COULD YOU HAVE FLOWN** DURING YOUR COMMUTE? (Independent)
- WHERE **WERE** YOU WHEN KENNEDY **WAS SHOT**? (Telegraph)

Examples of headlines unmarked for tense:

- TWO US CONTRACTORS **KILLED** BY CAR BOMB IN KABUL (Guardian)
- AMBULANCE **CARJACKED** WHILE WORKER SLEPT IN THE BACK (Independent)
- POORER PUPILS **HELD BACK** BY 'SOFT BIGOTRY OF LOW EXPECTATIONS' (Telegraph)
- RUSSIA **FACING** NO ACCESS TO SPACE FOR FIRST TIME SINCE COLD WAR (Telegraph)
- MORE CHILDREN **DYING** IN AFGHAN VIOLENCE SAYS UN, WITH DEATH TOLL UP 34 PER CENT (Independent)
- MARK ZUCKERBERG **TO SELL** \$2.3BN WORTH OF FACEBOOK SHARES (Guardian)

Future-time reference:

- **NPOWER TO PAY** £3.5M FOR MISLEADING CUSTOMERS OVER SWITCHING (Guardian)
- **WILL HEATHROW EXPAND** OR BE DUG UP? AIRPORT WARFARE ENTERS CRITICAL WEEK (Guardian)
- GCSE GRADES **WILL FALL** AGAIN AS EXAM BOARDS TAKE TOUGHER LINE (Times)

## 5.5 Non-finite verb forms

As stated in Dušková et al. (2012, p. 265), non-finite verb forms are the infinitive, the *-ing* participle and the *-ed* participle. When taking into account all the grammatical categories, only aspect and voice can be expressed by the non-finite verb form. (Dušková et al., 2012, p. 266).

Knittlová (2003, p. 168) emphasizes the prominence of non-finite verb forms in the English headline as a means of syntactic condensation which aims space saving.

My findings indicate that one quarter of all the verb forms are identified as non-finite, the infinitive is preferred to *-ed* and *-ing* participle. To sum it up, finite verb forms are considered to be by far the most numerous in the English headline.

Examples of non-finite verb forms:

- **GREEN MEASURES TO BLAME** FOR RISING ENERGY BILLS, SAYS NPOWER (Guardian)
- **BARRISTERS TO DECIDE** THIS WEEK ON LEGAL AID STRIKE (Independent)
- **GOOGLE GLASS HACKED** BY A SIMPLE QR CODE: NEW TECH MEANS NEW EXPLOITS (Independent)
- EASYJET PLANE TAKES OFF **LEAVING** 29 PASSENGERS ON THE TARMAC (Guardian)
- **FAILING MUSLIM FREE SCHOOL TO BE TAKEN OVER** BY ACADEMY CHAIN (Times)
- IMMIGRATION MINISTER QUILTS AFTER **EMPLOYING** ILLEGAL IMMIGRANT (Times)

## 5.6 Voice

Carter et al. (1997, p. 158-159) pay attention to the use of passive and active sentences when dealing with the language in the press. They describe the active sentence with its subject placed to the initial part to be clear who takes the responsibility, unlike the passive sentence in which the active subject becomes the passive agent and is moved to the end of the sentence. When comparing their presence in two British newspapers - the Daily Star, as an example of the tabloid, to the Guardian, reporting more serious news, there is something that differs: *“So in the Daily Star there is a marked use of repeated, transitive verbs in the active. In the Guardian the story is presented less sensationlly and ...there is a greater balance between active and passive clauses...”* (Carter et al., 1997, p. 162).

Among the analysed headlines, active sentences are represented significantly: 158 active and 27 passive sentences. A big majority of the passive verb forms are expressed in the present perfect passive and only the past participle is used.

Examples of active sentences:

- ROBIN THICKE **MADE** A MISTAKE WITH BLURRED LINES, SAYS SIMON LE BON (Telegraph)
- JACK STRAW: IN HASAN ROUHANI’S IRAN, YOU **CAN FEEL** THE WINDS OF CHANGE (Independent)
- NOT JUST MPS, WHERE **ARE** THE WOMEN IN GOVERNMENT? NEW FIGURES **SHOW** THAT FEWER THAN ONE IN FIVE HOLDERS OF KEY POSTS **ARE** FEMALE (Independent)
- NEKNOMINATION DEATH: IRISH TEENAGER **DIES** AFTER TAKING PART IN SOCIAL MEDIA CRAZE (Independent)
- VICTIM TO VICTOR: VICTORIA BECKHAM **GOES FROM** SPICE GIRL TO RESPECTED FASHION DESIGNER (Independent)

Examples of passive sentences:

- SCOTLAND YARD REFUSES TO INFORM FAMILIES OF DEAD CHILDREN WHOSE IDENTITIES **WERE STOLEN** BY UNDERCOVER OFFICERS (Telegraph)
- **WILL** HEATHROW EXPAND OR **BE DUG UP**? AIRPORT WARFARE ENTERS CRITICAL WEEK (Guardian)
- DELHI GANG-RAPISTS **SENTENCED** TO DEATH (Guardian)

- AMBULANCE **CARJACKED** WHILE WORKER SLEPT IN THE BACK (Independent)
- BOY **ATTACKED** BY CROCODILE FEARED DEAD AS 'HUMAN REMAINS' **ARE FOUND** (Independent)
- TWO US CONTRACTORS **KILLED** BY CAR BOMB IN KABUL (Guardian)
- KHODORKOVSKY FLIES TO GERMANY AFTER **BEING FREED** BY PUTIN (Times)

## 5.7 Modal auxiliaries

Quirk et al. (2008, p. 136) provide a list of all modal auxiliaries and the criteria for their identification. I only would like to draw my attention to their incidence in the headlines without any intention to study them in details. There are only 23 examples of modals identified in the corpus, which shows quite a low frequency.

Quirk et al (2008, p. 147) speak about the role of different modals: *“to give advice, make promises or threats, give orders.”* (Quirk et al, 2008, p. 147). This aspect may result in their less favouring among the headlines representing the quality press as it aims for providing facts. The usage of can, may and will is the greatest in number.

Examples of modal auxiliaries:

- SHARES **MAY BE** IN TURMOIL BUT DON'T PANIC (Times)
- WHY YOU **SHOULD BE** INVESTING IN SHARES (Times)
- HACKERS FOR HIRE **CAN** ROB YOU BLIND FOR \$300 AN HOUR (Times)
- DO WE LIVE IN THE MATRIX? SCIENTISTS BELIEVE THEY **MAY HAVE** ANSWERED THE QUESTION (Telegraph)
- LABOUR **WILL** WIN IN 2015, SAYS EX-COALITION MINISTER (Telegraph)
- JK ADMITS HARRY **SHOULD HAVE** WED HERMIONE (Sunday Times)
- TUBE STRIKE 2014: HOW FAR **COULD** YOU **HAVE** FLOWN DURING YOUR COMMUTE? (Independent)



## 5.8 Punctuation

Knittlová (2003, p. 171) points out that the frequent use of punctuation in the headline is considered to be one of the prominent features. As for punctuation, it is the use of colons, inverted commas and dashes we may encounter most in the headline. The purpose of the colon and dash is to separate the headline to link its thoughts and avoid ambiguity. (Knittlová, 2003, p. 171).

Crystal & Davy (1997, p. 179) add that inverted commas may also be frequently seen in the headline for several reasons: to quote, to put the writer's emphasis on a piece of information and to catch the reader's attention.

The headlines in my corpus were examined in terms of punctuation with the following results: There is no comma at the end of the headline, a small number of the exclamation mark, the use of the dash and hyphen appear almost equally, a great frequency of the colon to separate the headlines, the apostrophe and inverted commas are large in numbers.

See Table 4: Use of punctuation in English headlines

Examples of punctuation:

- **TYSON GAY BAN: WHAT IS OXILOFRINE?** (Guardian)
- **BOOT UP: METADATA MEANING, SMARTPHONES FOR ALL?, GMAPS ON IPAD, AND MORE** (Guardian)
- **TUBE STRIKE 2014: HOW FAR COULD YOU HAVE FLOWN DURING YOUR COMMUTE?** (Independent)
- **EU LOSES AAA RATING IN S&P DOWNGRADE** (Guardian)
- **WOODY ALLEN DENIES FARROW'S BITTER SEX ALLEGATIONS** (Guardian)
- **OH MY LORD! PEER SAYS HE USES DVLA 'FRIENDS' TO TRACK DOWN MOTORISTS WHO DROP LITTER** (Independent)
- **PUSSY RIOT DUO SACKED BY 'BANDMATES' AFTER US TV APPEARANCE** (Independent)
- **WILL HEATHROW EXPAND OR BE DUG UP? AIRPORT WARFARE ENTERS CRITICAL WEEK** (Guardian)
- **ONWARD, ESCAPING SOLDIERS!** (Times)

- F\*\*\* THE EU: SENIOR US DIPLOMAT VICTORIA NULAND MAKES HER POSITION CLEAR IN BUGGED CONVERSATION WITH UKRAINE ENVOY (Independent)

Examples of inverted commas as a way of quotation:

- 'WE HAVE BEEN HERE LONGER THAN A THOUSAND YEARS': KURDISTAN'S FIGHT FOR NATIONHOOD (Independent)
- 'GOOD TO SEE THE SKY', SAYS BRITISH JOURNALIST KIERON BRYAN FREED IN ST PETERSBURG (Times)

Examples of inverted commas as a way of evoking interest:

- FRANCOIS HOLLANDE: DAVID CAMERON COMMITTED 'SCHOOLBOY ERROR' ON SYRIA (Telegraph)
- OH MY LORD! PEER SAYS HE USES DVLA 'FRIENDS' TO TRACK DOWN MOTORISTS WHO DROP LITTER (Independent)

## 5.9 Figures and acronyms

Knittlová (2003, p. 170) also mentions a preference of figures to words with the space saving effect. As stated in Mårdh (1980, p. 157), a big majority of acronyms used in newspapers belong to the sphere of politics and economics. A special attention should be paid to avoid such acronyms which are only comprehended by a small number of people or at least reword them in the text. This does not apply to commonly used abbreviations. (Mårdh, 1980, p. 157).

As seen in my corpus, there are 46 examples of figures, 14 of them are displayed in their written form. There is a big number of acronyms with repeating prevalence, i.e. US, UK, EU, BBC, JK, MPs. However, there are some I have never heard of and require further reading to fully understand them.

Examples of figures and acronyms:

- NICE WORK IF YOU CAN GET IT: TUC BOSS GIVE A **£104,000** GOLDEN GOODBYE (Times) –TUC = Trades Union Congress
- OH MY LORD! PEER SAYS HE USES **DVLA** 'FRIENDS' TO TRACK DOWN MOTORISTS WHO DROP LITTER (Independent) – DVLA = Driver & Vehicle Licensing Agency

- **GCSE GRADES WILL FALL AGAIN AS EXAM BOARDS TAKE TOUGHER LINE** (Times)
- **EU LOSES AAA RATING IN S&P DOWNGRADE** (Guardian)
- **US ENERGY REGULATOR ORDERS BARCLAYS TO PAY £299M FINE** (Guardian)
- **FRANCE DRAFT RESOLUTION GIVES SYRIA 15 DAYS TO DECLARE ITS CHEMICAL WEAPONS** (Times)
- **PRINCES OF THE CITY SEAL £21bn DEAL AT STOCK MARKET CHARITY DAY** (Times)
- **ROYAL MAIL SALE DELIVERS £2,000 TO EVERY POSTIE** (Times)

## 6 Lexical analysis of the English headline

The aim of the lexical analysis is to focus on identification of common lexical devices recognized in the English headline as well as to provide them with their definitions. Regarded to the register “*the type of language that you use in a particular situation...*” (Macmillan English Dictionary for Advanced Learners, 2002, p. 1188), one may refer to it as neutral, however, a certain amount of colloquial expressions was also noticed. As all the headlines were chosen from broadsheets only, their goal is to report the latest political events and news, leaving out sensation and celebrities’ life stories. This fact is certainly reflected in the choice of lexicon.

### 6.1 Headline vocabulary

Headline language is elliptical because of lack of space a headline page provides. Thus, the range of vocabulary following such a requirement and short words replacing their longer synonyms are preferred (Knittlová, 2003, p. 170). The headline vocabulary, as Knittlová enumerates, is dealt with in subchapter 2.1. Its presence in the headlines collected in the corpus is demonstrated in the following examples, some of them were spotted even repeatedly: to seize = take by force, to ban = officially forbid, to tackle = make an effort, to wed = get married to, plea = request, havoc = chaotic situation, jeopardy = danger. As far as the non native English speaker’s opinion is concerned, one may face difficulties to fully understand some of them.

Examples of headline vocabulary:

- PANAMA **SEIZES** NORTH KOREAN SHIP CARRYING WEAPONS (Guardian)
- TYSON GAY **BAN**: WHAT IS OXILOFRINE? (Guardian)
- SHARES MAY BE IN **TURMOIL** BUT DON’T PANIC (Times)
- VLADIMIR PUTIN IN **PLEA** TO AMERICAN PUBLIC AS US AND RUSSIA **FALTER** OVER SYRIA RESOLUTION (Independent)
- OSBORNE HANDED £20BN BORROWING **BOOST** (Sunday Times)
- IMMIGRATION MINISTER **QUITS** AFTER EMPLOYING ILLEGAL MIGRANT (Times)
- JK ADMITS HARRY SHOULD HAVE **WED** HERMIONE (Sunday Times)
- EX-SOLDIER **SUES** MINISTRY OF DEFENCE FOR ALLEGED FAILURE TO **TACKLE** BULLYING (Guardian)
- THREE BANKERS ON **TRIAL** IN DUBLIN OVER **CRASH** THAT BROUGHT IRELAND TO ITS KNEES (Independent)

- UK WEATHER: FURY RISES WITH THE FLOOD WATERS CAUSING **HAVOC** AND EVACUATIONS ACROSS BRITAIN (Independent)
- MPS TRY TO **MUZZLE** MEDIA REGULATOR: FEARS THAT 'SINISTER' PLANS TO TRANSFER POWERS FROM OFCOM TO GOVERNMENT WILL PUT DIVERSITY AND QUALITY IN **JEOPARDY** (Independent)
- SYRIA **PEACE TALKS** BREAK DOWN AS DEATH TOLL PASSES 140,000 (Telegraph)
- FRAUDSTERS **TARGET** TAXPAYERS IN NEW SCAM (Times)
- CUSTOMERS LOSE RIGHT TO **SUE** AFTER TAKING OMBUDSMAN COMPENSATION (Telegraph)
- SNOW **HITS** TOKYO, EVEN BULLET TRAINS DELAYED (Times)

## 6.2 Colloquial style

Concerning colloquial vocabulary, my attention is paid to the incidence of such vocabulary, phrasal verbs alternatively expletives. The prevalence of phrasal verbs is quite common as 32 examples were identified. Predictably, the use of swearing words with only 2 examples is rare.

A phrasal verb is “*a combination of words that is used like a verb and consists of a verb and an adverb or preposition...*” (Macmillan English Dictionary for Advanced Learners, 2002, p. 1062), an expletive is “*a rude word you use when you are angry, annoyed, or upset that might offend some people.*” (Macmillan English Dictionary for Advanced Learners, 2002, p. 485).

Examples of informal style:

- **WHODUNNIT?** JK ROWLING’S SECRET LIFE AS WIZARD CRIME WRITER REVEALED (Sunday Times)
- **BOOT UP:** METADATA MEANING, SMARTPHONES FOR ALL?, GMAPS ON IPAD, AND MORE (Guardian)
- WHY **DON’T** BOOKS FOR **GROWN-UPS** HAVE ILLUSTRATIONS ANY MORE? (Telegraph)
- ATTICUS: THOSE BBC FOLK – THEY’RE ALWAYS **BASHING THE BEEB** (Sunday Times)
- SUSPECTED HARLEM MUGGERS ACCIDENTALLY SEND **SELFIES** TO POLICE (Independent)
- ROYAL MAIL SALE DELIVERS £2,000 TO EVERY **POSTIE** (Sunday Times)

Examples of phrasal verbs:

- FLESH-EATING MAGGOTS **END UP** IN HOLIDAYMAKER'S EAR (Times)
- SCIENTISTS **CLOSE IN** ON GENETIC TREATMENT FOR DOWN'S (Times)
- **COMING TO TERMS WITH** RETIRING AT 70 (Times)
- THE COMMA MAY BY **DYING OUT**, SAYS US PROFESSOR (Independent)
- TIME **RUNNING OUT** FOR CHINA'S ONE-CHILD POLICY AFTER THREE DECADES (Guardian)
- **HOLD ON**, FARMERS, THAT'S YOUR SOIL TURNING RIVERS INTO FLOODS (Sunday Times)
- US '**CUTS BACK ON** PAKISTAN DRONE STRIKES DURING TALIBAN PEACE TALKS' (Independent)

Examples of expletives:

- PLANNINGTOROCK INTERVIEW: 'A SONG ABOUT PATRIARCHY **SAVED MY ASS**' (Independent)
- **F\*\*\*** THE EU: SENIOR US DIPLOMAT VICTORIA NULAND MAKES HER POSITION CLEAR IN BUGGED CONVERSATION WITH UKRAINE ENVOY (Independent)

## 6.3 Compound nouns

*"A compound is a lexical unit consisting of more than one base and functioning both grammatically and semantically as a single word."* (Quirk et al., 2008, p. 1567). They add that compounding as a way of word-formation in English usually consists of two bases.

There are 33 instances of compound nouns in the corpus.

Examples of compound nouns:

- IT'S RAINING BATS: 100,000 ROTTING CARCASSES FALL FROM THE SKY DURING AUSTRALIAN **HEATWAVE** (Independent)
- FLESH-EATING MAGGOTS END UP IN **HOLIDAYMAKER'S** EAR (Times)
- 'NEKNOMINATION': ISAAC RICHARDSON IS FIRST BRITON TO DIE FROM **ONLINE DRINKING CRAZE** (Independent)
- CHARLES URGED TO DESTROY ROYAL IVORY HOARD TO BACK HIS **WILDLIFE** CAMPAIGN (Times)

- CHINA TO TACKLE FILM FRAUD FOLLOWING HIDDEN **BOX OFFICE RETURNS** (Guardian)
- UKRAINE NOT INVESTIGATING BUGGED **PHONE CALL** BETWEEN US DIPLOMATS (Guardian)

## 6.4 Idioms

*“An idiom is an expression whose meaning is different from the meaning of the individual words.”* (Macmillan English Dictionary for Advanced Learners, 2002, p. 710).

Idioms are examples of informality with the eye-catching effect and may lead to incomprehension for a non native speaker. It is evident that idioms are not avoided in the language of headlines as 9 were encountered.

Examples of idioms:

- FRANCOIS HOLLANDE: DAVID CAMERON **COMMITTED 'SCHOOLBOY ERROR'** ON SYRIA (Telegraph)
- ALEPPO REBELS ANGRY AS DIPLOMACY SEEMS **TO LET ASSAD OFF THE HOOK** (Guardian)
- THREE BANKERS ON TRIAL IN DUBLIN OVER CRASH THAT **BROUGHT IRELAND TO ITS KNEES** (Independent)
- KANSAS REPUBLICAN LEADERS **GET COLD FEET OVER 'ANTI-GAY' BILL** (Guardian)
- MILLIONS BOTTLES OF AUSTRALIAN WINE **TO BE Poured DOWN THE DRAIN** (Telegraph)
- NICE WORK IF YOU CAN GET IT: TUC BOSS **GIVEN A £104,000 GOLDEN GOODBYE** (Sunday Times)
- JACK STRAW: IN HASAN ROUHANI’S IRAN, YOU CAN **FEEL THE WINDS OF CHANGE** (Independent)
- SO IS IRAN OPEN FOR BUSINESS? US SECRETARY OF STATE JOHN KERRY SAYS NO – BUT NOT EVERYONE IS PREPARED TO **TOW WASHINGTON’S LINE** (Independent)
- US FOREIGN POLICY IN LATIN AMERICA **LEAVES AN OPEN DOOR FOR CHINA** (Guardian)

## 6.5 Rhymes and rhythm

A rhyme means “*a word that ends with the same sound as another word*”. (Macmillan English Dictionary for Advanced Learners, 2002, p. 1218).

Assonance is “*the repetition of identical vowel sounds that are not followed by identical consonant sounds in two or more words...*” (Vodičková, 2006, p. 53). Consonance is “*the repetition of identical consonant sounds and different vowel sounds...*” (Vodičková, 2006, p. 53).

As all the above mentioned terms belong to the language of poetry, which certainly is far from the language analysed in this project, one may expect their absence in the headline. Nevertheless, there is a small number to show their incidence.

Playing with sound and rhythm:

- **PRAIRIE PIONEER QUILT GUILD** (Independent)
- **DRIP, DRIP, DRIP BY DAY AND NIGHT** (Guardian)

Examples of assonance:

- **UK FLOODS: DAVID CAMERON TELLS MINISTERS TO STOP THE **BLAME GAME**** (Guardian)
- **CASHLESS SOCIETY –WHY THERE’S NO **PAIN** OR **GAIN** FROM A PLASTIC FUTURE** (Guardian)
- **ROXANA **TRUSTEE**, MAYOR **DISAGREE** ON DEMOLITION FUNDING** (Telegraph)

An example of consonance:

- **PING-PONG DIPLOMACY BY NICHOLAS GRIFFIN – REVIEW** (Guardian)

## 6.6 Alliteration

Alliteration means “*the repetition of initial sounds.*” (Vodičková, 2006, p. 53). Knittlová (2003, p. 171) highlights the role of alliteration in the headline – to express a contrast, evoke interest and curiosity in the reader.

24 examples of alliteration found in the corpus may reflect its popularity in the newspaper language.



Examples of alliteration:

- **DALLAS'S DARKEST DAY** (Sunday Times)
- **CHINA TO TACKLE FILM FRAUD FOLLOWING HIDDEN BOX OFFICE RETURNS** (Guardian)
- **US EMPLOYMENT FIGURES FUEL FEARS JOB MARKET RECOVERY MAY HAVE STALLED** (Guardian)
- **MAN CITY: ARE THEY ENGLAND'S GREATEST GOAL GRABBERS?** (Sunday Times)
- **THEATRE COLLAPSE: WITNESSES SAW CEILING SAGGING FROM RAIN** (Times)
- **TUESDAY'S PREP GIRLS ROUNDUP: TIGERS TAKE OUT T-TOWN** (Telegraph)
- **WINTER OLYMPICS 2014: BIGGER, BRASHER, BRIGHTER – SOCHI RELEASES SPIRIT OF VLADIMIR PUTIN'S RUSSIA** (Independent)

## 6.7 Puns

Crystal (1998, p. 101) deals with language play as one of the features of every language. People play with the language to entertain both themselves and others. Puns seen in the press are examples of such fun and humour with the eye-catching effect. The Guardian, belonging to the quality press, “*achieved a reputation for the ingenuity of its headline punning.*” He also emphasizes the fact that every language play requires good knowledge of the language and its culture to avoid incomprehension. Non native speakers may face difficulties when it comes to punning. (Crystal, 1998, p. 101).

Playing with the meaning of the word:

- **FIFTY SHADES OF PANTS ... NEW LINGERIE INSPIRED BY BOOK** (Independence)
- **ACTIVIST: JAIL BOND ISSUE WORK OF 'CRANKS'** (Telegraph)
- **DAILY COOL: HAIRY CHRISTMAS!** (Independent)
- **DUBAI OR NOT DUBAI?** (Sunday Times)
- **HENRIK THE GREAT** (Times)
- **IT'S RAINING BATS: 100,000 ROTTING CARCASSES FALL FROM THE SKY DURING AUSTRALIAN HEATWAVE** (Independent)

## 7 Syntactic analysis of the Czech headline

The procedure for evaluating the language seen in the Czech headline does not differ from what it has been examined in the English headline. For this reason, a corpus of 200 Czech headlines was created. Regarding the sources of the headlines, Mladá fronta DNES (MFD) and Lidové noviny (LN) as means of the daily quality press were selected or more precisely their online internet versions – [www.idnes.cz](http://www.idnes.cz) and [www.lidovsky.cz](http://www.lidovsky.cz). The aim of this analysis is to identify different stylistic devices in the Czech headline, illustrate their incidence and show their prevalence in the corpus. First, the headline will be studied from a syntactic point of view followed by a lexical standpoint. Similarities as well as differences between the English and Czech headline will be discussed in the Summary.

### 7.1 Clause structure

Čechová et al. (2008, p. 270) point out to the tendency towards the use of the simple sentence consisting of the subject and the predicate and multiple sentence, compared to the past when the headline with the verbless simple sentence was in common use.

My findings show high proportion of the simple sentence in contrast with multiple. Another important feature is the widespread use of the headline consisting of two simple sentences, whose meanings are closely related. A small number of the complex sentence, predominantly relative and object clause, was spotted.

See Table 5: Distribution of clauses structure in Czech headlines

Examples of the simple sentence:

- PŘI PÁDU VRTULNÍKU ZAHYNULO V AFGHÁNISTÁNU PĚT VOJÁKŮ NATO (LN)
- MEYER BERGMAN KOUPII ZA DVĚ MILIARDY KČ OUTLET FASHION ARENA (MFD)
- VYRAŽTE DO SOČI ZA MEDAILOVOU RADOSTÍ (MFD)
- DOKUMENT TRABANTEM AŽ NA KONEC SVĚTA NEBUDE NIC PRO “POSEROUTKY”(MFD)
- ROCKOVÁ FEMME FATALE PATTI SMITH VYSTOUPÍ NA FESTIVALU V TRUTNOVĚ (LN)

Examples of the compound sentence:

- ŠÉF ODBORŮ NABÍDL SVOU FUNKCI ZA MILION PODNIKATELI, DOSTAL PODMÍNKU (MFD)
- KOŽENKOVÉ RYCHLÍKY DO PĚTI LET SKONČÍ, SLIBUJÍ ČESKÉ DRÁHY (MFD)
- POTŘEBUJEME 700 MILIARD, ZNÍ Z KYJEVA (LN)
- 700. JÁGR POKOŘIL BÁJNOU GÓLOVOU METU A UŽ MYSLÍ NA DALŠÍ STOVKU (LN)
- UKRAJINSKÝ PARLAMENT SESADIL PREZIDENTA JANUKOVYČE, VOLBY VYHLÁSIL NA 25. KVĚTNA (LN)

Examples of the complex sentence:

- BURSÍK: JE TU ŘADA ZÁJMŮ RUSKA, KTERÉ VYJADŘUJE PREZIDENT ZEMAN (MFD)
- REMUNDOVÁ: POCHOPILA JSEM, ŽE LIDI Z MORDPARTY JSOU CITLIVÍ A INTELITENTNÍ (LN)
- ČECH V IRÁKU: PO NÁVRATU SI UŽÍVÁTE, ŽE NA VÁS NIKDO NEMÍŘÍ ZBRANÍ (LN)

Examples of the headlines containing two simple sentences:

- AMSTERODAM PŘIJÍMÁ NA ÚKLID ULIC ALKOHOLIKY. ODMĚŇUJE JE PIVEM (MFD)
- ODPADLÍCI Z ODS MAJI PUNC KMOTROVSTVÍ. DALŠÍ PARTAJE JE ODMÍTÁJÍ (LN)
- OBCHODNÍ HOREČKA A STATISÍCE POUTNÍKŮ. ŘÍM SE PŘIPRAVUJE NA SVATOŘEČENÍ PAPEŽŮ (LN)
- ČESKÝ PAN GAZPROM SPOUŠTÍ SVŮJ VLASTNÍ BYZNYS. BUDE DĚLAT SAFÍRY (MFD)

### 7.1.1 Four sentence types

Čechová et al. (2008, p. 271) write about a tendency for an increase of both the interrogative sentence and also rhetorical question in the headline.

Not surprisingly, the declarative sentence is the fundamental sentence type seen in the headlines as its primary function is to convey a piece of information. However, there are only 15 instances of the interrogative sentence, which supports the fact that a question means a lack of information the speaker has and the aim of the headline is to provide its reader with the latest news. The distribution of all structural types of the sentence is shown in Table 6.

See Table 6: Distribution of declaratives, interrogatives, exclamatives and imperatives in Czech headlines

Examples of the rhetorical question:

- **BLANKA A ČERNÁ STAVBA? JDE O INFANTILNÍ HUDEČKOVU HRU, MÍNÍ BÉM (LN)**
- **EURO ZA 28 KORUN? JE TO MOŽNÉ, ŘEKL BANKÉŘ. KORUNA HNED OSLABILA (LN)**
- **SVOBODA TISKU? NEJVĚTŠÍ JE VE FINSKU, SITUACE V ČESKU SE LEPŠÍ (LN)**

Examples of the imperative question:

- **VYRAŽTE DO SOČI ZA MEDAILOVOU RADOSTÍ (MFD)**
- **NEBUŽ JAKO CIRKUSÁK, DRŽ SE MALOVÁNÍ, CHTĚLA BABIČKA, LÍČÍ PETR NIKL (LN)**
- **BĚŽ DOMŮ IVANE! PŘED RUSKÝ KONZULÁT V BRNĚ PŘIŠLI UKRAJINCI I ČEŠI (MFD)**
- **PRODEJTE NÁM PLYN, NALÉHÁ EVROPA S ČESKEM NA AMERIKU (MFD)**

Examples of the exclamative question:

- **'HEIL HITLER!' KŘIČEL OPILÝ MÍSTOPŘESEDÁ EVROPSKÉHO PARLAMENTU (LN)**
- **KUPŘEDU, LEVÁ, ZPÁTKY NI KROK! V DOXU VYSTAVUJÍ POLITICKÉ PLAKÁTY (LN)**

## 7.2 Ellipses

According to Bečka (1973, p. 111-112), there is the ellipsis of the the subject as well as the auxiliary verb and the predicate occurring in the Czech headline. He claims that it is the eye-catching effect and the requirement for brevity that play their roles in the use of the ellipsis.

As for the analysed headlines, ellipses, predominantly of the predicate (29 examples) and the subject (11 examples) were recognized. Thus, non-elliptical sentences are generally preferred.

Examples of the ellipsis of the subject:

- **VEŠEL DO NEMOCNICE A ZAČAL STRÍLET.** PAK AMERIČAN SPÁCHAL SEBEVRAŽDU (MFD)
- **KRIZI NEZVLÁDL.** CAMERON NA ZÁPLAVY REAGOVAL ŠPATNĚ, MYSLÍ SI BRITOVÉ (LN)

Examples of the ellipsis of the verb to be:

- **EURO ZA 28 KORUN?** JE TO MOŽNÉ, ŘEKL BANKÉŘ. KORUNA HNED OSLABILA (LN)
- **ČASOPIS FORBES NA PRODEJ?** VYDAVATEL OČEKÁVÁ ŘADU ZÁJEMCŮ (LN)
- **SVOBODA TISKU?** NEJVĚTŠÍ JE VE FINSKU, SITUACE V ČESKU SE LEPŠÍ (LN)

Examples of the ellipsis of the predicate:

- **ČESKÝ KONZUL V NEW YORKU:** POMLÁZKU BYCH SE TU BÁL POUŽÍT (LN)
- **PŘEVOZ ZRANĚNÝCH Z MAJDANU.** ARMÁDA: PŮJDE O NÁROČNOU OPERACI (LN)

## 7.3 Tense-forms

Table 7 indicates the distribution of tense-forms the headlines are divided to. It is evident that the present tense is the most frequent followed by quite a big number of headlines marked for the past tense. Headlines with the future tense are not represented significantly.

See Table 7: Distribution of tense-forms in Czech headlines

Examples of the past tense:

- PRODEJ AUT V EU **STOUPL** V PRVNÍM ČTVRTLETÍ O VÍCE NEŽ OSM PROCENT (MFD)
- GROSS **SE KÁL** V TELEVIZI. **PŘIJAL** KRISTA A **OMLUVIL SE** VŠEM, JEŽ **ZKLAMAL** (MFD)
- MEYER BERGMAN **KOUPIL** ZA DVĚ MILIARDY KČ OUTLET FASHION ARENA (MFD)

Examples of the present tense:

- RUSKO DÁL **ODMÍTÁ** DOVÁŽET PRASATA Z EU. UNIE **ŽÁDÁ** O POMOC WTO (MFD)
- **HRAJU** PODLE VLASTNÍCH PRAVIDEL, **ŘÍKÁ** VÝTVARNICE KATEŘINA ŠEDÁ (LN)
- PUTIN: VZHLEDEM K OHROŽENÍ ŽIVOTŮ OBČANŮ RUSKÉ FEDERACE **ŽÁDÁM...** (LN)

Examples of the future tense:

- **OCHLADÍ SE**. SVÁTEK PRÁCE **PROPRŠÍ**, O VÍKENDU **BUDE** NA HORÁCH I **SNĚŽIT** (MFD)
- DRÁHY **ROZŠÍŘÍ** SERVIS NA DÁLKOVÝCH VLACÍCH, **SEŠKRTAJÍ** EXTERNÍ VLAKUŠKY (MFD)
- VŮDCE SYRSKÉ AL-KÁJDY V EXKLUZIVNÍM ROZHOVORU: **ZVÍTĚZÍME** V ŘÁDU DNÍ (LN)

## 7.4 Non-finite verb forms

It is evident that the use of non-finite verb forms is not a typical feature for the language seen in the Czech headline. Most of the headlines appear to be finite.

An example of the non-finite verb form:

- **POŠŤÁK NABÍZEJÍCÍ** CIGARETY? TO JE SELHÁNÍ STÁTU, ŘÍKÁ PORADKYNĚ PRO ODVYKÁNÍ (LN)

Examples of finite verb forms:

- UKRAJINĚ **HROZÍ** VÁLKA. KDO UDĚLÁ OSUDOVÝ KROK? **PTÁ SE** RUSKÝ LIST (LN)
- **BLOKUJETE** JMENOVÁNÍ PROFESORŮ, **ZLOBÍ SE** ŠKOLY. MINISTR **ČEKÁ** NA ZÁKON (MFD)
- SOBOTKA **NEVĚŘÍ** INTERVENCI PROTI KORUNĚ. LIDÉ VÍC **UTRÁCET** **NEBUDOU**, **ŘÍKÁ** (MFD)
- RATH **PODEPISOVAL** NOVOU KNIHU. VE TŘECH KNIHKUPECTVÍCH HO **ODMÍTLI** (LN)

## 7.5 Voice

As Bečka (1973, p. 125) asserts, the use of the passive voice does not seem to be much liked in the Czech language. The passive does not reflect the need for the action of the predicate in the Czech headline.

As seen in my corpus, the active voice greatly outweighs the passive, i.e. only 6 examples of the passive were spotted.

Examples of the passive voice:

- V PÁTEK I V SOBOTU **TO BUDE KLOUZAT** VŠUDE, VARUJÍ METEOROLOGOVÉ (MFD)
- PRAHA CHCE AŽ O DESETINU ZDRAŽIT JÍZDNÉ. **UVIDÍ SE** PO VOLBÁCH (MFD)
- V MOSKVĚ **SE** NA PRAVIDLA **KAŠLE**. POSTAVILI DŮM, VE KTERÉM SE NEDÁ ŽÍT (MFD)
- UKRAJINA **SE VRACÍ** DO NÁRUČE MOSKVY. TYMOŠENKOVÁ SVOLÁVÁ LIDI DO ULIC (LN)

Examples of the active voice:

- JSEM VOJÁK, O ROZKAZECH **NEDISKUTUJI**, **ŘÍKÁ** ZPRAVODAJEC Z KAUKY NAGYOVÁ (MFD)
- NEJMENOVAT NAVRŽENÉ MINISTRY **JSEM SI** NIKDY **NEDOVOLIL**, **ŘEKL** KLAUS (LN)
- ŠÉF ODBORŮ **NABÍDL** SVOU FUNKCI ZA MILION PODNIKATELI, **DOSTAL** PODMÍNKU (MFD)

- POLICIE **MÁ** PAŘÍŽSKÉHO STŘELCE. TEN PRÝ **CHTĚL** SPÁCHAT SEBEVRAŽDU (LN)

## 7.6 Modal auxiliaries

Modal auxiliaries, indicating a degree of modality, are far from the the facts which the headline should bring to the reader. Not surprisingly, my findings show only 13 instances of headlines containing the modal verb.

Examples of the modals:

- MINISTR ŽÁK: BLANKA JE DRAHÁ A DILETANTSKÁ, PRAHA JI ALE **MUSÍ** DOKONČIT (LN)
- ZMOŽENÉ JAPONKY SI NOVĚ **MOHOU** ZAJÍT DO SPECIÁLNÍ ŠLOFÍKOVÉ KAVÁRNY (MFD)
- HERTL **MŮŽE** CHYBĚT AŽ ZA MĚSÍC, START MLADÉ HVĚZDY NA OLYMPIÁDĚ JE V OHROŽENÍ (LN)
- ELTON NA PRAŽSKÉM KONCERTU NEVYNECHAL ANI JEDEN HIT. I KDYŽ **MOŽNÁ MĚL** (LN)
- **CHTĚL BYCH** PROVOZOVAT VLASTNÍ E-SHOP, ŘÍKÁ PŘEDČASNĚ PLNOLETÝ PODNIKATEL (MFD)

## 7.7 Punctuation

Knittlová (2003, p. 173) also deals with punctuation in the Czech and English headline. According to her, the English headline is given priority as to the use of punctuation.

Čechová et al. (2008, p. 271) writes about the role of inverted commas as a way of expressing either a paraphrase or a quotation in the Czech headline.

The high incidence of commas followed by full stops is what differs in contrast with the English headline. 25 examples of headlines in which the colon replaces the verb “say” may indicate its popularity in the Czech headline.

See Table 8: Use of punctuation in Czech headlines



Examples of punctuation:

- SOBOTKA: POST ZMOCNĚNCE PRO LIDSKÁ PRÁVA ZACHOVÁME, ALE ZATÍM NEOBSADÍME (MFD)
- JOUROVÁ: V ČERPÁNÍ EVROPSKÝCH FONDŮ JSME ÚPLNĚ NEJHORŠÍ (LN)
- ZEMAN Z LÁN: ODMÍTNUTÍ AMAZONU A 2000 PRACOVNÍCH MÍST JE PITOMOST (LN)
- BAUER PO ŠTAFETĚ: VŠICHNI, VČETNĚ DUŠANA KOŽÍŠKA, DO TOHO DALI VŠECHNO (MFD)
- WASHINGTON HROZÍ MOSKVĚ SANKCEMI ZA 'NEUVĚŘITELNÝ AKT AGRESE' (LN)
- BĚŽ DOMŮ IVANE! PŘED RUSKÝ KONZULÁT V BRNĚ PŘIŠLI UKRAJINCI I ČEŠI (MFD)
- JDETE NA POHOVOR? NAUČTE SE, ČIM ZABODOVAT A ČEHO SE VYVAROVAT (MFD)

## 7.8 Figures and acronyms

Knittlová (2003, p. 173) compares the use of acronyms and figures in the Czech and English headline. What she remarks is less prevalence of acronyms and the preference of words to figures in the Czech headline. Czech uses acronyms which are generally known. (Knittlová, 2003, p. 173).

There are 19 different acronyms spotted in my corpus, 5 of them appear twice (USA, ČSSD, ČEZ, ODS, EU) and there are 2 I was not familiar with their meaning (EGAP, ÖBB). As for the preference of words to figures in the Czech headline, they have rather similar frequencies.

Examples of acronyms and figures:

- **EGAP** SI ZAOKROUHLOVALA ROZPOČET. STÁT DO NÍ ZBYTEČNĚ PUMPOVAL MILIARDY (LN) EGAP = Exportní garanční a pojišťovací společnost
- REGIOJET VYFOUKL DRAHÁM VLAKY OD **ÖBB**. DRÁHY KŘÍSÍ PLÁN NA MODERNIZACE (MFD) ÖBB = Österreichische Bundesbahnen
- **USA** POPRVÉ ZVĚŘEJŇUJÍ DATA O JACKU RUBYM, KTERÝ ZABIL KENNEDYHO VRAHA (LN)
- MATRAGI LETUŠKY **ČSA** NEOBLÉKNE. POMALÉ A NEODBORNÉ, KRITIZUJE JEDNÁNÍ AEROLINEK (LN)

- LIDOVCI PODPOŘILI NÁVRH **ČSSD**. UŽ JSME UNAVENÍ, MÍNÍ BĚLOHRÁDEK (MFD)
- **ODS** NEMÁ ŠANCI. JEDINĚ, ŽE BY NĚCO VYROBILI, VAROVAL RATH PANCOVOU (MFD)
- ROUBENKU STAROU **300** LET REKONSTRUOVALI SVÉPOMOCÍ **10** LET. NA JEDNIČKU! (MFD)
- ZISK **ČEZ** BYL NEJHORŠÍ ZA **PĚT** LET. POLOSTÁTNÍ FIRMA VYDĚLALA **35** MILIARD (MFD)

## 8 Lexical analysis of the Czech headline

In the following chapters the main interest is to seek identical linguistic devices in the Czech headline with respect to its lexical point of view. Čechová et al. (2008, p. 261) refer to the register of the journalistic style as neutral, however, they mention a rising popularity for expressions found in the informal register. (Čechová et al., 2008, p. 261). This will be dealt with in details below.

### 8.1 Headline vocabulary

Čechová et al. (2008, p. 263) emphasizes that “*publicismy*” (see subchapter 3.1) and words borrowed from English seem to be much liked in the journalistic style. As observed from the corpus, there is the tendency to use the above mentioned expressions in the headline, i.e. VLNA ČISTEK, ODHALIT CHYBY V TENDRECH, ROZPOČET, DIPLOMATICKÝ SKANDÁL, KŘÍSIT PLÁN, KRIZE, LOBBOVAT, HLEDAT ÚSPORY, SEŠKRTAT, ZMRAZIT ÚČTY.

Many words seen in the headline relate to the sphere of politics and one can refer to them as political lexicon. It may be due to the fact that the two sources – Mladá fronta DNES and Lidové noviny mainly concentrate on giving political news and commentaries. The most frequent words are various titles of current political parties and institutions, names of well-known representatives from the political and social life and verbs appearing repeatedly e.g. ŘÍCI, TVRDIT, KRITIZOVAT, MÍNIT, UKÁZAT, VAROVAT, ZNÍT. My findings clearly indicate quite a high proportion of borrowed words from English.

Examples of borrowed words:

- BLANKA A ČERNÁ STAVBA? JDE O **INFANTILNÍ** HUDEČKOVU HRU, MÍNÍ BÉM (LN)
- **NO COMMENT**, ZNÍ Z WASHINGTONU I BRUSELU PO DIPLOMATICKÉM SKANDÁLU (LN)
- PEŠEK: **FUCK THE EU** ZAFUNGOVALO (LN)
- **FAIR PLAY** O **DOPINGU** V ČSSR. TRÉNOVALA JSEM, ALE BEZ **DUBLÉRKY** TO NEŠLO, ŘÍKÁ BÁRDOSOVÁ (LN)
- DRÁHY CHTĚJÍ ZA **RAILJETY** ZAPLATIT PENĚZI ZA NÁDRAŽÍ. PŘEVOD ALE NENÍ JISTÝ (MFD)

- NEVIDOMÝ **WHISTLEBLOWER** ZÁVODSKÝ BUDE POD BABIŠEM KROTIT HAZARD (LN)
- HTC UKÁZAL **SMARTPHONE** S VÝBAVOU **HIGH-ENDU** A CENOU STŘEDNÍ TŘÍDY (MFD)

Examples of neologisms:

- TÉMA BULVÁRU STAHUJE SAMOTNOU ČT DO **BULVÁRNOSTI**, ŘÍKÁ ANALYTIK TRAMPOTA (LN)
- **PRAVDOLÁSKAŘI** ZVEDLI HLAVU. DO STRANY LES VSTOUPILA I HEREČKA HOLUBOVÁ (MFD)

## 8.2 Colloquial style

Among the analysed headlines, there are quite a lot of expressions from colloquial style, which may not be that unexpected. It is due to the fact that the headline needs to catch its reader's attention and provoke interest in them. Three examples of expletives were also found, however, expressions typical for neutral style prevail.

Examples of colloquial vocabulary:

- DOKUMENT TRABANTEM AŽ NA KONEC SVĚTA NEBUDE NIC PRO “**POSEROUTKY**” (MFD)
- NA PRVNÍM TRÉNINKU ROZBILI PLEXISKLO. JSME **HOLT TVRĎÁCI**, TĚŠÍ JÁGRA (LN)
- JEŠTĚ SE NECÍTÍM NA TO, ABYCH BYL JEN **BAFUŇÁŘ**, ŘÍKÁ JAROMÍR JÁGR (MFD)
- ZEMAN Z LÁN: ODMÍTNUTÍ AMAZONU A 2000 PRACOVNÍCH MÍST JE **PITOMOST** (LN)
- VŠECHNO SE PROSTĚ SEŠLO. SUPER, **LEBEDIL SI** TRENÉR VÍTĚZNÉ SÁMKOVÉ (MFD)
- NĚKTERÉ **CESTOVKY** UŽ PRODALY TĚMĚŘ POLOVINU SVÝCH ZÁJEZDŮ NA LÉTO (LN)
- PO PRVNÍM KOLE **JSEM BYL V KOPRU**. ALE DOPADLO TO DOBŘE, SLAVIL MORAVEC (MFD)
- VÍTĚZSTVÍ NA SVĚTOVÉM SOUBOJI KAPEL **VYFOUKLI** NAŠIM DOCTOR VICTOR BRITOVÉ (MFD)

Examples of expletives:

- DIPLOMATICKÝ SKANDÁL: '**VYJE\*AT** S EU,' ZNÍ NA UNIKLÉ NAHRÁVCE (LN)
- SCHWARZENBERG? **KAZIŠUK** ČESKÉHO EXPORTU, VZKÁZAL RANSDORF Z BRUSELU (LN)
- HRNCE A MATRACE ZA STATISÍCE. PŘÍBĚHY ŽEN, JIMŽ DŮCHOD ZTRPČILI **ŠMEJDI** (MFD)

### 8.3 Compound nouns

Not a considerable proportion of compound nouns was seen in the corpus. There is one - "PRAVDOLÁSKAŘI" which attracted my attention and I have never heard of. It means "those who want to follow Václav Havel's ideas."

Examples of compound nouns:

- RATH PODEPISOVAL NOVOU KNIHU. VE TŘECH **KNIHKUPECTVÍCH** HO ODMÍTLI (LN)
- VEŠEL DO NEMOCNICE A ZAČAL STŘÍLET. PAK AMERIČAN SPÁCHAL **SEBEVRAŽDU** (MFD)
- KALOUSKOVA **CIFRŠPIONA** ZÍSKALO VNITRO. PORADÍ, JAK NA DAŇOVÉ ÚNIKY (LN)
- REMUNDOVÁ: POCHOPILA JSEM, ŽE LIDI Z **MORDPARTY** JSOU CITLIVÍ A INTELIGENTNÍ (LN)
- **PRAVDOLÁSKAŘI** ZVEDLI HLAVU. DO STRANY LES VSTOUPILA I HEREČKA HOLUBOVÁ (MFD)
- POLÁCI UPRAVILI CHOD **PLYNOVODU**. BOJÍ SE, ŽE RUSKO UTÁHNE KOHOUTKY (MFD)

### 8.4 Figurative language

As Vodičková (2006, p. 71) says "*figurative language looks for original and fresh figures of speech.*" She refers to metaphors, metonymy and personification as figures of speech. A metaphor "*compares things that share similar properties*" and does not use "like" or "as". (Vodičková, 2006, p. 71). "*Personification is the giving of human attributes to an animal or an object.*" (Vodičková, 2006, p. 74).

Bečka (1973, p. 54-55) claims that metaphors are commonly used in headlines with the aim of evoking an interest and suggesting the contents of the news. He writes about a humorous aspect of the metaphor.

Although it took me some time to recognize examples of figurative language in the corpus, quite a great proportion of metaphors, personification and idioms was spotted.

Examples of metaphors:

- FOREJT **MLŽÍ** O SVÉM VZDĚLÁNÍ. U NÁS DIPLOM NEZÍSKAL, TVRDÍ ŠKOLY (MFD)
- MORAVCOVI SKONČILA **DOBA BRAMBOROVÁ**: A JÁ MYSLEL, ŽE UŽ JE TO V KOPRU (LN)
- TĚLOCVIKU BUDE ZŘEJMĚ O HODINU VÍCE. **NAFOUKNE SE ROZVRH**, VADÍ ŠKOLÁM (MFD)
- **ZLATÁ EVA SÁMKOVÁ!** ČEŠKA SUVERÉNNĚ OVLÁDLA OLYMPIJSKÝ SNOWBOARDCROSS (MF)
- **PIVNÍ ROZCHOD** SE ŠTASTNÝM KONCEM. PRAZDROJ SE VRÁTIL DO LIDLU (MFD)
- **UKRAJINA SE VRACÍ DO NÁRUČE MOSKVY**. TYMOŠENKOVÁ SVOLÁVÁ LIDI DO ULIC (LN)

Examples of personification:

- **ČESKÁ NÁRODNÍ BANKA DĚSÍ NÁROD** ZBYTEČNĚ, ŘÍKÁ EKONOM PAVEL KOHOUT (MFD)
- MEXIKO JE NEJČASTĚJŠÍM DĚJIŠTĚM ÚNOSŮ NA SVĚTĚ, **TVRDÍ STUDIE** (LN)
- **ŠPANĚLSKÁ KORUNA PŘED SOUDEM**. PRINCEZNA JE PODEZŘELÁ ZE ZPRONEVĚRY (MFD)
- **BRNO ODMÍTLO** HALU AMAZONU. PROJEKT JE MRTVÝ, ŘÍKÁ DEVELOPER (LN)
- **SYRSKÝ REŽIM SCHVÁLIL** POMOC OBLEŽENÉMU HOMSU, **TVRDÍ MOSKVA** (LN)
- PÁCHAL JANUKOVYČŮV REŽIM ZLOČINY PROTI LIDSKOSTI? **HAAG HLEDÁ ODPOVĚĎ** (LN)

Examples of idioms:

- POLSKÝ PREZIDENT DONALD TUSK VYHODIL PŮLKU VLÁDY. **TEČE MU DO BOT** (MFD)
- BARROSO VYZVAL BRITÁNIÍ, ABY **SE NEOBRACELA ZÁDY** K EVROPĚ (LN)
- V MOSKVĚ **SE NA PRAVIDLA KAŠLE**. POSTAVILI DŮM, VE KTERÉM SE NEDÁ ŽÍT (MFD)
- ŠVÝCARSKO VYŠETŘUJE JANUKOVYČE Z **PRANÍ PENĚZ, ZMRAZILO MU ÚČTY** (LN)
- **Z OSTUDY KABÁT**. VZPOMÍNKOVÝ PLAKÁT V INDIÍ ZAMĚNIL MANDELU ZA FREEMANA (MFD)

## 8.5 Rhymes and rhythm

A rare incidence of rhymes is another feature of the Czech headline when comparing it with English.

Examples of rhymes:

- TO BYSTE NEUHODLI. UŽ VÍME, PROČ SI LENOCHODI CHODÍ ULEVOVAT NA ZEM (MFD)
- VÍTĚZSTVÍ NA SVĚTOVÉM SOUBOJI KAPEL VYFOUKLI NAŠIM DOCTOR VICTOR BRITOVÉ (MFD)
- ZEMAN Z LÁN: ODMÍTNUTÍ AMAZONU A 2000 PRACOVNÍCH MÍST JE PITOMOST (LN)

## 8.6 Alliteration

As stated in Knittlová (2003, p. 171), alliteration is rarely seen in the Czech headline. However, there are 7 examples collected in the corpus.

Examples of alliteration:

- **NEJMENOVAT NAVRŽENÉ MINISTRY JSEM SI NIKDY NEDOVOLIL, ŘEKL KLAUS** (LN)
- **CHTĚL BYCH PROVOZOVAT VLASTNÍ E-SHOP, ŘÍKÁ PŘEDČASNĚ PLNOLETÝ PODNIKATEL** (MFD)
- **RYCHLÝ KNOKAUT A KLIČKO KRALUJE DÁL: MYŠLENKAMI JSEM BYL NA UKRAJINĚ** (LN)
- **POMYSLNÉ MOTTO OBAMOVA ASIJSKÉHO TURNÉ? BEZ ČÍNY O ČÍNĚ** (LN)

- VE SVĚTĚ PŘIBÝVÁ PŘÍPADŮ POČÍTAČOVÉ ŠPIONÁŽE. PŘICHÁZÍ HLAVNĚ Z ČÍNY (LN)

## 8.7 Puns

As stated in Crystal (1998, p. 101), a pun aims to both entertain and provoke the reader's curiosity. (Crystal, 1998, p. 101). The following headlines, which drew my attention, achieved their goals.

Examples of puns:

- JAK VENKOVSKÝ PRÁVNÍK Z MISSOURI POHNAL WALL STREET K ZODPOVĚDNOSTI (LN)
- MICHAL HRŮZA TUŠIL, ŽE PO MELANCHOLICKÉ NOCI PŘIJDE OPTIMISTICKÝ DEN (MFD)
- TO BYSTE NEUHODLI. UŽ VÍME, PROČ SI LENOCHODI CHODÍ ULEVOVAT NA ZEM (MFD)
- POMYSLNÉ MOTTO OBAMOVA ASIJSKÉHO TURNÉ? BEZ ČÍNY O ČÍNĚ (LN)
- SERGEJ LAVROV: NOVÝ MR. NĚT, KTERÝ DOVÁDÍ AMERIČANY K ŠÍLENSTVÍ (MFD)
- TÉMA BULVÁRU STAHUJE SAMOTNOU ČT DO BULVÁRNOSTI, ŘÍKÁ ANALYTIK TRAMPOTA (LN)
- WOHNOUT SE OHNUL. KVŮLI MATTELU RADĚJI PÍSNIČKU O BARBIE PŘEPÍŠE (LN)
- PRAVDOLÁSKAŘI ZVEDLI HLAVU. DO STRANY LES VSTOUPILA I HEREČKA HOLUBOVÁ (MFD)



## Summary

As it was previously stated in the Introduction, there were two main goals set for this project in relation to the grammar seen in the English and Czech headline. First, my analysis was based and focused on giving a clear definition of selected linguistic devices identified in the headlines, exemplifying them and showing their distribution in the corpus. In order to make it logically classified, there were 2 sets of headlines – English and Czech, each equally consisting of 200 instances. There was no rule guiding my choice of the headlines as they all reflected the latest political and social issues. Such an analysis was performed from 2 points of view – syntactic and lexical. It is crucial to convey that all my analysis was based on only examples deriving from the corpus. Identical linguistic devices were studied and analysed both with the English and Czech headline, no matter how great their prevalence in the language is. Secondly, I aimed to evaluate, give basic features of grammatical structure and contrast the use of stylistic devices common for the English and Czech headline.

It is evident that both English and Czech headlines have their own compressed structure to save space on a newspaper page. They should entice the reader to read on and provoke attention and curiosity by a minimum number of words and be comprehensible and accurate. The average length of words collected in the corpus was 10 for both English and Czech headline. What would probably differ is the increased number of words needed for translation of an English headline to Czech. For example, “BIOMASS PROJECT AT RISK AFTER SUBSIDY WITHDRAWAL” (7 words) could be interpreted as “PROJEKT SOUVISÍCÍ S BIOMASOU V OHROŽENÍ POTÉ, CO SKONČILY DOTACE” (10 words). The point of this is to outline another disparity between the given languages, on which I did not concentrate in my project.

### Syntactic comparison

My analysis of the clause structure of the English headline indicates a tendency to use the simple sentence (59%), however, the complex sentence (30.5%) also appears in quite a number in contrast with the Czech headline, in which the headline composing of one simple sentence only seems to appear sparingly (17.5%) and the number of the complex sentence is rare. What attracted my attention is the usage of 2 simple sentences in the Czech headline (55.5%), a feature, which is not typical for the English headline. What does not differ is the high incidence of the declarative sentence in both languages. The reason for favouring this type is clear – a headline should provide its audience with facts, which only declaratives may accomplish.

As headline language is compressed, there are ways how to achieve this. For example, the use of ellipsis, which appears in both analysed languages in a various number. The ellipsis of the article and the operator was quite a common feature seen in the English headline. Unlike this, non-elliptical sentences are given high priority in the Czech headline, even if a very small incidence of ellipsis of the verb be, subject and predicate was found. The question remains: to what extent may an elliptical English headline lead to ambiguity for a non native English reader. Another way of sentence condensation is the presence of non-finite verb forms which, not surprisingly, had quite common prominence in the English headline as opposed to the Czech one, whose tendency to use non-finite verb forms is insignificant. The Czech headline would not be completed without a finite verb adding an action to it.

One of the subchapters deals with modal auxiliaries. My findings show their usage in both languages, however, they are rare. This may correspond with the fact that the headline is to present the reader with facts rather than express modality.

Newspapers mainly inform about events happening in the recent past. Newspaper English uses the present simple to reflect this. Without a doubt, the present simple (58%) dominates in the English headline followed by sentences unmarked for tense (22.5%) referring to the past and present. To refer to the future, the infinitive is used but sparingly seen (15 examples). As to the Czech headline, the proportion between the present and past tense is not so large, a lower incidence of the future tense was spotted.

To refer to voice, both English and Czech headline shows the widespread use of active sentences with only 27 instances of English passive sentences and 7 instances of Czech passive sentences. In English passive structures, auxiliary verbs are usually dropped, leaving past participles only.

When taking punctuation into account, the analysis indicates different prevalence of the colon, comma and inverted commas in both headlines. The comma (31 examples) and colon (32 examples) are the most numerous in the English headline. However, the comma (104 examples), full stop (79 examples) and colon (34 examples) dominate in the Czech headline. It is the great use of colon in the Czech headline with the main purpose to save space, quote and separate thoughts. The different number of punctuation may result from different rules the languages are guided with respect to punctuation. What both headlines have in common is the way a paraphrase is expressed – the usage of mainly colon and inverted commas. Speaking of the paraphrase, the English headline prefers inverted commas, whereas Czech needs colon. Quotation introduced by inverted commas is almost absent from both headlines.

Due to a limited space a headline is given, acronyms are presumably widespread and favourite in both headlines. I was able to understand a big majority of them in English but there were a few I had never encountered before. Besides that, English tends not to spell out figures in the headline more than Czech, in which the number between figures and words is equal.

### Lexical comparison

From the lexical standpoint, the English and Czech headline was analysed in relation to its vocabulary whose range belong to the neutral register with some exceptions taken from the informal style. The language observed in the headline is characterized by its distinctive lexicon comprising mainly of expressions from the political and social sphere. What surprised me about the Czech headline was a high incidence of words borrowed from English and quite a number of colloquial expressions. As expected, there was only a minimum of expletives as all the examples had been sought in the quality press.

The English headline prefers short words (mainly verbs) to their longer synonyms and some of them appeared repeatedly. As for the informal register, I came across quite a number of phrasal verbs, however, expletives were rare. The Czech headline tends to use expressions from informal style as well, i.e. expressions from spoken Czech are common, expletives were not absent but sparingly used.

One of the last features assessed was the presence of figurative language, such as metaphors, personification and idioms. As it may be seen from my analysis, they are more favourite with the Czech headline. Regarding the means of figurative language in the English headline, I found myself hesitant to divide them between metaphors and idioms. Personification was not absent from the English headline but more common in Czech.

Last but not least, alliteration, rhymes and puns were other aspects to deal with. There was quite a great number of alliteration appearing in the English headline in comparison with the Czech headline. However, the rhyme with only a few examples does not seem to be a common feature of neither English nor Czech headline. As to puns, a man always has to be aware of more than just the grammar of the language to be able to recognize the writer's intention for using them. Several puns were identified both in the English and Czech headline.

## Conclusions

The main target set for this bachelor's project was to evaluate the English and Czech headline with respect to its distinctive grammatical structure. In order to accomplish the above stated, a corpus of two sets of 200 English and Czech headlines was gathered. Both of them were equally assessed from the syntactic and lexical point of view with the aim to outline distinctive features of both headlines. Thanks to such an analysis, I believe I have been able to contrast both English and Czech headline to manage to discuss their similarities as well as differences and come to the following conclusion: Generally stated, headlines show signs of irregular sentences, which deserve their own study, both English and Czech headline have many similar features from lexical standpoint, i.e. a tendency to use expressions from the informal style or different means of figurative language. What differs to some extent is the specific range of some of the main syntactic devices, i.e. the number of simple sentences in the headline, the incidence of the ellipsis and finite and non-finite verb forms, the way tenses are viewed. Frankly, this analysis quite drew my attention as I am better now at understanding the language seen especially in the English press, which may be a bit confusing for a non native English speaker. I have to admit that I found some inconveniences while assessing the Czech headline as I have never studied Czech grammar in such details as English.

To sum it up, as it may be deduced from my analysis, there are many mutual features which both headlines have in common, however, there are some which may be more noticeable and common for either English or Czech language.

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## **List of appendices**

Table 1 Distribution of clauses structure in English headlines

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Table 3 Distribution of tense-forms in English headlines

Table 4 Use of punctuation in English headlines

Table 5 Distribution of clauses structure in Czech headlines

Table 6 Distribution of declaratives, interrogatives, exclamatives and imperatives in Czech headlines

Table 7 Distribution of tense-forms in Czech headlines

Table 8 Use of punctuation in Czech headline

## Appendices

**Table 1 Distribution of clauses structure in English headlines**

Type of verbal clause	Number	%
Simple	118	59
Compound	6	3
Complex (total)	61	30.5
- adverbial	33	16.5
- relative	14	7
- object	8	4
Verbless	15	7.5
Total	200	100

**Table 2 Distribution of declaratives, interrogatives, imperatives, exclamatives in English headlines**

Type of sentence	Number	%
Declarative	169	84.5
Interrogative	24	12
Imperative	4	2
Exclamative	3	1.5
Total	200	100



**Table 3 Distribution of tense-forms in English headlines**

<b>Tense form</b>	<b>Number</b>	<b>%</b>
<b>Present</b>	<b>116</b>	<b>58</b>
<b>Past</b>	<b>21</b>	<b>10.5</b>
<b>Unmarked for tense (total)</b>	<b>45</b>	<b>22.5</b>
<b>- infinitive to refer to future</b>	15	7.5
<b>Will + verb</b>	<b>3</b>	<b>1.5</b>
<b>Verbless</b>	<b>15</b>	<b>7.5</b>
<b>Total</b>	<b>200</b>	<b>100</b>

**Table 4 Use of punctuation in English headlines**

<b>Type of punctuation</b>	<b>Number</b>
<b>Colon</b>	<b>32</b>
<b>Comma</b>	<b>31</b>
<b>Apostrophe</b>	<b>26</b>
<b>Question mark</b>	<b>23</b>
<b>Inverted commas</b>	<b>23</b>
<b>Hyphen</b>	<b>14</b>
<b>Dash</b>	<b>10</b>
<b>Full stop</b>	<b>3</b>
<b>Exclamation mark</b>	<b>3</b>
<b>Asterisk</b>	<b>1</b>
<b>And</b>	<b>1</b>

**Table 5 Distribution of clauses structure in Czech headlines**

Type of verbal clause	Number	%
Simple	35	17.5
Compound	44	22
Complex	10	5
Headlines with 2 simple sentences	111	55.5
Total	200	100

**Table 6 Distribution of declaratives, interrogatives, exclamatives and imperatives in Czech headlines**

Type of sentence	Number	%
Declarative	179	89.5
Interrogative	15	7.5
Exclamative	2	1
Imperative	4	2
Total	200	100

**Table 7 Distribution of tense-forms in Czech headlines**

Tense form	Number	%
Present	90	45
Past	75	37.5
Future	25	12.5
Verbless	10	5
Total	200	100

**Table 8 Use of punctuation in Czech headlines**

<b>Type of punctuation</b>	<b>Number</b>
<b>Comma</b>	<b>104</b>
<b>Full stop</b>	<b>79</b>
<b>Colon</b>	<b>34</b>
<b>Question mark</b>	<b>17</b>
<b>Inverted commas</b>	<b>6</b>
<b>Exclamation mark</b>	<b>6</b>
<b>Hyphen</b>	<b>3</b>
<b>Dash</b>	<b>1</b>

## **List of abbreviations**

MFD = Mladá fronta DNES

LN = Lidové noviny

## List of the source material

1. Dementia rates fall as public health improves
2. Doctors too scared to cure cancer need legal protection
3. School's out for the summer – or is it?
4. Scotland Yard refuses to inform families of dead children whose identities were stolen by undercover officers
5. Million bottles of Australian wine to be poured down the drain
6. Catholics to seek forgiveness for their sins via social media
7. Asafa Powell may have been taking 19 different supplements when he tested positive for drugs
8. Panama seizes North Korean ship carrying weapons
9. Tyson Gay ban: what is oxilofrine?
10. Green measures to blame for rising energy bills, says npower
11. GCSE grades will fall again as exam boards take tougher line
12. Five-year-olds could face national tests
13. US energy regulator orders Barclays to pay £299m fine
14. Road delays set to double by 2040
15. Flesh-eating maggots end up in holidaymaker's ear
16. 10,000 face riot police in Moscow after opposition leader Alexei Navalny is jailed
17. Biomass projects at risk after subsidy withdrawal
18. Warning over spam pension messages
19. How to be a Betch – a mean girls' guide
20. Scientists close in on genetic treatment for Down's
21. Whodunnit? JK Rowling's secret life as wizard crime writer revealed
22. Nice work if you can get it: TUC boss given a £104,000 golden goodbye
23. Will Heathrow expand or be dug up? Airport warfare enters critical week
24. Media await the royal baby – in pictures
25. Boot up: metadata meaning, smartphones for all?, Gmaps on iPad, and more

26. Shares may be in turmoil but don't panic
27. School's out and the knife awaits
28. Oh my Lord! Peer says he uses DVLA 'friends' to track down motorists who drop litter
29. Google Glass hacked by a simple QR code: New tech means new exploits
30. Pain in Spain: La Liga in financial turmoil
31. Rihanna takes legal action against Topshop for using her image on T-shirts
32. Fifty shades of pants ...new lingerie inspired by book
33. Vladimir Putin in plea to American public as US and Russia falter over Syria resolution
34. France draft resolution gives Syria 15 days to declare its chemical weapons
35. Princes of the City seal £21bn deal at stock market charity day
36. Unemployment falls but part-time working hits record high
37. Why you should be investing in shares
38. As it happened: England v Australia in third ODI, from Edgbaston
39. Ministers to axe failing BBC Trust
40. Royal Mail sale delivers £2,000 to every postie
41. Francois Hollande: David Cameron committed 'schoolboy error' on Syria
42. Experts warn over teacher recruitment crisis in schools
43. Reprogrammed stem cells grown inside living mice
44. Cruise passengers back smoking ban
45. British Airways to offer 'no-frills' fares from Heathrow and London City
46. Nigel Evans resigns as deputy speaker with emotional speech to MPs
47. Aleppo rebels angry as diplomacy seems to let Assad off the hook
48. Judge refuses to let woman wearing burka enter a plea
49. Delhi gang-rape: four men sentenced to death
50. Delhi gang-rapists sentenced to death
51. Slow down in school zones
52. Prairie Pioneer Quilt Guild

53. Oh, what a beautiful morning
54. Has the school of pop shut its doors?
55. Miriam González Durántez says 'absurd labels' are holding back womenchool of pop shut its doors?
56. Can we fly more and meet carbon targets?
57. Commonwealth chief is stooge of Sri Lanka regime – Canadian envoy
58. Faces of fear at Canadian 'haunted house' – in pictures
59. Listen to Sinéad O'Connor
60. EasyJet plane takes off leaving 29 passengers on the tarmac
61. Miley Cyrus: what women her age think about her
62. BBC1 to launch 'plus one' service
63. Community Foundation awards \$17K in grants
64. Cold wind blowing in -- plus sleet, snow
65. How Michael Jackson's Thriller changed music videos for ever
66. Wife's fury over £20 million divorce payout in Scot Young case
67. Failing Muslim free school to be taken over by academy chain
68. Are we pushing our children over the edge?
69. The best value fruit and veg box schemes
70. Petrol price fall gives motorists reason to smile
71. Hackers for hire can rob you blind for \$300 an hour
72. Why don't books for grown-ups have illustrations any more?
73. Where were you when Kennedy was shot?
74. Do we live in the Matrix? Scientists believe they may have answered the question
75. No uglies, please, we're French
76. Dallas's darkest day
77. Prices skyrocket at British airport car parks
78. Dubai or not Dubai?
79. A little blackmail by the big six and lower energy bills are toast

80. Atticus: Those BBC folk – they're always bashing the Beeb
81. Aberdeen to seal £500m deal for Widows
82. Osborne handed £20bn borrowing boost
83. Fiji to play Australia in World Cup semi-final
84. Henrik the great
85. Onward, escaping soldiers!
86. 'Good to see the sky,' says British journalist Kieron Bryan freed in St Petersburg
87. Labour will win in 2015, says ex-Coalition minister
88. Poorer pupils held back by 'soft bigotry of low expectations'
89. A beloved icon in death, in life Kennedy was hated by many
90. BBC1 to launch 'plus one' service
91. Iran talks: hopes for breakthrough on 'right to enrich' sticking point
92. Robin Thicke made a mistake with Blurred Lines, says Simon Le Bon
93. GISH honors 45 mid-term graduates
94. Platte Valley Industrial Park, the place to be, has taken 28 years to develop
95. Teacher gives and gives
96. Daily Cool: Hairy Christmas!
97. GCHQ and NSA targeted charities, Germans, Israeli PM and EU chief
98. EU loses AAA rating in S&P downgrade
99. I'm hearing Chinese whispers, Dave
100. Npower to pay £3.5m for misleading customers over switching
101. Can fracking shatter stagnation?
102. South Sudan stands at precipice, says Barack Obama
103. Kylie Kwong's crispy soy-roasted pork belly – recipe
104. Mark Zuckerberg to sell \$2.3bn worth of Facebook shares
105. Khodorkovsky flies to Germany after being freed by Putin
106. Theatre collapse: witnesses saw ceiling sagging from rain



107. County OKs \$21 M for levees
108. TUESDAY'S PREP GIRLS ROUNDUP: Tigers take out T-Town
109. Maybe people are confused by health insurance
110. Activist: Jail bond issue work of 'cranks'
111. Immigration Minister quits after employing illegal migrant
112. Spanish princess arrives at court for questioning
113. Opening day at Sochi proves to be a family affair
114. Snow hits Tokyo, even bullet trains delayed
115. Man City: Are they England's greatest goal grabbers?
116. Taliban governor may rule Helmand
117. JK admits Harry should have wed Hermione
118. Woody Allen denies Dylan Farrow's bitter sex abuse allegations
119. US employment figures fuel fears job market recovery may have stalled
120. The black marks on your credit record that can scupper a mortgage
121. Ex-soldier sues Ministry of Defence for alleged failure to tackle bullying
122. George Clooney believes Britain should lose its Marbles
123. Barristers to decide this week on legal aid strike
124. Not just MPs, where are the women in Government? New figures show that fewer than one in five holders of key posts are female
125. Gastric surgery increases risk of alcoholism
126. Immigration Minister Mark Harper resigns after employing a cleaner working in the UK illegally
127. Castaway Jose Salvador Albarengo back on dry land after 13 months lost at sea – bearded but unbowed
128. Jack Straw: In Hasan Rouhani's Iran, you can feel the winds of change
129. Three bankers on trial in Dublin over crash that brought Ireland to its knees
130. Spain's Princess Cristina in court to testify in royal corruption case
131. Winter Olympics 2014: Bigger, brasher, brighter - Sochi releases spirit of Vladimir Putin's Russia

132. F\*\*\* the EU: Senior US diplomat Victoria Nuland makes her position clear in bugged conversation with Ukraine envoy
133. UK weather: Fury rises with the flood waters causing havoc and evacuations across Britain
134. Tube strike 2014: How far could you have flown during your commute?
135. Nekomination death: Irish teenager dies after taking part in social media craze
136. Student takes grinning selfie with dead body, posts it on Instagram
137. Suspected Harlem muggers accidentally send selfies to police
138. Pussy Riot duo sacked by 'bandmates' after US TV appearance
139. Plannintorock interview: 'A song about patriarchy saved my ass'
140. Texas carries out rare execution of female prisoner Suzanne Basso who was convicted of torturing and killing mentally impaired man
141. US schoolboy who attempted suicide after being bullied for liking 'My Little Pony' may have permanent brain damage
142. More children dying in Afghan violence says UN, with death toll up 34 per cent
143. South Korean church leader who set up 'drop box' to adopt unwanted babies sees trailer for documentary about his work become internet sensation
144. US 'cuts back on Pakistan drone strikes during Taliban peace talks'
145. So is Iran open for business? US Secretary of State John Kerry says no - but not everyone is prepared to tow Washington's line
146. 'We have been here longer than a thousand years': Kurdistan's fight for nationhood
147. MPs try to muzzle media regulator: Fears that 'sinister' plans to transfer powers from Ofcom to Government will put diversity and quality in jeopardy
148. Why are there are still more than 1,000 tax reliefs in use despite Coalition pledge to simplify the system?
149. Minister Mark Harper quits over his cleaner
150. Gove widens Ofsted purge
151. Hold on, farmers, that's your soil turning rivers into floods
152. Aussies to join £10bn bank float stampede
153. Immigration minister Mark Harper resigns over illegal immigrant cleaner
154. Ukraine not investigating bugged phone call between US diplomats

155. Finished that ebook yet? Hang on, sorry, it keeps updating
156. US employment figures fuel fears job market recovery may have stalled
157. Two die as boulder smashes into train in French Alps
158. Time running out for China's one-child policy after three decades
159. Ping-Pong Diplomacy by Nicholas Griffin – review
160. China's investments in the US are growing. Should we be concerned?
161. We face being buried under an avalanche of Chinese science
162. China to tackle film fraud following hidden box office returns
163. US foreign policy in Latin America leaves an open door for China
164. State of the State: Five things to know
165. Roxana trustee, mayor disagree on demolition funding
166. Victim to victor: Victoria Beckham goes from Spice Girl to respected fashion designer
167. Boy attacked by crocodile feared dead as 'human remains' are found
168. It's raining bats: 100,000 rotting carcasses fall from the sky during Australian heatwave
169. British woman dies after collapsing on a night out in Bulgarian ski resort
170. Cameron to chair crisis meeting as more storms forecast
171. Like 'swallowing a toad'? The battle to put women on company boards
172. 'Neknomination': Isaac Richardson is first Briton to die from online drinking craze
173. Ambulance carjacked while worker slept in the back
174. The comma may be dying out, says US professor
175. Iran agrees seven steps to nuclear co-operation with UN watchdog
176. Sochi 2014 gallery: the thrills and spills of speed skating
177. UK floods: David Cameron tells ministers to stop the blame game
178. Joanna Dennehy: two men guilty of helping serial killer
179. Two US contractors killed by car bomb in Kabul
180. Worried about your privacy? Wait until the drones start stalking you

181. Papworth hospital's future in doubt after Treasury intervention
182. Drip, drip, drip, by day and night
183. UN to accuse North Korea of crimes against humanity
184. Kansas Republican leaders get cold feet over 'anti-gay' bill
185. Karzai criticises lack of US respect for Afghan sovereignty as relations worsen
186. Two die as southern England put on 80mph wind alert
187. Charles urged to destroy royal ivory hoard to back his wildlife campaign
188. Fraudsters target taxpayers in new scam
189. Coming to terms with retiring at 70
190. Sebastian Faulks on the legacy of the Great War
191. Syria peace talks break down as death toll passes 140,000
192. American Way: How Barack Obama joined the quartet of 'tyrants' on Mount Rushmore
193. Ivory trade: Can China get tough on tusks?
194. Spain invites descendants of Sephardic Jews expelled 500 years ago to return
195. South Africa's unpopular Jacob Zuma makes a final plea for power
196. Russia facing no access to space for first time since Cold War
197. Customers lose right to sue after taking ombudsman compensation
198. Eurozone crisis is just getting started
199. Lib Dems mired in row after party donor blacklisted by fraud squad
200. Cashless society – why there's no pain or gain from a plastic future

1. Složitá hydra vztahů v podnikání a politice nás překvapila, tvrdí Šlachta
2. Jsem voják, o rozkazech nediskutuji, říká zpravodajec z kauzy Nagyová
3. Řidič projel hypermarketem a uháněl pryč. Do Japonska, tvrdil policii
4. Šéf odborů nabídl svou funkci za milion podnikateli, dostal podmínku
5. Amsterdam přijímá na úklid ulic alkoholiky. Odměňuje je pivem
6. USA poprvé zveřejňují data o Jacku Rubym, který zabil Kennedyho vraha
7. Polský premiér Donald Tusk vyhodil půlku vlády. Teče mu do bot
8. Kňazko prezidentem. Slovenský herec sbírá podpisy ke kandidatuře
9. Koženkové rychlíky do pěti let skončí, slibují České dráhy
10. Sobotka nevěří intervenci proti koruně. Lidé víc utrácet nebudou, říká
11. Ekonomika se vrací do recese, varuje viceguvernér Tomšík
12. Blanka a černá stavba? Jde o infantilní Hudečkovu hru, míní Bém
13. Čech v Iráku: Po návratu si užíváte, že na vás nikdo nemíří zbraní
14. Angličané jsou zděšení z našeho čerta, který straší děti, říká Češka
15. Český konzul v New Yorku: Pomlázku bych se tu bál použít
16. Euro za 28 korun? Je to možné, řekl bankéř. Koruna hned oslabila
17. Policie má pařížského střelce. Ten chtěl prý spáchat sebevraždu
18. Severní Korea hrozí Jihu 'mořem plamenů' a 'ostudnou porážkou'
19. Ministr Žák: Blanka je drahá a diletantská, Praha ji ale musí dokončit
20. Matragi letušky ČSA neoblékne. Pomalé a neodborné, kritizuje jednání aerolinek
21. Razie v growshopech. Policejní výhrůžky a výsměch, tvrdí majitel
22. Rath podepisoval novou knihu. Ve třech knihkupectvích ho odmítli
23. Ukrajina se vrací do náruče Moskvy. Tymošenkova svolává lidi do ulic
24. Třicet let otroctví. Britská policie osvobodila trojici vězněných žen
25. Finále jsem odehrál v životní formě, pochvaloval si Štěpánek
26. Časopis Forbes na prodej? Vydavatel očekává řadu zájemců
27. Zmožené Japonky si nově mohou zajít do speciální šlofikové kavárny

28. Lidovci kývli na nabídku zemědělství, kultury a ministra bez portfeje
29. Požádal jsem o milost kvůli své rodině, potvrdil Chodorkovskij
30. Nejmenovat navržené ministry jsem si nikdy nedovolil, řekl Klaus
31. Firma z kauzy Promopro dluží miliony a majitel si platí za rallye
32. Česká národní banka děsí národ zbytečně, říká ekonom Pavel Kohout
33. Hertl může chybět až měsíc, start mladé hvězdy na olympiádě je v ohrožení
34. Církev požádala o další gotický unikát: Veverskou madonu
35. Poště padl rekord 320 tisíc balíků za den. Bude doručovat i o víkendu
36. Forejt přednáší etiketu jako JUDr., titul ale nikdy nezískal
37. Zatčení synů tří ministrů rozpoutalo v Turecku vlnu čistek
38. Státní zastupitelství podalo obžalobu na 12 lidí v kauze Promopro
39. Daviscupový tým získal podruhé za sebou tenisového Zlatého kanára
40. Vůdce syrské al-Káidy v exkluzivním rozhovoru: Zvítězíme v řádu dní
41. Mexiko je nejčastějším dějištěm únosů na světě, tvrdí studie
42. Nebuď jako cirkusák, drž se malování, chtěla babička, líčí Petr Nikl
43. Elton na pražském koncertu nevynechal ani jeden hit. I když možná měl
44. Lidovci podpořili návrh ČSSD. Už jsme unavení, míní Bělobrádek
45. Z ostudy kabát. Vzpomínkový plakát v Indii zaměnil Mandelu za Freemana
46. Češi se na Vánoce těší, třetinu z nich však svírá stres, ukázal průzkum
47. Liberečané chtějí pryč od ČEZ, gigant jim však prý v odchodu brání
48. ODS nemá šanci. Jedině, že by něco vyrobili, varoval Rath Pancovou
49. Vyraďte do Soči za medailovou radostí
50. Vešel do nemocnice a začal střílet. Pak Američan spáchal sebevraždu
51. Forejt mlží o svém vzdělání. U nás diplom nezískal, tvrdí školy
52. V pátek i v sobotu to bude klouzat všude, varují meteorologové
53. Blokujete jmenování profesorů, zlobí se školy. Ministr čeká na zákon
54. Dokument Trabantem až na konec světa nebude nic pro "poseroutky"

55. Trenér Pančochové si oddechl: Jsem rád, že vstala a odešla po svých
56. Britský tajemník pro imigraci končí. Jeho uklízečka pracovala na černo
57. Španělská koruna před soudem. Princezna je podezřelá ze zpronevěry
58. PEŠEK: Fuck the EU zafungovalo
59. Ruská policie zatýkala sympatizanty nezávislé televize Dožd'
60. Jurečka: Odhalil jsem chyby v tendrech. Jdou do desítek milionů
61. Vodní děla a slzný plyn. Turecko rozehnalo protesty za volný internet
62. No comment, zní z Washingtonu i Bruselu po diplomatickém skandálu
63. Diplomatický skandál: 'Vyje\*at s EU,' zní na uniklé nahrávce
64. Syrský režim schválil pomoc obleženému Homsu, tvrdí Moskva
65. Sobotka: Post zmocněnce pro lidská práva zachováme, ale zatím neobsadíme
66. Praha chce až o desetinu zdražit jízdné. Uvidí se po volbách
67. Probudí se Schumacher jako normální člověk? Lékař: Prakticky bez šance
68. Novinám ve Venezuele dochází papír, režimu to hraje do karet
69. RegioJet vyfoukl Drahám vlaky od ÖBB. Dráhy křísí plán na modernizaci
70. Vítězství na světovém souboji kapel vyfoukli našim Doctor Victor Britové
71. Michal Hruža tušil, že po melancholické Noci přijde optimistický Den
72. Jdete na pohovor? Naučte se, čím zabodovat a čeho se vyvarovat
73. Hrnce a matrace za statisíce. Příběhy žen, jimž důchod ztrpčili šmejdi
74. Kouč o bronzovém Soukupovi: Je to přírod'ák, na co sáhne, to mu jde
75. Pančochová: Rok a půl tréninku a pak mi to rozhodčí takhle pokazí
76. Jourová: V čerpání evropských fondů jsme úplně nejhorší
77. Na prvním tréninku rozbili plexisklo. Jsme holt tvrd'áci, těší Jágra
78. Moravcovi skončila doba bramborová: A já myslel, že už je to v kopru
79. Úpadek církve? Mnohým věřícím nevadí potraty ani rozvody
80. Chtějí omezit pohyb? Ať nejdřív vypoví smlouvy, zaznívá z Německa
81. Obvinění ze zabití. Majitelé vyhořelé textilky v Dháce jsou ve vězení
82. Kalouskova cifršpiona získalo vnitro. Poradí, jak na daňové úniky

83. Po prvním kole jsem byl v kopru. Ale dopadlo to dobře, slavil Moravec
84. Tělocviků bude zřejmě o hodinu víc. Nafoukne se rozvrh, vadí školám
85. Ještě se necítím na to, abych byl jen bafuňář, říká Jaromír Jágr
86. Češi nakupují boty od počítače. Až desetina párů je z internetu
87. Semelovou za výroky o vraždě Horákové nevyločíme. Není jediná, bohužel, zní z KSČM
88. Jak vidí Soči a Teo: Putin v Matrixu i lajna Jágr - Plekanec – Sábliková
89. Zeman z Lán: odmítnutí Amazonu a 2000 pracovních míst je pitomost
90. Krizi nezvládl. Cameron na záplavy reagoval špatně, myslí si Britové
91. Barroso vyzval Británii, aby se neobracela zády k Evropě
92. Uzbekistán požádal Hrad o odložení návštěvy Karimova v Praze
93. Brno odmítlo halu Amazonu. Projekt je mrtvý, říká developer
94. Schwarzenberg? Kazišuk českého exportu, vzkázal Ransdorf z Bruselu
95. Kampaň Ryba domácí vytlačila z pultů pangasia, brání se reklamka
96. Pepřenky a holínky jsou k ničemu. Jurečka stopl tendry za stovky milionů
97. Fair play o dopingu v ČSSR. Trénovala jsem, ale bez dublérky to nešlo, říká Bárdosová
98. Slováci obrali Rusko, tomu se díky výhře nad Finskem vyhne Kanada
99. Simple Minds v Praze. Budeme sami sobě předskokany, říká Jim Kerr
100. Všechno se prostě sešlo. Super, lebedil si trenér vítězné Samkové
101. Chceme lepší wi-fi! Google a Microsoft lobbují za rozšíření pásů
102. Bursík: Je tu řada zájmů Ruska, které vyjadřuje prezident Zeman
103. Pravdoláskaři zvedli hlavu. Do strany LES vstoupila i herečka Holubová
104. Muži, co zírají na kohouty: celníci budou sledovat výrobu lihu
105. Česká rafinérská má novou šéfkou, Polku Annu Wydrzyńskou
106. Dráhy chtějí za railjety zaplatit penězi za nádraží. Převod ale není jistý
107. Dráhy hledají úspory, nešetrné strojvůdce chtějí hlídat přes GPS



108. Sobotka: Snížíme platby sociálního pojištění u nejvíc ohrožených skupin
109. Blíží se termín pro přiznání daně z příjmů. Netýká se tentokrát i vás?
110. Bauer po štafetě: Všichni, včetně Dušana Kožíška, do toho dali všechno
111. Zlatá Eva Samková! Češka suverénně ovládla olympijský snowboardcross
112. TELEVISIONÁŘ: Sláva, Ben Hur a Spartakus! Pardon, omyl
113. Roubenku starou 300 let rekonstruovali svépomocí 10 let. Na jedničku!
114. José, stydím se za tebe. Wenger si Mourinhovo rýpnutí líbit nenechal
115. Samková vyřkla své zlaté přání: čaj o páté s Jardou Jágrem
116. V Moskvě se na pravidla kašle. Postavili dům, ve kterém se nedá žít
117. Právo na sebevraždu? Věděl jsem 20 let, že se rodiče zabijí, vypráví syn
118. Kupředu, levá, zpátky ni krok! V DOXu vystavují politické plakáty
119. Černé uhlí, tenký led je nejlepší. Zlatý medvěd míří do Číny
120. Ukažte platy a smlouvy. Babiš si proklepne manažery státních firem
121. O2 arena se definitivně rozchází se Sazkou, opustí její terminály
122. Zeman bude ve Štrasburku lobbovat za pomazánkové máslo. Rád ho snídá
123. Tymošenková je volná, triumfálně přijela za demonstranty na Majdan
124. Ukrajinský parlament sesadil prezidenta Janukovyče, volby vyhlásil na 25. Května
125. Nevidomý whistleblower Závodský bude pod Babišem krotit hazard
126. Rozpad týmu Událostí, komentářů. Končí i editor Ouředník
127. Remundová: Pochopila jsem, že lidi z mordparty jsou citliví a inteligentní
128. Svoboda tisku? Největší je ve Finsku, situace v Česku se lepší
129. Rocková femme fatale Patti Smith vystoupí na festivalu v Trutnově
130. Zaorálek: Není možné, aby lidé zodpovědní za násilí na Ukrajině cestovali do zemí EU
131. Kyjev ztrácí Krym, mobilizuje armádu. Země se chce bránit a volá o pomoc
132. Běž domů Ivane! Před ruský konzulát v Brně přišli Ukrajinci i Češi
133. To byste neuhodli. Už víme, proč si lenochodí chodí ulevovat na zem
134. Šéf Pražské děti "zachránily" zajíčka a vzaly ho domů. Bez matky asi umře

135. HTC ukázal smartphone s výbavou high-endu a cenou střední třídy
136. Šéf inspektorů: Viníci nezpochybňují prohřešky, nelíbí se jim výše pokuty
137. Pivní rozchod se šťastným koncem. Prazdroj se vrátil do Lidlu
138. Dráhy rozšíří servis na dálkových vlacích, seškrtají externí kakušky
139. Zisk spořitelny klesl na 15,6 miliardy. V korunách by vážil 56 tisíc tun
140. Chtěl bych provozovat vlastní e-shop, říká předčasně plnoletý podnikatel
141. Zisk ČEZ byl nejhorší za pět let. Polostátní firma vydělala 35 miliard
142. Meyer Bergman koupil za dvě miliardy Kč outlet Fashion Arena
143. Daňové přiznání z práce na dohodu? Podle toho, kolik jste vydělali
144. Washington hrozí Moskvě sankcemi za 'neuvěřitelný akt agrese'
145. 700. Jágr pokořil bájnou gólovou metu a už myslí na další stovku
146. Hraju podle vlastních pravidel, říká výtvarnice Kateřina Šedá
147. 'Rasistické narážky Čechů? V cizině vám za ně klidně dají pár facek'
148. Porušujete mezinárodní právo, stáhněte své vojáky, řekl Obama Putinovi
149. Putin: Vzhledem k ohrožení životů občanů Ruské federace žádám...
150. Janukovyč: Rozkaz střílet do lidí jsem nevydal. Za oběti mohou fašisté a Západ
151. Švýcarsko vyšetřuje Janukovyče z praní peněz, zmrazilo mu účty
152. 'Heil Hitler!' křičel opilý místopředseda Evropského parlamentu
153. Některé cestovky už prodaly téměř polovinu svých zájezdů na léto
154. Amazon asi bude v Brně přeci jen stavět. Radní smlouvu schválili
155. Wohnout se ohnul. Kvůli Mattelu raději písničku o Barbie přepíše
156. Jak venkovský právník z Missouri pohnal Wall Street k zodpovědnosti
157. S připojením budoucnosti stáhněte film za vteřinu. Přijde za šest let
158. Potřebujeme 700 miliard, zní z Kyjeva. O půjčku žádá Polsko a USA
159. Chtějí mě zničit, bojí se Hašek. Podléhá paranooi, kontruje Dienstbier
160. Dvě miliardy z rozpočtové rezervy půjdou na nemocnice, řekl Sobotka
161. Nepřijatelné, nebezpečné, odmítáme. Čeští politici odsuzují ruský vpád na Krym

162. Pošťák nabízející cigarety? To je selhání státu, říká poradkyně pro odvykání
163. Chládek: Ze škol by mělo odejít 7 tisíc učitelů bez kvalifikace
164. Převoz zraněných z Majdanu. Armáda: Půjde o náročnou operaci
165. Rychlý knokaut a Kličko kraluje dál: Myšlenkami jsem byl na Ukrajině
166. Odpadlíci z ODS mají punc kmotrovství. Další partaje je odmítají
167. Výbuch ve Vídni. Osm hodin po explozi vyprostili živou ženu
168. Důchodci v Detroitu pomohou vyřešit městský bankrot
169. Tramvaje na Václaváku nanovo: z Vinohrad na hlavní nádraží
170. Sergej Lavrov: nový Mr. Nět, který dovádí Američany k šílenství
171. Zajatou misi OBSE drží v nelidských podmínkách, tvrdí tajná služba
172. Český pan Gazprom spouští svůj vlastní byznys. Bude dělat safíry
173. Sobotka: Minimální mzdu chceme zvýšit o 500 korun a pak každý rok
174. Byl jste přepaden, dostal jste pokutu. Stát to ví i po desítkách let
175. USA zvažují první regulaci e-cigaret. Mohly by mít zdravotní varování
176. Čínská ekonomika brzdí. Růst ve čtvrtletí oslabil na 7,4 procenta
177. Írán zdražil lidem benzin o 75 procent, litr stojí šest korun
178. Prodej aut v EU stoupl v prvním čtvrtletí o více než osm procent
179. Rusko dál odmítá dovážet prasata z EU. Unie žádá o pomoc WTO
180. Ochladí se. Svátek práce proprší, o víkendu může na horách i sněžit
181. Gross se kál v televizi. Přijal Krista a omluvil se všem, jež zklamal
182. Zarputilost hejtmana a poslance Josefa Novotného budí rozpaky i v ČSSD
183. Exportní banka žádala od státu miliardy, ač měla dost peněz, zjistil NKÚ
184. Prodejte nám plyn, naléhá Evropa s Českem na Ameriku
185. Polský ministr zemědělství "podlehl" africkému prasečímu moru
186. Evropská centrální banka bude mít velkou páku na komerční ústavy
187. Detroit se zvedá z bankrotu, bývalí zaměstnanci mají záruky k penzím
188. Hodinkee zní ulítle, řekl si Američan a založil uznávaný web o hodinkách

189. Poláci upravili chod plynovodu. Bojí se, že Rusko utáhne kohoutky
190. Lidé si utahují z fotky prezidenta, Zeman se selfie nebrání
191. Vučićova vláda má zelenou, většina srbských poslanců ji podpořila
192. Obchodní horečka a statisíce poutníků. Řím se připravuje na svatořečení papežů
193. Pomyslné motto Obamova asijského turné? Bez Číny o Číně
194. Ukrajině hrozí válka. Kdo udělá osudový krok? ptá se ruský list
195. Páchal Janukovyčův režim zločiny proti lidskosti? Haag hledá odpověď
196. Při pádu vrtulníku zahynulo v Afghánistánu pět vojáků NATO
197. EGAP si zaokrouhlovala rozpočet. Stát do ní zbytečně pumpoval miliardy
198. Pivotékám se daří i na vinařském venkově. Přibývá domácích speciálů
199. Ve světě přibývá případů počítačové špionáže. Přichází hlavně z Číny
200. Téma bulváru stahuje samotnou ČT do bulvárnosti, říká analytik Trampota

## **Résumé**

Bakalářská práce je zaměřena na gramatiku novinových titulků v angličtině a češtině, určení jejich specifik a porovnání četnosti výskytu vybraných jazykových prostředků. Pro účel této práce byl vytvořen korpus 400 novinových titulků ekvivalentně v obou jazycích, které byly postupně analyzovány z hlediska syntaktického a lexikologického. Na základě analýzy došlo k porovnání stejných jazykových prostředků u titulků v obou jazycích. Byly zjištěny větší podobnosti mezi anglickým a českým titulkem z pohledu lexikologického, co se týče jejich hodnocení z hlediska syntaktického, existují v obou jazycích určitá specifika a odlišnosti.

<b>Jméno a příjmení:</b>	Radka Knotová
<b>Katedra nebo ústav:</b>	Katedra anglického jazyka PdF UP Olomouc
<b>Vedoucí práce:</b>	Mgr. Jana Kořínková, Ph.D.
<b>Rok obhajoby:</b>	2015

<b>Název práce:</b>	Gramatika novinových titulků v angličtině a češtině
<b>Název v angličtině:</b>	Grammar of newspaper headlines in English and Czech
<b>Anotace práce:</b>	Bakalářská práce pojednává o gramatice novinových titulků v angličtině a češtině. Hlavním cílem je definovat vybrané jazykové prostředky používané v novinových titulcích v obou jazycích a porovnat jejich četnost. V teoretické části je pozornost věnována novinářskému stylu, definici a funkcím novinového titulu. Praktická část analyzuje titulek v obou jazycích z pohledu syntaktického a lexikologického. Závěrečná část hodnotí specifika titulků v obou jazycích a porovnává výskyt stejných jazykových prostředků.
<b>Klíčová slova:</b>	Novinový titulek, slovník novinových titulků, jazykové prostředky, syntaktická analýza, lexikální analýza
<b>Anotace v angličtině:</b>	The bachelor's project deals with grammar of newspaper headlines in English and Czech. The aim is to define selected linguistic devices seen in both headlines and compare their number. The theoretical part concentrates on the language of newspaper reporting in English and journalistic style in Czech, the headline itself and its function. The practical part analyses the English and Czech headline from syntactic and lexical point of view. The summary deals with distinctive linguistic devices seen in both headlines and compares their frequency.
<b>Klíčová slova v angličtině:</b>	Newspaper headline, headline vocabulary, block language, linguistic devices, syntactic analysis, lexical analysis
<b>Přílohy vázané v práci:</b>	8 příloh
<b>Rozsah práce:</b>	55 stran
<b>Jazyk práce:</b>	Angličtina

