

The Features of the News Headlines (Lecture No.12)

6. Verb Changes and Lexical Density: تغييرات الفعل والكثافة المعجمية

-Verbs are often changed in headlines.

For example, the simple tense is used instead of the continuous or perfect tense and the infinitive id used for the future.

-Loaded words are often used in headlines, they are words that carry specific strong implication.

-That is to say, they carry an emotional load beyond their literal meaning-Example from Al monitor (2nd May 2016)

*Congress rolls out red carpet in Washington for jilted GCC.

*Saudi IS members killing their own relative.

-What is stated above represent the important features of news headline that are adopted for mostly marking aspects or creating some ideological influence on the readership.

-the features stated above do not make a headline pretty recognizable but also urge the reader to simulate his/her analytical and investigating skills to deduce the meaning and comprehend the news text.

-Having listed the most recognizable characteristics of the headlines, it becomes clear that the language of the news discourse is not innocent; because it violates a great deal of the linguistic standard rules in order to achieve a special effect, that is to say, it is after manipulated, reconstructed and loaded with several ideological concepts and stances. This control is achieved by power-holders, editors or translator

Example(1):

الرمادي.. مدينه مفخخة بالموت وتحذيرات من عودة النازحين

-In this headline, the original headline appears to be a very strong warning sign giving the impression that(AL Ramadi is a death trap for anyone who wants to enter it)

-this is one of the important characters used by news writes, lexical density, to draw the reader's attention.

-on the other hand, we notice that the translation is more moderate in tone and gives a direct hint to main topic of the article. We can say the translator followed the substitution strategy to express the difference in the expression.

Example(2):

ST : أعلويون بين التقيّة والعرفان الفلسفي

TT: who are syria's Alawites?

-It is clear that the translator modifies the entire headline; this can be attributed to culture differences.

-In the ST headline, the writer assumes that the reader has a background knowledge about the Alawites.

-The translator used an interrogative structure as an introduction to the main topic of the article.