

## **The Features of the News Headlines: General View (Lecture No.6)**

- News headlines have some unique features that characterize them from other forms.
- These techniques are intended to make such an impact on readers, so they will be interested in reading the body of the news articles.
- The headline can reveal much about the ideology and aims of an individual paper
- There are some distinguishing features that can be outlined in newspapers headlines, and they are closely related to their purpose.
- With a minimum of words, they aim at getting the courtesy of readers.
- Their shape, structure, and choice of words play a central role in attracting the readers and thus manipulating their choice of articles because their aim is to win potential customers.
- The idea that a writer wants to express is governed by the words and expressions he/she uses for the headline and by the audience, he/she is targeting.
- The most prominent features of news headlines are going to be reviewed with examples taken from newspapers agencies online.