



OPEN ACCESS

Key Words

Language style, news headlines, lifestyle, statistically analyze

Corresponding Author

Tiwphai Munkhongdee
Faculty of Liberal Arts, North
Bangkok University, Pathum Thani
12130, Thailand

Received: 2 November 2022

Accepted: 28 November 2022

Published: 14 December 2022

Citation: Tiwphai Munkhongdee and Narawan Chumnumnawin, 2022. Language Style of Social and Lifestyle News Headline in Bangkok Post Online. The Social Sci., 17: 26-30, doi: 10.59218/maktss.2022.26.30

Copy Right: MAK HILL Publications

Language Style of Social and Lifestyle News Headline in Bangkok Post Online

Tiwphai Munkhongdee and Narawan Chumnumnawin

Faculty of Liberal Arts, North Bangkok University, Pathum Thani 12130, Thailand

ABSTRACT

The study titled "Language Style of Social and Lifestyle News Headline in Bangkok Post Online" aimed to investigate the language style of news headlines from three aspects-types of headlines, structure of headlines and language form. Eighty social and lifestyle headlines were collected from the Bangkok Post's social and lifestyle section in March 2022. The data were statistically analyzed based on percentages. The result of this study showed that the direct headline 57% was used the most, while the quote headline 1% was used the least. The most popular headline structure was noun+verb 47% and active voice 92% was the most frequently used form. Direct headline is the most popular form used in Bangkok Post Online. The most commonly used structure of social and lifestyle news in Bangkok Post Online is noun+verb. The active form is used more frequently than the passive form.

INTRODUCTION

Newspaper is one of the media that play an important role in people's life. It gives people information about the day-to-day situation locally and around the world. Through the language used, people get the various news about local, business, sports, social, lifestyle and international events. The newspaper has a potential power in the human society because it determines what news is given to the society or who can get into the newspaper. The newspaper reports news, promotes the education of society and provides photos of events. The morning newspaper is important in daily life, readers pick it up to learn what is going on in the world and what will affect their daily activities. Thus, in 1990, a newspaper reaches readers at the breakfast table or is read by readers on their way to work or to their destinations^[1]. The Academic American Encyclopedia^[2] broadly describes a newspaper as "an unaffiliated, periodically published publication that seeks to inform, analyze, influence and entertain."

People from all walks of life need to be informed about important events and what is happening in their society. Therefore, they need to keep abreast of what is happening around them on a daily basis. They need information about the latest discoveries and inventions so that they can stay up to date and fit into society and the changing world. For this reason, they need to keep up with information from various media outlets called news on a daily basis. Nowadays, it is generally accepted that news plays an increasingly important role in daily life. People all over the world consume news to keep themselves informed about what is happening in their own country and in other countries.

In Thailand, there are two well-known English-language newspapers - Bangkok Post and The Nation. Both are considered the most credible and reliable for national and international news. According to Kittikool^[3], Bangkok Post is one of the largest and best known English-language daily newspapers in Thailand. In addition, the Bangkok Post is the most popular English-language newspaper among most native English speakers.

Bangkok Post provides many types of news, such as business news, sports news, international news, art news, entertainment news, advertising, etc. This research focuses on society and lifestyle news because this is the section that most readers read for entertainment. Entertainment events are discussed in many places. This is because entertainment news is directly related to most people.

An important part of a news story is the headline, especially when it appears on the front page of the newspaper, because it has a great impact on the eyes. In addition, headlines often have special language to convey the information to readers. The language of

headlines is different from simple written language, because the aim of headlines is to make readers read. According to Laumsupanimit, the headline is an integral part of the news. It tells readers what the news is about and helps them find what they are interested in at a glance. Front page headlines, in particular, play an important role in delivering the most important news of the day by summarizing a large amount of information in a small space and drawing readers' attention to the news. Generally, headlines consist of only four or five words, as noted by Laumsupanimit.

"Articles and verbs are actually omitted from headlines. Deleting words to make headlines short and meaningful must be done carefully or it can lead to ambiguous headlines. Good headlines should allow readers to understand them without having to read the news." So newspaper headlines are important because they use the most interesting content to grab the reader's attention. Often, headlines describe important events in society and lifestyle.

Based on the above description, the researcher found that social and lifestyle news headlines reach a large audience. Therefore, the researcher intends to conduct a study on the "Language Style of Social and Lifestyle Headlines in Bangkok Post" The study will mainly focus on three aspects: The type of headlines, the structure of headlines and the language form.

Objective:

- To analyze the language style of Social and Lifestyle news headlines in the Bangkok Post in three aspects: Types of Social and Lifestyle news headlines, the structure of Social and Lifestyle news headline and the voice form
- To identify the general characteristics of the language style used by writers or editors in the Social and Lifestyle news headlines in the Bangkok Post

Expected benefits:

- The research findings might be worthwhile for instructors who teach in the course of newspaper writing or English for newspaper
- The results can be used as a reference for further study in the fields of language, social or mass communication
- The results will be useful to students, faculty, newspaper editors and newspaper publishers interested in the linguistic features of social and lifestyle headlines. They will create an awareness of the language style used in the Bangkok Post. They can use it for comparison with other newspaper headlines to make it more motivating and attention-grabbing for readers

Conceptual framework: Five types of headlines, including direct headlines, question headlines, quote headlines, feature headlines and complex headlines, were used as the conceptual framework for the study.

Types of Social and Lifestyle News Headlines:

- Straight headline
- Question headline
- Quotation headline
- Feature headline
- Complex headline

In term of surface structural categorization, seven headline types were used to categorize 80 selected news headlines.

Structure of Social and Lifestyle News Headlines:

- Noun+Verb
- Noun+V ing
- Noun+V3
- Noun+to
- Noun+preposition
- Noun+adjective
- Noun phrase (modifier noun)
- n/a

In addition, 80 news headlines were identified as active or passive voice.

MATERIALS AND METHODS

Data for this study were selected from social and lifestyle headlines from the Social and Lifestyle section of the Bangkok Post Online, March 2022. Eighty headlines were collected from the Bangkok Post Online website in March 2022.

Data analysis: News headlines from the Social and Lifestyle section of the Bangkok Post Online issued in March 2022 were collected. There were eighty news headlines. Each of the Social and Lifestyle news headlines were analyzed according to the criteria: Types of social and lifestyle news headlines, structure of social and lifestyle news headlines and the voice form.

RESULTS

Types of social and lifestyle headlines: The eighty Social and Lifestyle headlines were manually analyzed to determine the nature of the headlines in terms of writing style based on the above theory. The headlines of social and lifestyle news can be classified into five types: Direct headline, question headline, quote headline, feature headline and complex headline. The frequency of occurrence of the headline types in terms of writing style is shown in Table 1.

From the above results, five types of art and entertainment headlines were used in Bangkok Post Online in terms of writing style. The most popular type of headline was the direct headline 51%. In second place was the feature headline 32%. Third was the complex headline 8%. The fourth was the question headline 5%. The last was a quote headline 4%.

Structure of social and lifestyle news headline: The eighty social and lifestyle headlines were analyzed to find out their language style in terms of structure. The headlines of social and lifestyle news can be divided into seven types: Noun+Verb, Noun+Ving, Noun+V3, Noun+to, Noun+Preposition, Noun+Adjective and Noun Phrase. The frequency of occurrence of the structure of social and lifestyle headlines is shown in Table 2.

The results show that 6 different patterns were used in the Bangkok Post Online for the structure of art and entertainment headlines. Noun+adjective was not found in Bangkok Post Online. The noun+verb pattern 44% occurred most frequently and the second was noun+preposition. Noun Phrase (modifier noun) was in third place 12%. Noun+V3 8% was fourth. In fifth place was N/A 6% (a headline that did not match these patterns for headline structure). The sixth was noun+to 4%. Noun+V ing 1% was last.

However, there was five art and entrainment news headline which did not match these patterns of the structure of news headlines writing and it was in n/a.

From the result above, it was shown that Noun+Adjective was not found in this study. It could be assumed that the editor of art and entrainment news in Bangkok Post Online might not prefer using this kind of news headline structure pattern. Moreover, it could

Table 1: Frequencies of occurrence of types of social and lifestyle news headlines

Types of social and lifestyle news headlines	Frequencies of occurrence		
	No. of headline	Percentage	Rank
Straight headline	40	51	1
Question headline	6	8	3
Quotation headline	4	5	4
Feature headline	25	32	2
Complex headline	3	4	5
Total	80	100	

Table 2: Structure of social and lifestyle news headline

Structure of social and lifestyle news headlines	Frequencies of occurrence		
	No. of headline	Percentage	Rank
Noun+Verb	30	37	1
Noun+Ving	6	7	5
Noun+V3	3	4	7
Noun+to	6	8	4
Noun+preposition	15	19	2
Noun+adjective	5	6	6
Noun phrase (modifier noun)	6	8	4
n/a	9	11	3
Total	80	100	

Table 3: Frequencies of occurrence of the voice form

The voice form	Frequencies of occurrence		
	No. of headline	Percentage	Rank
Active voice	70	87	1
Passive voice	10	13	2
Total	100	100	

be inferred that this kind of pattern was consider unattractive to readers: Therefore, it did not exist in art and entrainment news.

The voice form: It was found that in the Bangkok Post, the active voice was more wildly used than the passive voice in the art and entrainment news headlines. With reference to the analysis, the results of the frequencies of occurrence of active and passive voices are shown in the Table 3.

The analysis showed that the active voice was used more frequently than the passive form in the headlines of social and lifestyle news. The percentage was 92%, while the passive form was only 8%.

Evidently, it can be concluded that in the Bangkok Post Online the trends of social and lifestyle news headline writing in terms of voice, the active voice is the most preferable.

DISCUSSIONS

Based on the results of the study, there are some interesting points that should be discussed in some aspects as follows: Social and lifestyle news headlines are different from writing other stories because a news writer's goal is to get readers to read the news in detail. As shown in the research, some headlines are written with only a few words. This is because social and lifestyle news is read by only a portion of the population. On a web page, headlines should immediately grab readers' attention. Sometimes, they also confuse readers when they skim a headline. As a result, there is a chance that readers will click on the headline that interests them and read the details of the news. This statement is consistent with that of Laumsupanimit: The headline is the most important part of a news story. It is the first part of the news that the reader glances at. A headline must be short, interesting and easy to understand. Good headlines

should allow the reader to understand them without having to read the news. This information is correct and the researcher agrees with these statements. From the research findings, most social and lifestyle headlines are short, do not contain longer sentences and are written in bold to attract readers.

Fredrickson and Wedel^[4] mentioned that there are five types of newspaper headlines: Direct headline, question headline, quote headline, feature headline and complex headline. The results of this research revealed that straight headlines are often used for social and lifestyle headlines because the information is easy to convey. Readers can immediately understand what they are reading.

According to Sawas, there are many types of headlines classified in terms of surface structure. It can be divided into seven types of headlines in terms of the structural categorization of the surface. The results of this research show that the noun+verb pattern is most commonly used, while there is no noun+adjective pattern and five headlines from social and lifestyle do not fit the types of structural surface categorization. The researcher finds that most of the headlines from the social and lifestyle field have the pattern noun+verb, which fits the type of headlines from the social and lifestyle field, as the direct headline is ranked first. This is true because the direct headline is a type of headline for social and lifestyle news that is directly informative, easy to understand and short. The news reporter should formulate his headline for social and lifestyle news with the structure of noun+verb to make it attractive and easy for readers to understand.

Brook and Sissors^[5] mention that it is usually better to use the active voice or subject-verb-object model than the passive voice. This theory is consistent with that of Broussard and Holgate, who argue that one should avoid the passive voice when writing messages. This is consistent with the results of this study, which found that the active form is used more often than the passive form.

CONCLUSION

The conclusions of the study are described in relation to the research questions that aimed to answer the following questions: (1) What type of art and carry-along headlines are most commonly used in the Bangkok Post Online? Simple headline is the most popular type used in Bangkok Post Online, followed by feature headline, complex headline, quote headline and quote headline, (2) Which structure of social and lifestyle news is most commonly used in the Bangkok Post Online? The most common structure used in Bangkok Post Online for social and lifestyle headlines is noun+verb, while noun+adjective does not occur in this newspaper, (3) Which form of speech is most commonly used in the Bangkok Post? When writing social and lifestyle news in the Bangkok Post Online, the active form of speech is used more often than the passive form and (4) What are the common characteristics of language style used in the Bangkok Post Online? The common characteristics of language style used in the Bangkok Post are as the following:

To omit verb to be:
For example: Swimmers invited to make a splash
(Swimmers are invited to make a splash)
Eucerin anti-ageing serum embraces change
(Eucerin anti-ageing serum is embracing change)
To write news headlines short

RECOMMENDATIONS

Since eighty social and lifestyle headlines in the Bangkok Post in March 2022 were selected for this

study, more social and lifestyle headlines should be collected in further studies and the data collection period should be extended to obtain more reliable results. This study deals exclusively with the language style of headlines in social and lifestyle fields in three aspects: Types of headlines, headline structure and language form. Further studies should also investigate other types of language style to expand the function of grammatical structure used in English newspapers. This study is limited to the language style of social and lifestyle headlines. Further studies should examine other types of headlines, e.g., sports news, business news, etc. This study refers to English news only, Bangkok Post Online. Therefore, further studies could be conducted by analyzing the language style of social and lifestyle headlines in other English online news.

REFERENCE

1. Taiwo, R., 2007. Language, ideology and power relations in Nigerian newspaper headlines. Taiwo: Nigerian Newspaper Headlines, https://www.academia.edu/47685368/Language_Ideology_and_Power_Relations_in_Nigerian_Newspaper_Headlines
2. Academic American Encyclopedia, 1989. Academic American Encyclopedia. 3rd Edn., Grolier, ISBN-13: 9780717220243, Pages: 482.
3. Kittikool, N., 2004. An Analysis of Idiomatic and Literal Meanings of Phrasal Verbs Used in The Bangkok Post Front-Page Headlines. MSC.
4. Fredrickson, T.L. and P.F. Wedel, 1984. English by Newspaper. Rowley, Barry Baddock. Pergamon Press Ltd., Pages: 103.
5. Brooks, B.S. and J.Z. Sissors, 2001. The Art of Editing. 7th Edn., Allyn & Bacon, ISBN-13: 9780205319572