A Contrastive Analysis of Headlines Writing Techniques in FIFA World Cup 2022

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Abstract

In the world of information technology, a news story plays a crucial role in people's daily lives as it will keep them informed about the current situations in an ever-changing world. Therefore, understanding the news structures in newspapers, including the headlines, becomes essential. This Contrastive Analysis of Headline Writing Techniques in FIFA World Cup 2022 was conducted to investigate and compare the occurrences and frequency of techniques in the Bangkok Post, the New York Times, and the Metro. The data were analyzed based on the theoretical framework proposed by Reah (1998), Fredrickson et al. (1991), and Metcalf (2013). The findings found that idioms were the most frequently used technique in all three newspapers, while loaded words were the most popular technique in the Bangkok Post (f =33,14.53%). Intertextuality was found the most in the Metro (f=30, 12.55%). As the tabloid newspaper, the Metro had a more significant number in phonology (f=50, 20.92%) than those in the Bangkok Post and the New York Times, which are the broadsheet newspapers. Homophone was the only technique absent in all three newspapers. The findings implied that almost every headline-writing technique was used in all the three newspapers. Studying these techniques would be useful in both reading the headline and studying English. Reading a news headline is also a practical reading strategy to improve English skills. Moreover, the understanding of headline writing techniques would enable readers to learn new cultures because headlines were often made based on cultural and social backgrounds.

Keywords: Contrastive analysis; FIFA World Cup; Headlines writing techniques; Reading strategies

Introduction

It goes without saying that English has become one of the world's most widely spoken languages. There are approximately 1.5 billion English speakers worldwide, and most of them speak English as a second language (Nitsaisook, 2017; Nedjaroen, 2020). English is also regarded as the lingua franca, the language of communication between people with different native languages. Chan (2016) said it is by far the most powerful language in the world, according to the Power Language Index (PLI). The index covers geography, economy, communication, knowledge and media, and diplomacy. In a globalized world where people can communicate quickly, those with a good command of English would find it easier to lead their lives, travel, study, and reach new information. Moreover, knowledge of English is sure to facilitate and keep them competitive in the marketplace. Interestingly, eight of the ten global financial centers are cities in which people are proficient in English. Consequently, Yano (as cited in Chairat, 2014) claimed that English had become the most critical language, being used as a lingua franca by people who have different native languages from around the world.

With the importance mentioned above, people must improve and hone their English skills, which are now regarded as basic skills in the technology-driven world. Among the practical ways to improve their skills is to read English newspapers, where they can study the language and at the same time gain new information that facilitates their lives.

Newspapers are print media and like television, they are considered the old media. With a threat from the technologies and new media, many newspapers worldwide have become extinct, while some have moved to online platforms. The Bangkok Post is the only English newspaper in Thailand after its long-time rival, Nation, quit the business in 2019. Since its establishment in 1946, the Bangkok Post has served as the Thai window to the world and vice versa. Through the newspaper, the Thais get information about various news stories in the ever-changing world, ranging from the economy, society, and politics to sports. Meanwhile, foreigners and Thais regard the Bangkok Post as a reliable news source to update all the critical issues in the country. The Bangkok Post, which has a daily circulation of about 70,000 copies, offers many exciting sections such as General News, Business News, World News, Sports, and Features. It also offers readers an opportunity to voice their comments on hot issues. News stories are about international issues or significant domestic events that impact international levels. Its target audiences are foreigners or

middle-class Thais with a good command of English. According to Lent (1978), the Bangkok Post is one of the most popular newspapers among native English speakers.

The New York Times is a daily newspaper in New York City, USA. Last year, it had 8.6 million paid digital subscribers worldwide and 740,000 paid print subscribers. Founded in 1851, the newspaper won many prizes, including 132 Pulitzer Prizes. Regarding circulation, the New York Times was ranked 18th in the world and 3rd in the USA.

While the Bangkok Post and the New York Times are broadsheet newspapers, the Metro is the freesheet tabloid newspaper with the highest circulation in the United Kingdom. Founded in March 1999, the newspaper has a circulation of 953,475. It is distributed on public transportation from Monday to Friday mornings and handed out to pedestrians.

Thanks to the importance and credibility of the newspaper, there has been substantial interest among researchers in studying its languages and their influences on society. Bunyarat (2020) studied headlines structures in English-Language Newspapers, while Nitsaisook (2017) analyzed collocations and semantic prosody in Thai political news headlines. Charuchinda (2003) also analyzed the noun phrases in front-page headlines, and Waelateh (2003) investigated the speech act in advertising headlines. Unfortunately, there are very few studies on sports news, although it is one of the most popular sections in the newspaper. In an attempt to fill the knowledge gap, the researcher decided to shed light on the sports coverage by conducting a Contrastive Analysis of Headline Writing Techniques at the FIFA World Cup 2022.

Sports are getting more critical, entertaining audiences, and raising health awareness (Zarotis, 2019). Moreover, the concept of sports tourism is playing a pivotal role in boosting the economy. For the Bangkok Post, two-to-three pages are typically allocated for the sports in the weekday edition, and the sports are in a tabloid on the weekend. Among the most popular sports is the quadrennial World Cup, with the last edition held in Qatar on November 20– December 18. The researcher has chosen the FIFA World Cup 2022 for the study because this mega event has been well recognized as the world's most popular sport, and the Thais have enjoyed the sport (Matt, 2020).

FIFA (2022) reported that the FIFA World Cup 2022 reached almost 1.5 billion people worldwide based on preliminary figures. The Argentina Vs. France's final game got 16.8 million viewers in the USA, making it the most-watched World Cup Finals in the USA. It was a 19% increase

from the 2018 World Cup Final, in which France beat Croatia. The final match earned only 12.51 viewers in the USA at that time.

Despite social media threats, the newspapers, some of which are being moved into online versions, have managed to be one of their favorite media channels. Apart from its reliable news story, one of the techniques to win the reader's hearts and keep them interested in supporting this print media is the way they make the news headlines. Being placed on the front page, the news headline is paramount to telling the readers what the inside story is all about and deciding whether they will buy it or find more information in the news story. Importantly, practical news headlines are about the styles of writing. That means some newspapers have their own styles of writing while others share standard rules. Moreover, writing styles and words of choices might show the readers about the cultures or societies. Consequently, the news headlines were worth studying to find out how and what strategy the headline writer employed to catch the eyes of all readers at first glance.

Based on the above description, the researcher researched "Contrastive Analysis of Headlines Writing Techniques in FIFA World Cup 2022" to see how and which headline writing techniques the writer would deploy, especially in the local news stories. Their similarities and differences were also compared. That would benefit all interested people in reading the newspaper and studying a variety of languages.

Research Objectives

1. To investigate the headline writing techniques used by the Bangkok Post, the Metro, and the New York Times in the FIFA World Cup 2022

2. To compare and present the frequency of occurrence of the headline writing techniques used by the Bangkok Post, the Metro, and the New York Times in the FIFA World Cup 2022

Scope of the Study

The study dealt with exploring the headlines–writing techniques deployed by the Bangkok Post (Thailand), the Metro (UK), and the New York Times (USA) in reporting the FIFA World Cup 2022. These three newspapers were chosen for the study because they are among the most popular or most–circulated newspapers in their respective countries. There were 510 news headlines taken from the electronic versions in the sports sections of the Bangkok Post (213 headlines), the Metro

(170 headlines), and the New York Times (127 headlines) during the FIFA World Cup 2022 on November 19 – December 20, 2022.

Review of Related Literature

A news headline refers to the title of a news article printed in large letters and placed at the top of a newspaper's front page or a news website's homepage (Richardson, 2007). It summarizes the most important news items shown at the beginning of a news program on the radio or television. Reah (1998) argued that the news headline is a unique type of text. Its functions are to dictate its shape, content, and structure specifically, and it operates within a range of restrictions that limit the writer's freedom. Bowles and Borden (2000) opined that apart from being the main point of the whole story, its placement above a new story also makes news stories more exciting and attractive, as it is expected to capture readers' interest in news stories (Hodgson, 1998). Considering the functions of the news headlines, many linguists, including Smith (1999), shared similar viewpoints, if different. The headline is expected to communicate the essential meanings at a glance, sell the story to the readers, attract and hold the reader's attention, and be instrumental in making each page or the entire paper an attractive product. All in all, the functions of the news headline are about more than just how important the story is. Its design and style also serve as magnets to convince the leader to read a story. Interestingly, the reader often decides whether to read the story or buy a newspaper based on what the headline looks like and says. Consequently, understanding news headline writing styles would help the readers implement their reading strategies.

Headlines Writing Techniques

Writing a headline is regarded as a craft (Marcinkeviciene, 2008) and requires skill and concentration. Apart from putting the story's essence into a limited headline space, the writer must find the words that are right, concise, and catchy enough to intrigue the reader. These words might be found in the news article or created by the editors themselves. The choice of words (lexis) in newspapers requires careful consideration since the connotative power of words enables them to convey the imprint of society and of value Judgments in particular (Richardson, 2007). Interestingly, headline writers often do not write news articles (Marcinkeviciene, 2008). The styles of headlines will be created based on the contents or the types of news stories. They can be straightforward or colorful. For example, a straight news headline is for a straight news story, and a feature headline

is for a feature story. The headline should be colorful if the story is a colorful account of some event or trip.

According to Reah (1998), Fredrickson et al. (1991), and Metcalf (2013), the common headlines writing techniques were: (a) Homophones, words with the same pronunciation but different meanings that may be spelled similarly or differently, for example, ''right and write'', ''prey and pray'', ''too and to.''; (b) Homonyms, the words that are spelled and pronounced alike but have different and unrelated meanings; (c) Polysemes, often led to lexical ambiguity, is the situation when the words have the exact spelling and closely related meanings; (d) Inter-textualities, the headlines are made based on social and political cultures in their societies; (e) Phonologies, a way to play with sounds of either consonant or vowel, is an everyday practice to make a news headline more exciting and easier to read; (f) Loaded words, the words or phrases carrying more than one meaning and consisting of strongly positive or negative connotations; (g) Short synonyms, using the short synonyms for more extended expressions for the headline use, for example: ''Bid for Attempt'', ''Ex for 'Former' and ''Hike for Increase.''; (h) Idiom, a group of words in a fixed order and a particular meaning, but the meaning is different from that of its own; (i) the use of ''comma'' for ''and''; (j) the use of ''colon'' for ''says''; and (k) the use of a single quotation mark.

In the study of the Headline Writing Technique in World News articles, Kulthani (2018) claimed that loaded words, synonyms, homonyms, polysemy, and idioms were found in her study. However, an abbreviation was the most frequently used technique, followed by loaded words and synonyms. Among the techniques not found in her study were homophone and phonology (alliteration and assonance). Prateepchaikul (2010), who studies the Headline Writing Techniques in General News Articles, found that synonym was the most commonly used technique, followed by laded words, abbreviations, alliteration, and phonology, respectively. Interestingly, intertextuality, polysemy, and homonyms were scarcely found. Like Kultani (2018), a homophone was not found in the study.

Methodology

The data for the study "Contrastive Analysis of Headlines Writing Techniques in FIFA World Cup 2022" were the news headlines on the FIFA World Cup 2022 collected from the electronic versions of three newspapers: the Bangkok Post (Bangkok Post, 2022), the New York Times.

(The New York Times, 2022) Moreover, the Metro (METRO, 2022) was published in the newspaper from November 19 to December 20, 2022. There were 213 headlines from the Bangkok Post, 170 from the Metro, and 127 from the New York Times.

This sports event was chosen because it has been one of the world's most popular sports for a long time. The researchers compiled the headlines in the three newspapers and classified them into different headline–writing techniques. Then, three inter–raters were asked to ensure the reliability of the findings. They were three English lecturers, including a native speaker of English. The item agreed upon by at least two inter–raters was accepted. If not, it would be corrected and then accepted. Each occurrence of the technique was then counted once in each category and calculated in frequency and percentage. One headline might use more than one technique. The analysis results were done in percentages and then shown in tabular forms. The headlines writing techniques were analyzed and grouped based on the theoretical framework of Reah (1998), Fredrickson et al. l (1991), and Metcalf (2013) as follows:

(a) Homophones

(b) Homonyms

(c) Polysemes

(d) Inter–textualities

(e) Phonologies

(f) Loaded words

(g) Short synonyms

(h) Idiom

(i) the use of ''comma'' for ''and'';

(j) the use of ''colon'' for ''says''

(k) the use of a single quotation mark

Results

Based on the framework of Reah (1998), Fredrickson et al. (1991), and Metcalf (2013), the study found that idioms were the most frequently used techniques in the Bangkok Post, the New York Times, and the Metro, while homophones were not found in these newspapers. Loaded words were also among the most popular techniques. The findings can be summarized as follows:

Table 1. The Headlines Writing Techniques in the Bangkok Post

Headlines Writing Techniques	Frequency (F)	Percentage (%)
Idiom	55	23.50
Loaded words	34	14.53
Polysemy	31	13.25
Single Quotation Mark	28	11.97
Comma for and	17	7.26
Short Synonym	14	5.98
Inter–textuality	10	4.27
Colon for Say	10	4.27
Homonym	4	1.71
Phonology	3	1.28
Homophone	–	0.00
Total	234	100.00

The findings in Table 1 showed that out of 11 headline–writing techniques, 10 were seen in the Bangkok Post. Homophone, which is a word with the same pronunciation but different meanings was the only one not found. The most commonly used technique is an idiom with an occurrence of 55 times (23.50%), followed by loaded words (f=34, 14.53%), Polysemy (f =31, 13.25%), and Single Quotation Mark (f=28, 11.97 %). The followings are examples of some techniques found in the Bangkok Post.

Idiom, for example, "Young stars who could make their mark at tournament in Qatar" (20 November 2022). As seen from the example, make their mark and turn a deaf ear are both idioms, as their meanings are different from their own.

Loaded words, "Japan coach lauds shock victory made in Germany" (25 Nov, 2022). Laud and slam are words with more than one meaning and strongly positive or negative connotations. Laud means praise while slam means criticizing harshly.

Polysemy, "Son eyes 'another miracle" (5 Dec, 2022), "Heartbreak for Suarez as Uruguay, Ghana both exit" (4 Dec 2022). Eye means target while exit means failing to qualify.

Inter–textuality, "Kane leads Three Lions' bid for glory" (10 Dec 2022), "France avoid distractions and focus on Socceroos" (22 Nov 2022). Three Lions refers to England while Socceroos is for Australia.

Table 2. The Headlines Writing Techniques in The New York Times

Headlines Writing Techniques	Frequency (F)	Percentage (%)
Idiom	31	30.69
Polysemy	20	19.80
Loaded words	17	16.83
Phonology	16	15.84
Short Synonym	10	9.90
Inter–textuality	4	3.96
Single Quotation Mark	3	2.97
Homophone	–	–
Homonym	–	–
'Comma' for 'and'	–	–
'Colon' for 'Say'	–	–
Total	101	100

Table 2 showed the findings of the headline writing techniques in the New York Times. Except for the homophone, all the techniques were deployed in writing the headlines for the FIFA World Cup 2022. Idioms were found most often and accounted for 30.69 % (31 out of 101), followed by polysemy (f = 20, 19.80%) and loaded words (f =17, 16.83%). Some examples of the techniques found in the New York Post were shown as follows:

Idioms, "With times *running out* against Senegal, the Dutch strike, twice" (22 Nov 2022) "Ronaldo and Manchester United *Part Ways* 'by Mutual Agreement'" (23 Nov 2022). *Run out* is a group of words in a fixed order and a particular meaning. It means there is not much time left. So, the meaning is different from that of its own 'run'. *To part away* is also an idiom. It means *to go in different directions.*

Polysemy, "Spain rains goals on Costa Rica in its opener" (24 Nov 2022), "Lionel Messi Scores as Argentina Saves Its World Cup" (27 Nov 2022). *To rain* means *to give in large quantities*, while *to score* is not *a point* but *to strike.*

Loaded Words, "Even the Saudi Team Is Stunned After Victory Over Argentina" (23 Nov 2022), "Iran Calls for U.S. to be expelled From World Cup" (28 Nov 2022). *Stunned* means *shocked*, while *expelled* refers to *being forced to leave.*

Phonology, "Ban on Beer is Latest Flash Point in World Cup Culture Clash" (19 Nov 2022), "Kylian Mbappe Is Ready to Make Messi's Moment His Own" (18 Dec 2022). The ways to play

with sounds of either consonant or vowel are *Ban on Beer, Cup Culture Clash,* and *Make Messi's Moment.*

Table 3. The Headlines Writing Techniques in the Metro

Headlines Writing Techniques	Frequency (F)	Percentage (%)
Idiom	53	22.18
Phonology	50	20.92
Loaded words	47	19.67
Inter–textuality	30	12.55
Single Quotation Mark	22	9.21
Polysemy	14	5.86
Homonym	12	5.02
Short Synonym	7	2.93
'Colon for 'Say'	3	1.26
'Comma' for 'and'	1	0.42
Homophone	–	0.00
Total	**239**	**100**

Table 3 reported the frequency and percentage of different headline writing techniques in the Metro. An idiom had the highest frequency of 53 occurrences (22.18%). The second highest rank was phonology with 50 occurrences (20.92 %), followed by loaded words (f –47, 19.67 %), and inter–textuality (f =30, 12.55%). Some examples of the techniques were shown as follows:

Idioms, "Lew aims to break his drought" (22 Nov 2022), "Pulisic pays price for knockout blow" (30 Nov 2022). Breaking one's drought means stopping winless streak, while paying the price means suffering because of a bad thing one has done.

Phonology, "Making their MARC" (30 Nov 2022), "Luis not Ghana say sorry for handball" (2 Dec 2022). Making their MARC and saying sorry for handball are seen as phonology. It plays with the sounds of either consonants or vowels.

Loaded words, "Silence not golden as Hazard slams Germany protest" (25 Nov 2022), "Son in tears as Ghana claim vital win" (29 Nov 2022). Slam means to criticize harshly, while claim refers to getting.

Inter-textuality, "France vs. Australia: Les Bleus show off their depth of attacking talent" (23 Nov 2022), "Atlas Lion bare teeth as shot-shy Sapin fail to hit the spot" (23 Nov 2022). Le Bleus means blues in French. Here, it refers to the France national football team. The Atlas Lion is referred to as the Morocco national team.

Table 4 Occurrence and Frequency of headlines writing techniques in the Metro, The New York Times, and the Bangkok Post.

The Metro			The New York Times			The Bangkok Post		
Headlines Writing Techniques	Frequency (F)	Percentage (%)	Headlines Writing Techniques	Frequency (F)	Percentage (%)	Headlines Writing Techniques	Frequency (F)	Percentage (%)
Idiom	53	22.18	Idiom	31	30.69	Idiom	55	23.50
Phonology	50	20.92	Polysemy	20	19.80	Loaded words	34	14.53
Loaded words	47	19.67	Loaded words	17	16.83	Polysemy	31	13.25
Inter-textuality	30	12.55	Phonology	16	15.84	Single Quotation Mark	28	13.25
Single Quotation Mark	22	9.21	Short Synonym	10	9.90	'Comma' for 'and'	17	11.97
Polysemy	14	5.86	Inter-textuality	4	3.96	Short Synonym	14	7.26
Homonym	12	5.02	Single Quotation Mark	3	2.97	Inter-textuality	10	5.98
Short Synonym	7	2.93	Homophone	–		'Colon' for 'Say'	10	4.27
'Colon' for 'Say'	3	1.26	Homonym	–		Homonym	4	4.27
'Comma' for 'And'	1	0.42	'Comma' for 'And'	–		Phonology	3	1.71
Homophone	–	–	'Colon' for 'Say'	–		Homophone	–	–
Total	239	100	Total	101	100.00	Total	234	100.00

Table 4 presented the occurrence and frequency distribution of headline writing techniques in the Metro, the New York Times, and the Bangkok Post. The most commonly used technique among the three newspapers is an idiom. Out of 11 techniques, the New York Times utilized this technique the most with 31 occurrences (30.69%), followed by the Bangkok Post (f =55, 23.5 %), and the Metro (f =53, 22.18%), respectively.

While loaded words were also in the top three of the techniques in all three newspapers, homophone, which refers to words with the same pronunciation but different meanings, was absent.

Homonyms, 'Comma' for 'And', and 'Colon' for 'Say' were not found in the New York Post. Phonology (f =50, 20.92%) is the second-ranked technique in the Metro. It was ranked fourth in the New York Post (f =16, 15.84%) and 10th in the Bangkok Post (f =3, 1.71 %). Homonyms were found only in the Bangkok Post (f =30,12.55%) and the Metro (f =30,12.55%). Examples of the occurrences were as follows:

Phonology, "*Fantastic Foden* shows *what the fust* is about" (METRO, 30 Nov 2022), "Kane 'gutted' after *penalty pain*" (Bangkok Post, 12 Dec 2022), "*Two* Favorites, *Two* Underdogs, *Too* Good (The New York Times, 12 Dec 2022). All the italicized words were the examples of phonologies in the three newspapers.

Homonym, "Dutch flier Dumfires a key *figure* to expose rivals' gaps" (Bangkok Post, 8 Dec 2022), "Morocco *boss* Regragui Warns Spain Atlas Lions will come out swinging (METRO, 6 Dec 2022). All the italicized words – *figure, deliver, and boss* – are homonyms. These words are spelled and pronounced alike but have different and unrelated meanings. *Figure* means either a person or a number. *Deliver* refers to *produce or send. Boss* means *a coach, a manager, or a manager.*

Conclusion

Based on the framework of Reah (1998), Fredrickson et al. (1991), and Metcalf (2013), it was found that the Bangkok Post, the New York Times, and the Metro had common techniques in writing headlines. Of the 11 techniques, an idiom has the highest occurrence in all the three newspapers. The New York Times had the highest percentage of occurrences (30.69%), followed by the Bangkok Post (23.5%) and the Metro (22.18%). The Bangkok Post and the New York Times also shared the same techniques in the top three, namely, Idioms, Loaded Words, and Polysemy. Only 7 out of 11 techniques were found in the New York Post, compared to ten techniques found in the Bangkok Post and the Metro. The homophone was the only technique absent in all three newspapers. Interestingly, phonology (20.92%) in the Metro outnumbered those in the New York Times (15.84%). the Bangkok Post (1.71%).

From the findings, it became clear that all the newspapers shared the same main techniques for writing headlines. They used the same rules to make the headlines interesting and attract the readers. Only a few techniques are not found due to the fact that the target group of the newspapers might be different.

Discussion

1. The Headline Writing Technique in FIFA World Cup 2022 in the Bangkok Post, the New York Times, and the Metro

According to the framework developed by Reah (1998), Fredrickson et all (1991), and Metcalf (2013), 10 out of 11 headline writing techniques were used in writing the headlines for the World Cup 2022 in the Bangkok Post. The missing technique is homophone, a word with the same pronunciation but different meanings. The most frequently used one is an idiom with an occurrence of 55 times (55%), followed by loaded words (f =34, 14.53%), and Polysemy (f =31, 13.25%). The same went for the technique found in the New York Post. Like the Bangkok Post, 10 techniques were used in writing the headlines in the Metro. The idiom received the highest frequency of 53 occurrences (22.18%), followed by phonology (f=50, 20.92 %), loaded words (f = 47, 19.67 %), inter–textuality (f =30, 12.55%), and single quotation mark (f =22, 9.21%).

Unlike the Bangkok Post and the Metro, only seven techniques were found in the New York Times. Idioms had the most occurrences with 31 (30.69 %). Polysemy got 20 occurrences (19.80%) and loaded words got 17 occurrences (16.83%). Phonology got 16 occurrences (15.84 %), Short Synonyms (f =10, 9.90%), inter–textuality (f =4, 3.99%), and a single quotation mark (f =3, 2.97%). In fact, only a homophone was not found in each of the three newspapers.

When compared to the Headline Writing Techniques of World News Articles by Kulthani (2018) and General News Articles by Pratheepchaikul (2010), some differences are observed because sports news (FIFA World Cup 2022) is different in nature. In sports news, more informal words are required for entertainment and enjoyment. However, the technique of loaded words is a must for all news stories due to the fact that these words are instrumental in attracting audiences or readers. That is the reason why loaded words are among the most frequently used techniques.

2. Broadsheets against tabloid newspapers

Based on their differences in terms of sizes of the Bangkok Post, the New York Times, and the Metro, require the appropriate headline writing techniques and fonts to make sure that there are enough spaces in the headlines. Importantly, the headlines must be catchy to grab the readers' attention. The Metro newspaper has shorter headlines than those of the Bangkok Post and the New York Times.

3. Newspapers and their target groups

Based on the findings, it became clear that the target groups of the newspapers played a part in the writers' decision to utilize the headline writing techniques. As a freesheet tabloid newspaper, the Metro is seen focusing on local audiences or such topics as gossip or a less serious news story. The styles of headline writing and techniques are more informal. Dramatic adjectives and cultural references are often used. As in the findings, phonology (wordplay), loaded words (strongly positive and negative connotations), and inter-textuality (culture-based headlines) are frequently found in the Metro. It is in contrast to those of the Bangkok Post and the New York Times. These newspapers have targeted business-class people. Phonology and intertextuality were scarcely found in the study.

Suggestions

Comparative studies should be conducted on other news stories, such as business, politics, and local news. With that, you will see how and which headline-writing techniques the writer would deploy, especially in the local news stories. The findings might be different from or similar to those in this study. Also, it would be more interesting to investigate and conduct a contrastive study in other media, in particular digital media. Digital media, which is regarded as new media, has greatly shaped the way the writer creates the headline. Unlike the print media, called 'old media', the new media, including websites or social media has no space limitation. It can be easier for the writers to find the words to make the headlines. With more comparative studies, news headline-writing techniques might be found.

New Knowledge

1. The findings revealed both similarities and differences in headline writing techniques in the Bangkok Post, the New York Times, and the Metro. It showed that despite being different in terms of size and target groups, the three newspapers have common techniques for making headlines. Although their favorite techniques would not be the same, it can be said that these techniques are universal and international practices. Knowing these techniques would make it easier to read the newspaper.

2. Headlines can serve as practical instruction tools for teachers or learning equipment for people interested in studying English. Understanding the Headline Writing Techniques will definitely help implement the reading strategy. Apart from the occurrence of new words or expressions driven by information technologies, the grammatical aspect can be observed in the headlines. The teachers would use the headlines as a source of new vocabulary and a tool to study the ever-changing world of English. As for the students, headlines would not only be ideal tools to develop their skills but also keep them informed about world situations.

3. Although the objective of the headline is to grab readers' attention, it sometimes shows them other aspects, such as cultures and new trends in society. In the headline writing technique of inter-textuality and phonology, readers will see how a writer makes the headline based on social and political cultures. However, it would not be easy for the readers to immediately understand the news story if they did not have such a cultural background.

4. In globalization driven by information technology, new words are created every day. Nevertheless, the headline writing techniques are still the same and easy to understand. With that, it would be useful for interested people to study these techniques and learn new words through the headlines.

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