

Behind the headlines: using the Hallidayan model of Systemic Functional Grammar to examine how grammar signals content in a corpus of front-cover headlines from *Newsweek*.

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1. Features of headline grammar.

A headline on the front page of a recent (October 15, 2003) edition of *The Guardian Online* read as follows:

Repentant rogue wins Booker

This short headline exemplifies several of the features typical of newspaper headlines. Firstly, the main verb is in the present tense, despite the fact that the headline is reporting a past event. Secondly, articles are omitted before nouns; in a normal sentence we would refer to *a* repentant rogue and *the* booker. Thirdly, though, and perhaps most significantly, the headline assumes familiarity with the subject matter; here it is assumed that the reader will recognize that *Booker* refers to the coveted Booker Prize for contemporary novelists. A random selection of other headlines from the same edition confirms that familiarity with the idiosyncrasies of headline grammar will often not in itself be of much use to a non-native speaker scouring *The Guardian* for something to read:

Tory leader turns on 'cowards'

Goldsmith 'scraped the legal barrel' over Iraq war

Sas spat at Cole, players tell FA

It is assumed that the reader will recognize that *Tory* refers to the British Conservative Party, that *Goldsmith* is the U.K.'s Attorney General, that *Sas* and *Cole* are football players who recently clashed in a match between Turkey and England, and that *F.A.* is an abbreviation for Football Association, the governing body of the sport in England. In addition, the second of these headlines will make little sense to readers unfamiliar with the idiom *scrape the barrel*.

It would be easy to serve up further examples, but the point should be clear; a thorough knowledge of common grammatical patterns in newspaper headlines is unlikely to be of much use to a non-native speaker grappling with a national daily newspaper. However, typical features of headlines may vary

across publications, and even across different sections of the same publication. The discussion that follows is based on a corpus of front-cover headlines from Newsweek (Asian Edition). Given that this publication targets a readership made up of many nationalities and cultures, it might be expected that its headline writers will seek to avoid assuming too much background knowledge, and will avoid baffling readers with idioms and puns, as they strive to come up with headlines that will grab the attention of the whole readership. Analysis of the front cover headlines from fifty issues, selected at random, revealed that most headlines could be classified according to a small number of recurring grammatical patterns. It is suggested that these grammatical patterns in turn signal particular features of the reports they introduce. If this is indeed the case, it could have significant implications for teachers using such publications as a source of teaching materials.

2. Analytical framework.

The analysis that follows is based on Halliday's model of Systemic Functional Grammar (SFG). Hereafter all the grammatical terminology used follows that used in Halliday (1994), and differs considerably from traditional grammatical terminology. Readers unfamiliar with the SFG model and its terminology may struggle to follow the analysis, and are advised to consult Halliday (1994) for a detailed presentation of the model. Alternatively, a more concise presentation of the same material can be found in Bloor & Bloor (1995).

3. From initial observations to research corpus.

Consider the following two front-cover headlines, taken from two issues of Newsweek found lying together on a desk by chance:

The Teflon Multinational

How Savvy Companies – Like IKEA – Are Beating Anti-Globalization Groups at Their Own Game

The Killer Instinct

What it Takes to Dominate

There are many similarities between the two headlines. Firstly, both consist of a main headline establishing the topic to be discussed, followed by a sub-headline offering a more detailed description of the article content. Secondly, both contain a main headline realized by a nominal group consisting of a head noun and two premodifiers, i.e.:

PREMODIFIER (1)	PREMODIFIER (2)	HEAD NOUN
The	Teflon	Multinational
The	Killer	Instinct

Thirdly, both contain a sub-headline realized by a full independent declarative clause with a marked word order (i.e. both begin with a *wh*- interrogative realizing the function of circumstantial adjunct and direct object complement, respectively). This begs the following questions:

- How common are these patterns in Newsweek front-cover headlines?
- What other patterns are common?
- Is there a connection between the grammar of a headline and the content of the report? If so, what is the nature of this connection?

4. General features: main headlines and sub-headlines.

Of 50 headlines analyzed (appendix 1), 43 consisted of a main headline together with one or more sub-headlines (the remaining 7 are discussed in section 8). The main headline is defined as the headline with the largest font size. In a few cases a *pre-headline* in smaller font establishes the country or region reported on (“China”, “Mideast”, “Indonesia”). In such cases the headline following was treated as the main headline. A small number of issues contained the comments “Special Report” or “Exclusive”; these were treated as outside the frame of analysis. There were also two “three-stage” headlines in which a headline came between the main headline and sub-headline (e.g. “People Power II – **After Estrada**: Can Gloria Clean Up the Mess?”). Given its low frequency, this pattern was not given special attention.

5. Observations: main headlines.

(a) Nominal groups and related patterns (appendix 2).

Of the 43 main headlines, 30 were realized by a single nominal group (23) or closely related pattern (7). These ranged from a lone head noun (“**Asiawood**”), to a head noun plus premodifier(s) (“The Kato **Rebellion**”) or head noun plus postmodifier(s) (“**Jobs** of the Future”), to a head noun with pre- and postmodifier(s) (“The **Return** of the Z”). The 23 nominal groups appearing as main headlines were analyzed for the logical and experiential metafunctions (appendix 3), and from this it was noted that all but two (8 out of 10) of the qualifiers were realized by an embedded prepositional group, though none of these contained an embedded clause. For example:

DEICTIC (premodifier)	THING (head)	QUALIFIER (postmodifier)
Asia’s	War	Over History

CLASSIFIER (premodifier)	THING (head)	QUALIFIER (postmodifier)
Collision	Course	with China

DEICTIC (premod.)	EPITHET (premod.)	THING (head)	QUALIF. (postmod.)
The	Wild	Culture	of Enron

However, in some cases headlines are ambiguous and it is difficult to say whether or not the prepositional phrase it embedded; for example, in the headline “Return to the Killing Fields” it is unclear whether “Return” is a noun (in which case the remainder of the headline is a prepositional group embedded in the nominal group) or a verb (in which case the remainder is a circumstantial adjunct in a declarative clause).

Nevertheless, that main headlines are so often realized by a nominal group seems significant. At the same time, this is not particularly surprising; headline writers generally seek to pack as much information as possible into as few words as possible, and nominal groups offer the most effective way of doing this. In most cases, it seems that the main headline identifies the subject of the report, although the main headline is not always self-explanatory. In some examples the subject is made quite clear by the main headline (e.g. “Japan’s DJ Mania”, “The Future of Energy”). However, many other headlines are difficult to understand without the context of the sub-headline and/or the cover photograph. The main headline “The Killer Instinct” could easily lead into a report about serial killers; only with the sub-headline “What it Takes to Dominate” and the cover photo of professional golfer Tiger Woods does the reader realize that the main headline refers to the mental powers of prolific sportsmen. Indeed, the question of the connection between front-cover headlines and front-cover photographs is one worthy of investigation in its own right.

Likewise, when we talk of the *head* noun in a nominal group it should be recognized that this is a purely grammatical concept, and that the *head noun* need not refer to the key semantic item. For example, in the nominal group

Greetings from the World’s Worst Countries

the World’s Worst Countries is embedded in the prepositional phrase which qualifies the head noun *greetings*; grammatically speaking, it is operating at a lower rank. However, as *the World’s Worst Countries* is printed in larger, bolder font, clearly this is the key nominal group from the semantic point of view.

(b) Other patterns in main headlines (appendix 4).

Other patterns in main headlines were; full independent declarative clauses (e.g. “30,000 Japanese a year have been killing themselves”), non-finite clauses (e.g. “Beating Big Brother”), full interrogative independent clauses (e.g. “Is this man doomed?”), and full independent declarative clauses with marked word order (e.g. “How technology will heal your heart”). However, with 2, 5, 2 and 2 examples, respectively, none of these appeared with sufficient frequency to prompt further investigation. Nevertheless, the range of structures found is a reminder that we are observing tendencies, not rules, and the fact that any particular structure does not appear as a main headline in this corpus should not be taken as evidence that it never appears as such.

6. Observations: sub-headlines.

While there are no examples of multiple main headlines, there are many examples of multiple sub-headlines. In some cases, these sub-headlines could each refer to a separate article within a section reporting on the theme identified by the main headline. This could be the case in the following examples, where there appear to be no cohesive ties between the sub-headlines;

MAIN HEADLINE	SUB-HEADLINE (1)	SUB-HEADLINE (2)	SUB-HEADLINE (3)
Fighting Addiction	New drugs & Treatment	Dependence & the brain	Lessons from Europe

MAIN HEADLINE	SUB-HEADLINE (1)	SUB-HEADLINE (2)	SUB-HEADLINE (3)
Jobs of the Future	Where will you work?	9 New Tech Cities	Life After B-School

However, there are many cases in which it seems less likely that the sub-headlines each refer to separate articles. For example:

MAIN HEADLINE	SUB-HEADLINE (1)	SUB-HEADLINE (2)
Asia's War Over History	<u>It's</u> not just Japan	Problems facing its past make it harder to face the future

MAIN HEADLINE	SUB-HEADLINE (1)	SUB-HEADLINE (2)
China Inc.	China's new companies are destroying their Asian competitors	And <u>it's</u> only going to get worse

The underlined example of *it* in the first example appears to be a case of cataphoric reference to sub-headline 2, while in the second example *it* appears to refer anaphorically to sub-headline 1. This makes it less likely that the two sub-headlines refer to separate articles.

Further analysis revealed that the following four categories accounted for all but three of the sub-headlines in the corpus.

(a) Full declarative independent clause with unmarked word order (16 examples, appendix 5(a)), e.g.:

(The Kato Rebellion) – A defiant LDP reformer throws Japan's politics into turmoil.

11 of the 16 examples were in the present tense (e.g. "Newsweek **presents** its own modest peace plan), the remainder realized by the present continuous (e.g. "Now the people **are suing** the bureaucrats"), a conditional ("A Spaniard's Genuis for fast-forward fashion **could revolutionize** the rag trade") and the future with going to ("And **it's only going to get worse**). In this last example, the cohesive tie signaled by the referential *it*, itself uncommon in the corpus, perhaps influences the choice

of a tense more common in the body of text than in headlines. These sub-headlines were then analyzed for SFPCA functions (appendix 6 (a)). While three headlines began with a modal adjunct (e.g. “Now the people are suing the bureaucrats”), and one with a conjunction (“**And** it’s only going to get worse”), all others began with subject (e.g. “**A hot club culture** gets down to business”, “**Signs** point to a strong U.S. recovery”). The single instance of a conjunction was the only example of a sub-headline beginning with an element outside the main clause, and there were no examples of clause complexes.

(b) Full interrogative independent clause (12 examples, appendix 5(b)), e.g.:

(God In Your Brain) – Does Science Make Religion Unnecessary?

These were also analyzed for SFPCA functions (appendix 6(b)). While it was noted that all but two were polar interrogatives (reflected in the F-S-P order at the beginning of the clause), the SFPCA analysis did not reveal further patterns of interest. However, it was noted that most examples concern questions about the future (signalled by *will* and *can*), while only one (number 12) concerns past events. Furthermore, one example with three clauses stands out as the only example of a sub-headline containing more than one clause:

||| *Can he stop the builders || before they pave over Japan || and bury the Economy?* |||
 ||| α || β 1 || β 2 |||

This is another reminder that recurring patterns, however common, are not rules.

(c) Full declarative independent clauses with marked word order (11 examples, appendix 5(c)), e.g.:

*(Japan’s Only Success Story) – Why DoCoMo Is the One New Japanese Multinational
 In Decades*

In the previous section it was noted that only two examples of wh- interrogatives were found in full independent interrogative clauses. It seems that wh- interrogatives are more likely to appear in declarative clauses with marked word order. Moreover, the headline writer’s choice seems to be closely connected with tense, as it was noted that in this case ten examples refer to past or present events, and only one to the future (“Why the global surge of small families could be costly”). This suggests a fairly strong connection between grammar and content.

These findings were also analyzed for SFPCA functions (appendix 6(c)), but again this did not reveal patterns of particular interest.

(d) Nominal groups and nominal group complexes (19 examples, appendix 5(d)), e.g.:

*(Fighting Addiction) – New Drugs & Treatment - Dependence & The Brain – Lessons
 from Europe*

Significant differences were noticed in comparison with nominal groups appearing as main headlines. Firstly, there were 8 examples of nominal group complexes (appendix 7), compared to only one in main headlines. For example:

New Drugs & Treatment – Dependence and the Brain – Lessons form Europe
Fear and Greed in the Race For Third Generation Phones
Pills and Treatments of the Future

Secondly, there was a higher proportion of embedded prepositional phrases (appendix 7); 12 in a total of 19 headlines. For example:

Pills and Treatments of the Future
Growing Tensions Under Sharon
Life After B-School

Moreover, the sub-headlines revealed several examples of multiple embedding (appendix 7), as in the following example:

(Asiawood) - The Rise [[of Multinational Moviemaking [[for a Pan-Asian Audience]]]]

Furthermore, there were 2 examples of embedded clauses, whereas there were no such examples in main headlines:

The story of the people [[who got out]]
A Special Report on the Worst Places [[to Be Rich, Poor, Female, Gay, A President, a Journalist, A White Male and Many Others]]

(e) Others (3 examples, shown in appendix 5(e)).

7. How content is signaled through grammar.

Our findings so far are encouraging as regards possible connections between grammar and content. The preponderance of nominal groups realizing main headlines, and the very low frequency of nominal group complexes in main headlines, support the expected tendency for main headlines to identify a general area of interest, with the details of the report supplied in sub-headlines. The frequency of nominal group complexes, and more complex embedded structures, in sub-headlines, suggest that the sub-headline serves to provide more details.

As for the nature of the reports, I would tentatively suggest that if the sub-headline takes the form of a full independent declarative clause with unmarked word order, this indicates that the report will focus on *describing* events, following the trend of daily newspapers to use a full independent declarative clause in the present tense as the headline for a factual report of events in the recent past. Consider a

few such examples from the *Guardian Online* (October 16, 2003):

*Bell **wins** online accolade*

*Unemployment benefit claims **hit** 28-year low*

*TUC **calls** for crackdown on minimum wage dodgers*

Compare this with an example from Newsweek:

*The Kato Rebellion – A defiant LDP reformer **throws** Japan’s politics into turmoil.*

Here there is much to indicate that Newsweek expects many readers to be unfamiliar with Kato; we are given the added information that he is “a defiant LDP reformer” (although the reference to *LDP* assumes some background knowledge) as well as the information that this story concerns Japanese politics. There is every indication that the report will concentrate on *describing* Mr. Kato’s character and actions to a readership largely unfamiliar with him, and not on explaining or debating the wisdom of his actions.

At the same time, perhaps a declarative clause with marked word order signals that the report will be largely *explanatory* in nature, going ‘behind the headlines’ and explaining the *why* or *how* of events, rather than simply describing them. For example:

*(Dropping Out Of Japan, Inc.) – **Why** More Kids Are Choosing Junk Jobs Over Serious Careers*
*(Welcome Back to Silicon Valley) – **How** the Dot-Com Crash Saved Technology*

Admittedly the boundary between these genres may be somewhat fuzzy, but for pedagogic purposes it would appear to be a useful concept to help learners categorize headlines. That *explanatory* may be a suitable label is also suggested by the fact that almost all such headlines refer to the past or present; the concept of *explaining* the future would be a rather dubious one. Similarly, the fact that most full independent interrogative clauses refer to the future, and that most are polar interrogatives, appears more suggestive of *debate*-style article(s) considering possible answers to the question posed. Perhaps no definitive answers will be given, but we can expect much opinion, argument, prediction and speculation. For example:

*(The Return of the Z)–Reinventing Nissan: **Will** Reviving Its Classic Muscle Car Do the Trick?*
*(People Power II) – After Estrada: **Can** Gloria Clean Up The Mess?*

It was suggested earlier that there may be a direct connection between sub-headlines realized by nominal groups and specific articles in the report, but it is perhaps difficult to say what kind of articles these may be. Nevertheless, we have the makings here of a recurring pattern whereby a nominal group as the main headline establishes the topic, and the grammar of the sub-headline offers hints to the nature of the report, as follows:

Grammar of sub-headline	Probable report genre
full declarative independent clause (e.g. “A defiant reformer throws Japanese politics into turmoil”)	descriptive reporting; mainly narrative, usually concerning past or present events
full interrogative independent clause (e.g. “Can Gloria clean up the mess?”)	debate: opinions, projections and predictions, usually concerning future events
full declarative independent clause with marked word order (e.g. “How the dotcom crash saved technology”)	explanatory: answering a question, usually concerning past or present events
nominal group (e.g. “Pills and treatments of the future”)	possible direct connection with an article: style or reporting difficult to predict

We must be careful, though, not to read too much into this classification. As we have already seen, there are instances of main headlines that are not realized by nominal groups. In addition, many articles have multiple sub-headlines that reveal two or more patterns, although this is not contradictory. A report may contain elements of more than one of these genres, or sub-headlines may refer to separate articles.

8. Other headlines.

7 headlines not described by the patterns discussed so far are listed below.

- (1) *The winner is...*
- (2) *537 - After a disputed recount it's back to the courts*
- (3) *And now, the hard part*
- (4) *(No headline. A caption beside the cover photo reads; “New York firefighters raise a flag at the ruins of the World Trade Center.”)*
- (5) *An American Original – Katherine Graham 1917-2001*
- (6) *After Decades of Confrontation And Persecution...China Makes Peace With the Church*
- (7) *A Top MIT Scientist Is Defying the Establishment on Global Warming and Daring to Agree With George W. Bush. Trouble Is, He May Be Right.*

The first three concern the 2000 US Presidential election; the first two appeared while the result remained unclear, and the third after the final result. (1) and (3) are conspicuous by their lack of a sub-headline, or indeed of any co-text identifying the topic. Even (2) seems unusual, as again there are no linguistic items establishing the topic, nor anything in the headline to indicate that “537” refers to the provisional margin of victory in Florida. Even more striking is (4), the first issue after the terrorist attack on the World Trade Centre. There is no headline at all, just a small caption under a photograph of firefighters raising a flag over the ruins.

It is interesting that the headlines conspicuous by the lack of information provided all concern events

References

- Halliday, M.A.K. (1994) *An Introduction to Functional Grammar*. London: Arnold
- Bloor, T. & Bloor, M. (1995) *The Functional Analysis of English – A Hallidayan Approach*. London: Arnold

APPENDIX 1

Full list of headlines in chronological order.

(In the case of more than one headline, bold print signals the main (i.e. largest) headline. Capitals/small-case letters are reproduced according to the original headlines.)

- 20/11/00 The winner is...
- 27/11/00 The Kato Rebellion – A defiant LDP reformer throws Japan's politics into turmoil
- 4/12/00 537 - After a disputed recount it's back to the courts
- 12/11/00 Japan's DJ Mania – A hot club culture gets down to business
- 18/12/00 Chaos – Will the war of the courts produce a new President – or a constitutional crisis?
- 1/1/01 And now, the hard part
- 8/1/01 The Return of the Z – Reinventing Nissan: Will Reviving Its Classic Muscle Car Do the Trick?
- 15/1/01 Beating Big Brother – How Computer Rebels Kept the US Government From Spying on Americans
- 22/1/01 Exclusive: The President Talks About Separatist Violence, Bombings – And the Political Challenges Ahead – Indonesia – Wahid's Test
- 29/1/01 People Power II – After Estrada: Can Gloria Clean Up The Mess?
- 12/2/01 Fighting Addiction – New Drugs & Treatment – Dependence & The Brain – Lessons from Europe
- 19/2/01 Terror Goes Global - Exclusive: Bin Laden's International Network – Growing Tensions Under Sharon
- 26/2/01 China Cleans Up Its Act – Beijing Puts On A Happy Face in Its Bid to Host the 2008 Olympics
- 5/3/01 Escape from Hell – The Secret Refugee Trails from North Korea – and the story of the people who got out
- 12/3/01 The Teflon Multinational – How Savvy Companies – Like IKEA – Are Beating Anti-Globalization Groups at Their Own Game
- 16/4/01 Collision Course with China – How The Crash Happened: The Lessons for Bush
- 23/4/01 The Reign of the Only Child – Why the Global Surge of Small Families Could Be Costly – Are We Raising a Generation of Brats?
- 30/4/01 Jobs of the Future – Where will you work? –9 New Tech Cities – Life After B-School
- 7/5/01 Is this Man Doomed? – Japan's New Prime Minister Junichiro Koizumi Faces the Same Old Obstacles to Reform
- 14/5/01 God In Your Brain – Does Science Make Religion Unnecessary?
- 21/5/01 Asiawood – The Rise of Multinational Moviemaking For a Pan-Asian Audience.

- 28/5/01 The Other Hi-tech Meltdown - The \$300 Billion Folly - Fear and Greed in The Race For Third Generation Phones.
- 4/6/01 Dropping Out Of Japan, Inc. – Why More Kids Are Choosing Junk Jobs Over Serious Careers
- 11/6/01 After Decades of Confrontation And Persecution...China Makes Peace With the Church
- 18/6/01 The Killer Instinct – What it Takes to Dominate
- 25/6/01 How Technology Will Heal Your HEART – special report – Pills and Treatments of the Future – Robotic Surgery
- 2/7/01 Japan's Brain Drain – Why Asia's Richest Country Cannot Hold On To Its Most Creative Minds
- 9/7/01 Greetings from THE WORLD'S WORST COUNTRIES – A Special Report on the Worst Places to Be Rich, Poor, Female, Gay, A President, a Journalist, A White Male and Many Others
- 16/7/01 Beijing Rules – Believe it Or Not, China's Liveliest. Most Creative and Freest City is...The Communist Capital
- 23/7/01 A Top MIT Scientist Is Defying the Establishment on Global Warming and Daring to Agree With George W. Bush. Trouble is, He May Be Right.
- 30/7/01 An American Original – Katherine Graham 1917-2001
- 6/8/01 Japan's Only Success Story – Why DoCoMo Is the One New Japanese Multinational In Decades
- 13/8/01 Return to the Killing Fields – Cambodia Begins Uncovering Its Gruesome Past – A Special Report
- 20/8/01 30,000 Japanese a year have been killing themselves. Inside a problem the country is only beginning to talk about.
- 27/8/01 Asia's War Over History – It's Not Just Japan. Problems Facing its past make it harder to face the future.
- 3/9/01 China Inc. – China's New Companies Are Destroying Their Asian Competitors. And it's only going to get worse.
- 10/9/01 Koizumi Vs. the Machine – Can he stop the builders before they pave over Japan and bury the economy?
- 17/9/01 Made in Europe – A Spaniard's Genuis for fast-forward fashion could revolutionize the global rag trade. But will it take jobs from Asia?
- 24/9/01 (No headline)
- 14/1/02 The Waking Giant – Signs Point to a Strong US Recovery. Will it Help the Rest of the World?
- 28/1/02 The General's Dream – The inside story of Musharraf's Reforms – Will they be his undoing?
- 11/2/02 The Bible and the Qur'an – Searching the Holy Books for roots of conflict and seeds of reconciliation
- 18/2/02 Made in China – Now Beijing, Not Tokyo, Is Shaping Asia's Economic Future.
- 4/3/02 China – Country Lawyers – Now the people are suing the bureaucrats – Is this the start of real reform?
- 11/3/02 TheWild Culture of Enron – How A Feud at the Top Helped Create A Sex-Drenched, Out-of-Control Company.
- 25/3/02 Welcome Back to Silicon Valley – How the Dot-Com Crash Saved Technology. No Really. By Steven Levy.
- 1/4/02 Cooked Books - How China May Be Faking Its Economic Numbers.

- 15/4/02 The Future of Energy – Can We Get Beyond Mideastern Oil? – Hydrogen Power, Nuclear Plants, Windmills & Solar Dishes.
 22/4/02 Mideast – When Will It End? Newsweek Presents Its Own Modest Peace Plan
 27/5/02 WHAT BUSH KNEW – The August Hijack Warning – The FBI A School Alert – Who Dropped the Ball?

APPENDIX 2

Main headlines realized by a nominal group.

a) Single nominal group (23)

Asiawood
 Chaos
 The Teflon Multinational
 The Kato Rebellion
 The Other Tech Meltdown
 The Killer Instinct
 Japan's Brain Drain
 Japan's Only Success Story
 The Waking Giant
 The General's Dream
 Cooked Books
 Japan's DJ Mania
 Wahid's Test
 Escape from Hell
 Jobs of the Future
 China Inc.
 The Return of the Z
 People Power II
 Collision Course with China
 The Reign of the Only Child
 Asia's War Over History
 The Wild Culture of Enron
 The Future of Energy

b) Related patterns (7)

1. Nominal group complex.

The Bible and the Qu'ran

2. Nominal group as main headline preceded by another headline in smaller print.

(small) China (big) COUNTRY LAWYERS

(small) Welcome back to (big) SILICON VALLEY

3. Nominal group as part of prepositional phrase embedded as a qualifier of another nominal group.

Greetings [[from THE WORLD'S WORST COUNTRIES]]

Return [[to the KILLING FIELDS]]

4. Nominal group plus prepositional phrase

GOD in your brain

Koizumi vs. the Machine

APPENDIX 3

The logical and experiential metafunctions in nominal groups realizing a main headline.

PREMODIFIER				HEAD	POSTMODIFIER
DEICTIC	NUM.	EPITHET	CLASSIFIER	THING	QUALIFIER
				Asiawood	
				Chaos	
The			Teflon	Multinational	
The			Kato	Rebellion	
The Other			Tech	Meltdown	
The			Killer	Instinct	
Japan's			Brain	Drain	
Japan's	Only		Success	Story	
The		Waking		Giant	
The General's				Dream	
		Cooked		Books	
Japan's			DJ	Mania	
				China	Inc.
Wahid's				Test	
				Escape	from Hell
				Jobs	of the Future
				China Inc.	
The				Return	of the Z
			People	Power	II
			Collision	Course	with China
The				Reign	of the Only Child
				War	Over History
The		Wild		Culture	of Enron
The				Future	of Energy

APPENDIX 4

Other patterns realizing main headlines.

a) Full independent declarative clause

30,000 Japanese a year have been killing themselves
Beijing rules

b) Non-finite clause

Beating Big Brother
Fighting Addiction
Dropping Out of Japan, Inc.
Made in Europe
Made in China

c) Full interrogative independent clause

Is this man doomed?
When Will It End?

d) Full independent declarative clause with marked word order

How technology will heal your heart
What Bush Knew

APPENDIX 5

Classification of sub-headlines by grammatical category.

a) Full independent declarative clause

(The Kato Rebellion) - **A defiant LDP reformer throws Japan's politics into turmoil**
(Japan's DJ Mania) - **A hot club culture gets down to business**
(Indonesia – Wahid's Test) **Exclusive: The President Talks About Separatist Violence, Bombings –
And the Political Challenges Ahead –**
(China Cleans Up Its Act) - **Beijing Puts On A Happy Face in Its Bid to Host the 2008 Olympics**
(Is This Man Doomed?) - **Japan's New Prime Minister Junichiro Koizumi Faces the Same Old
Obstacles to Reform**
(Beijing Rules) - **Believe it Or Not, China's Liveliest. Most Creative and Freest City is...The
Communist Capital**
(Return to the Killing Fields) - **Cambodia Begins Uncovering Its Gruesome Past**

(Asia's War Over History) - **It's Not Just Japan. Problems Facing its past make it harder to face the future. (2)**

(China Inc.) - **China's New Companies Are Destroying Their Asian Competitors. And it's only going to get worse. (2)**

(Made in Europe) - **A Spaniard's Genius for fast-forward fashion could revolutionize the global rag trade.**

(The Waking Giant) - **Signs Point to a Strong US Recovery.** Will it help the rest of the World?

(Made in China) - **Now Beijing, Not Tokyo, Is Shaping Asia's Economic Future.**

(China – Country Lawyers) - **Now the people are suing the bureaucrats.** Is this the start of real reform?

(MIDEAST - When Will It End?) - **Newsweek presents its own modest peace plan**

b) Full interrogative independent clause.

(Chaos) – **Will the war of the courts produce a new President – or a constitutional crisis?**

(The Return of the Z) – Reinventing Nissan: **Will Reviving Its Classic Muscle Car Do the Trick?**

(People Power II) – After Estrada: **Can Gloria Clean Up The Mess?**

(The Reign of the Only Child) – Why the Global Surge of Small Families Could Be Costly – **Are We Raising a Generation of Brats?**

(Jobs of the Future) – **Where will you work?** –9 New Tech Cities – Life After B-School

(God In Your Brain) – **Does Science Make Religion Unnecessary?**

(Koizumi Vs. the Machine) – **Can he stop the builders before they pave over Japan and bury the Economy?**

(The Waking Giant) – Signs Point to a Strong US Recovery. **Will it Help the Rest of the World?**

(The General's Dream) – The inside story of Musharraf's Reforms – **Will they be his undoing?**

(China – Country Lawyers) – Now the people are suing the bureaucrats – **Is this the start of real reform?**

(The Future of Energy) – **Can We Get Beyond Mideastern Oil?** – Hydrogen Power, Nuclear Plants, Windmills & Solar Dishes.

(What Bush Knew) – The August Hijack Warning – The FBI School Alert – **Who Dropped The Ball?**

c) Full independent declarative clause with marked word order

(Beating Big Brother)– **How Computer Rebels Kept the US Government From Spying on Americans**

(The Teflon Multinational) – **How Savvy Companies – Like IKEA – Are Beating Anti-Globalization Groups at Their Own Game**

(Collision Course with China) – **How The Crash Happened.** The Lessons for Bush

(The Reign of the Only Child) – **Why the Global Surge of Small Families Could Be Costly – Are We Raising a Generation of Brats?**

(Dropping Out Of Japan, Inc.) – **Why More Kids Are Choosing Junk Jobs Over Serious Careers**

(The Killer Instinct) – **What it Takes to Dominate**

(Japan's Brain Drain) – **Why Asia's Richest Country Cannot Hold On To Its Most Creative Minds**

(Japan's Only Success Story) – **Why DoCoMo Is the One New Japanese Multinational In Decades**

(The Wild Culture of Enron) – **How A Feud at the Top Helped Create A Sex-Drenched, Out-of-Control Company.**

(Welcome Back to Silicon Valley) – **How the Dot-Com Crash Saved Technology.** No Really.
By Steven Levy.

(Cooked Books) - **How China May Be Faking Its Economic Numbers.**

d) Nominal Groups and Nominal Group Complexes (19)

(Fighting Addiction) – **New Drugs & Treatment – Dependence & The Brain – Lessons from Europe**
(Terror Goes Global) Exclusive: **Bin Laden's International Network – Growing Tensions Under Sharon**

(Escape from Hell) – **The Secret Refugee Trails from North Korea – and the story of the people who got out**

(Jobs of the Future) – Where will you work? – **9 New Tech Cities – Life After B-School (2)**

(Asiawood) – **The Rise of Multinational Moviemaking For a Pan-Asian Audience.**

(The Other High-Tech Meltdown) - **The \$300 Billion Folly: Fear and Greed in The Race For Third Generation Phones.**

(How Technology Will Heal Your HEART) – special report – **Pills and Treatments of the Future – Robotic Surgery**

(Greetings from THE WORLD'S WORST COUNTRIES) – **A Special Report on the Worst Places to Be Rich, Poor, Female, Gay, A President, a Journalist, A White Male and Many Others**

(The General's Dream) – **The inside story of Musharraf's Reforms** – Will they be his undoing?

(The Future of Energy) – Can We Get Beyond Mideastern Oil? – **Hydrogen Power, Nuclear Plants, Windmills & Solar Dishes.**

(What Bush New) - **The August hijack warning - The FBI school alert - Who dropped the ball?**

e) Others

Prepositional phrase: (30,000 Japanese a year have been killing themselves.) **Inside a problem the country is only beginning to talk about.**

Exclamation + prepositional phrase: (Welcome Back to Silicon Valley)– **How the Dot-Com Crash Saved Technology. No Really. By Steven Levy.**

APPENDIX 6

SFPFA functions in sub-headlines.

a) Full declarative independent clauses.

1.

A defiant reformer	throws	Japan's politics	into turmoil
S	F/P	C _{do}	A _{cir}

2.

A hot club culture	gets	down	to busines
S	F/P	A _{cir}	A _{cir}

3.

The President	Talks	About Separatist Violence, Bombings and the Political Challenges
S	F/P	A _{cir}

4.

Beijing	Puts On	A Happy Face	in Its Bid to Host the 2008 Olympics
S	F/P	C _{do}	A _{cir}

5.

Japan's New Prime Minister Junichiro Koizumi	faces	the Same Old Obstacles to Reform
S	F/P	C _{do}

6.

Believe it Or Not	China's Liveliest, Most Creative and Freest City	is	The Communist Capital
A _{mod}	S	F/P	C _{do}

7.

Cambodia	Begins Uncovering	Its Gruesome Past
S	F/P	C _{do}

8.

It	's not	just	Japan
S	F	A _{mod}	C _{int}

9.

Problems Facing its past	make	it	harder	to face the future
S	F/P	C _{do...}	C _{int}	C _{do} <i>continued</i>

10.

China's New Companies	Are	Destroying	Their Asian Competitors.
S	F	P	C _{do}

11.

And	it	's	only	going to get	worse
(conjunction)	S	F	A _{mod}	P	C _{int}

12.

A Spaniard's Genius for fast-forward fashion	could	revolutionize	the global rag trade
S	F	P	C _{do}

13.

Signs	Point to	a Strong US Recovery
S	F/P	C _{do}

14.

Now	Beijing, Not Tokyo	Is	Shaping	Asia's Economic Future.
A _{mod}	S	F	P	C _{do}

15.

Now	the people	are	suing	the bureaucrats.
A _{mod}	S	F	P	C _{do}

16.

Newsweek	presents	its own modest peace plan
S	F/P	C _{do}

b) Full interrogative independent clauses.

1.

Will	the war of the courts	produce	a new President?
F	S	P	C _{do}

2.

Will	Reviving Its Classic Muscle Car	Do	the Trick?
F	S	P	C _{do}

3.

Can	Gloria	Clean Up	The Mess
F	S	P	C _{do}

4.

Are	We	Raising	a Generation of Brats
F	S	P	C _{do}

5.

Will	it	Help	the Rest of the World?
F	S	P	C _{do}

6.

Will	they	be	his undoing?
F	S	P	C _{int}

7.

Is	this	the start of real reform?
F	S	C _{int}

8.

Can	We	Get	Beyond Mideastern Oil?
S	F	P	A _{cir}

9.

Does	Science	Make	Religion	Unnecessary?
S	F	P	C _{do}	C _{int}

10.

Can	he	stop	the builders	before	they	pave over	Japan	and	bury	the economy
F	S	P	C _{do}	A _{cir}	S	F/P	C _{do}		F/P	C _{do}

11.

Where	will	you	work?
A _{cir}	F	S	P

12.

Who	dropped	the ball?
S	F/P	C _{do}

c) Full independent declarative clause with marked word order.

1.

How	Computer Rebels	Kept	the US Government	from Spying on Americans
A _{cir}	S	F/P	C _{do}	A _{cir}

2.

How	Savvy Companies Like IKEA	Are	Beating	Anti-Globalization Groups	at Their Own Game
A _{cir}	S	F	P	C _{do}	A _{cir}

3.

How	The Crash	Happened
A _{cir}	S	F/P

4.

Why	the Global Surge of Small Families	Could	Be	Costly
A _{cir}	S	F	P	C _{int}

5.

Why	More Kids	Are	Choosing	Junk Jobs	Over Serious Careers
A _{cir}	S	F	P	C _{do}	A _{cir}

6.

What	it	Takes	to Dominate
C _{do}	Sub...	F/P	...ject

7.

Why	Asia's Richest Country	Cannot	Hold On	To Its Most Creative Minds
A _{cir}	S	F	P	C _{do}

8.

Why	DoCoMo	Is	the One New Japanese Multinational In Decades
A _{cir}	S	F	C _{int}

9.

How	A Feud at the Top	Helped Create	A Sex-Drenched, Out-of-Control Company.
A _{cir}	S	F/P	C _{do}

10.

How	the Dot-Com Crash	Saved	Technology
A _{cir}	S	F/P	C _{do}

11.

How	China	May	Be Faking	Its Economic Numbers
A _{cir}	S	F	P	C _{do}

APPENDIX 7

Nominal group complexes and embedding in nominal group complexes as sub-headlines.

Nominal group complexes indicated by underlining. Embedding indicated by double brackets. Embedded clauses in italics.

New Drugs & Treatment – Dependence & The Brain – Lessons [[from Europe]]

Bin Laden's International Network – Growing Tensions [[Under Sharon]]

The Secret Refugee Trails [[from North Korea]] - and the story [[of the people *[[who got out]]*]]

(these two headlines are separated, but the conjunction and suggests that they should be treated as one nominal group complex)

9 New Tech Cities – Life [[After B-School]]

The Rise [[of Multinational Moviemaking [[For a Pan-Asian Audience]].]]

The \$300 Billion Folly: Fear and Greed [[in The Race [[For Third Generation Phones]].]]

Pills and Treatments [[of the Future]] – Robotic Surgery

A Special Report [[on the Worst Places *[[to Be Rich, Poor, Female, Gay, A President, a Journalist, A White Male and Many Others]]*]]

The inside story [[of Musharraf's Reforms]]

Hydrogen Power, Nuclear Plants, Windmills & Solar Dishes.

The August Hijack Warning – The FBI Flight School Alert