Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

A Syntactic Analysis of Headlines in English Advertisements

Safa Mohammed Hassan[1*], Prof. Dr. Qasim Obayes Al-azzawi[2]

*[1*2]University of Babylon College of Education for Human Science Department of English Higher Studies, MA /Second Course, Iraq.*

Email: [2]dr.qasim_tofel@uobabylon.edu.iq
Corresponding Email: [1]safa1996moh1996@gmail.com*

Received: 28 November 2023 **Accepted:** 14 February 2024 **Published:** 01 April 2024

Abstract: Advertisements are a significant form of media text in human existence since they provide a variety of local, national, and worldwide news and events. Journalists intentionally use as much ambiguity and confusion in their headlines as possible to draw readers in and pique their Curiosity about the story's overall meaning. Furthermore, different reporters will use different language.choices—words, expressions, and linguistic structures—when reporting the facts or events. In order to create distinct language representations of global events, this research examines the many linguistic decisions and structures used in the headlines of the advertisements in English language.

Keywords: Headlines, Syntactic Structurethe Quirk's Model, Features of Headlines, Methodology.

1. INTRODUCTION

People tend to scan the details and focus primarily on the headlines when they are reading quickly, especially when reading content from the internet. When perusing a piece of writing, headlines serve as the road signs that readers rely on to quickly determine where to start and which sections are more significant or engaging. The guidelines of headline cases can be difficult for academic writers to follow, but this article will walk you through it.
In newspaper stories and advertisements, the headline serves as the reader's guide. It makes sense to compare the two as, in the absence of a headline, readers are lost in a sea of varied knowledge, frequently focusing on the unimportant and losing sight of the important. It conveys the author's viewpoint on various facts and molds people's perceptions of the publication. During these "information surge" periods, a far-off headline has a significant informative influence. The title alone provides the reader with a synopsis of the content and enables them to determine what is most crucial to read further.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

Halliday (1976:53) states that headlines are upper-level headers that provide a concise summary of the content of an article or other piece of material. In order to let readers know the broad subject of what they will be reading about, a headline is designed to draw attention to the primary idea or content category.Headlines are upper-level headers that provide a concise summary of the content of an article or other piece of material. In order to let readers know the broad subject of what they will be reading about, a headline is designed to draw attention to the primary idea or content category.

A news report's headline is a condensed version of the story. Usually, it is displayed above the report in big characters. Headlines can be hard to understand and frequently use non-standard grammar. The employment of a sequence of nouns and the use of ellipsis—the removal of unnecessary words—are the two primary components of headline grammar. Verbs, particularly the verb to be, and articles (a/an, the) are frequently omitted.

Even when a news alludes to a previous event, headlines frequently employ the present simple. This is done in an attempt to accentuate how dramatic and recent the news .To-infinitive sentences are frequently used in headlines to allude to upcoming events: This study is tired to get the investigation of headlines in English advertisements by answering the following questions: What are the differences and similarities between English advertisements by using grammatical headlines. And which type of patterns is more common than others in the advertisements between two languages.

This study aims at identifying, analyzing, and contrasting headlines in English from a syntactic perspective. The study follows these procedures:

Presenting a theoretical background about syntactic and the concept “headlines” in English advertisements. Analyzing headlines in English data by using the adopted model of Quirk. Making a comparison between them to find out the differences and similarities between English advertisements design and which pattern is more common in language

2. RELATED WORKS

2.1 Grammatical Headlines

The study of syntax is a subfield of linguistics that aims to comprehend sentence construction and the formation of language grammar. Syntax can be difficult to explain in words, yet it usually feels straightforward to native speakers of the language. Since the syntax of all languages is extremely complicated, linguists must closely examine speech in order to understand the principles governing speech. Typically, branching tree-like diagrams that illustrate the connections between several words in a sentence are used to explain syntax linguistics. However, what does syntax signify to educators and learners? For students who are trying to improve their reading and writing skills, knowing how to construct grammatically accurate phrases in English is crucial since it can help them write more confidently as Crystal (1992:241).

A unique kind of language with distinct traits is headline language. According to Bram (1995: 107)), the language used in headlines is "the typically common language used by the printing media”. In a limited communicative context, like the headline of a magazine or poster, this type of language uses condensed syntactic structures, typically in phrases and words rather than clauses and sentences. This language's unique quality is its lack of grammatically correct

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

sentences, which is most noticeable in newspaper headlines. Titles using block language typically do not contain determiners or finite verbs.
According to Ifantidou (2009: 134), the sole purpose of newspaper headlines is to attract attention, rather than to provide information, as the headlines sometimes misrepresent the articles they link to. Put differently, newspaper headlines are meant to persuade rather than to enlighten.
Swan provides that headlines “Not every headline contains a whole sentence. A noun and a verb are common components of headlines” (. 2005, p. 211) Example: more wage cutting holiday hotel death

2.2. Categorization of Headline
According to their structure, headlines can be categorized as verbal or nonverbal. Headlines with a verbal clause are known as verbal headlines. There are three primary categories of verbal clauses, according to Quirk, Greenbaum, Leech, and Svatvik : "finite clause," "nonfinite clause," and "verbless clause" (Quirk et al., 1985, p. 992).

In a finite phrase, the verb is finite, meaning it conveys tense; in this case, Bush claimed victory. However, a verb in a nonfinite phrase is unlimited; that is, it does not carry a tense and can take the form of a to-infinitive, bare infinitive, -ed, or -ing. An example of this would be "failing the world's poor." Despite having no verb at all, a verbless clause "is capable of being analyzed into clause elements" (Quirk et al., 1985, p. 992). In other words, the phrase Lebanon at the Edge might have a copula put into it. However, in this study, the verbless clauses are categorized as nonverbal headlines. Headlines that don't use words are considered nonverbal.
According to their structure, headlines can be categorized as verbal or nonverbal. Headlines with a verbal clause are known as verbal headlines. There are three primary categories of verbal clauses, according to Quirk, Greenbaum, Leech, and Svatvik (1985): "finite clause," "nonfinite clause," and "verbless clause" (Quirk et al., 1985, p. 992). A finite clause's verb is finite, meaning it carries tense; in this case, Bush asserted victory. The verb "failing" in "the world's poor" is an example of an infinite verb in a nonfinite sentence, which does not carry a tense and can take one of four forms: to-infinitive, bare infinitive, -ed, or -ing. Despite having no verbs at all, a verbless clause "is capable of being analyzed.”
A finite clause's verb is finite, meaning it carries tense; in this case, Bush asserted victory. The verb "failing" in "the world's poor" is an example of an infinite verb in a nonfinite sentence, which does not carry a tense and can take one of four forms: to-infinitive, bare infinitive, -ed, or -ing. Although a verbless clause is devoid of any verbs, it can nevertheless be broken down into clause elements (Quirk et al., 1985, p. 992). In other words, a copula of some kind can be added to the sentence, as in Lebanon at the Edge. However, the verbless phrases in this study have been categorized as nonverbal headlines.
Nonverbal headlines are those that contain a noun or a nominal phrase. Owing to the importance of modification of nouns in headlines that “add ‘descriptive’ information to the head, often restricting the reference of the head” (Quirk et al., 1985, p. 65), they can be classified as non-modified, premodified, post modified, pre- and post-modified nouns. Table 1 illustrates the classification of the headlines in the selected editorials of the NYT.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

2.3 The Conditions of Headlines

According to swan (2005: 431), there are some conditions that are governed the grammatical headlines:

A. Nouns in headlines frequently form strings of three, four, or more; the nouns at the beginning of the string influence the ones that come after.
B. Articles and the verb "be" re frequently omitted from headlines.
C. Simple tenses are frequently used in headlines in place of progressive or perfect forms. For both past and present events, the simple present is employed.
D. Numerous headline words can be employed as verbs or nouns, and nouns are frequently used to modify other nouns. Thus, determining a sentence's structure is not always simple.
E. When referring to the future, headlines frequently utilize the infinitive.
F. Quote marks ('...) are used to indicate that statements were made by someone else and that the report does not necessarily assert that they are accurate.

2.4 The Headlines' Type

There are some types of grammatical headlines:

Verbal Headlines

A verbal headline is one that has a verb phrase, or a portion of a verb phrase, without any noun phrase dominating it Subject complement (SCS) headlines, subject adverbial (SA) headlines, finite verb phrases, non-finite verb phrases, and headlines with omitted auxiliary were the main structural categories of verbal headlines that were identified in the sample headlines(Mårdh, 1980)

Nominal Headlines

According to Radford, 1997 , a noun-headed expression is known as a nominal phrase The structural types of nominal headlines were analyzed according to modification, premodification, postmodification, and pre [+] post modification in order to investigate syntactic diversity within the noun phrases across the two languages.

Headlines with Adverbs

An expression led by a word, phrase, or clause that is structurally equivalent to an adverb is known as an adverbial clause (headline).

The Quirk's Model)

Quirk and Greenbaum (1972: 200) propose a model where seven patterns are proposed and Displayed as the following:

First Pattern: Sv (Verb + Subject)

The subject and the verb are the two most basic components of this type of sentence. To make the statement longer, we can add as many more components as we like, but they will all be optional For example

"Avian creatures take to the skies".

Second Pattern: Subject, Verb, and Adjunct (SVA) Pattern

The verb, adjunct, and subject are required components of this sentence construction. Locating adjuncts is simple. Direction, time, location, and other concepts are expressed using adjuncts. The phrase will become grammatically incomplete if you delete an adjunct, so keep that in

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

mind. Adjuncts are required elements. Adverbs, especially those with a location sense, are the most often used adjuncts for example
"The director is present in the office."

Third Pattern: **Svc (Complement + Verb + Subject)**
The subject, verb, and complement make up these kinds of phrases. The complement is a necessary component of the phrase; without it, it would not make sense. Typically, a complement is an adjective or a noun. 'Be' or 'becoming'-type verbs, such as become, turn, seem, glance, etc., are typically used in such statements.
"Suresh works as a teacher."

Fourth Pattern: Subject-Verb-Object (Svo)
The subject, verb, and object are required components in this pattern. Any kind of word may theoretically be the object. But most usually nouns take the position of objects. You might be wondering how to distinguish nouns as objects from nouns as complements (see Pattern 3). It is not challenging. Nouns that follow verbs of the "be" or "become" types are complements; nouns that follow other verb forms are often objects. A second option is to apply for the "passivation test." The noun that was the sentence's object will now be the subject when the sentence is changed to a passive form. This will verify that the original sentence's noun is actually an object.
For instance:
"The truck was struck by the car".

Fifth Pattern: SVOA (Subject + Verb + Object + Adjunct)
In this pattern, in addition to the subject, the vert, an adjunct is also required.
An item. Once more, the adjuncts are typically prepositional phrases or adverbs.
"She placed the book on the designated shelf."

Sixth Pattern: SVOC (Subject + Verb + Object + Complement)
This pattern requires the presence of a complement in addition to the subject, verb, and object. The complement could have something to do with the object or the subject. It is therefore referred to as "object complement" or "subject complement."
She was chosen to be our chairperson.

Seventh Pattern: SVOO (Subject + Verb + Object + Object)
Two items together with the required elements in this pattern are
Both the verb and the subject. It is thought that one of the items is the direct object and the other the oblique object. Finding the two things is simple. The item that comes next .It is an indirect object, a preposition. In the event that prepositions are absent, the first
The indirect object is the object that follows the verb. Stated otherwise, if the locations of the two items are interchanged, the indirect object loses or acquires a preposition for example:
"The mother presents the kids with thoughtful gifts.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

3. METHODOLOGY

The research was done in two stages: Initially, the aforementioned paradigm was used to examine the headlines. At first, a few headlines were examined. Another applied linguist familiar with the analytical model was asked to examine the headlines in order to ensure the coding reliability of the analysis. After talking over the few disagreements, everyone agreed on the analysis. After calculating the frequency of each category used in each group of headlines, the frequencies were carefully contrasted. Second, in order to meet the challenge of the headlines at the syntactic level, the participants were asked to translate 60 selected headlines chosen from the two newspapers -30 from each into their native language. The headlines (Persian-English and Native English) were randomized so that students would not be affected by the order of presentation of the headlines. No time restriction was imposed in order to allow the participants sufficient time for analysis and subsequent translation. Since the study did not control for vocabulary knowledge, they were free to utilize dictionaries. After calculating the proportion of correctly translated headlines, chi-square analysis was used to see whether the frequency differences were significant. The findings were then discussed. The appropriate translation of the headlines and proper grammatical structures served as the benchmark for evaluating how accurate their interpretations were.

4. RESULTS AND DISCUSSIONS

Table (1): data analysis

S.N.	Advertisements	Patterns of Analysis	Explanations
1.	 Get your favorite goodies delivered safely	Followed the patterns (S)VO”	The syntactic analysis of the phrase “Get your favorite goodies delivered safely” involves breaking down the sentence structure based on the rules of grammar. Here is a simplified syntactic analysis: Verb Phrase (VP): “Get delivered” Verb (V): “Get” Object (O): “your favorite goodies” Possessive Pronoun: “your” Adjective: “favorite” Noun: “goodies” Adverbial Phrase (AdvP): “safely” Subject (S): Implied subject, not explicitly stated in the sentence In this sentence, no subject is present, the subject is implied because from the context of the advertisement we realized the subject is the customer.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

2.	 T-shirt	UnFollowed the patterns	In syntactical analysis, we break down a sentence into its constituent parts to understand its structure and meaning. In the case of the sentence "T-shirt," we have a noun phrase consisting of a single word .Since the advertisement contains only noun phrases, in order to attract the attention of customers.
3.	 Natural Shampoo	UnFollowed the patterns of the sentence	The syntactic function of the adjective "Natural" is to modify the noun "Shampoo." It provides additional information about the noun, indicating its type or quality. The syntactic function of the noun "Shampoo" is to serve as the head of the noun phrase, which provides the overall meaning of the phrase. This advertisement of shampoo contains only noun phrase, and the head of headlines is noun in order to make the message is delivered
4.	 We are hiring	Followed the patterns of the sentence (Sv)	The sentence "We are hiring" can be analyzed syntactically as follows: Subject: "We" Verb: "are hiring" In this sentence, "We" functions as the subject, indicating who is performing the action. The verb "are hiring" shows the action being taken by the subject. The sentence is a simple statement indicating that the speaker's group or organization is in the process of employing new individuals.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

5.	 Eat Fresh - Subway in Pictures	Followed the patterns of the sentence (SVC)	Eat Fresh" is a slogan used by Subway in their advertising campaigns. Let's break down the grammatical aspects of this phrase: "Eat" is the imperative form of the verb, instructing or encouraging the audience to consume food. "Fresh" is an adjective describing the quality of the food being promoted? It indicates that the food offered by Subway is fresh, implying it is not stale or preserved. The subject "You" is implied in the imperative form, as it directly addresses the audience without explicitly stating the subject.
6.	 We hit refresh we are making big choices	Followed the pattern (SVO)	The sentence provided for analysis is: "We hit refresh, we are making big choices." The sentence lacks proper subject-verb agreement as it seems to be missing a conjunction or punctuation between the two clauses. The pronoun "we" is used correctly in both instances, indicating the plural form of the subjectThe verb "hit" is in the present tense, while "are making" is in the present continuous tense, which can create confusion in the overall meaning of the sentence.
7.	Premium Collection 	UnFollowed the patterns	When combined, "Premium Collection" forms a noun phrase where "Premium" acts as an attributive adjective providing information about the type or quality of the collection. This naming convention is commonly used in retail and marketing to highlight specific product lines that offer enhanced value or exclusivity to customers.

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

Table (2): Percentage of the Syntactic Patterns of Advertisements

Syntactic Patterns	Followed/ UnFollowed	No.	100%
Sv	Followed	1.	10%
SVo	Followed	2.	20%
Svc	Followed	1.	10%
SvA	UnFollowed	1.	10%
Svoc	UnFollowe	2.	20%
SVOO	UnFollowed	1.	10%
		9.	ToTal /. 90%

5. CONCLUSION

The examination of headlines reveals a variety of syntactic elements used in headlines. These variations in headline style were spoken about. The discrepancies highlight the journalists' synchronization decisions, which are influenced by the headline context and some of them followed the pattern and other none. Reader expectations play a major role in these decisions. Every setting has its own distinct political, social, cultural, and historical elements, and readers and journalists who are immersed in it and developing there have individual histories and experiences of their own.Each of these elements influences the selection of advertisements's headline. They have a great deal of responsibility in this situation. They should write as conservative as they can in order to preserve their lives and careers. For this reason, the advertisement for instance. More quote headlines are UnFollowed the patterns of syntactic analysis of headlines in English advertisements. English headlines, demonstrating the challenge of understanding the headlines in native English.

6. REFERENCES

1. Crystal. A comprehensive lexicon of words and tongues. Blackwell Publishers, Oxford.(1992)
2. Holliday, M. A. K., & Hasan, R. English coherence. Longman, London. (1976)
3. E. Ifantidou. Ad hoc notions in ad hoc contexts: Newspaper headlines and relevance. 41, 699–720, Journal of Pragmatics. (2009)
4. Swan, M. Oxford University Press, a grammar book. (2005)
5. A. Radford. An introduction to syntax that is simple. Cambridge University Press, New Zealand.(1997)
6. Greenbaum S., Leech G., Svatvik J., Quirk R. A thorough understanding of English grammar. Longman, London, England.(1985)

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)

Journal of Language and Linguistics in Society
ISSN: 2815-0961
Vol: 04, No.03, April – May 2024
http://journal.hmjournals.com/index.php/JLLS
DOI: https://doi.org/10.55529/jlls.43.1.10

7. Mårdh. Headlines. Regarding English top page headline grammar. Lund: Laugh out loud.(1980)
8. Lindemann B. Cheap thrills we live by: Some notes on the poetics of tabloid headlines. Journal of Literacy Semantics, 19, 46-59. ISI.(1990)
9. Nir R. A discourse analysis of news headlines. Hebrew Linguistics, 37, 23-31.(1993)
10. 10-Nunan D. Second language teaching & learning. Boston, MA: Heinle & Heinle.(1999)
11. Quirk R., Greenbaum S., Leech G., Svartvik J. A comprehensive grammar of the English language. London, England: Longman. (1985)

Copyright The Author(s) 2024.This is an Open Access Article distributed under the CC BY license. (http://creativecommons.org/licenses/by/4.0/)