



**HEADLINE WRITING TECHNIQUES IN  
WORLD NEWS ARTICLES**

**BY**

**MISS CHOMCHAI KULTHANI**

**AN INDEPENDENT STUDY PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS IN CAREER ENGLISH FOR  
INTERNATIONAL COMMUNICATION  
LANGUAGE INSTITUTE  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2018  
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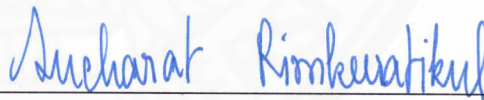
MISS CHOMCHAI KULTHANI

ENTITLED  
HEADLINE WRITING TECHNIQUES IN WORLD NEWS ARTICLES

was approved as partial fulfillment of the requirements for  
the degree of Master of Arts in Career English for International Communication

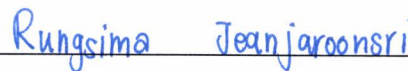
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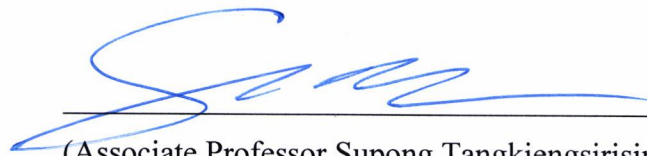
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## ABSTRACT

The news headlines are acknowledged as a vital aspect for writers to implement various writing techniques to attract the attention and gain the trust of readers. This study analyses the news headline writing techniques and identifies the most frequently used headline writing techniques of *the BBC news website* in the world news section. The samples consisted of 252 headlines published in February 2019. The news headlines were analysed by using the framework of headlines writing techniques proposed by Reah (1998) and Prateepchaikul (2010) which include ten techniques: homophone, homonyms, polysemy, intertextuality, alliteration, assonance, loaded words, idiom, abbreviation, and synonym.

The result showed that new techniques which were not previously found in the framework are the most frequently used techniques. These new techniques include the use of punctuation marks and the use of multiple techniques. For the punctuation marks, this study found the use of a colon had the most frequency of occurrence followed by the use of a single quotation mark and a question mark. For the use of multiple techniques, it was found that the use of the combination of two techniques were in three forms; the abbreviation and a single quotation mark, loaded words and a single quotation mark, and the abbreviation and loaded words. Apart from the new techniques, the study showed that seven techniques from the framework were present in the headlines of *the BBC news website* in the world news section in

February 2019. These techniques include abbreviation, loaded words, synonym, homonyms, polysemy, idiom, and intertextuality. The results present various writing techniques in the headlines, especially new techniques that the writers keep on developing for drawing the attention of the readers.

**Keywords:** Headline, News, Writing Techniques, World news



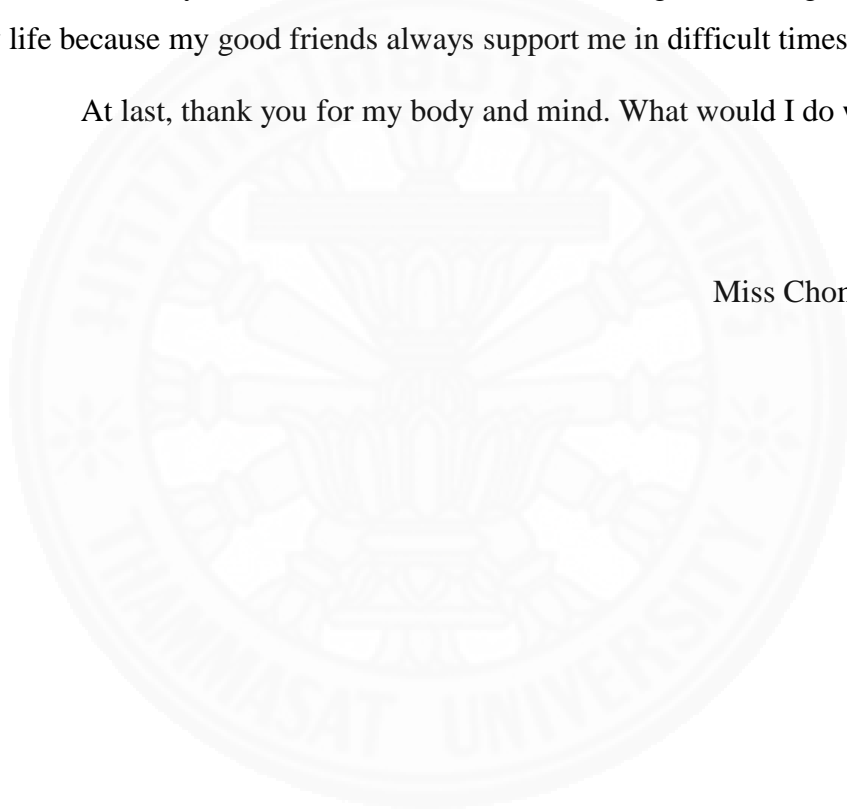
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This study would not have been successful and useful for the students without Dr. Rungsima Jeanjaroonsri, Ph.D., my advisor. I would like to express my deep gratitude for her devotion and guidance. The most precious gift she can give me is the gift of her time and attention.

For my best friends, thank you for encouraging and cheering me on. Only in the darkness can you see the stars (Martin Luther King, Jr). This good quote is real in my life because my good friends always support me in difficult times.

At last, thank you for my body and mind. What would I do without you!

Miss Chomchai Kulthani



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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

The various forms of mass media that inform the public about current events occurring around the world seem to be very powerful and influential tools that have great benefits and significant effects on people in the modern world. Many traditional types of mass media such as TV, radio and the printed press can now be quickly accessed through the Internet, and this particular source of information has become a very influential type of mass media. Essentially, people can obtain news or information by surfing the Internet from anywhere and at any time. Baresch et al. (2011) indicated that many people read a particular news story because it is shared on social media or an internet platform. In the contemporary world, people prefer to read the news on the Internet rather than physical newspapers because it is easier to access and there is no access charge for most articles.

Most news agencies have divided the news into several topics such as home or national news, world news, business, technology, health, entertainment, and video. World news articles are typically divided according to the continents and regions of the world, such as Africa, America, Asia, Australia, Europe, and the Middle East, seemingly for the convenience of the writers and the readers. Nevertheless, some news may be related to more than one topic, for example, "*Trade War between the U.S. and China*" is concerned with both politics and economics.

It is commonly known that a good piece of news must present only the facts obtained from reliable sources. Prateepchaikul (2010) and Fleming (2017) both stressed that news stories must contain accurate, precise, clear, and specific information with no biased opinions, that readers can easily follow and understand. Moreover, according to Merina (2017), it is important for journalists to have the capability of creating interesting news stories. The quality of the news can be seen through the style that journalists employ to present the news, especially from the headlines.

News, notably news headlines, are very important for both writers who use various styles and techniques of writing and readers who must conduct critical reading among the abundance of information. The language of English news headlines is different from that of other language varieties due to the need to persuade readers to read the whole story and restricted space on a website. For example, headlines often drop articles, determiners or auxiliary verbs. It means that lexical, not grammatical words, are used. This is a special characteristic of news language called “*block language*” (Praskova, 2009). Beare (2017) described that the features often found in headlines are incomplete sentences, noun phrases, noun strings (many consecutive nouns), and various verb changes such as simple tenses instead of continuous or prefer forms and the infinitive form to refer to the future.

Therefore, news writers must employ many headline writing techniques such as word choice, sentence style, and organisational patterns. Additionally, the effective news headline writing techniques can build the credibility and trustworthiness of the writers, which has a significant impact on the newspaper’s image and prestige. Reah (1998) asserted that news writers must focus on the news headlines, which is the most important part of all news stories as headlines are the first thing that the readers see. Therefore, it can be argued that headlines must be interesting to induce the reader to read the entire article.

To sum up, news headlines remain an important area for writers to implement the strong potential of writing techniques. The use of these headline writing techniques may attract the readers and encourages them to read through the articles on the website. This study investigates news headline writing techniques in *the BBC world news articles* in the regions of Africa, Asia, Australia, Europe, Latin America, the Middle East, the US, and Canada because they are generally found in English online newspapers and might contain various writing techniques for analysis. World news articles often cover various topics such as politics, economics, technology, social, and terrorism, thus, it is interesting to examine how news headlines writing techniques are used by news writers.

## 1.2 Research questions

1. What are the techniques used in the headline writing of *the BBC world news articles*?
2. Which techniques are the most frequently used in the headline writing of *the BBC world news articles*?

## 1.3 Research objectives

1. To analyse the headline writing techniques of *the BBC world news articles*.
2. To present the frequency of occurrence of the headline writing techniques in *the BBC world news articles*.

## 1.4 Significance of the study

The purpose of this study is to investigate news headline writing and provide useful and interesting news headline writing techniques. The results will be fruitful and practical in developing effective news writing for writers. Additionally, the study will procure an advantage for the readers to acquire critical reading skills or critical thinking abilities when they comprehend the strategies, devices or techniques of news writers. Critical reading means the evaluation of what you have read using your knowledge. The analysis and evaluation of the writing mean the readers can distinguish between fact and opinion.

The data regarding news headlines were collected from the *BBC News website* because it is a renowned online news platform that people can rapidly and easily gain access to. In the highly competitive world of social media, people primarily prefer to access information, including news, through the Internet rather than the physical papers as previously.

*The BBC News Agency* (the British Broadcasting Company) has been established for 97 years (on 18 October 1922) by a group of leading wireless manufacturers including Marconi. Nowadays, *the BBC World News* is available in more than 200 countries and territories worldwide, and over 360 million households and 1.8 million hotel rooms. The channel's content is also available on 152 cruise

ships, 40 airlines, 23 mobile phone networks and a number of major online platforms including [bbc.com/news](http://bbc.com/news). Moreover, *the BBC news* is recognized as one of the most well-known, popular and influential media corporations in the world. The news agency is accepted in terms of the credibility of the content of their news stories and use of the English language. It is hoped that the results of this study that are obtained from a major new platform such as *the BBC news* will serve as an effective groundwork for further research related to headline writing techniques in other fields.

### **1.5 Scope of the study**

This study is limited to the following:

1.5.1 World news headlines from the *BBC News website* in February 2019.

1.5.2 Newspapers are generally divided into two types, which are broadsheet and tabloid. *The BBC news* is a broadsheet while *the Sun* and *the Mirror* are the tabloids. Merriam-Webster dictionary (2019) explains broadsheet as a newspaper with pages of a size larger than those of a tabloid, which is a newspaper that is approximately half the page size of an ordinary newspaper and that contains news in condensed form with much photographic material.

1.5.3 This study has not divided news into categories such as politics, economics, terrorism or the environment because some news can fit into more than one category. For example, the news about a trade war between the US and China could be viewed as both economic and political news. In addition, there is a tendency for some types of news to rarely appear every day in some sections such as events related to terrorism. It would, therefore, be convenient to select and analyse the news headlines writing techniques from world news articles from Africa, Australia, Europe, Latin America, the Middle East, the US, and Canada, which is the manner that the majority of news agencies in the world have classified the news.

### **1.6 Definition of Terms**

The terms used in this study are defined as follows:

**World news** refers to the news articles from *the BBC world news* articles that covers news from around the world. There are seven regions included in the articles, which are Africa, Australia, Europe, Latin America, the Middle East, the US and Canada, and the world. Each region combines the news involving different issues such as politics, economics, the environment, technology, terrorism, and breaking news.

**Homophone** means one of two or more words pronounced alike but different in meaning or derivation or spelling, such as the words *here-hear*, *bear-bare*, *some-sum* and *week-weak*.

**Homonym** means one of two or more words spelled alike but different in meaning, derivation or pronunciation, such as *object* means *a thing you can see or touch/a goal/a noun that receives the action of a verb/to be opposed to*.

**Polysemy** is a word or phrase having multiple meanings. For example, the verb *get* can mean *procure/become/understand*.

**Intertextuality** is a technique in which a writer uses a familiar phrase or expression from well-known sayings, literary quotations, poems, songs, movies or books. For example, “*From Russia with Gloves*” is an intertextuality referring to the James Bond movie “*From Russia with Love*”.

**Alliteration** is the repetition of consonant sounds in a short sequence of words (at least two times). For example, “*In the playground, he pushes, pinches, and pulls people.” In this sentence, the *p* sound is repeated five times.*

**Assonance** is the repetition of vowel sounds in a short sequence of words (at least two times). For example, in the sentence “*The child of mine was lying on her side*”, the *ai* sound is repeated three times.

**Loaded words**, or **emotive languages**, are words or phrases that have strong emotional overtones or connotations, which evoke strongly positive or negative reactions beyond their literal meaning. These words arouse the emotions of readers and sometimes influence their

opinions. For example, *cruel*, *divorce*, *dreadful*, *horrible*, *irritate*, *severe*, *shocking*, *terrible*, *unreliable*, and *unstable*.

**An idiom** is an expression that has a meaning that is not predictable from the usual meanings of its constituent elements, such as *in the same boat* (in the same situation), *multi-task* (do many things at once), *cut corners* (do something the cheapest or easiest way), and *see eye to eye* (to be in agreement).

A **synonym** is a word that means the same thing as another word. If you replace a word in a sentence with its synonym, the meaning of the sentence will not significantly change, such as the word *increase*, which has the same meaning as *accumulation*, *boost*, *escalation*, *expansion*, *raise*, *surge* and many other words.

**An abbreviation** is a shortened form of a word or phrase. It usually consists of a letter or group of letters taken from the original word or phrase. For example, “*FM*” refers to “*Foreign Minister*” and “*WHO*” is the most common way to refer to “*the World Health Organization*”.

This chapter has outlined the background of the study. The next chapter presents the literature review related to news headline writing techniques.

## CHAPTER 2

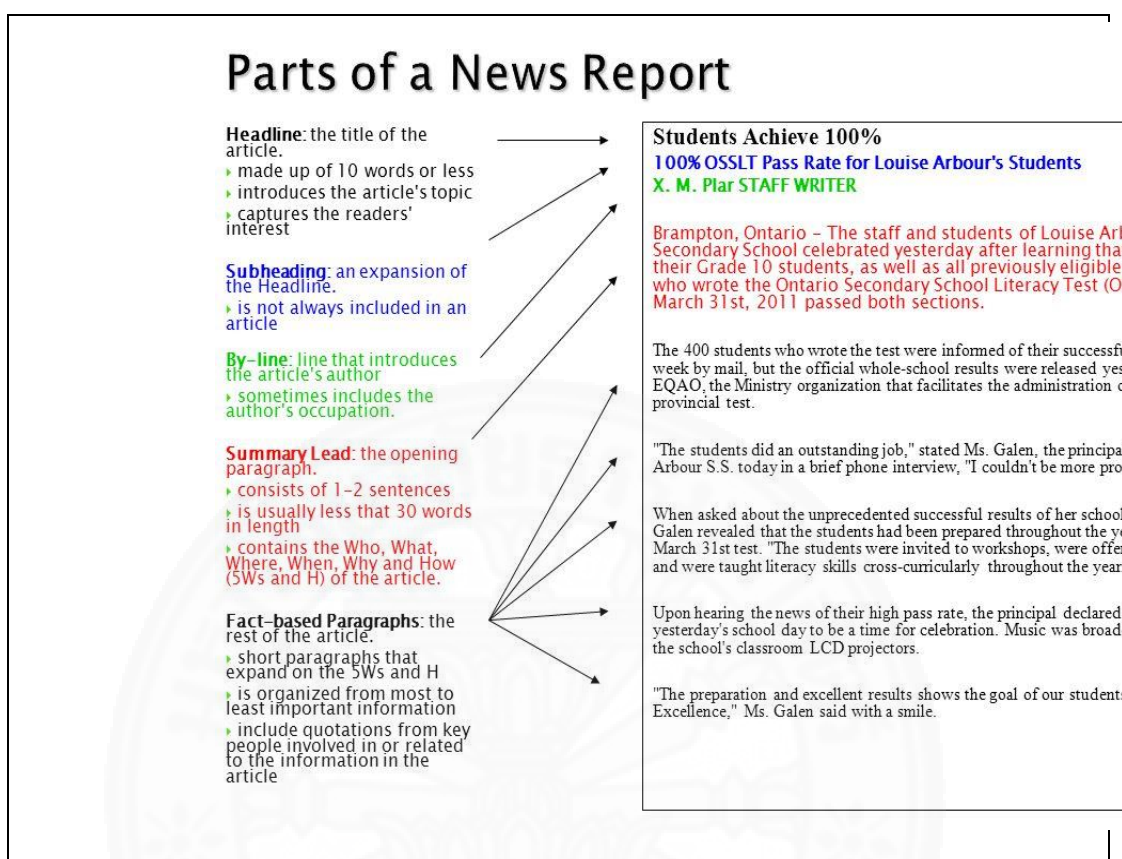
### REVIEW OF THE LITERATURE

This chapter outlines five topics related to the study: the parts of a news article, the definitions of news and news headline, characteristics of the news headline, news headline writing techniques, and previous related studies.

#### 2.1 Parts of a news article

A news article or news story consists of four major parts as follows: **(1) a headline or title**, **(2) a by-line** or the name of the writer **(3) a lead** is the first paragraph providing the summary of the story and including all of the basic facts. Some news contains a line about a place or a date which follows a by-line as a part of a lead paragraph (Fowler, 1991), and **(4) a story** contains the facts from the writer's research or from the person who was interviewed. Grundy et al. (2012) perceptively highlighted that the high quality of the news article should be made up of six significant questions which are the 'five W's and an H': who, when, where, what, why and how. It would seem that the writers generally present the most significant information in the first paragraph and follows with the details, background, and related information. In the final paragraph of the news story or **the ending**, the writers can write the last information or a quote to leave the reader with a strong feeling for think about their story (Fleming, 2019).

**Figure 2.1.1 Parts of a news report (Colman, 2016)**



## 2.2 Definitions of news and news headline

It is generally accepted that the news is information about recent situations or events that are primarily of interest to people. The journalists will choose and verify which news they need to present for the readers. *The BBC News* ("Lesson 1: What is news and where to find it", 2012) stresses that news is something new or current that people want to know about or need to know about it. People might want to know various news that they are interested in such as education, sport, entertainment, technology, politics, disasters, conflicts or international news. There are possible news stories everywhere, therefore, a good journalist keeps their eyes and ears open everywhere they go. Reah (2002) points out that the news is information related to recent events that a sufficiently large group of people are interested in because of the effect on their lives. Merriam-Webster dictionary online (2019) defines news as "a report of recent events or previously unknown information, or something having a specified influence or effect".

A news headline presents the whole story in just a few words or one sentence but occasionally highlights a particular detail extracted from the story. As Bowles and Borden (2000) noted, the news headline must summarise the main point of the whole story. It helps the readers to understand the main idea of the news in addition to stimulating of the readers' desire to know the content of the news. Reah (2002) elaborated that a headline is a unique type of text in terms of shape, content, and structure so the writer should consider the features of the headline.

Several researchers, however, have argued that headlines have several functions apart from providing the conclusion of the entire story. For Conboy (2007), the headline fulfills three functions, which are *a brief summary* of the main idea of the news story, *the attraction of the readers*, and *an initial indicator of the content* of the news story. As Dor (2003) elaborated, the news headlines *summarise* the whole story, *highlight* a single detail excerpted from the story, or use *a quotation mark* in the headline as a highlight and to save space. Crucially, the headline must inform readers of the facts, so the writers must present the news story correctly, precisely, and quickly to keep up with the modern world. Researchers such as Budi (2018), Nilsson (2017), Prateepchaikul (2010) and Reah (1998) stress that a headline draws the attention of the readers so the writers need to adopt many effective methods for writing headlines. Based on the importance many researchers put on the writing of news headlines, it can be said that the headline is an important part of the news story as an initial section to attract the attention of the readers.

### **2.3 Characteristics of the news headline**

Language in the news headline is different from that of other language varieties, and, therefore, it is essential to have a good comprehension of the characteristics of effective news headline writing. Bowles and Borden (2008) emphasized that well-written news headlines are a summary of clear, correct, up-to-date, factual information of a piece of news. They also asserted that the headline and lead correspond in order to deliver the same information and writers can use different wording in each placement to avoid repetition that can make a news article boring.

The characteristics of effective news headline writing include some special features such as the use of active voice, block language, use of simplified spelling and use of the present simple tense. **Use of active voice** is a characteristic that is more preferred than the passive voice in news headline writing because it has a higher level of attractiveness (Mardh, 1980). Active voice refers to a type of sentence or clause in which the subject performs or causes the action expressed by the verb. Occasionally, the passive voice is still used for emphasising the action. Moreover, the headlines use a special type of language called “**block language**”, which omits the details that have low informative value such as finite forms of the verb *be*, and articles or words that can be understood from the context, for the purpose of saving space in the news. Both Mardh (1980) and Busá (2014) agreed that headlines must preserve lexical words that convey the meaning, such as nouns, adjectives, adverbs, and main verbs and omit the function words, such as, determiners, articles and, auxiliary verbs.

It is considered unacceptable to use **simplified spelling**, such as *thru* being used instead of *through*, in news headlines (Leiter et al., 2000). The simplified spelling is simpler and easier to learn but is too informal for professional writing. Furthermore, the English news headlines primarily use **the present simple tense** (Knittlová, 2003) because this tense creates the feeling that the situations or the events in the news have recently happened. A news story generally uses the present simple tense for the events that have occurred in the past, whereas the past tense is used for the events that occurred a long time ago. For the events scheduled in the future, news headlines regularly use the infinitive form of the verb. Kamkong (2008) stated that the future tense is implied in the news headlines by using the structure *to+verb*, for example, “*US to buy Israeli Iron Dome Missile defense system*” from *BBC News* on February 06, 2019.

In conclusion, the language of news headlines has many distinct characteristics and differs from other language varieties. It can be seen that the use of the active voice, block language, and the present simple tense is preferred in news headlines and that simplified spelling must not be used. Crucially, the news headline should be written with facts, be precise, clear and updated, and use a strong verb that is instantly

perceivable and can carry the meaning, whereas determiners, auxiliary verbs and articles can be eliminated so as to save space and avoid repetition.

## 2.4 News headline writing techniques

Many techniques are adopted in news headlines writing for attracting readers. One of the most comprehensive frameworks was proposed by Danuta Reah (1998) who is a highly experienced educator in linguistics and creative writing. Moreover, Reah wrote a book named “The Language of Newspapers” in 1998, an important work that has been cited as a reference in many studies related to the news headline writing. She identified seven headline writing techniques including homophone, homonym, polysemy, intertextuality, alliteration, assonance, and loaded words. Reah’s framework was then developed in the study of Prateepchaikul (2010). Prateepchaikul added three more techniques to Reah’s framework which are the idiom, abbreviation, and synonym.

To sum up, the principal framework for analysing headlines writing techniques is as follows **1) homophone 2) homonym 3) polysemy 4) intertextuality 5) alliteration 6) assonance 7) loaded words 8) idiom 9) abbreviation and 10) synonym**. A more detailed explanation of the techniques is below:

### (1) Homophone

A homophone is one or more words pronounced the same as another word but with differences in meaning, derivation or spelling. Some examples are *eye and I, air and heir, bare and bear, be and bee, knew and new, and week and weak*.

### (2) Homonym

Homonym means one of two or more words spelled alike but different in meaning or derivation, such as desert means abandon or area of land. This feature of the word can be called homographic.

### (3) Polysemy

Polysemy is a word or phrase that has multiple meanings. For example, the word *slam* has two meanings, which are “*to criticise*” and “*to shut something forcefully*”.

#### **(4) Intertextuality**

Intertextuality is a technique in which a writer uses a familiar phrase or expression from well-known sayings, literary quotations, poems, songs, movies or books, for example, “*From Russia (to Austria) with love?*” (*EU Observer website*: August 28, 2018). The phrase *From Russia with love* is a well-known title from a movie released in 1963.

#### **(5) Alliteration**

Alliteration is the repetition of consonant sounds in a short sequence of words (at least two times). For example, “*From forth the fatal loins of these two foes*” (*Romeo and Juliet*). *From, forth, fatal, and foes* repeat and emphasise the consonant sound /f/ in the sentence.

#### **(6) Assonance**

Assonance is the repetition of vowel sounds in a short sequence of words (at least two times). An example is, “*The spring melted away the snow and felt like mush.*”

#### **(7) Loaded words**

Loaded words, or emotive language, are the words a writer uses to attempt to influence readers by appealing to emotion. They have strong emotional overtones or connotations, which can evoke intense positive or negative reactions, for example, *ugly, wrinkles, stop, ban and hope*.

#### **(8) Idiom**

There is some evidence that the use of idiom in news headlines is a common technique but can cause problems for non-native speakers of English (Fredrickson & Wedel, 1991). Idioms are not intended to be taken literally, nor can

they be understood through the meaning of the individual words. Many idioms can be found in the news, for example, *water under the bridge* (something that has happened and cannot be changed) and *win-win situation* (a situation in which everyone participating comes out on top; everyone wins or gets what they want).

### **(9) Abbreviation**

Headline news writers often use abbreviation for saving space. In news headlines, an abbreviation is non-conversational language for keeping headlines short and are sometimes explained in the lead, although abbreviations unfamiliar to readers should not be used in news headlines. For example, “*the UNSC*” refers to “*the United Nations Security Council*”, “*UAE*” refers to “*the United Arab Emirates*” and “*IS*” refers to “*the Islamic State*”.

### **(10) Synonym**

Headlines use a word that means the same thing as another word for the purpose of impressing readers or to be more interesting.

## **2.5 Previous related studies**

Related research studies focusing on the analysis of news headline writing techniques inform the present study. The headline writing techniques in general news articles were studied by Prateepchaikul (2010), who analysed the news headline writing techniques and observed the frequency of those techniques in the news headlines of *the Bangkok Post* in February 2009. Prateepchaikul used the fundamental framework of the headline writing techniques adopted from Reah (1998). In Prateepchaikul’s study (2010), it was found that the use of synonyms was the major technique in headline writing, followed by the loaded words, abbreviations, alliteration, and assonance. Other writing techniques such as intertextualities, idioms, polysemy, and homonyms were rarely found, while homophones did not occur in any of the headlines in the sample.

Another research by Budi (2018) focused on the use of lexical devices in the headlines of the *Jakarta Post* newspaper from September to October 2017 and

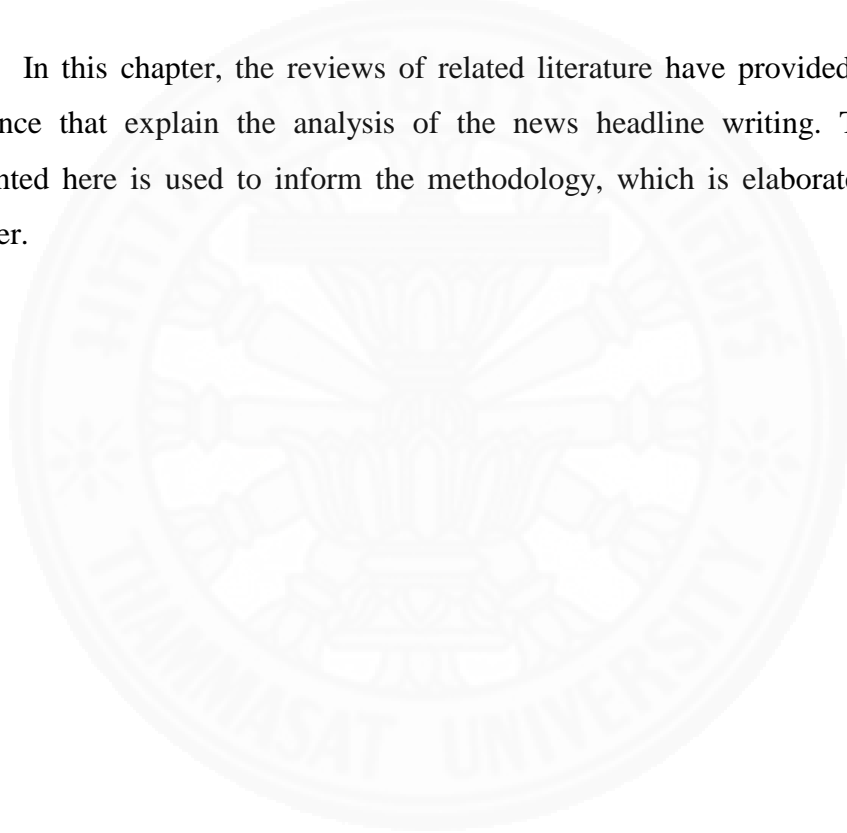
February 2018. The results showed that repetition is the most common type of lexical devices in the headlines of the newspaper and was used for emphasis of the intended word expressing the main idea in the text, while other types of devices such as synonyms, hyponymy, metonymy, and antonym were also found. This research is related to the study because lexical devices are among the techniques of headline writing used for analysis.

Apart from studies in mainstream newspapers, research on headlines in British online tabloids has also been conducted. Focusing on headlines in two popular British online tabloids, *The Sun* and *The Daily Mirror*, Matějčková (2017) analysed the syntactic and lexical devices with the aim of distinguishing the similarities and differences. In summary, the results revealed that the two online tabloids involve the same kind of working-class readers and have many similar features in their headlines; however, there are still some differences in terms of syntactic and lexical features. The main difference between the two newspapers is that *The Sun* has a two-part headline structure while *The Daily Mirror* has only one part of the headline. The first part of the headline of *The Sun* called a pre-headline which has the function of an eye-catcher, and the second part is a proper headline which has an essentially informative function, while the only headline in *The Daily Mirror* is the proper headline. Thus, the two-part headline structure of *The Sun* makes headlines more interesting and this might be one of the reasons that makes *The Sun* the best-selling newspaper in the UK.

To sum up, these research studies are related to the topic and have discussed the analysis of language and news headline writing techniques. The results mostly indicate that the headline is the most essential part of the news for writers, who use various techniques to enhance the effectiveness of headline writing in order to attract readers (Budi, 2018). Essentially, good news headlines present facts, are simple and easy to understand, and use strong and precise verbs. The language in the news headline differs from other types of language usage in terms of grammar and word choice. The tense primarily used in the news is the present simple tense for the purpose of showing that the news has just occurred recently.

Previous research on news headline writing primarily was conducted on the syntactic and lexical analysis of online newspapers, for example, Budi (2018) and Matějčková (2017). Meanwhile, the study of Prateepchaikul (2010) analysed news headline writing techniques of the Bangkok Post in general news articles related to politics, security, terrorism, and the environment. However, her study of news headline writing techniques was conducted almost ten years ago. The current study investigates news headline writing techniques in world news articles of *BBC News* website for analysing the writing techniques in the contemporary world.

In this chapter, the reviews of related literature have provided concepts and guidance that explain the analysis of the news headline writing. The viewpoint presented here is used to inform the methodology, which is elaborated in the next chapter.



## CHAPTER 3

### RESEARCH METHODOLOGY

This chapter presents the methodology used in this study. It first illustrates the method of collecting the data and then presents the framework of headline writing techniques that was used to analyse the data.

#### 3.1 Data collection

1. Data were collected from the news headlines of the BBC News website in the world news section, which covers major regions around the world – Africa, Asia, Australia, Europe, Latin America, the Middle East, the US, and Canada.
2. There were approximately 20 news headlines published per day in February 2019, amounting to nearly 600 headlines per month. However, it is impossible to analyse all headlines in this study due to time constraint. As a result, a certain number of headlines would be selected for the study. To determine a reliable sample size, the Taro Yamane formula was employed as illustrated below:

$$n = \frac{N}{1 + Ne^2}$$

n=Sample size required

N=Population size

E=Error (Reliability=95%, e=5%)

$$n = \frac{600}{1 + 600(0.05)^2}$$

$$n = 240$$

The sample number in this study was 240 out of the population of 600 which equals to nine news headlines per day (28 days of the month).

3. The system of headlines selection for analysis was then created. Each day, the researcher would select news headlines at a certain time or around 11.00 pm (Thai time). The most recently updated headline was taken from every region, amounting to seven news headlines from seven regions. The other two would be selected from two regions starting from the most recent as shown on the website. In the event that there were fewer than nine new headlines on a particular day, especially on Saturdays and Sundays, the researcher would then select another time to pick the headline that was most recently updated.

### **3.2 Framework of headline writing techniques**

The framework used to analyse the data in this study was adapted from research of Prateepchaikul (2010), which was primarily developed from Reah's framework (1998). There are ten techniques of headline writing in the framework including:

- (1) Homophone
- (2) Homonyms
- (3) Polysemy
- (4) Intertextuality
- (5) Alliteration
- (6) Assonance
- (7) Loaded words
- (8) Idiom
- (9) Abbreviation
- (10) Synonym

### **3.3 Data analysis**

The procedure for analysing the data is as follows:

1. The framework elaborated in the previous section was used to determine which techniques were present in each headline and relevant explanation

was provided. While analysing a headline, the researcher kept an open mind that it was possible that some headlines may use other techniques that are not present in the framework or some may use a combination of more than one technique.

2. Once all selected headlines were analysed, the occurrence of each technique was counted and then calculated in terms of frequency and percentage, and shown in tabular form. A statistical treatment was used to calculate the frequency of occurrence of each technique. The following formula is the percentage calculation of each technique:

$$\frac{\text{The frequency of each headline writing technique}}{\text{Total number of headlines writing techniques}} \times 100$$

3. The analysis of the data was verified for accuracy by an expert who worked as a journalist at many news agencies, such as the British Broadcasting Corporation (*BBC*) and the Bangkok Post Publishing Company for over a decade. Currently, she works as a freelance translator.

This method of analysis effectively encompasses the fundamental techniques used in writing headlines by documenting and observing more closely the use, play and context of a word. By analysing and categorising these headlines, a greater understanding of news headlines writing techniques can be achieved. The resulting findings obtained through this methodology are presented in the following chapter.

## **CHAPTER 4**

### **RESULTS AND DISCUSSIONS**

This research investigates the headline writing techniques of 252 world news articles collected from *the BBC news website* in February 2019. The news headlines were analysed by using the framework of headline writing techniques adapted from Reah's framework (1998) and the research of Prateepchaikul (2010). This chapter presents the findings from this study with regard to the research questions.

#### **4.1 Results and discussions of research question 1**

RQ 1: What are the techniques used in the headline writing of *the BBC world news articles*?

The result for analysis of the headline writing techniques of world news articles is presented according to the frequency of occurrence and is shown in the table below.

**Table 4.1.1** Headline writing techniques in *the BBC world news website* in February 2019

Headline Writing Techniques	Frequency of Occurrence
<b><u>Techniques from the framework</u></b>	<b>99</b>
1. Abbreviation	36
2. Loaded Words	30
3. Synonyms	17
4. Homonyms	8
5. Polysemy	5
6. Idiom	2
7. Intertextuality	1
8. Homophone	-
9. Alliteration	-
10. Assonance	-
<b><u>New techniques</u></b>	<b>116</b>
1. Punctuation marks	70
1.1 Colon	38
1.2 Single quotation mark	22
1.3 Question mark	10
2. Multiple techniques	46
2.1 Combination of two techniques	42
2.1.1 Abbreviation + A single quotation mark	12
2.2.2 Loaded words + A single quotation mark	9
2.2.3 Abbreviation + Loaded words	6
2.2.4 Other combinations of two techniques	15
2.2 Combination of three techniques	4
<b><u>No technique</u></b>	<b>37</b>
<b>Total</b>	<b>252</b>

#### 4.1.1 Techniques from the framework

For techniques in the framework, seven of ten techniques were present in the headlines from *the BBC world news website* in February 2019, amounting to 99 headlines from a total of 252 headlines. These techniques are abbreviation, loaded words, synonym, homonyms, polysemy, idiom, and intertextuality. Homophone, alliteration, and assonance were not found in the study. The findings are reported according to the frequency of occurrence as follows:

### (1) Abbreviation

News headline writers often use abbreviation due to limited space. From the analysis, it was found that abbreviation was most used for countries (such as *US* refers to *the United States*), well-known organization (such as *UN* refers to *United Nations*) and common positions (such as *PM* refers to Prime Minister). Examples of such techniques are:

1. **Iraq angered by Trump idea to watch Iran from US base** (February 3, 2019)

“*US*” refers to “*the United States*”.

2. **Heather Nauert withdraws bid to be US envoy to UN** (February 17, 2019)

“*US*” refers to “the United States” and “*UN*” stands for “*United Nations*”.

3. **Thailand party accepts King's opposition to Princess Ubolratana PM bid** (February 9, 2019)

“*PM*” stands for “*the Prime Minister*”.

### (2) Loaded words

Loaded words or emotive language are the words that induce strong feelings in the readers, whether they are negative or positive. They have strong emotional overtones or connotations, which can evoke intense positive or negative reactions beyond their literal meaning. The study found that the words which arouse negative emotions include *fatal*, *terror*, *shock*, and *deadly*, while some words evoke positive feelings such as *lucky*, *victory* and *no traffic*. Additionally, some words cause strong feelings in the readers making them eager know what the story inside discusses, apart from the headline, such as *mystery*, *stop*, *last*, *historic*, *surprise* and *human sacrifice*. Some headlines examples have adopted the technique as follows:

1. **Mystery illness sees Canada halve its Cuba embassy staff** (February 1, 2019)

The headline used “*mystery illness*” which causes a strong negative feeling. The loaded word makes the readers curious about the illness that caused Canada to cut its embassy staff in Cuba.

2. **Paris fatal fire suspect recently released from psychiatric care**  
(February 7, 2019)

The word “*fatal*” means *deadly* which evokes negative emotions.

3. **Scottish woman's shock at finding snake in suitcase from Australia**  
(February 25, 2019)

“*Shock*” is a loaded word that denotes the strong feeling of the woman.

### (3) Synonym

Headlines often use a word that means the same thing as another word for the purpose of impressing readers or to make them more interested in a particular piece of news. For this technique, synonyms for the headline were normally found in the lead of the same piece of news. The examples of synonyms in the headlines are as follows:

1. **Headline = Bahraini footballer pleads in court against deportation**  
(February 1, 2019)

**Lead = Bahraini footballer Hakeem Al-Araibi has urged a court in Bangkok not to extradite him to his home country.**

The “*pleads*” in the headline and “*urged*” in the lead have the same meaning.

2. **Headline = Haiti protesters call on President Jovenel Moise to quit**  
(February 11, 2019)

**Lead = Opposition demonstrators in Haiti have burnt tyres and thrown stones, urging President Jovenel Moise to step down.**

The “*protesters*” in the headline has the same meaning as “*opposition demonstrators*” in the lead. Moreover, the headline used “*to quit*” and instead of “*to step down*” in the lead which has the same meaning.

3. **Head = Trump and Kim start Vietnam summit with dinner**  
(February 27, 2019)

**Lead = US President Donald Trump and North Korea's leader Kim Jong-un have begun their high-profile second summit in Vietnam's capital, Hanoi.**

The “*start*” in the headline and “*begun*” in the lead have the same meaning.

#### **(4) Homonym**

Homonym are one of two or more words which share both spelling and pronunciation but have completely different meanings.

##### **1. Australian air strike may have killed Iraqi civilians, officials say**

(February 1, 2019)

The headline used the word “*strike (noun)*” which has four unrelated meanings as follows:

1) *STOP WORK*: a period of time when workers refuse to work because of an argument with an employer about working conditions, pay level, or job losses,

2) *HIT*: a sudden and powerful hit or attack/a hard kick of a football, especially one that makes it travel a long distance/a sudden, short military attack, especially one by aircraft or missiles,

3) *DISCOVER*: the discovery underground of a valuable substance and,

4) *FAILURE*: (in baseball) a ball that has been thrown by the pitcher and not been hit successfully when it should have been/a failure, mistake, or disadvantage (Cambridge dictionary, 2019).

The word “*strike*” in the headline means “*HIT*” as the news depicts that the Australian Defence Force’ fighter jets may have caused the deaths of up to 18 civilians in a strike on Islamic State (IS) militants in Iraq.

##### **2. France recalls ambassador to Italy as diplomatic row deepens**

(February 7, 2019)

The headline used the word “*row (noun)*” which has four completely different meanings as follows:

1) *LINE*: a line of things, people, animals, etc. arranged next to each other,

2) *MOVING THROUGH WATER*: the activity of making a boat move through water using oars,

3) *ARGUMENT*: a noisy argument or fight and

4) *NOISE*: loud noise.

The word “*row*” in this headline refers to the argument between the U.S. and Ghana about visa limitations for Ghana deportees.

### (5) Polysemy

Polysemy is a word or phrase that has the same spelling but has multiple meanings which are closely related. For example:

#### 1. **Monsoon floods hit Australia's Queensland** (February 2, 2019)

“*Hit (verb)*” has five closely related meanings which are:

1) *TOUCH*: to move your hand or an object onto the surface of something so that it touches it, usually with force/to touch something with sudden force,

2) *EFFECT*: to have an unpleasant or negative effect on a person or thing/if an idea or thought hits you, you suddenly think of it,

3) *SHOOT*: to shoot at or bomb a place or person, causing damage or injury,

4) *REACH*: to arrive at a place or position/to succeed in reaching or achieving something and,

5) *ATTACK*: to kill someone.

The word “*hit*” in the headline means the monsoon rains caused severe flooding in Queensland in Australia.

#### 2. **North Korea nuclear talks: Hanoi to host Trump summit with Kim**

(February 9, 2019)

The headline used “*host (verb)*” which has three closely related meanings which are:

1) *EVENT*: to provide the space and other things necessary for a special event,

2) *TELEVISION SHOW*: to be the host of a television or radio programme

3) *WEBSITE*: to provide the computer hardware and software that allows a website to exist on the internet.

For this headline, “*host*” refers to the first meaning.

## (6) Idiom

Idioms are not intended to be taken literally, nor can they be understood through the meaning of the individual words. Many idioms can be found in the news, for example, *bend over backwards* (try hard to please; go out of one’s way), *think outside of the box* (to think differently by having a new perspective), and *on the same page* (have the same understanding or knowledge). The two examples of the use of idioms found in this study are presented below:

### 1. **Warsaw summit: Why Iran is the elephant in the room** (February 12, 2019)

“*An elephant in the room*” means there is an obvious problem or difficult situation that people do not want to talk about (Cambridge dictionary, 2019). In the article, the US decision to host a Middle East conference in Warsaw looks set to be a curious diplomatic occasion because Poland is not known for deep engagement in the Middle East’s countless problems. Importantly, the US’s unilateral withdrawal from the nuclear agreement – the JCPOA – with Iran, while other signatory countries including China, France, Germany, Russia, and the UK remain committed to the agreement, means the Iran issue might highlight the divisions between the US and Western European allies. Therefore, the Warsaw summit is not including the Iran issue on the agenda, which includes humanitarian and refugee challenges, missile proliferation and 21<sup>st</sup> Century threats like cyberterrorism, because they do not want to talk about it at this time.

### 2. **Museveni gets nod for sixth term run** (February 20, 2019)

“*Get the nod*” is an idiom which means *to get approval* (Merriam-Webster dictionary, 2019) but the headline used “*gets nod*” omits the article to save space. It is a specific feature that called “block language.”

### (7) Intertextuality

Intertextuality is a technique in which a writer uses a familiar phrase or expression from well-known sayings, literary quotations, poems, songs, movies or books. Only one intertextuality was found in the study.

#### **Black Saturday: The bushfire disaster that shook Australia** (February 7, 2019)

The headline used intertextuality (**Black Saturday**), a familiar phrase or expression from well-known sayings. Oxford dictionary online describes the words “*Black Saturday*” as related to Scottish history and means 1) the date of the battle of Pinkie Cleugh, at which the Scottish army was heavily defeated by the English on 10 September 1547 and 2) the date of the ratification by the Scottish Parliament of the articles of Perth, under which James VI attempted to impose Episcopalian practices on the Church of Scotland, and on which a severe storm occurred on 4 August 1621.

Additionally, Calendarpedia (2019) elaborates that “*Black Saturday*” has many different meanings. For Christianity, it refers to the Saturday between Good Friday and Easter Sunday, more commonly known as Holy Saturday or Easter Eve. In other common uses, the term refers to the Saturday after Black Friday, the beginning of the Christmas shopping season in the US. In France, the Saturday at the end of July or the beginning of August is the day on which road traffic is most dense due to the many holiday departures. It also refers to other Saturdays in history that saw massacres, crises, battles or catastrophes. For this headline, Black Saturday refers to the bushfire disaster that burned across the Australian state of Victoria in 2019 and is branded one of the darkest days in Australia's peacetime history.

In sum, for the writing techniques based on the framework, the study found seven of ten techniques were present in *the BBC world news website* in February 2019 which are 1) abbreviation 2) loaded words 3) synonym 4) homonyms 5) polysemy 6) idiom and 7) intertextuality. In this study, three techniques from the framework were not present in the selection of news headlines in *the BBC News website*. These techniques are homophone (one or more words pronounced the same as another word but with differences in meaning), alliteration (the repetition of consonant

sounds in a short sequence of words, and assonance (the repetition of vowel sounds in a short sequence of words).

#### 4.1.2 New techniques

Apart from the techniques in the framework, this study discovered new writing techniques which had the most frequency of occurrence (116 headlines of 252 headlines). These new techniques are categorised into two groups: the punctuation marks and multiple techniques. The punctuation marks were the most frequently used technique in this study. These include the use of a colon (:), a single quotation mark ('...'), and a question mark (?) which amounted to the total 70 headlines.

##### (A) Punctuation marks

###### (1) Colon (:)

A colon is primarily used in front of text for explanation, implication, emphasis or a quote and it also saves space (Perlman, 2014). The study found that the colon is the most common of the punctuation marks used in the news headlines and amounted to 38 headlines of 70 headlines or over half of these marks. This can be seen in the examples below:

1. **Syria war: Aleppo building collapse kills 11** (February 2, 2019)
2. **Cameroon kidnap: 170 students freed** (February 18, 2019)
3. **Senegal election: President Macky Sall wins second term** (February 28, 2019)

###### (2) Single quotation mark ('...')

A single quotation mark was also used for emphasis or to include the direct quote of a person (Dor, 2003). According to Saxena (2013), most newspapers prefer to use a single quotation mark because it saves space, and looks more appealing. Moreover, the study found that headline writers employed the use of a question marks in the headline to evoke the curiosity and critical thinking of the readers (Foote, 2017). Some examples of this technique are presented below:

**1. Liam Neeson says he's 'not racist' after rape comments in interview** (February 5, 2019)

The headline used a single quotation mark '*not racist*' for emphasis and to highlight the direct quote of Liam Neeson.

**2. South Africa Gloria coal mine explosion 'kills six'** (February 7, 2019)

The headline used a single quotation mark '*kills six*' to highlight the number of dead people caused by a gas explosion in an abandoned coal mine in South Africa.

**3. 'Ivory Queen' Yang Fenglan jailed in Tanzania** (February 19, 2019)

The headline used a single quotation mark to highlight '*Ivory Queen*' which refers to the nickname of Yang Fenglan. She is a Chinese businesswoman who was in jail for smuggling hundreds of elephant tusks.

**(3) Question mark (?)**

According to Foote (2017), asking questions in the headlines can evoke curiosity and critical thinking from the readers. She believed that using “why” questions is a powerful way to challenge readers to think seriously about the issue before reading it all. The examples of the headlines that use this technique found in this study are:

**1. Why has the mute button been pressed on Africa?** (February 2, 2019)

**2. Does Nigeria's 'generation democracy' want to vote?** (February 10, 2019)

**3. Who controls Canada's indigenous lands?** (February 10, 2019)

**(B) Multiple techniques**

The combination of multiple techniques in a headline was found to be the second most used technique in this study. A total of 42 from 46 headlines used

the combination of two techniques, found in three forms, including the abbreviation and a single quotation mark, loaded words and a single quotation mark, and the abbreviation and loaded words. Some example headlines that used this technique are:

### (1) Combination of two techniques

#### (1.1) Abbreviation + A single quotation mark

The headline uses an abbreviation and a single quotation mark. The abbreviation primarily refers to countries such as the United States of America, commonly known as the United States, U.S. or US, or some well-known organization such as EU which stands for the European Union. Using a single quotation mark, this technique is used for emphasis and highlight. Some example headlines use this technique are:

##### 1. **US envoy Stephen Biegun 'reveals' North Korea nuclear pledge**

(February 1, 2019)

The headline used an abbreviation (*US* refers to *the United States*) and a single quotation mark to emphasise the US's revelation that North Korea will destroy all its nuclear material enrichment facilities despite the fact that such a pledge was not confirmed by North Korea.

##### 2. **IS 'trapping 200 families' in last bastion in Syria** (February 19, 2019)

The headline used an abbreviation (*IS* refers to *the Islamic State*) and a single quotation mark for highlighting the fate of some 200 families reportedly trapped in the last bastion in Syria.

#### (1.2) Loaded words + A single quotation mark

Loaded words or emotive languages influence readers by arousing emotion. They can evoke strong feelings beyond their literal meaning. This study found the headlines usually use a single quote mark for emphasis or highlighting loaded words or a direct quote. Some example headlines that used these techniques are:

**1. Dutch mystery of '20,000 seabird deaths' on coast** (February 6, 2019)

The headline used a loaded word (*mystery*) which arouses curiosity and evokes the strong feelings of the readers. Moreover, it uses a single quotation mark to highlight the number of seabirds that have died along the Dutch coast.

**2. Russia islands emergency over polar bear 'invasion'** (February 9, 2019)

The headline used a loaded word (*emergency*) and a single quotation mark (*'invasion'*) for attractiveness. *Emergency* is a word which causes a strong feeling. Additionally, the news emphasized dozens of polar bears invaded human settlements of Russia, so use the word *invasion* was filled in with quotation marks.

**(1.3) Abbreviation + Loaded words**

**1. Pope Francis to embark on historic visit to UAE** (February 3, 2019)

The headline used a loaded word and an abbreviation. The word “*historic*” is a loaded word to arouse strong feelings and “*UAE*” refers to “*the United Arab Emirates*” which is a country located in the Middle East.

**2. Giant Norwegian wealth fund plans to increase UK investment** (February 28, 2019)

The headline used a loaded word (*giant*) which evokes strong feelings of the readers about a lot of money from a Norwegian fund which will be invested in the UK and an abbreviation (*UK* stands for *the United Kingdom*) for saving space.

**(1.4) Other combinations of two techniques**

**1. Headline = US-Mexico border: Pentagon to deploy an extra 2,000 troops** (February 4, 2019)

**Lead = The US is to send an additional 2,000 troops to its border**

**with Mexico, the Pentagon has announced.**

The headline used an abbreviation and a synonym. *An extra* in the headline has the same meaning *an additional* in the lead. Moreover, it used an abbreviation (*US* stands for *the United States*) for saving space.

**2. Headline = Poet accused of insulting government 'must be freed'** (February 20, 2019)

**Lead = Amnesty International is demanding the immediate release of a Somali poet who has been detained in the self-declared republic of Somaliland.**

The headline used a single quotation mark for emphasis of the demand of Amnesty International to Somaliland's government for releasing Abdirahman Abees, who is a poet. In addition, it used "*freed*" in the headline and the synonym "*release*" in the lead. It makes the news impressive.

## (2) Combination of three techniques

**China hails 'important progress' in US trade talks** (February 1, 2019)

The headline used an abbreviation, a single quotation mark and loaded words. It used a single quotation mark to highlight the loaded words "*important progress*". "*US*" refers to "*the United States*".

To sum up, the study found nine techniques used in the headlines which are 1) punctuation marks 2) the use of multiple techniques 3) abbreviation 4) loaded words 5) synonym 6) homonyms 7) polysemy 8) idiom and 9) intertextuality.

### 4.1.3 No technique

This study found headlines that did not use any techniques, which amounted to 37 headlines of 252 headlines. Some headline examples are:

**1. Central African Republic agrees peace deal with rebel groups**  
(February 2, 2019)

2. **Hakeem al-Araibi returns home to Australia after Thai detention** (February 12, 2019)
3. **Donald Trump in Vietnam for summit with North Korean leader Kim Jong-un** (February 26, 2019)

#### **4.2 Results and discussions of research question 2**

RQ 2: Which techniques are the most frequently used in the headline writing of the *BBC world news* articles?

In order to find the frequency of occurrence of the headline writing techniques and types of the world news article, the news headlines were analysed and calculated by the percentage formula as shown in the table below.

**Table 4.2.1 The Percentage of headline writing techniques in the *BBC world news* website in February 2019**

<b>Headline Writing Techniques</b>	<b>Frequency of Occurrence</b>	<b>Percentage</b>
<b><u>New techniques</u></b>	<b>116</b>	<b>46.03%</b>
<b>1. Punctuation marks</b>	<b>70</b>	<b>27.78%</b>
2.1 Colon	38	15.08%
2.2 Single quotation mark	22	8.73%
2.3 Question mark	10	3.97%
<b>2. Multiple techniques</b>	<b>46</b>	<b>18.25%</b>
2.1 Combination of two techniques	42	16.66%
2.1.1 Abbreviation + A single quotation mark	12	4.76%
2.1.2 Loaded words + A single quotation mark	9	3.57%
2.1.3 Abbreviation + Loaded words	6	2.38%
2.1.4 Other combinations of two techniques	15	5.95%
2.2 Combination of three techniques	4	1.59%
<b><u>Techniques from the framework</u></b>	<b>99</b>	<b>39.29%</b>
<b>1. Abbreviation</b>	<b>36</b>	<b>14.29%</b>
<b>2. Loaded Words</b>	<b>30</b>	<b>11.90%</b>
<b>3. Synonyms</b>	<b>17</b>	<b>6.75%</b>
<b>4. Homonyms</b>	<b>8</b>	<b>3.17%</b>
<b>5. Polysemy</b>	<b>5</b>	<b>1.98%</b>
<b>6. Idiom</b>	<b>2</b>	<b>0.80%</b>
<b>7. Intertextuality</b>	<b>1</b>	<b>0.40%</b>
<b>8. Homophone</b>	-	-
<b>9. Alliteration</b>	-	-
<b>10. Assonance</b>	-	-

<b><u>No technique</u></b>	<b>37</b>	<b>14.68%</b>
<b>Total</b>	<b>252</b>	<b>100%</b>

Table 4.2.1 showed the frequency of occurrence of headline writing techniques found in *the BBC world news website*. The result reveals that new techniques that were not previously found in Reah's framework (1998) and Prateepchaikul (2010) were present in this study. These include the use of punctuation marks and the use of multiple techniques which are the most frequently used techniques in the headlines and which accounted for almost of half of the techniques found in this study (46.03%). For the punctuation marks, this study found that a colon was employed in 38 headlines (15.08%) followed by a single quotation mark (8.73%) and a question (3.97%). It is possible that because of the high competition between information sources in the world, news writers need to present the news quickly and precisely and, at the same time, save space, and therefore they highlight some important words or information for readers. Therefore, the punctuation marks are utilized in order to efficiently convey the information to readers.

The use of multiple techniques was found in 46 headlines (18.25%), mostly the use of the combination of two techniques (16.66%). It was regularly found in three forms as follows 1) the abbreviation and a single quotation mark (4.76%); 2) loaded words and a single quotation mark (3.57%); and 3) the abbreviation and loaded words (2.38%). The study found that the abbreviation in the headlines mostly stands for countries, well-known organizations or common words. A single quotation mark was generally used to emphasize or highlight loaded words, numbers, or a direct quote in the headlines. Crucially, the combination of two techniques can save space and attract the readers. The use of the combination of three techniques was found in four headlines (1.59%) which used the abbreviation, a single quotation mark, and a loaded word.

Apart from the new techniques, the study found seven of ten techniques from the framework by Reah (1998) and Prateepchaikul (2010) which amounted to 99 headlines (39.29%) as follows 1) abbreviation amounted to 14.29% 2) loaded words

amounted to 11.9% 3) synonym amounted to 6.75% 4) homonyms amounted to 3.17% 5) polysemy amounted to 1.98% 6) idiom amounted to 0.8% and 7) intertextuality amounted to 0.4%.

These findings are partly in line with those of Prateepchaikul's (2010) seven writing techniques of the framework (abbreviation, loaded words, synonym, homonyms, polysemy, idiom, and intertextuality). This result showed that these techniques are still commonly used while homophone were not present in both the previous study and the present study. Both Prateepchaikul and this study found that the three techniques that are the most frequently used are abbreviation, loaded words, and synonym. However, there is a difference in the number of uses as this study found a lower percentage of use than that the Prateepchaikul's study. That is to say, this study found the use of these three techniques at 40.08% whereas Prateepchaikul's study found them at 81.25%. Moreover, it seems that the use of homonyms, polysemy, idiom, and intertextuality in Prateepchaikul's study and the present study are similarly low as it occurred at only around 6% of the data.

However, the main difference between Prateepchaikul's study (2010) and the present study is the use of synonym. Prateepchikul's study revealed that synonym was the most used technique (44.22%) whereas this study found it at only 6.75%. For this study, it is apparent that other new techniques, which are the punctuation mark and multiple techniques beyond the framework, are the most frequently found. It is highly likely that *the BBC news's* headline production concentrates on the speed of producing the news precisely and correctly so writers mostly use the punctuation marks or combine the punctuation marks with other techniques for emphasis, highlighting, explanation or saving space.

To sum up, the writing techniques in the headlines of this study, in descending order, are as follows 1) punctuation marks (a colon, a single quotation mark, and a question mark) 2) the use of the multiple techniques (primarily the combination of two techniques) 3) abbreviation 4) loaded words 5) synonym 6) homonyms 7) polysemy 8) idiom and 9) intertextuality.

## CHAPTER 5

### CONCLUSION AND RECOMMENDATIONS

#### 5.1 Conclusion

This study investigates the news headline writing techniques of the world news articles on the *BBC* news website in February 2019. The data were analysed based on Reah's (1998) and Prateepchaikul's (2010) framework to find out the frequency of occurrence of each technique in the news headline.

It is apparent that the news headline writing techniques that were not previously found from the framework emerge in this study and they are the most frequently used. The techniques are the use of punctuation marks including a colon (:), a single quotation mark ('...'), and a question mark (?), and the use of multiple techniques, especially the combination of two techniques including abbreviation, a single quotation mark or loaded words.

It may be concluded that writers favor the punctuation marks for saving space, especially the use of a colon or a single quotation mark to highlight or emphasise something for the attraction of readers (Dor, 2003, Perlman, 2014). Additionally, loaded words or direct quotes often used a single quotation mark for catching the eyes of the readers. Especially utilized are loaded words which evoke negative feelings such as *fatal*, *brutal*, or *mystery illness* and numbers. The use of a question mark in the headlines induces the curiosity or critical thinking of the readers (Foote, 2017). One of the reasons for the use of punctuation marks is that they are more obvious and quicker than using other techniques such as alliteration, assonance, homonyms, polysemy, and idiom. Sometimes people can only see the news headlines so news writers are likely to employ punctuation marks for saving space and also to quickly present the headlines among the competitive world of news reports.

This study also found the techniques that were previously found in the prior studies. These include abbreviations, loaded words, synonyms, homonyms, polysemy,

idiom, and intertextuality. The abbreviation is the most frequent technique of the framework. The abbreviations are normally employed for countries, well-known organisations and common positions. Loaded words seem to be utilized to stimulate the feelings of the readers and the use of a synonym makes the news more interesting. Nevertheless, there were some headlines that did not use any writing technique.

The results from this study may be useful for news writers who may adapt the techniques in their own writing. For example, using different punctuation marks can make headlines more interesting by emphasizing or highlighting something. Moreover, the headline writing techniques identified in this study may also be applied to other fields such as advertising, and the titles of articles, books or short stories. As for readers, this study may help to increase their awareness and understanding of the writing techniques. Consequently, they can critically observe the language used in news headlines and they can assess if the headline is presenting a fact or using emotional language.

## **5.2 Limitations and problems of the study**

The study was restricted to 252 headlines from the world news articles on *BBC news website* in February 2019, therefore, it cannot be generalized for all news headline writing. As *BBC news* is a broadsheet, the result of the study may not be generalized to the headline writing techniques among the tabloids, such as *the Sun* or *the Mirror*, because they are of different types of newspapers and use different writing styles to attract different target groups of readers. That is to say, broadsheets prefer the informative and descriptive element but the tabloids favor the emotional aspect of the headlines (Busa, 2014).

## **5.3 Recommendations**

This study was limited to investigating the *BBC news website's* headlines so future research into other well-known English news websites in the world such as *CNN*, *AFP*, *AP*, *Reuters*, and *Aljazeera* or English news websites in Thailand such as the *Bangkok Post* and *the Nation* might be useful to compare the result. Without

further research into other English news websites, it is not possible to generalize the results from this study. Additionally, this study analysed the world news articles including politics, economics, the environment, technology, social, and entertainment, therefore future studies into specific areas should be fruitful to compare the frequency of techniques. Importantly, it would also be interesting to investigate the news headlines of tabloids such as *the Sun* or *the Mirror* for comparison with the findings of this study. Finally, the analysis of the news headlines from the *BBC news* website of a whole year may increase the reliability and validity of the results of headline writing techniques.



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**APPENDICES**

## APPENDIX A

### Analysis Headlines Writing Techniques

#### (1) Punctuation marks

##### (1.1) Colon (:)

1. **Australia weather: January was hottest month on record** (February 1, 2019)
2. **Venezuela crisis: Opposition supporters host nationwide rallies** (February 2, 2019)
3. **Syria war: Aleppo building collapse kills 11** (February 2, 2019)
4. **Egypt mummies: New tombs found in Minya** (February 2, 2019)
5. **Yellow-vest protests: French demonstrators condemn police violence** (February 2, 2019)
6. **Colombia Farc: Dissident leader Rodrigo Cadete killed in military operation** (February 3, 2019)
7. **Paris fire: Ten dead and many injured at apartment block** (February 5, 2019)
8. **Venezuela crisis: Juan Guaidó backed by Lima Group** (February 5, 2019)
9. **Dan Mallory: Best-selling author lied about having cancer** (February 6, 2019)
10. **Brexit: May says she can get deal through with binding changes** (February 7, 2019)
11. **Skripal poisoning: Possible third intelligence officer involved** (February 8, 2019)
12. **Jamal Khashoggi murder: Trump refuses Congress demand for report** (February 9, 2019)
13. **Spain Catalonia: Madrid mass protest over talks policy** (February 10, 2019)
14. **New Zealand wildfire: Thousands of people evacuated near Nelson** (February 10, 2019)

15. **Venezuela crisis: Guaido vows to open aid routes with volunteers**  
(February 10, 2019)
16. **Nigeria: Ogoni widow testifies against Shell in The Hague** (February 12, 2019)
17. **Black panther: Rare animal caught on camera in Kenya** (February 13, 2019)
18. **Venezuela crisis: Juan Guaidó vows to bring in aid** (February 13, 2019)
19. **Emiliano Sala: Body to be flown home to Argentina for vigil**  
(February 13, 2019)
20. **Liberia illicit gold mine collapse: Five bodies found** (February 13, 2019)
21. **Colombia: Man jailed for sexual abuse of 276 children** (February 14, 2019)
22. **Cheryl Grimmer: Murder charge in toddler's 1970 disappearance dropped** (February 15, 2019)
23. **Zimbabwe flooding: Nine rescued from Kadoma mine shaft**  
(February 16, 2019)
24. **Yellow-vest protests: Macron condemns anti-Semitic abuse**  
(February 17, 2019)
25. **Nigeria election: Muhammadu Buhari vows to deal with vote riggers** (February 18, 2019)
26. **Holocaust: Israel summit scrapped in 'racism' row with Poland**  
(February 18, 2019)
27. **Cameroon kidnap: 170 students freed** (February 18, 2019)
28. **Adriana Rivas: Aide of Pinochet-era spy chief held in Australia**  
(February 20, 2019)
29. **Jan Kuciak: Marches in memory of murdered Slovakia journalist**  
(February 21, 2019)
30. **Camp Fire: Dog missing from Paradise wildfire found after 101 days** (February 22, 2019)

31. **Brexit: Threat of no-deal focusing minds, says Chancellor Philip Hammond** (February 22, 2019)
32. **R Kelly: Singer's bail set at \$1m after sex abuse charges** (February 23, 2019)
33. **Stanley Donen: Singin' in the Rain co-director dies aged 94** (February 23, 2019)
34. **Melissa McCarthy: Oscar-nominated actress wins a Golden Raspberry** (February 23, 2019)
35. **Samir Flores Soberanes: Thousands march in Mexico City over activist's murder** (February 23, 2019)
36. **Vatican abuse summit: Cardinal says files were destroyed** (February 23, 2019)
37. **George Pell: Cardinal's bail revoked after sexual abuse conviction** (February 27, 2019)
38. **Senegal election: President Macky Sall wins second term** (February 28, 2019)

**(1.2) Single quotation mark ('...')**

1. **Mid-East Muslims 'must embrace Christians'** (February 1, 2019)
2. **Liam Neeson says he's 'not racist' after rape comments in interview** (February 5, 2019)
3. **South Africa Gloria coal mine explosion 'kills six'** (February 7, 2019)
4. **Zimbabwe's army 'ready to retreat from streets'** (February 7, 2019)
5. **Brussels Nemmouche trial: Suspect 'was my jailer and torturer'** (February 7, 2019)
6. **Trump physical: President 'in very good health'** (February 9, 2019)
7. **California police find gang's underground 'shooting range'** (February 9, 2019)
8. **The Kenyan 'rumour app' that reduces tensions amongst communities** (February 11, 2019)
9. **Zimbabwe rubbishes 'new currency' rumours** (February 12, 2019)

- 10. Venezuela crisis: Maduro condemns 'extremist' Trump** (February 12, 2019)
- 11. Christmas Island: Australia 'to re-open' controversial detention centre** (February 13, 2019)
- 12. Brexit 'monster' urges Dutch to prepare** (February 14, 2019)
- 13. Islamic State: 'Thousands of civilians' still trapped in Baghuz** (February 16, 2019)
- 14. 'Air Cocaine' drug-trafficking trial starts in France** (February 18, 2019)
- 15. 'Ivory Queen' Yang Fenglan jailed in Tanzania** (February 19, 2019)
- 16. Trump urges Venezuelan military: 'Set your country free'** (February 19, 2019)
- 17. Empire star Jussie Smollett 'staged hoax attack over salary'** (February 21, 2019)
- 18. 'The hangman was too tired to hang me – three times'** (February 21, 2019)
- 19. Australia seeks clarification on China coal import 'block'** (February 22, 2019)
- 20. Bangladesh plane forced to land in 'hijack attempt'** (February 24, 2019)
- 21. Bangladesh plane 'hijacker' killed by police was carrying toy gun** (February 25, 2019)
- 22. Iran president 'has not accepted foreign minister's resignation'** (February 26, 2019)

**(1.3) Question mark (?)**

- 1. Why has the mute button been pressed on Africa?** (February 2, 2019)
- 2. Nigerian elections: Is poverty getting worse?** (February 9, 2019)
- 3. Who controls Canada's indigenous lands?** (February 10, 2019)
- 4. Does Nigeria's 'generation democracy' want to vote?** (February 10, 2019)

5. **El Chapo guilty: Will his jailing change anything?** (February 13, 2019)
6. **How a street painter from Benin got an art exhibition in Finland** (February 17, 2019)
7. **Zara advert gets China asking: Are freckles beautiful?** (February 18, 2019)
8. **Will Senegal be bowled over by big projects?** (February 21, 2019)
9. **Venezuela crisis: Who is buying its oil now?** (February 25, 2019)
10. **George Pell: Why was conviction kept secret?** (February 25, 2019)

## (2) Multiple techniques

### (2.1) Combination of two techniques

#### (2.1.1) Abbreviation + A single quotation mark

1. **US envoy Stephen Biegun 'reveals' North Korea nuclear pledge** (February 1, 2019)
2. **Brexit: Theresa May 'determined' to leave EU in March** (February 3, 2019)
3. **Venezuela crisis: US sending aid 'at Guaidó's request'** (February 3, 2019)
4. **DR Congo defends 'golden parachute' decree** (February 4, 2019)
5. **John Cantlie: British IS hostage 'believed to be still alive'** (February 5, 2019)
6. **Brexit: UK jobs 'attracting less interest from EU workers'** (February 7, 2019)
7. **Shamima Begum: IS teen's return to UK 'could be prevented'** (February 15, 2019)
8. **Australian political parties hit by 'state actor' hack, PM says** (February 18, 2019)
9. **IS 'trapping 200 families' in last bastion in Syria** (February 19, 2019)

10. **EU blasts Hungary 'fake news' on migrants** (February 20, 2019)
11. **Mixed race in the UK: 'Wizkid and Afrobeats make me proud of my Nigerian heritage'** (February 23, 2019)
12. **Mike Hall: UK endurance cyclist's death in Australia 'avoidable'** (February 28, 2019)

#### (2.1.2) Loaded words + A single quotation mark

1. **Australia floods: Crocodiles seen in 'once in a century' waters** (February 4, 2019)
2. **Uganda tourism: 'Curvy women' comments prompt backlash** (February 6, 2019)
3. **Dutch mystery of '20,000 seabird deaths' on coast** (February 6, 2019)
4. **Russia islands emergency over polar bear 'invasion'** (February 9, 2019)
5. **Yemen war: Grain stores in Hudaydah 'at risk of rotting'** (February 11, 2019)
6. **Virginia Governor Ralph Northam 'overreacted' on racist photo** (February 11, 2019)
7. **Trump lashes out at 'treasonous' officials after McCabe interview** (February 18, 2019)
8. **Trump: North Korea 'could be great power' without nuclear weapons** (February 25, 2019)
9. **Semi-identical twins 'identified for only the second time'** (February 27, 2019)

#### (2.1.3) Abbreviation + Loaded words

1. **Pope Francis to embark on historic visit to UAE** (February 3, 2019)
2. **Nauru migrants: Last four children to leave island for US** (February 3, 2019)

3. **Syria war: Families and fighters flee IS's last village** (February 7, 2019)
4. **The US girl scouts hoping to soar like Eagles** (February 9, 2019)
5. **Yemen crisis: UN makes record aid appeal** (February 26, 2019)
6. **Giant Norwegian wealth fund plans to increase UK investment** (February 28, 2019)

#### (2.1.4) Other combinations of two techniques

1. **US sets visa limits in Ghana deportee row** (February 1, 2019)
2. **US-Mexico border: Pentagon to deploy an extra 2,000 troops** (February 4, 2019)
3. **UK signs post-Brexit trade deal with Switzerland** (February 11, 2019)
4. **Spain budget failure puts snap election on the cards** (February 13, 2019)
5. **Poet accused of insulting government 'must be freed'** (February 20, 2019)
6. **Hoda Muthana: Trump says IS woman barred from US return** (February 21, 2019)
7. **Julie Bishop: Ex-contender for Australian PM to leave politics** (February 21, 2019)
8. **Syria war: US to leave 200 troops for peacekeeping after withdrawal** (February 22, 2019)
9. **Brexit: Ireland 'not playing chicken' on backstop** (February 24, 2019)
10. **Brexit: Theresa May 'focused' on leaving on time, despite calls for delay** (February 25, 2019)
11. **Balakot: Pakistan vows to respond after Indian 'air strikes'** (February 26, 2019)

12. **Venezuela crisis: Univision team 'briefly detained' after Maduro interview** (February 26, 2019)
13. **Cairo station fire: Train crash causes deadly blaze** (February 27, 2019)
14. **Abhinandan: Pakistan 'to free Indian pilot on Friday'** (February 28, 2019)
15. **Cairo station fire: Train driver 'left brakes off'** (February 28, 2019)

## 2.2 The combination of three techniques

1. **China hails 'important progress' in US trade talks** (February 1, 2019)
2. **Fighting slows 'final push' against IS in eastern Syria** (February 10, 2019)
3. **Australia's drought leading to 'suffering' of children, UN warns** (February 19, 2019)
4. **Shamima Begum: IS teenager says losing UK citizenship 'unjust'** (February 20, 2019)

## (3) Abbreviation

1. **UK weather: Schools closed across Wales and England** (February 1, 2019)
2. **EU-Japan trade: Five things about the world's biggest deal** (February 1, 2019)
3. **INF nuclear treaty: Russia follows US in suspending pact** (February 2, 2019)
4. **US fake university: India anger after students arrested** (February 3, 2019)
5. **Yemi Osinbajo helicopter crash: Nigeria's VP thanks crew** (February 3, 2019)
6. **Iraq angered by Trump idea to watch Iran from US base** (February 3, 2019)

7. **INF nuclear treaty: Russia plans new missile systems after pullout** (February 5, 2019)
8. **PM defends Brexit strategy on Northern Ireland visit** (February 5, 2019)
9. **Tanzania male MPs face circumcision call to stop HIV spread** (February 8, 2019)
10. **Australia and US make record crystal meth bust** (February 8, 2019)
11. **Nord Stream 2: EU agrees tighter rules for Russian pipeline** (February 8, 2019)
12. **BBC journalists freed in Uganda** (February 8, 2019)
13. **Thailand party accepts king's opposition to Princess Ubolratana PM bid** (February 9, 2019)
14. **Zimbabwe VP in India for treatment** (February 11, 2019)
15. **US-backed Syrian fighters battle to clear final two IS villages** (February 11, 2019)
16. **US shutdown looms as border talks stall ahead of deadline** (February 11, 2019)
17. **US border security deal reached to avert new shutdown** (February 12, 2019)
18. **Spain PM Sánchez sets snap election for April** (February 15, 2019)
19. **Shamima Begum: Family of pregnant IS teen plead for return** (February 16, 2019)
20. **Brexit: Theresa May urges Tory MPs to unite and back deal** (February 16, 2019)
21. **Trump tells European countries to take back IS fighters** (February 17, 2019)
22. **Poland PM cancels Israel trip after Netanyahu's Holocaust comment** (February 17, 2019)
23. **Venezuela crisis: Guaidó sets up possible confrontation over US aid** (February 17, 2019)
24. **Heather Nauert withdraws bid to be US envoy to UN** (February 17, 2019)

25. **Huawei risk can be managed, say UK cyber-security chiefs** (February 18, 2019)
26. **UK and French tourists missing in Australia beach search** (February 19, 2019)
27. **Bernie Sanders announces second US presidential bid** (February 19, 2019)
28. **LGBT group severs links with Navratilova over transgender comments** (February 20, 2019)
29. **UK rehomes some 100 Syria White Helmets and family members** (February 21, 2019)
30. **Former Swiss officer Johan Cosar on trial for fighting IS** (February 22, 2019)
31. **Trump announces Kelly Knight Craft as UN ambassador pick** (February 23, 2019)
32. **Saudi Arabia announces princess as US ambassador** (February 24, 2019)
33. **Okinawa: Tokyo to overrule referendum on US base** (February 25, 2019)
34. **Hezbollah to be added to UK list of terrorist organisations** (February 25, 2019)
35. **Benjamin Netanyahu: Israel PM faces corruption charges** (February 28, 2019)
36. **Bin Laden: US offers reward for Osama's son Hamza** (February 28, 2019)

#### (4) Loaded words

1. **Mystery illness sees Canada halve its Cuba embassy staff** (February 1, 2019)
2. **No traffic in Addis Ababa as Ethiopia marks Car Free Day** (February 3, 2019)
3. **Trumplomacy: Key challenges at Trump-Kim summit** (February 6, 2019)

4. **Paris fatal fire suspect recently released from psychiatric care** (February 7, 2019)
5. **Tunisia attacks: Militants jailed over 2015 terror** (February 8, 2019)
6. **Seattle struggles with unusually heavy snow** (February 10, 2019)
7. **Iran rally marks 40th anniversary of Islamic Revolution** (February 11, 2019)
8. **Somali Muslim clerics condemn Valentine's Day** (February 14, 2019)
9. **Australia refugee centre detainee wins top human rights award** (February 14, 2019)
10. **Mexico border wall: Trump defends emergency move** (February 15, 2019)
11. **Nigeria election 2019: Appeal for calm after shock delay** (February 16, 2019)
12. **Mexico border wall: Trump defends emergency powers move** (February 16, 2019)
13. **Texas detention centre stops force-feeding migrants** (February 16, 2019)
14. **Nigeria election 2019: Observers urge calm after delay** (February 17, 2019)
15. **Saidaiji Eyo: Near-naked crowds hunt for lucky sticks at Japan festival** (February 17, 2019)
16. **Islamic State group: Civilians evacuated from last Syria enclave** (February 20, 2019)
17. **Russia bans smartphones for soldiers over social media fears** (February 20, 2019)
18. **Bangladesh fire: Blaze kills dozens in Dhaka historic district** (February 21, 2019)
19. **Free transport offered ahead of Nigeria vote** (February 22, 2019)
20. **Israel elections: Netanyahu challengers Gantz and Lapid join forces** (February 22, 2019)

21. **Sudan's Omar al-Bashir declares state of emergency** (February 23, 2019)
22. **Fespaco: Africa's largest film festival turns 50** (February 24, 2019)
23. **Pope Francis compares child sex abuse to human sacrifice** (February 24, 2019)
24. **Venezuela crisis: Guaidó calls for support amid deadly border clashes** (February 24, 2019)
25. **Venezuela crisis: Defectors fear for families under Maduro** (February 25, 2019)
26. **Scottish woman's shock at finding snake in suitcase from Australia** (February 25, 2019)
27. **Oscars 2019: Olivia Colman and Green Book spring surprise wins** (February 25, 2019)
28. **Nigeria election: Atiku Abubakar rejects Muhammadu Buhari's victory** (February 27, 2019)
29. **Air-France KLM: Dutch surprise France by taking airline stake** (February 27, 2019)
30. **SNC-Lavalin: Trudeau denies wrongdoing in corruption case** (February 28, 2019)

#### (5) Synonym

1. **Bahraini footballer pleads in court against deportation** (February 1, 2019)

The “*pleads*” in the headline and “*urged*” in the lead have a same meaning.

2. **France attack 40 vehicles in Chad airstrikes** (February 4, 2019)

The “*attack*” in the headline and “*carried out airstrikes against*” in the lead have the same meaning.

3. **Apple reportedly settles French tax bill** (February 5, 2019)

The “*settles*” in the headline and “*reached a deal*” in the lead have the same meaning.

4. **Costa Rica ex-President Óscar Arias faces sex claim** (February 6, 2019)

The “*ex-*” in the headline and “*former*” in the lead have the same meaning.

- 5. Nigeria election: Election office burnt down six days before polls**  
(February 10, 2019)

The “*polls*” in the headline and “*to vote*” in the lead have the same meaning.

- 6. Hakeem al-Araibi: Thailand frees refugee footballer** (February 11, 2019)

The “*footballer*” in the headline and “*football player*” in the lead have the same meaning.

- 7. Haiti protesters call on President Jovenel Moise to quit** (February 11, 2019)

The “*protesters*” in the headline has the same meaning “*opposition demonstrators*” in the lead. Moreover, the headline used “*to quit*” and instead of “*to step down*” in the lead which is the same meaning.

- 8. Ricardo Boechat: Brazil news anchor dies in helicopter crash**  
(February 11, 2019)

The “*news anchor*” in the headline and “*journalist*” in the lead have the same meaning.

- 9. Airbus scraps A380 superjumbo jet as sales slump** (February 14, 2019)

The word “*scraps*” in the headline and “*pulled the plug*” (idiom) in the lead have the same meaning. They mean *to terminate a project and end support*.

- 10. Paul Manafort: Trump ex-aide lied to prosecutors, judge rules**  
(February 14, 2019)

The “*ex-*” in the headline and “*former*” in the lead have the same meaning.

- 11. Dozens of bodies found in north-west Nigeria** (February 15, 2019)

The “*found*” in the headline and “*discovery*” in the lead have the same meaning.

- 12. Haiti President Jovenel Moise refuses to quit** (February 15, 2019)

The “*refuses to quit*” in the headline and “*will not leave*” in the lead have the same meaning.

- 13. Aurora shooting: Five dead in Illinois workplace attack** (February 15, 2019)

The “*shooting*” in the headline and “*fire*” in the lead have the same meaning.

**14. Cheryl Grimmer: Murder charge in toddler's 1970 disappearance dropped** (February 16, 2019)

The “*charge*” in the headline and “*accused*” in the lead have the same meaning.

**15. Kim Jong-un leaves North Korea for Vietnam by train** (February 24, 2019)

The “*leaves for*” in the headline and “*departed for*” in the lead have the same meaning.

**16. Ebola centre closed after attack** (February 26, 2019)

The “*closed*” in the headline and “*shut down*” in the lead have the same meaning.

**17. Trump and Kim start Vietnam summit with dinner** (February 27, 2019)

The “*start*” in the headline and “*begun*” in the lead have the same meaning.

**(6) Homonym**

**1. Australian air strike may have killed Iraqi civilians, officials say** (February 1, 2019)

**2. Russians detained over baby swinging street act in Malaysia** (February 5, 2019)

**3. France recalls ambassador to Italy as diplomatic row deepens** (February 7, 2019)

**4. Belgium flights cancelled on Wednesday amid strike** (February 13, 2019)

**5. Abdul Fattah al-Sisi: Egyptian president may rule until 2034** (February 15, 2019)

**6. El Salvador: Woman jailed over stillbirth is freed from 30-year sentence** (February 16, 2019)

**7. Pulwama attack: Pakistan warns India against military action** (February 19, 2019)

8. Nicaragua **releases** dozens of prisoners ahead of talks (February 27, 2019)

**(7) Polysemy**

1. Monsoon floods **hit** Australia's Queensland (February 2, 2019)
2. French-German rail merger **blocked** by Brussels (February 6, 2019)
3. Australia parliament **hit** by cyber-hack attempt (February 8, 2019)
4. Emiliano Sala: Body **identified** as Cardiff City footballer (February 8, 2019)
5. North Korea nuclear talks: Hanoi to **host** Trump summit with Kim (February 9, 2019)

**(8) Idiom**

1. Warsaw summit: Why Iran is **the elephant in the room** (February 12, 2019)
2. Museveni gets nod for sixth term run (February 20, 2019)

**(9) Intertextuality**

- Black Saturday**: The bushfire disaster that shook Australia (February 7, 2019)

**(10) Homophone**

No headline in *the BBC News website* uses this writing technique in February 2019.

**(11) Alliteration**

No headline in *the BBC News website* uses this writing technique in February 2019.

**(12) Assonance**

No headline in the BBC News website uses this writing technique in February 2019.

**No technique**

- 1. Lebanon forms new government after long delay** (February 1, 2019)
- 2. Virginia Governor Ralph Northam sorry for racist yearbook photo**  
(February 2, 2019)
- 3. Central African Republic agrees peace deal with rebel groups**  
(February 2, 2019)
- 4. World War One grenade among potatoes at Hong Kong crisp factory** (February 3, 2019)
- 5. Port manager killed in Somalia's Puntland state** (February 4, 2019)
- 6. Egyptians seeks death penalty for plot to kill Sisi** (February 4, 2019)
- 7. Germania airline files for bankruptcy** (February 5, 2019)
- 8. Tunisian mother convicted of racism** (February 6, 2019)
- 9. Trump sees total rout of Islamic State group as imminent** (February 6, 2019)
- 10. Backpacker raped by Australian farmer after job lure, trial hears**  
(February 6, 2019)
- 11. Nearly 700 evacuated in Brazil over mine safety concerns** (February 8, 2019)
- 12. Iranian women - before and after the Islamic Revolution** (February 8, 2019)
- 13. Turkey demands China close camps after reports of musician's death** (February 10, 2019)
- 14. Australia government loses bill blocking sick asylum seekers**  
(February 12, 2019)
- 15. Catalonia independence leaders on trial in Madrid** (February 12, 2019)
- 16. Hakeem al-Araibi returns home to Australia after Thai detention**  
(February 12, 2019)
- 17. Syrians held in Germany for suspected crimes against humanity**  
(February 13, 2019)
- 18. Kenyan policeman sentenced to death in rare officer conviction**  
(February 14, 2019)

- 19.Iran warns neighbours after bombing kills Revolutionary Guards**  
(February 14, 2019)
- 20.Vatican envoy Luigi Ventura faces sexual assault claim** (February 15, 2019)
- 21.Bruno Ganz, who played Hitler in Downfall, dies aged 77** (February 16, 2019)
- 22.Saudi Arabia signs \$20bn in deals with Pakistan** (February 18, 2019)
- 23.Karl Lagerfeld, Chanel fashion designer, dies aged 85** (February 19, 2019)
- 24.Channel storm damaged Russian S-400 missiles bound for China**  
(February 19, 2019)
- 25.Thousands protest against anti-Semitism in France** (February 20, 2019)
- 26.Macron announces crackdown on anti-Semitism in France**  
(February 21, 2019)
- 27.Mexican environmental activist murdered in Morelos** (February 22, 2019)
- 28.World's biggest bee found alive** (February 22, 2019)
- 29.Venezuela soldiers abandon posts at Colombia border** (February 23, 2019)
- 30.Australian farmers' long road after mass cattle deaths** (February 24, 2019)
- 31.Duke and Duchess of Sussex support Morocco girls' school**  
(February 24, 2019)
- 32.Amtrak train stuck in Oregon since Sunday after hitting tree**  
(February 26, 2019)
- 33.Donald Trump in Vietnam for summit with North Korean leader Kim Jong-un** (February 26, 2019)
- 34.Pound rises amid Brexit delay speculation** (February 26, 2019)
- 35.Sweden arrests suspected Russian spy in Stockholm** (February 26, 2019)

**36. Trump urged to stay tough over China trade deal** (February 27, 2019)

**37. Argentine 11-year-old's C-section sparks abortion debate** (February 28, 2019)



## BIOGRAPHY

Name	Miss Chomchai Kulthani
Date of Birth	November 12, 1974
Educational Attainment	1996: Bachelor of Business Administration, Ramkhamhaeng University, Thailand 2010: Bachelor of Law, Thammasat University, Thailand
Work Position	Civil Servant Prime Minister's Office, Thailand
Scholarship	1995: Scholarship of academic excellence (5G) from Ramkhamhaeng University 2018: Scholarship of training course in digital literacy, innovation and collaboration of civil servant 4.0 for Senior Professional from Office of the civil service commission
Work Experiences	Analyst to Senior Analyst: Senior Professional Prime Minister's Office