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STYLISTIC PECULIARITIES OF NEWSPAPER HEADLINES  
TO ATTRACT READERS' ATTENTION:  
THE *ESCAPE* SUPPLEMENT OF THE *OBSERVER* NEWSPAPER  
Bachelor's thesis

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## PREFACE

Nowadays the newspaper is one of the oldest printed mass media in the world. In spite of changing the newspaper format and its position in society due to the accelerated technical progress, the newspaper is still demanded and popular among people. Articles in newspapers are selected according to different criteria; the headline of an article is the most important feature. What are the features of the newspaper style to involve the reader so far? What peculiarities of the newspaper headline attract people's attention and make them buy newspapers every day? The goal of the bachelor's thesis is to answer these questions on the example of the *Escape* Supplement to the most well-known British newspaper *The Observer*.

The paper's aim is to analyse peculiarities of newspaper headlines and on the basis of the research to identify peculiarities of articles' headlines which attract the attention of readers the most.

The bachelor's paper falls into the following sections. The Introduction discusses the importance of the newspaper in everyday life and provides a brief overview of the newspaper history. Chapter I (Visual Peculiarities of Newspaper Articles) focuses on visual peculiarities of the newspaper style and describes them in detail. Chapter II (The Observer: Description and Structure) analyses peculiarities of the Observer newspaper, its structure and supplements. Chapter III (Newspaper Headlines to Attract Readers' Attention) presents the analysis of the survey, which was carried out among students of Narva College of the University of Tartu. The Conclusion brings together general results of the paper and gives comments on the aims and the hypothesis.

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## INTRODUCTION

The newspaper is one of the oldest mass media resources and it is highly demanded nowadays, for example: they are printed and published almost in every language all over the world. It shows that despite of our fast changing world, newspapers till now play a very significant role. It can be assumed that factors which make newspaper important are: mobility, availability, periodicity, officiality and universality (everyone can find there something interesting and useful for oneself).

The mobility of the newspaper is expressed in the possibility to read it everywhere and in anytime. It is connected mainly with materiality of a paper sheet. The newspaper can be read entirely or partially, it can be folded and transferred to another place. The edition of the newspaper can be given for reading to a friend or neighbour, it can be put into an archives and reread through any time as long as it is stored. The effect of 'set aside reading' until cannot be achieved in the television, radio or net publications. Of course, television, radio records or computer archives do exist but an appropriate equipment is needed for their reproduction (Гуревич С.М. 2004:3).

Availability of newspaper is directly connected with mobility. For the reading of a newspaper one does not need any special equipment, for example: a TV set, a computer or radio. Also almost every house is provided with newspaper service. It costs cheap or can be acquired for free. The newspaper contains information that can be accepted by everyone. Readers can determinate the character and the pace of reading of the newspaper that makes it very comfortable for a person in contrast with television or radio, where the speaker sets pace and character of speech (Ibid:3, para. 11).

Newspaper's main purpose is to let us know latest news about the world problems and their solutions (Importance of Newspapers in Our Daily Life 2011: para. 2). Periodicity gives us possibility to select what news to read. There is certain schedule for publishing newspapers: some of them are published every day, others once per a week or in a day or two. If a person wants to know all basic information about last local, national or international events, then he chooses a weekly newspaper, if he wants to keep the track of every day events, then he selects a daily newspaper. Benefit of periodicity means that the reader can choose information that wants to consider (Britannica Encyclopedia 2006: 1).

Press is one of the reflections of a society. Newspapers keep people aware of the activities of a government, with rights and duties of citizens and help to perform justice to the needy. They form and guide public opinion; turn people for or against the activity of

the statesman of a county. Some governmental decisions come into force only after their publication in newspapers. Well-informed public is essential for the success of democracy. This is why all dictators were afraid of press impact on public opinion. Newspaper is a source of the media which supports public and contributes to the welfare of the people.

At the same time newspaper is interesting for people because it contains information that is connected not only with political events, but also with other aspects of our lives, such as art, science, business, sports, crime, fashions and health. Most of newspapers have an 'entertaining page' with cartoons, comics, crossword puzzles, weather forecast and astrological prognoses. Newspapers contain matrimonial, vacancies, and wanted columns (Importance of Newspapers in Our Daily Life 2011: para. 3).

'Advertisements in newspapers are also very informative and give lots of information about the world around us and recent trends apart from being very entertaining' (Importance of Reading newspapers 2004: para. 5). One more function of the newspaper is to help people to buy and sell property. It is believed that people of all occupation need newspapers to know the developments in their professional fields.

All in all, newspapers today play a substantial role in people's lives. Despite the appearance of such mass media 'giants' as radio, television and the Internet newspapers have not lost self competitiveness and started to develop more vigorously.

Newspaper has its own history in which the development of newspaper is described. It is believed that there are some essential events in the history of newspaper that have a huge impact on its development, such as: first newspaper samples, first printed editions and how appearance of radio, television and the Internet have changed newspapers.

The origin of newspaper was closely connected with becoming of writing and literacy. In advanced societies such as Rome or China news reporters precipitously developed. For example in Rome Julius Caesar ordered to published Acta Diurna ("Daily Acts") or government announcement bulletins. It was daily handwritten news sheets which were posted by the government in the Roman Forum from the year 59 B.C. to at least A.D. 222 with news of political happenings, trials, scandals, military campaigns and executions. In China news sheets were called Tipao; they were handwritten on silk and used among officials during the Han dynasty from the year 202 B.C. to A.D. 221. However the oldest direct ancestors of the modern newspaper appeared in Venice in the XVI century. The main reason was that Venice was a substantial trade center. These Venetian news sheets, known as Avisi or gazette, contained information about wars and politics in Italy and Europe (Collier's Encyclopedia, Mitchell Stephens: para. 6, 10).

The first printed edition of newspaper and its author were described by Martin Welke, the founder of the German Newspaper Museum with Professor Jean Pierre Kintz, a Strasbourg historian:

The publisher of 'Relation' was a certain Johann Carolus, who earned his living at the turn of the 17th century by producing hand-written newsletters, sold to rich subscribers at very high prices, reproducing news sent to him by a network of paid correspondents. In 1604, he bought a complete printing shop from the widow of a famous printer. In the summer of 1605 he switched to printing his newspapers, because it took him too much time copying by hand. Carolus also calculated that he could earn a lot more money by printing a higher circulation for a lower price. (Kintz 2005:1)

With the acceleration of technological progress the newspaper and its position in society seriously changed. Because of inability of reporting the latest news on a level of radio, television or the Internet, the main purpose of newspaper becoming focused on commenting and forecasting of development. Readers receive portioned information through certain time interval, which is followed by analytical comments. With the changing of conditions of newspaper existing, it changed too, showing flexibility and the ability for adaptation. (Гуревич С.М. 2004 : 3, para. 9)

In summary, all previous stages have formed newspaper in the way it is seen now. It cannot be said whether they are good changes or bad ones, but what is important is that the development of the newspaper continues. In the present work the researcher makes an accent on studying peculiarities of headlines in newspaper articles. The hypothesis put forward in the present research is as follows: colour and graphical peculiarities (font, size, style) of a headline attract readers' attention more than language means (phonetic, lexical, syntactic stylistic devices). In chapter I and II there will be provided a necessary theoretical background for the empirical research, which is presented in Chapter III.

## CHAPTER I. VISUAL PECULIARITIES OF NEWSPAPER ARTICLES

### 1.1 Headlines

The headline is the most important item of newspaper information and the way of influence on people. It is a part of a text which introduces the text and connects it with others components of the holistic composition. The headline consists of several words (from 3 to 5), it usually relates to the topic, but may be more abstract. It attempts to attract readers' attention by telling them what the story is about, in a short and interesting way, but it does not often open in full the gist of the article and motivates readers to learn the offered information in detail (Maljavin 1988:77). As a rule the headline is produced in interesting eye-catching fonts and colour. According to Willard Grosvenor Bleyer (2005:170), Director of the Course in Journalism in the University of Wisconsin:

The "attention-getting" value of the headline is fully appreciated not only by newspaper and magazine editors but by writers of advertisements. Just as the striking heads on the front page of a newspaper increase its sales, so, also, attractive titles on the cover of a magazine lead people to buy it, and so, too, a good headline in an advertisement arouses interest in what the advertiser is trying to sell.

Willard Grosvenor Bleyer suggests that basic features of a correct headline are: attractiveness, accurateness, accuracy, conciseness and concreteness. Attractiveness is to capture reader's attention and to cause desire to read an article. Accuracy in headlines involves avoidance of exaggerated and misleading messages and complete coherence between the title and the article. Conciseness in titles suggests containing of small amount of short words with the necessary connectives and particles, which fits to the format of newspaper. Concreteness in headline creates accelerated understanding and interest (Ibid : 170).

There are 5 different types of newspaper headlines:

1. Direct headlines. They simply relate to the main topic of the story.
2. Headlines that contain a question. They are statements followed by a question mark. Question shows a future possibility or there is some doubt about the truth of the story.
3. Headlines with a quotation. It is the way to begin a story with an unproven statement. Quotation marks are used also to show a word is being used outside its normal meaning.
4. Characteristic headlines. Headlines that do not give a complete meaning. It's often necessary to read the story to understand it.

5. Double headlines. They are two-part headlines of the same story.  
(Newspaper headlines 2002: figure 1).

The language of newspaper headlines has several characteristic features: using of simple present tense to describe present or past events or what happens repeatedly, the present continuous is sometimes used, mostly to give the meaning of something that is developing. The auxiliaries: is/was/are/were and has/have/had; articles and conjunctions and passive forms, except past participle, are often omitted. The infinitive is used to refer to the future. A series of nouns used as adjectives is often blocked together without any verbs or conjunctions. Acronyms and abbreviations are often used in headlines (Ibid : figure 2).

## **1.2 Illustrations and Caption**

### **1.2.1 Photographs History in Printed Media**

The first modern news illustrations emerged in the "The Illustrated London News" in 1842. It showed the attempted assassination of Queen Victoria. The illustrations were simply an artist's impression of what had happened. The photographer Ted Ellis in detail explains the process of creation pictures for press in 1842.

Artists at that time would make a sketch of the scene, followed by a more detailed drawing. The drawing would be copied, sometimes in reverse, onto a smooth block of wood. A craftsman would cut away all the surface except the lines to be printed. In these pictures shadows were represented by many small separate strokes. The finished block would then be pressed into clay, making an impression of the image. Molten type metal was then poured onto the clay making a cast. This cast plate was used in the 'letterpress' printing process where raised areas of metal carry the ink. (Ellis 2000:1)

In the 1840s the photography came into use, but it did not change newspaper reporting because the intermediate shades of grey could not be produced, only black and white as in wood engraving. In 1891 in the USA alone there were 1000 artists producing more than 10000 drawings a week for the press.

In the 1920s the area of printing technology was improved, which supported the mass production and as a result photojournalism started to develop actively. In addition camera development had also progressed and in 1924 the camera Leica entered the market changing the way many photographers viewed their work, because they can do with the small negative large pictures.



By 1920 Germany had produced more illustrated publications than any other country, with the title like the "Berlin Illustrated Newspaper". During the 1930s and 1940s picture magazines and newspapers flourished. These magazines were possibly the most important convincing visual medium before television, they included the British "Picture Post" and the American "Life" publications, they had enormous status and were able to mould and control public opinion.

Photojournalism thrived with picture magazines; until 1950 when photographs popularity decreased and in 1957 the British magazine "Picture Post" and in 1958 the "Berlin Illustrated Newspaper" were closed (Ibid: 1).

### 1.2.2 The Role of Illustrations in Newspaper

The present-day printed media rarely uses illustrations. At the time of composition preparation an article author has to decide how to complement the text with illustrative material. There must be a reason for using a particular picture and some reflection on the connection between the text and the picture. Today illustrations are used in the newspapers for different reasons.

In contrast to the word, an illustration is psychologically perceived by people as a documented and irrefutable proof of the authenticity of a message; it depicts reality. So it can enhance the credibility of stories. As a famous photographer Edward Steichen says, "Photography is a major force in explaining man to man" (qtd. in "Edward Steichen Quotes")

Its aesthetic values enable a photograph to serve as a tool to attract reader's attention and break the monotony of news content. Thus, photographs enhance and beautify the pages of a newspaper. Moreover a photograph is the best eye-catcher and the most used entry point to reading an article. Photographs create interest for the article and often make the article more valuable in the eyes of the reader (Ehidiemen 2010:1).

Next reason according to Jennifer Ehidiemen (ibid.) is:

A photograph in Newspaper speaks more than a thousand words. No formal education is required to understand a picture. Photographs are therefore able to break through literacy barrier to effectively communicate a message. It is a universal language.

### 1.2.3 Use of Caption

Caption – a brief description given above or below a picture, a cartoon, in a newspaper, in a magazine, and in others printed and electronic mass media (Internet source Field Guide).

A photo caption is the description what happens with a photograph, it may describe a person or people in the image, this caption might include their names and their roles in the action taking place. If the image depicts a location, then it should describe the location.

### **1.3 The Article Visual Construction**

#### 1.3.1 The Article Lead or Orientation

The lead paragraph or first paragraph introduces the article and grabs person's attention. It will set the scene and summarise the main points of the article. It is often expressed in one or two sentences. The lead paragraph summarizes the main facts of the article, telling the 5 W's (who, what, when, where, and why) and how. It is often distinguished by a larger font or colour.

#### 1.3.2 . Structure of a Newspaper Article

To the visual items of newspaper article can be attributed the structure of the paragraph, which attracts person's attention. The amount of the paragraphs depends on the size of the article, usually from 10 to 15. Further short paragraphs of about 30-40 words, each one has a main idea and different fact. They may also include quotes from people involved or experts.

Each newspaper article has a title or headline that is set in large font. The author of a newspaper article is often not credited; if the writer is mentioned, it is called the author's byline.

The beginning of each newspaper article (the first paragraph) is called the lead (one or two sentences long); the lead should summarize the main facts of the article, telling the 5 W's (who, what, when, where, and why) and how. The first paragraph should also contain something that grabs the reader's attention and makes the reader want to read the rest of the article. (Hillman, internet source)

The body paragraphs explain the "why." They provide additional details and background information

The remainder of the article contains supporting paragraphs that have more detail about the topic, often including quotes and interesting facts. The less important information should appear later in the article, since the article may be shortened by the editor (the person who puts the newspaper together) to make the article fit on the newspaper page.

Conclusion as a rule refers to lead from the opening paragraph. Facts and opinions are summarized, detailing the issue or event.

### 1.3.3 Inserts

Inserts – articles peculiarity, often contain message that is independent of the text order in the main body inserted on the page. This may include such things as important quotes from the article in larger, eye-catching fonts, case studies, extra information or timelines. Often are using for information that author wants especially emphasize (Clemente 2002: 197).

## CHAPTER II. *THE OBSERVER*: DESCRIPTION AND STRUCTURE

### 2.1 A Brief history of *the Observer* Newspaper

The newspaper Editor's statement clearly defines the role of the newspaper in Britain and in the world:

The Observer is Britain's oldest Sunday newspaper and has been keeping readers informed, entertained and sometimes infuriated for more than 200 years. It is celebrated all over the world for its liberal values and vigorous campaigning and is characterised by brilliant writing from the likes of George Orwell and Clive James, to Andrew Rawnsley and Tim Adams today.

The Observer is part of Guardian News and Media and is owned by the Scott Trust, a unique press proprietor that monitors the progress of its holdings yet rarely intervenes. Not owned by shareholders, dictated to by a press baron or influenced by a political party, Observer journalists are free to present the truth as they see it. The Trust secures the continuity and editorial independence of The Observer (John Mulholland 2010: para. 1<sup>st</sup> and 2d ).

The *Observer* newspaper is the oldest Sunday edition in the world. (Sunday edition is a weekly newspaper published on Sundays. Tend to be larger than daily newspaper, include more specialized section, advertising inserts, and cost more). The paper was founded in 1791 by WS Bourne. In the first edition WS Bourne, stated that it would share "the spirit of enlightened Freedom, decent Toleration and universal Benevolence." (Observer timeline 2010: para.1) The *Observer's* mission statement from its inception in 1791 reads: "Unbiased by prejudice – uninfluenced by party. Whole principle is - independence, whole object is truth, and the dissemination of every species of knowledge that may conduce to the happiness of society" (John Mulholland 2010: para. 1st).

Throughout the nineteenth century, the paper's character changed, the victory for the freedom of the press influenced on the paper and became characteristic of the newspaper in future years. Typical for the *Observer* was a reputation of serious coverage of politics, literature and reflection of the sober morality of the century.

In the twentieth century the most significant event for The Observer is the new proprietor and editor Davis Astor. Astor turned the paper into a trustworthy, independent from party and free from political intervention publication. He helped to establish its reputation as the voice of post-war liberal Britain. During this period many famous writers were on the staff, including George Orwell, Conor Cruise O'Brien and Kim Philby.

After the birth of the new paper The Independent Sunday increased the pressure on the *Observer*, furthermore the Sunday broadsheet market was already crowded. The question about the merger between the two Sunday titles became topical.

Faced with difficulties the Guardian Media Group acquired the *Observer* in 1993, effectively saving it from closure. As a result the *Observer* has been able to support its editorial independence, ensuring the continuation of the paper's oldest tradition of liberal politics and independent journalism.

Roger Alton, editor 1998-2007, defined the paper's stance in the context of a long and varied history: "The *Observer* is Britain's oldest Sunday newspaper and it has been making mischief, poking its nose where it shouldn't and reporting the best in arts, culture, politics, sport, business and skullduggery for over two hundred years. We aim to keep it that way and maintain its position as Britain's most exciting Sunday newspaper" (History of the *Observer* 2010: 1).

On 8 January 2006 The *Observer* relaunched in a Berliner format becoming the UK's only full colour Sunday newspaper and was named the national newspaper of the year in 2007 at the British Press Awards (*Observer* named National Newspaper of the Year 2007: para. 1<sup>st</sup> ).

## **2.2 The Structure of the Newspaper**

### 2.2.1 Supplements of *The Observer*

In 2010 *The Observer* was changed and redesigned, the main paper came with only a small number of supplements – *Sport*, *The Observer Magazine*, *The New Review* and *The New York Times International Weekly*, an 8-page supplement of articles selected from *The New York Times*, has been distributed with the paper since 2007. Every four weeks the paper includes the *Observer Food Monthly* magazine (This supplement won "Regular Supplement of the Year" 2006) and *Music Monthly* section. Previously the main paper had come with a cast number of supplement including *Sport*, *Business & Media*, *Review*, *Escape* (a travel supplement), *The Observer Magazine* and various special interest monthlies, such as *Observer Food monthly*, *Observer Women monthly*, *Observer Sport monthly* and the *Observer Film Magazine*.

### 2.2.2 *The Observer* Content

The main aim of the newspaper *Observer* was determined by John Mulholland, editor of the *Observer*: 'We won't just provide news, but a context for news, too. More analysis, more reflection, more debate, and more discursiveness will mark out an *Observer* that will seek to interpret, analyse and, crucially, to offer different voices and opinions to help the

reader make their own sense of the world' (How the Observer's relaunch was enlightened by the spirit of 1791 2010:1).

The *Observer* newspaper consists of a substantial amount of material, with the content section on the front page helping readers orientate in the newspaper. To attract readers' attention to the content the beginnings of the most interesting articles are placed on the front page with the number of pages where continuation can be found.

The *Observer* is divided into several basic sections: news, in focus, the Observer profile and business (part of newspaper, not a separate supplement). Every section consists of certain subdivisions, the section News contains Investigation, Special Reporter, Fashion and World subdivisions. The section In Focus consists of Culture, Interview and Health news. The *Observer* profile includes comments which are focused on commenting and forecasting of different events by the *Observer* columnists. The Business section is full of business analysis, media information, of articles about personal finance and cash.

The material of articles is logically constructed, for example, after a page with travel news the reader can find travel offers, then local and world weather forecast and advertisements of cheap tours from travel agencies.

### 2.2.3 Visual Formalization

One of the most significant visual features of the *Observer* newspaper is using substantial amount of photographs which reflect the meaning of an article. As a rule, the font of articles does not change; nevertheless if an author wants to emphasize a sentence which contains the main idea of the article, s/he highlights it with colour, font and special place, where the reader can immediately find it.

Unlike the font of articles, headlines are printed in different fonts or colours. In the *Observer* newspaper headlines of articles are mostly emphasized rather by font than colour.

Advertisements play a considerable role in the newspaper décor. Whole pages are given to them in the *Observer*. They look very impressive because of bright and vivid colours. Besides advertisements are highly informative and give lots of information about the world around us and recent trends apart from being very entertaining.

## 2.3. Supplement Description and its Aim

### 2.3.1 The New Review

One of the important supplements to the Observer is The New Review. ‘The New Review is at the heart of the Observer, delivering intelligent, incisive and lively coverage across a broad range of topics’ (Jane Ferguson 2010:1).

‘The finest every Sunday for arts, science, politics, culture and foreign reportage.’ (editor contents subheading). The New Review’s contents consist of several rubrics: agenda about culture, people, politics and ideas; features with interviews, photography cover story and monthly music edition; In the Discover section one can be read about science, technology and nature; In the Critics division columnists tell the reader about their opinion of last films, music, television, art, architecture, dances, theatre and radio. In the supplement devoted to books one can find recommendations of what to read for different age and interest groups. The supplement has also a section on entertainment with various crosswords and television programmes.

The New Review supplement is in high demand among Observer readers; according to the statistics given on the official Observer website, it is read by 933,000 (68%) readers each week.

‘High profile columnists such as David Mitchell, Mark Kermode and Paul Morley make the New Review an unmissable Sunday read’ (Ibid: 1).

‘Seen as unique and compelling by our readers and as adding real value to the package, the New Review is a supplement to keep and return to throughout the week’ (Ibid: 1).

### 2.3.2. ESCAPE

The *Escape* was one of the supplements of the Observer newspaper, which consisted of 14-16 pages with travel news and features. The supplement existed from 2006 to 2010, after the Observer was changed and redesigned this supplement had stopped the print. The supplement was visually attractive, it had many illustrations and decoration of the articles and headlines looked bright and vivid.

The main purpose of the supplement was to introduce the reader with the geographical, natural and architectural features of countries; offer the reader the options how to spend holidays and help to find accommodations suitable for all parameters of the reader. The Escape supplement’s readers are people who wanted to ‘escape’ boring and monotonous life, to leave somewhere and to get pleasure from visiting amazing places and

activities. The novice traveler could find in the supplement all necessary information that s/he needed to know for a successful journey.

The essential part of the Escape was advertising. The Supplement contained a substantial amount of bright, colourful advertisements with depictions of picturesque views. Commercial, as a rule, was totally connected with the idea of supplement; it offered tours around the world from travel agencies, where reader could choose the option that responded to all his requirements.

The supplement's content with names of main articles was placed on the front page. An integral part of the supplement was The Escape Guide which described the best hotels as well as various travel guides. There is a column on the reader's page where the reader can ask a question or share with others his 'crap holiday' experience. Also there were provided the opinions and preferences of famous people in the expert panel. There one could find entertainments such us The Azed crosswords or viewfinder competitions.



## **CHAPTER 3. NEWSPAPER HEADLINES TO ATTRACT READERS' ATTENTION**





### **3.1. How Headlines Help Decide on Reading Preference**

Newspaper articles and the way how they influence reader's decision to read an article are in the focus of the present research. The Escape supplement to the Observer newspaper is chosen as an object for the study: ten headlines of newspaper articles from the ESCAPE supplement were used to devise a questionnaire. The format, colour and font of the headlines were kept as in the original and respondents were asked two questions: an article with which headline they would like to read and they had to choose from a number of options the reasons explaining their choice.

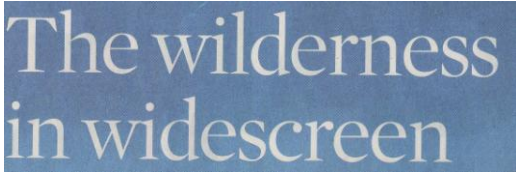

The aim of the research is to identify main reasons for choosing an article and the way how article's headline influences reader's choice. What are the reasons of selecting a headline? Which headlines attract reader's attention to the article? Among reasons why readers choose a particular article to read the following options were offered: colourfulness, an interesting topic, suitability of the font, shortness of the title, simplicity of vocabulary, it sounds well; it seems to be reflecting the article's idea, intriguing. This choice of options covers visual, graphic, phonetic, lexical, syntactic, semantic peculiarities of headlines which all together create stylistic peculiarities of newspaper articles.

Students of the 1<sup>st</sup> and 2<sup>d</sup> years of studies of Narva College of the University of Tartu (18 students) participated in the research. The respondents did not have any preliminary studies of English Stylistics and their opinion was viewed as opinion of regular newspaper readers.

The following table presents the headlines and the questions with multiple-choice answers.

Headlines	Would you like to read the article with this headline?	Reasons
1. 	YES/NO	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
2. 	YES/NO	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
3. 	YES/NO	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
4. 	YES/NO	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>

<p>5.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
<p>6.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
<p>7.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
<p>8.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>

<p>9.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>
<p>10.</p> 	<p>YES/NO</p>	<ul style="list-style-type: none"> <li>• Colourful</li> <li>• Interesting theme</li> <li>• Suitable font</li> <li>• Short title</li> <li>• Simple vocabulary</li> <li>• Good sounding</li> <li>• Well reflects the idea of the article</li> <li>• Intriguing</li> </ul>

The respondents were given the table where all headlines were presented in the way how they are in the newspaper. The table has three columns. The first vertical column consists of 10 headlines from different *ESCAPE* articles. The second vertical column presents the question ‘Would you like to read the article with this headline?’. Respondents had to choose a suitable answer. If the answer was ‘YES’, then he/she had to choose an option in vertical column number three. There were 8 options of reasons why you would like to read an article with this headline. If the answer to the question in 2<sup>nd</sup> column was ‘NO’, then a person had to skip the question in the 3<sup>rd</sup> column.

### 3.2 Discussion of the Results of the Empirical Research

The main findings were as follows:

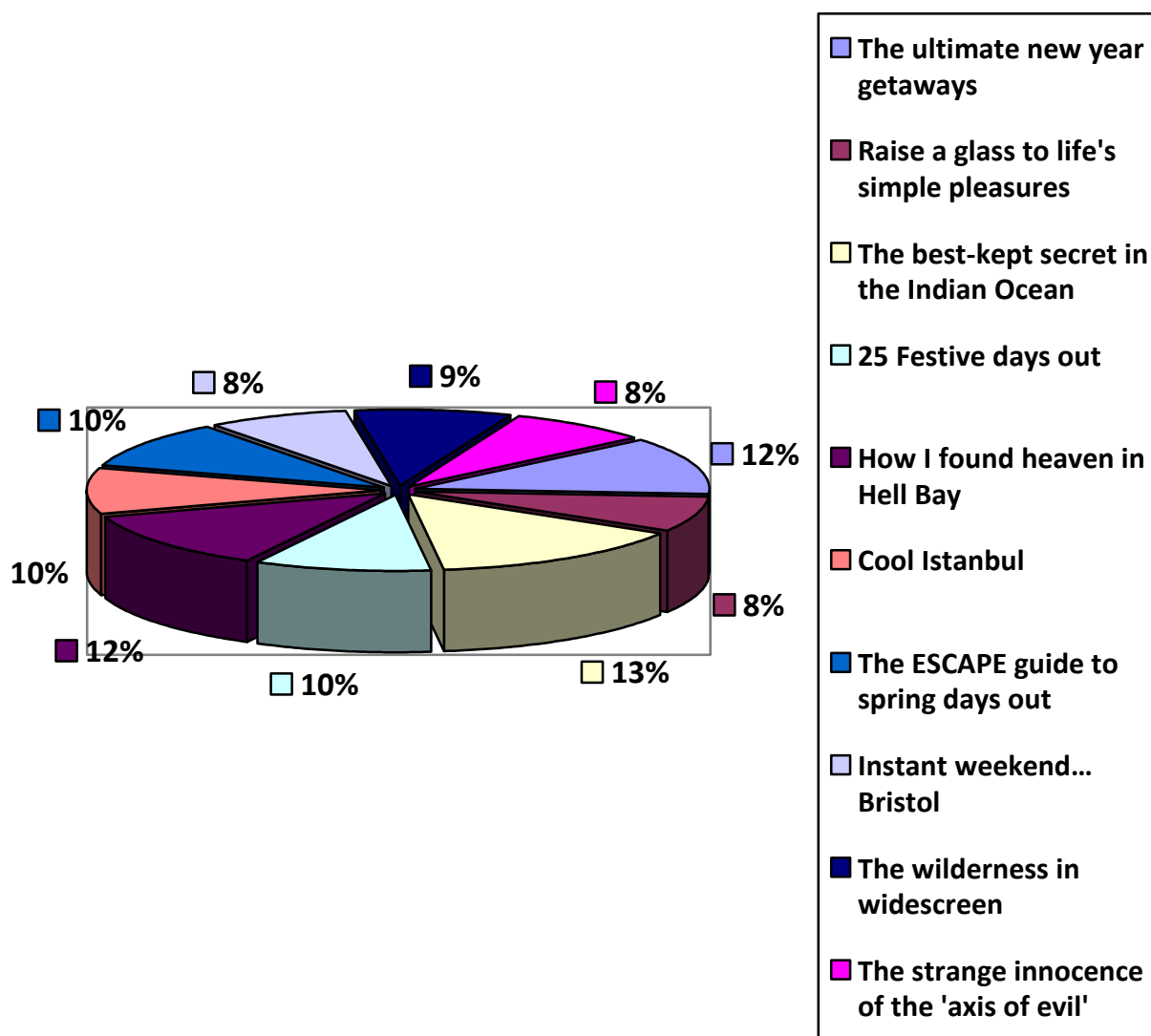


Figure 1. Answers of responders to the question: *Would you like to read the article with this headline?*

The diagram shows that the most popular headline with 13% is black and white 'The best-kept secret in the Indian Ocean', the main reasons were: an interesting theme and it has an intriguing headline. Then according to the diagram 12% chose two headlines: the colourful headline 'The ultimate new year gateways' with the main reason of colourfulness; and the black and white headline 'How I found heaven in Hell Bay', which attracted students by its phonetic peculiarity. It was found out that 10% of votes scored 3 colourful headlines. 'Cool Istanbul', '25 Festive days out', 'The ESCAPE guide to spring days out'. The main reasons for reading were briefness and colourfulness of the headlines.

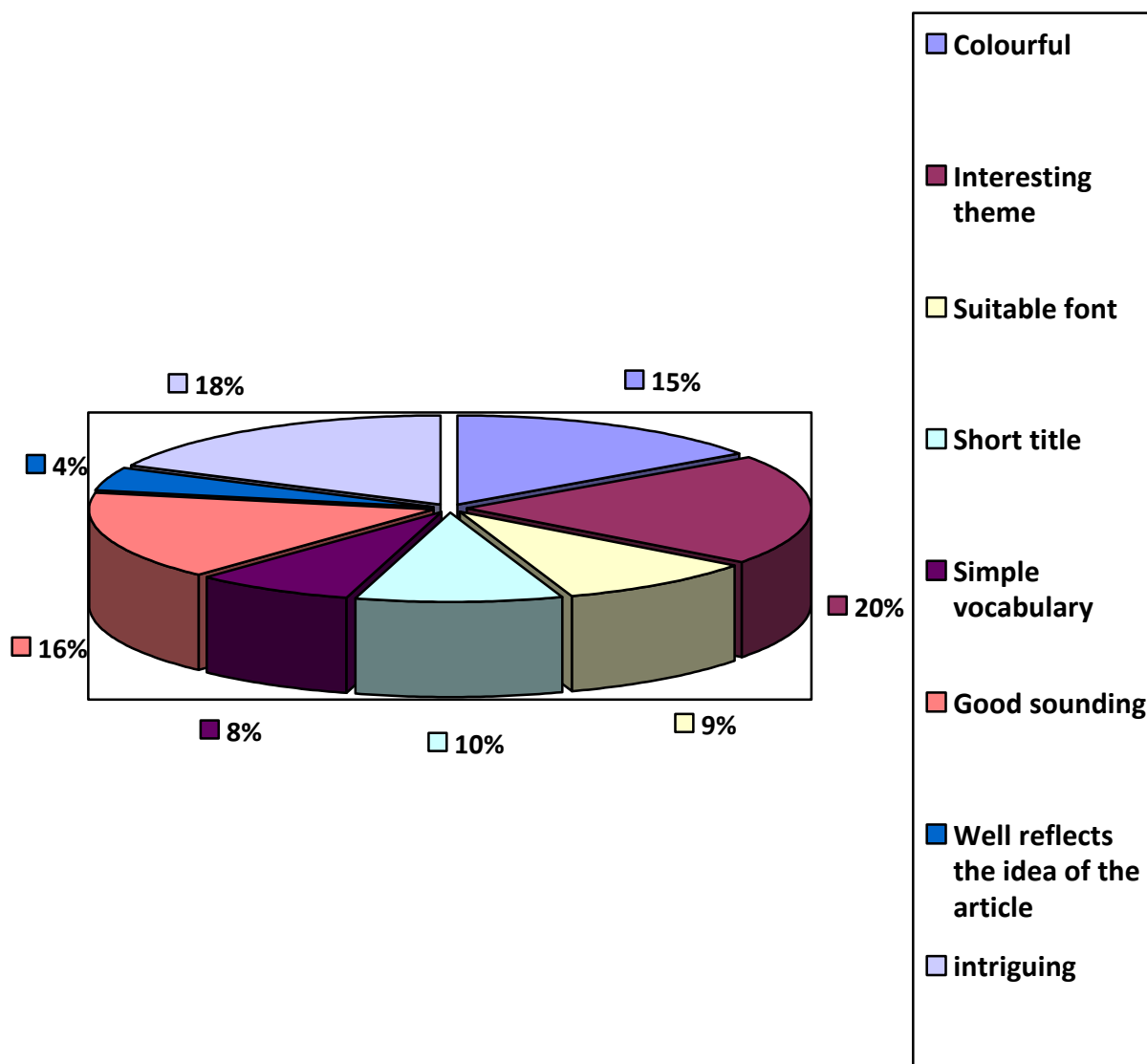


Figure 2. Frequency of students' choice proposed in the table of reasons

According to the conducted survey the majority of votes for reasons received 'interesting theme' with 20% and presence of intrigue in the headline with 18%. Phonetic peculiarities or 'good sounding' received 16% of votes. Colourfulness of the headline received 15%, but it is important to consider that among 10 headlines only 6 were colourful. Visual peculiarities like 'short title' and 'suitable font' received approximately an equal percent 10% and 9%. Lexical peculiarities or 'simple vocabulary' of the headlines received 8%. The minority, 4% voted for the reason of 'well reflects the idea of the article'. (The full results of the survey are given in *Appendix* to the bachelor's paper).

### **3.3 Summary of the Main Points of the Research**

According to the results received to the question of the survey, one of the most significant findings to emerge from the study is that an interesting and intriguing headline attracts person's attention the most and helps to decide on reading preference. This fact could be one of the arguments that do not support the hypothesis of the thesis. Surprisingly, as the research shows, phonetic peculiarities play a significant role in the choice of articles through headlines. This fact could be one more argument that does not support the hypothesis of the thesis; it proves that phonetic stylistic devices attract readers' attention more. But we cannot ignore visual peculiarities, colour of the headline also attracts people's attention, but it is a secondary factor in selection of an article by a headline.

Therefore, considering all of the above, it can be concluded that the results do not confirm the hypothesis that colour and graphical peculiarities (font, size, style) of a headline attract readers' attention more than language means (phonetic, lexical, syntactic stylistic devices). All in all the choice of an article by its headline depends on different reasons which might depend on individual person's perception which he/she follows in selection of a newspaper article by its headline.

## CONCLUSION

The present bachelor's paper analyses visual peculiarities of newspaper headlines and on the basis of the research identifies peculiarities of articles' headlines which attract the attention of readers the most. The research hypothesizes that colour and graphical peculiarities (font, size, style) of a headline attract readers' attention more than language means (phonetic, lexical, syntactic stylistic devices). A survey was conducted among students of Narva College of the University of Tartu, to support or disprove the hypothesis.

According to the analysis of the research it can be suggested that visual peculiarities of the headline do not attract reader's attention more than language means such as phonetic, lexical, syntactic stylistic devices. As a result of the survey, it was found out that the main factor that affects the attractiveness of the article's headline is interest in headline theme and using words which heated curiosity of the reader. Only after that reader pays attention to language means and visual peculiarities such as colour, font, size, style. Also it was found out that phonetic peculiarity of the headline is important for the choice of an article for reading, this reason in the conducted survey received significant number of votes.

The aim of the present bachelor's paper was achieved; on the basis of the preliminary background analysis of stylistic peculiarities of newspaper headlines a survey was conducted among ordinary readers of the *Escape* Supplement of *the Observer* newspaper which has allowed to state that the interest of readers of a holiday supplement to the *Observer* is predetermined mostly by their personal preferences, and visual characteristics of the headlines under analysis influenced their choice but not significantly. Thus, the results of the research do not confirm the hypothesis of the paper, which suggests another research in the future into this topic.



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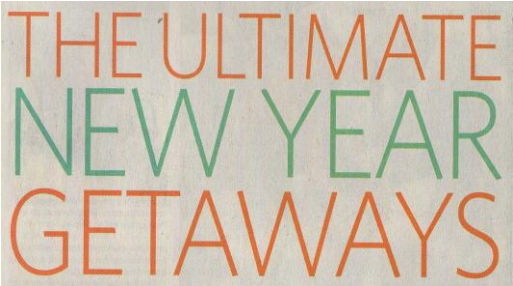


## SUMMARY IN ESTONIAN

Tänapäeval ajakiri on üks vanimatest prinditud massimeedia maailmas. Tänu tehnoloogilisele progressile, ajakiri ja selle positsioon ühiskonnas pidevalt muutub. Vaatamata sellele, ajakiri on siiaani nõutud ja populaarne inimeste seas. Ajakirjade artiklid on jagatud vastavalt teatud kriteeriumitele; artikli pealkiri on artikli tähtsaim osa.




Töö eesmärgiks on analüüsida ajakirjade pealkirjade iseärasusi. Tuginedes uuringule määrata artiklite pealkirjade iseärasusi, mis enam köidavad lugejate tähelepanu tuntud Britannia ajakirja The Observer lisa Escape näidisel.

Bakalaureusetöö koosneb järgmistest osadest. Sissejuhatuses räägitakse ajakirja tähtsusest igapäevases elus ning antakse lühikese ülevaade ajakirja ajaloost. Esimeses osas (Visuaalsed ajakirja artiklite iseärasused) keskendutakse ajakirja stiili visuaalsetel iseärasustel ja detailselt iseloomustatakse neid. Teises osas (The Observer: kirjeldus ja struktuur) analüüsitakse Observer ajakirja iseärasusi, selle struktuuri ja lisasid. Kolmas osa (Ajakirja pealkirjad inimeste tähelepanu köidamiseks) esitleb uuringu tulemuste analüüsi, mis oli läbi viidud Tartu Ülikooli Narva Kolledži üliõpilaste hulgas. Kokkuvõttes on toodud töötulemused ning räägitakse töö eesmärkide saavutamisest ja hüpoteesidest.

## APPENDIX

Headlines	Discussion of the results of the empirical research
<p>1.</p>  <p>THE ULTIMATE NEW YEAR GETAWAYS</p>	<p>Accordingly to the conducted survey 11 students from 18 have chosen to read article with this headline. In this case the significant role played <b>colourfulness</b>, 9 students from 11 selected this explanation. <b>Interesting theme</b> and suitable font attracted attention of the student, 4 students have chosen these options. <b>Lexical and phonetic peculiarities</b> highlighted only 3 respondents. And the minority has chosen the <b>size of headline and reflection the idea of the article</b> through headline, 2 students.</p>
<p>2.</p>  <p>Raise a glass to life's simple pleasures</p>	<p>As a result 7 students from 18 have chosen to read article with this headline. 5 responders have chosen <b>interesting theme</b> as the main reason. 4 student attracted <b>phonetic peculiarity</b>. 3 students consider that headline contains <b>simple vocabulary</b> and it is <b>intriguing</b>. No one emphasized the <b>colour, the size of title and reflection the idea</b> of the article through headline.</p>
<p>3.</p>  <p>The best-kept secret in the Indian Ocean</p>	<p>According to the conducted survey 13 students from 18 have chosen to read article with this headline. The majority, 8 students, believe that the theme is <b>interesting</b> and the headline sounds <b>intriguing</b>. 3 responders noticed <b>simple vocabulary and well reflection the idea</b> of the article. The minority considered <b>font appropriation and good sounding</b>.</p>

<p>4.</p> 	<p>According to the conducted survey a half of the responders have chosen this article's headline as possible for reading. A significant number of responders, 7 students, have chosen this headline because of <b>briefness of the title</b>. 6 responders noted the title's colourfulness. 4 persons noted that the theme is <b>interesting</b> and 3 noted <b>phonetic peculiarity</b>. The minority, 2 persons, marked that headline has <b>suitable font and is intriguing</b>.</p>
<p>5.</p> 	<p>According to the conducted survey 11 students from 18 have chosen to read article with this headline. A significant number, 8 responders were attracted by <b>phonetic peculiarity</b> of the headline and by contained <b>intrigue</b>. 5 persons marked that the <b>theme of the headline is interesting</b>.</p>
<p>6.</p> 	<p>According to the conducted survey 9 students from 18 have chosen to read article with this headline. The most popular option among responders was <b>briefness of the headline</b>, 7 students have chosen it. 5 students were attracted by <b>phonetic peculiarity</b> of the headline. The options <b>colourfulness</b> and <b>intriguing</b> have been chosen by 4 responders. 3 students marked that theme is <b>interesting</b>. The minority, 2 students, considered <b>suitable font, simple vocabulary</b> and well <b>reflection the idea</b> of the article</p>

<p>7.</p> 	<p>According to the conducted survey 9 students from 18 have chosen to read article with this headline. The most popular option among responders was <b>colourfulness</b>, 8 students marked it. 6 responders marked that it is <b>interesting theme</b> for them. 2 persons pointed to the appropriate <b>font and simple</b> vocabulary. The minority, only 1 student, considered <b>phonetic peculiarity and intriguing theme</b>.</p>
<p>8.</p> 	<p>According to the conducted survey 7 students from 18 have chosen to read article with this headline. 5 students marked <b>good sounding</b>, as a reason which attracts attention. <b>Colourfulness</b> has been chosen by 4 students. Options like <b>interesting theme, suitable font, short title, simple vocabulary</b> have been chosen by 2 students. 1 student marked well <b>reflection the idea</b> of the article.</p>
<p>9.</p> 	<p>According to the conducted survey 8 students from 18 have chosen to read article with this headline. 5 responders marked as options, which attracted them in this headline suitable font and <b>interesting theme</b>. 3 persons indicated <b>colourfulness and shortness</b> of the headline. Phonetic peculiarity and <b>intriguing of the headline</b> have been selected by 2 responders. The minority, 1 person, choose <b>simple vocabulary</b>.</p>

<p>10.</p> <p>The strange innocence of the 'axis of evil'</p>	<p>According to the conducted survey 7 students from 18 have chosen to read article with this headline. The most popular answer was '<b>intriguing</b>'. 6 students have chosen this option. 3 responders marked <b>interesting theme</b> and <b>phonetic peculiarity</b>. The minority considered <b>font appropriation and briefness</b> of the headline.</p>
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