

การวิเคราะห์โครงสร้างนามวลีที่ปรากฏในพาดหัวข่าวภาษาอังกฤษของ หนังสือพิมพ์บางกอกโพสต์

An Analysis of Noun Phrase Structures Used in the Bangkok Post Headlines

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การศึกษานี้มีวัตถุประสงค์เพื่อวิเคราะห์โครงสร้างนามวลี (Noun Phrase) และความถี่ที่ปรากฏในพาดหัวข่าวภาษาอังกฤษประเภทข่าวกีฬา ข่าวเศรษฐกิจและธุรกิจ ข่าวอาชญากรรม และข่าวการเมืองของหนังสือพิมพ์บางกอกโพสต์ และเพื่อศึกษาลักษณะโครงสร้างพาดหัวข่าวภาษาอังกฤษที่ปรากฏในประเภทข่าวกีฬา ข่าวเศรษฐกิจและธุรกิจ ข่าวอาชญากรรม และข่าวการเมืองของหนังสือพิมพ์บางกอกโพสต์และเสนอแนวทางการนำไปพัฒนาการสอน กลุ่มตัวอย่างที่ใช้ในการศึกษาครั้งนี้ คือ พาดหัวข่าวภาษาอังกฤษประเภทข่าวกีฬา ข่าวเศรษฐกิจและธุรกิจ ข่าวอาชญากรรม และข่าวการเมืองจากหนังสือพิมพ์บางกอกโพสต์ จำนวน 588 พาดหัวข่าว ซึ่งใช้วิธีการสุ่มตัวอย่างแบบเจาะจง (Purposive Sampling) โดยเป็นพาดหัวข่าวที่เป็นนามวลีในรูปแบบของกลุ่มคำ เครื่องมือที่ใช้ในการวิจัย คือ โครงสร้างนามวลี (Noun Phrase) โดยแบ่งเป็นประเภทย่อยตามวิวัฒนาการโพธิ์ (2543) จำนวน 2 โครงสร้าง คือ Pre-modifier + Noun และ Noun + Post-modifier และทำการวิเคราะห์ข้อมูลและเปรียบเทียบความถี่ของโครงสร้างนามวลี (Noun Phrase) ที่ปรากฏในพาดหัวข่าวภาษาอังกฤษของหนังสือพิมพ์บางกอกโพสต์ ได้แก่ ค่าเฉลี่ยร้อยละ ผลการวิจัยพบว่า ในภาพรวมจาก 4 ประเภทข่าว มีการใช้รูปแบบโครงสร้างนามวลี แบบ Pre-modifier + Noun จำนวน 359 พาดหัวข่าว คิดเป็นร้อยละ 62.35 มากกว่า รูปแบบโครงสร้างนามวลีแบบ Noun + Post-modifier ที่มีจำนวน 229 พาดหัวข่าว คิดเป็นร้อยละ 37.65 และเมื่อวิเคราะห์แยกตามประเภทของข่าวทั้ง 4 ประเภท พบว่า ข่าวการเมือง มีการใช้รูปแบบโครงสร้างนามวลี แบบ Pre-modifier + Noun มากที่สุด คิดเป็นร้อยละ 67.94 รองลงมา คือ ข่าวอาชญากรรม คิดเป็นร้อยละ 66.7 และข่าวเศรษฐกิจและธุรกิจ คิดเป็นร้อยละ 65.54 ซึ่งมีเพียงข่าวกีฬานั้นที่มีการใช้รูปแบบโครงสร้างนามวลีแบบ Noun + Post-modifier มากกว่า แบบ Pre-modifier + Noun คิดเป็นร้อยละ 50.8 ต่อ 49.2 โครงสร้างนามวลี แบบ Pre-modifier + Noun ที่ปรากฏในพาดหัวข่าวภาษาอังกฤษมากที่สุด คือ Adjective Phrase มีค่าเฉลี่ยอยู่ที่ร้อยละ 42.21 และ พบการใช้ Adverb Phrase น้อยที่สุด มีค่าเฉลี่ยอยู่ที่ร้อยละ 0.83 และเมื่อพิจารณาเป็นรายข้อแยกตามประเภทข่าว พบว่า ข่าวกีฬา และ ข่าวเศรษฐกิจและธุรกิจ ใช้รูปแบบการเขียนแบบ Adjective Phrase มากที่สุด มีค่าเฉลี่ยอยู่ที่ร้อยละ 46.15 และ 45.36 ตามลำดับ โครงสร้างนามวลี แบบ Noun + Post-modifier ที่ปรากฏในพาดหัวข่าวภาษาอังกฤษมาก

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ที่สุด คือ Prepositional Phrase มีค่าเฉลี่ยอยู่ที่ร้อยละ 74.72 และ พบการใช้ Apposition น้อยที่สุด มีค่าเฉลี่ยอยู่ที่ร้อยละ 1.19 และเมื่อพิจารณาเป็นรายข้อแยกตามประเภทข่าว พบว่า ทุกประเภทข่าวนิยมใช้รูปแบบการเขียนแบบ Prepositional Phrase โดยข่าวกีฬา นิยมใช้มากที่สุด มีค่าเฉลี่ยอยู่ที่ร้อยละ 81.91

คำสำคัญ: โครงสร้างนามวลี นามวลี พาดหัวข่าวภาษาอังกฤษ

Abstract

The study aimed to analyze the structures of noun phrases and find out the frequency of occurrence of each structural type of noun phrases used in the English headlines including sports news, economic and business news, criminal news, and political news in the Bangkok Post and to examine the features of English headlines of sports news, economic and business news, criminal news, and political news in the Bangkok Post, which further contributes for useful guidelines on teaching development. The samples used for this study were 588 English headlines of sports news, economic and business news, criminal news, and political news in the Bangkok Post, which were selected by purposive sampling. The instruments consisted of two structural types of noun phrases based on the classification of Banpho (2000) : 'Pre-modifier + Noun' and 'Noun + Post-modifier'. The data were analyzed and then compared among different English headlines. The research statistics for data analysis was frequency and percentage. Overall, the results revealed that two structural types of noun phrases occurred in the English headlines of four genres of news. 'Pre-modifier + Nouns' were found in 359 English headlines with the percentage of 62.35% and 'Noun + Post-modifiers' were found in 229 English headlines with the percentage of 37.65%. According to each genre of news, it was found that 'Pre-modifier + Noun' was mostly used in the Political news, with the percentage of 67.94%, followed by the Criminal news, with the percentage of 66.7%, and the Economic and Business news, with the percentage of 65.54%. As for the Sports news, 'Noun + Post-modifier' was mostly used with the percentage of 50.8%. In terms of 'Pre-modifier + Noun', the findings showed that Adjective Phrase was used the most with the percentage of 42.21% and Adverb Phrase was used least with the percentage of 0.83. The findings further revealed that Adjective Phrase appeared mostly in the Sports news and the Economic and Business news with the percentage of 46.15% and 45.36%. In terms of 'Noun + Post-modifier,' the findings showed that Prepositional Phrase was mostly used with the percentage of 74.72%, and Apposition was least used with the percentage of 1.19%. The findings further revealed that Prepositional Phrase mainly appeared in the Sports news with the percentage of 81.91%.

Keywords: Noun Phrase Structure, Noun Phrase, English Headline

Introduction

There are three main parts in all types of news: headline, lead, and body. Headline performs the most significant part of the news article. It is used to attract readers (Chavanachid & Sripicham, 2019). According to Walters (2017: 3), lead and body are significant for writing news articles called inverted pyramid (lead-body-tail). The inverted pyramid structure is the structure of most-important-to-least-important order of information in a news story, therefore, it can be said that headline is the part of news that informs the most important information in news.

The headline is a unique type of text. It has a scope of functions that specifically dictates shape, content and structure, and it operates with restrictions that limit the freedom of the writer. For example, the space that the headline will hold is always ordered by the layout and the size of the typeface will similarly be restricted. Moreover, the headline has the limit to contain a story and its attempt to attract a reader to a story or be ambiguous or confusing (Reah, 1998: 13-14). Very often Thai readers are confused and misunderstand sentence meaning and words used in the headline due to English headline is characterized specifically in language type and grammar so it is essential to analyze the headline structure especially in structure of Noun Phrase (Biber et al., 1999: 578). Headline is written with various of noun phrase structures so if the readers understand the English headline structures, they will lead to help improve reading in English news and others in the newspaper.

Theories on headlines identify roles of headlines differently according to researcher. Some states that the headline is only to attract the attention rather than to give information so the headline is persuasive for the readers to read (Ifantidou, 2009: 700-701), as well as the idea of Dor (2003) which is influenced from Sperber and Wilson (1986, cited in Dor, 2003) who state that the role of headline is to link the content of the headline to the readers or in the work of Bonyadi and Samuel (2013: 8) which summarizes the headline feature from the comparison of headlines of New York Times and Tehran Times in that they not only introduce title or heading of the news but also present the writers' attitude that influence the readers and tune in readers' understanding in the body of the news. In addition, the headlines help grasp the main ideas of the news (Bonyadi & Samuel, 2013: 1). The issue of specific feature of headlines in general can be defined as the compressed language feature as the paper space having word omission or style of showing feelings or the related research of Monocomble (2018) stating that the headline is the break of the rule of English grammar and often mentioned of the sentence reduction.

The aforementioned headline feature is for space constraint but not specifically significant in online newspaper including headline writing is not only to produce the news in time and update with quantity within short time but also is to perceive the readers (Monocomble, 2018).

In addition, various headline writing structures are communicated with meanings in the news about semantics rather than pragmatics (Iarovici & Amel, 1989; Dor, 2003; Monocoble, 2018).

From the feature and role of headlines aforementioned, it is an essential component to readers' understanding in the body of the news. Reading for understanding of headlines, the knowledge and understanding of the headlines are significant though the headlines themselves may differ in terms of genre of the news or the purpose of the reading.

Literature Reviews

The related English headline structures overseas are studied on the issue of headline feature in generally found, word omission feature in the headline structure as well as the role of information provider of headlines (Chovanec, 2003; Bonyadi & Samuel, 2013; Younus, 2019). The features of headline structures are written with Nominal headlines ranked second from all the headlines (Chovanec, 2003) or in the headline of the Newspaper editorials of New York Times, it was found that they use the nonverbal type with pre-modified, post-modified, pre-and post-modified and nonmodified much with percentage of 75 while English headlines in local newspaper like Tehran Times, it was found only 40 percent with mainly of pre-modified and post-modified.

Studies on structural types of noun phrases used in English headlines were found in those of Biber et al. (2009), which classified Pre-modifiers into 2 types: Attributive adjectives and Participial adjectives, and also Nouns as pre-modifiers and Post-modifiers into 2 types: Clausal post-modifiers-consisting of relative clauses, ing/ed clause and to clause and Phrasal post-modifiers-consisting of appositive noun phrases and prepositional phrases. The studies were carried out to examine the historical changes in the use of Pre-modifiers and Post-modifiers in newspaper reportage of AmE and BrE.

The research in Thailand related with headlines such as Charuchinda (2003), he analyzed features of Noun Phrases used on the front page of English headlines in the Bangkok Post newspaper by applying the classification theory of Banpho (2000). The findings were found that every heading of the front page is comprised of at least 1 type of Noun Phrase structure and in terms of frequency, noun phrase with post-modifiers were found the most with the percentage of 36.36 followed by post-modifiers with the percentage of 32.26 and Pre-modifier + Noun + post-modifier were found the least with the percentage of 1.76. Noun phrases with post-modifiers were relative clauses, to-infinitive clauses, ing-participle clauses, ed-participle clauses, prepositional phrases, adverb phrases, adjective phrases and appositions. Charuchinda (2003) stated that these types of modifiers made the noun phrases with post modifiers longer than noun phrases with pre-modifiers.

Furthermore, Charuchinda (2003) has analyzed the headline features on types of noun phrase structures. It has been found that the front page of Bangkok Post newspaper, the headline is written using complete sentences most with the percentage of 45.55, followed by written with the incomplete ones with the percentage of 36.30. Moreover, Bunyarat (2020) has compared the features of headline structures in conventional (paper) newspaper with online newspaper: Bangkok Post and The Nation by using headline structure framework of Mardh (1980) which does not differ from headline structure formats and the most found headlines genre were verbal headlines or complete sentences with the percentage of 88.35 in the conventional newspaper and with the percentage of 88.01 in online newspaper followed by Nominal headlines or word groups with the percentage of 11.22 in conventional newspaper and with the percentage of 11.71 in online newspaper.

The work of Charuchinda (2003) only studied the front page of the newspaper while Bunyarat's studied every genre of the Bangkok Post newspaper which lack the study of inner headline writing without knowing which component is the major one component. This research aimed to study types of Noun Phrases in headlines which do not occur in the front page of the Bangkok Post newspaper well known in Thailand as well as to analyze headline structures with the complete sentences or incomplete ones to benefit the content subject related to English use in newspaper media.

Objectives

1. To analyze Noun Phrase structure and frequency occurred in the headlines of sports news, economic and business news, criminal news, and political news in the Bangkok Post newspaper.
2. To study the structures of the headlines occurred in the headlines of sports news, economic and business news, criminal news, and political news in the Bangkok Post newspaper and to propose the model for teaching development.

Conceptual framework

This study is to analyze and study the frequencies of Noun Phrase including the features of the English headlines occurred in the Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post newspaper with the conceptual framework as follows:

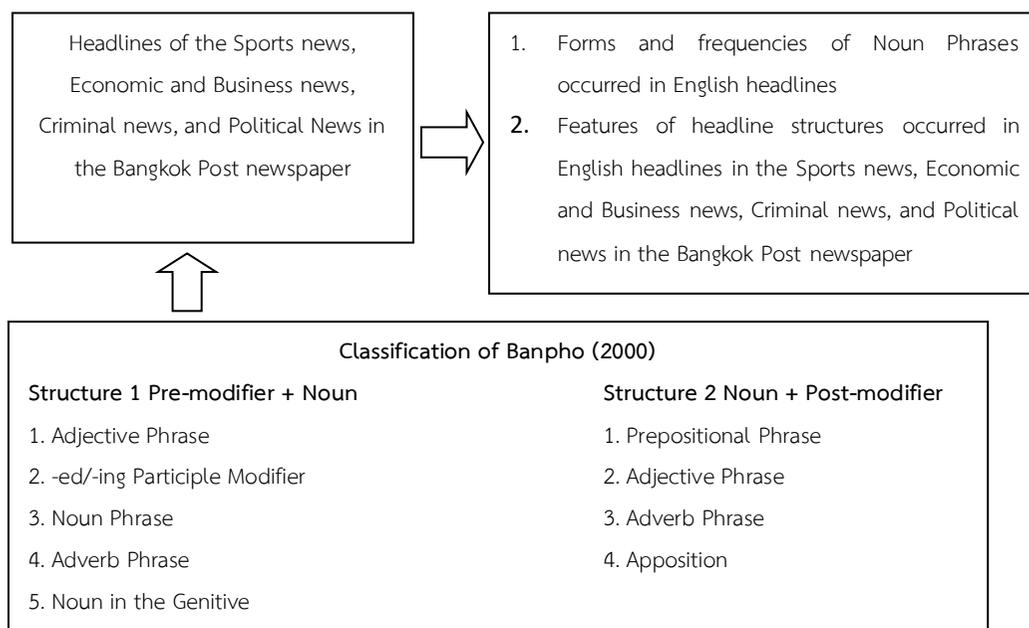


Figure 1 Conceptual Framework

The present study was carried out to further examine the structures of noun phrases used in the English headlines which was previously studied by Charuchinda (2003) using the classification of Banpho (2000). In order to obtain more complete results, this study investigated the structures of noun phrases used in the English headlines including Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post using structural types of noun phrases based on the classification of Banpho (2000).

Methodology

Population and sample

Population is the 612 English headlines in the Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post newspaper from June-July 2018.

Samples are 588 headlines using Noun Phrases occurred in the Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post newspaper by purposive sampling.

Instruments used for Data Collection

The research instruments are 2 structures of noun phrases using the classification of Banpho (2000) which can be divided as follows:

Structure 1 Pre-modifier + Noun

Pre – modifier is a noun modifier consisting of:

1. Adjective Phrase
2. -ed/-ing Participle Modifier
3. Noun Phrase
4. Adverb Phrase
5. Noun in the Genitive

Structure 2 Noun + Post-modifier

Post - modifier consisting of:

1. Prepositional Phrase
2. Adjective Phrase
3. Adverb Phrase
4. Apposition

The structural analysis can be divided into 2 groups: complete sentences and incomplete sentences by applying the definition of Prateepchaikul (2010: 11)

- Complete sentence is the same as sentence in general with a complete thought comprised of subject and predicate without omitting main verbs or verb be; however, the omission of articles is applied for example, Messi links future with Argentina's result (The Bangkok Post).

- Incomplete sentence is the sentence which omits predicate or main verbs including verb be which mainly is in passive voice and continuous tense with adjective and prepositional phrase e.g. Hot Russia riding the wave of euphoria (The Bangkok Post).

Data collection

1. Collect English headlines in the Sports news, Economic and Business news, Criminal news, and Political news from the Bangkok Post newspaper from June-July 2018 and random samples purposively only Noun Phrase headlines of 588 headlines.

2. Study and analyze noun phrase structures of Banpho (2000) on English headlines in 2 main structures: Structure 1: Pre-modifier + Noun and Structure 2: Noun + Post-modifier.

3. Take the structures approved by the experts and analyze the formats of Noun Phrase headlines and the features of English headlines in the Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post newspaper.

Research results

The results of Noun Phrase structures occurred the sports news, economic and business news, criminal news, and political news in the Bangkok Post newspaper can be summarized according to the research objectives as follows:

Objective 1: To analyze Noun Phrase structures and frequencies occurred in the sports news, economic and business news, criminal news, and political news in the Bangkok Post newspaper, the analytical results were as found in table 1-3.

Table 1 Noun Phrase Structures occurred in English headlines in sports news, economic and business news, criminal news, and political news in Bangkok Post newspaper

Types of News	Pre-modifier + Noun	Noun + Post-modifier
1. Sports news 185 headlines	49.2 % 91 headlines	50.8 % 94 headlines
2. Economic and Business news 148 headlines	65.54 % 97 headlines	34.46 % 51 headlines
3. Criminal news 124 headlines	66.7 % 82 headlines	33.33 % 42 headlines
4. Political news 131 headlines	67.94 % 89 headlines	32.06 % 42 headlines
Total 588 headlines	359/62.35 %	229/37.65 %
	100 %	

From table 1: it was found that overall from 4 types of news, there were 359 headlines on Noun Phrase Structure of Pre-modifier + Noun with the percentage of 62.35 more than the Noun Phrase of Noun + Post-modifier of 229 headlines with the percentage of 37.65, and when analyzed, classified by 4 types of news, it was found that there were Noun Phrase structure with Pre-modifier + Noun in the Political News the most with the percentage of 67.94, followed by the Criminal news with the percentage of 66.7 and the Economic and Business news with the percentage of 65.54, whereas the Sports news used only Noun Phrase structures with Noun + Post-modifier more than Pre-modifier + Noun with the percentage of 50.8 per 49.2.

In terms of the frequencies of Noun Phrase structures, they were presented in table 2 and table 3.

Table 2 Frequencies of Noun Phrase on Pre-modifier + Noun occurred in English headlines in sports news, economic and business news, criminal news, and political news in Bangkok Post newspaper

Pre-modifier + Noun	Sports news	Economic and Business news	Criminal news	Political news	Total mean
Adjective Phrase	46.15 %	45.36 %	40.24 %	37.08 %	42.21%
-ed/-ing Participle Modifier	1.1 %	5.2 %	7.32 %	1.12 %	3.69%
Noun Phrase	17.58 %	38.14 %	43.9 %	42.7 %	35.58%
Adverb Phrase	2.2 %	0 %	0 %	1.12 %	0.83%
Noun in the Genitive	32.97 %	11.34 %	8.54 %	17.98 %	17.71%
Total	100 %	100 %	100 %	100 %	

From table 2: it was found that Noun Phrase structure of Pre-modifier + Noun occurred in the English headlines the most which is Adjective Phrase with the percentage mean of 42.21, followed by Noun Phrase with the percentage mean of 35.58, and Adverb Phrase was found the least with the percentage mean of 0.83. When considered by item classified by types of

news, it was found that Sports news and Economic and Business news used Adjective Phrase the most with the percentage mean of 46.15 and 45.36 respectively. The Sports news and Political news used -ed/-ing Participle Modifier the least with the percentage mean of 1.1 and 1.12. Criminal news and Political news used Noun Phrase the most with the percentage mean of 43.9 and 42.7 respectively. There was no use of Adverb Phrase in the Criminal news and Economic and Business news.

Example : Pre-modifier + Noun

(Adjective Phrase)

(1) Talented Belgium have great expectations (Sport news)

(2) Japanese unicorn sparkles in debut (Economic and Business news)

(-ed/-ing Participle Modifier)

(3) Missing receipt costs Pattaya official cigarette butt fine (Criminal news)

(4) Pirated goods seized in Pattaya crackdown (Criminal news)

(Noun Phrase)

(5) World Bank report highlights gender gap (Economic and Business news)

(6) Drug suspect kills policeman, wounds another (Criminal news)

(Adverb Phrase)

(7) Trump likely to face chilly reception at G-7 (Political news)

(8) Cavaliers face now or never home stand (Sport news)

(Noun in Genitive)

(9) Queen's Cup gets new sponsor (Sport news)

(10) Teen's killer loses bid to avoid death (Criminal news)

Table 3 Frequencies of Noun Phrase in Noun + Post-modifier occurred in English headlines in English headlines in Sports news, Economic and Business news, Criminal news and Political news in Bangkok Post newspaper

Noun + Post-modifier	Sports news	Economic and Business news	Criminal news	Political news	Total mean
Prepositional Phrase	81.91 %	76.47 %	69.05 %	71.43 %	74.72%
Adjective Phrase	14.89 %	15.69 %	28.57 %	23.81 %	20.74%
Adverb Phrase	3.2 %	7.84 %	0 %	2.38 %	3.36%
Apposition	0 %	0 %	2.38 %	2.38 %	1.19%
Total	100 %	100 %	100 %	100 %	

From table 3, it was found that Noun Phrase of Noun + Post-modifier occurred in English headlines the most which is Prepositional Phrase with the percentage mean of 74.72, followed by Adjective Phrase with the percentage mean of 20.74 and Apposition was used the least with the percentage of 1.19. When considered by item classified by type of news, it was found that

every type of news was favored Prepositional Phrase, that is, the Sports news used the most with the percentage mean of 81.91, followed by Economic and Business news with the percentage of 76.47; however, the Criminal news was favored the least with the percentage mean of 69.05.

Example : Noun + Post-modifier

(Prepositional Phrase)

(11) China, Japan test platform on Thailand (Economic and Business news)

(12) Trade with North Korea tipped to rise (Economic and Business news)

(Adjective Phrase)

(13) Sarfraz proud of England draw despite hammering (Sport news)

(14) Gang expels tourists sitting on Pattaya beach (Criminal news)

(Adverb Phrase)

(15) Indian Sharma revels in best birthday ever at Carnoustie (Sport news)

(16) UK hatches Brexit trade plan ahead of cabinet meet (Political news)

(Apposition)

(17) Papa Joe', Jackson patriarch, dies (Political news)

Table 4 English headline features in Sports news, Economic and Business news, Criminal news and Political news

Features of headline structures	Complete Sentence		Incomplete Sentence	
	Number	Percentage	Number	Percentage
1. Sports news	120	64.86%	65	35.14%
2. Economic and Business news	113	76.35%	35	23.65%
3. Criminal news	94	75.81%	30	24.19%
4. Political news	104	79.39%	27	20.61%
Total	431	73.30%	157	26.70%

From table 4, it was found that English headline structures in Sports news, Economic and Business news, Criminal news and Political news, the use of complete sentences occurred more than the incomplete sentences.

Table 5 Word average per one headline

	Sports news (words)	Economic and Business news (words)	Criminal news (words)	Political news (words)	Total
Noun	667	528	485	474	2154
Pronoun	7	1	4	13	25
Adjective	110	78	74	74	336
Verb	164	147	161	127	599
Adverb	31	15	9	13	68
Preposition	156	97	123	94	470
Conjunction	4	2	2	1	9
Interjection	0	0	0	0	0
รวม	1,139	868	858	796	3,661
Headline Total	185	148	124	131	588
Word average per 1 headline	1,139/185= 6.16	868/148= 5.86	858/124= 6.92	796/131= 6.08	3,661/588 = 6.2

From table 5, it was found that four types of words occurred mostly in headline of all types of news were nouns, verbs, prepositions, and adjectives respectively. The mean of word number per 1 headline is 6.2 words. According to the word number of each type of news, it was found that Criminal news had the highest mean of word number, with 6.92 words.

Discussion

From objective 1, the research findings contradicted Charuchinda (2003) which found that Noun Phrases with Post-modifiers were found the most. concluded that Noun Phrases with Post-modifiers were normally used in the front page whereas this research found that Noun Phrases with Pre-modifiers were found in 359 headlines with the percentage of 62.35; however, Noun+ Post-modifiers were found only 37.65 percent as shown in table 1. Thus from the study of theories and previous research, it can be mentioned that because of the headline in the front page of Bangkok Post newspaper wanting to communicate with the readers the most. Provision of information via Noun+ post modifiers can give more details whereas headlines in Sports news, Economic and Business news, Criminal news, and Political news of Bangkok Post newspaper do not occur in the front page and use the Noun Phrases with Pre-modifiers the most and mostly with complete sentence headlines which were the same as the front page of Charuchinda (2003).

The Noun Phrase of Pre-modifiers mostly found in this research were Adjective Phrases followed by Noun Phrase with average 1-2 words for examples:

1. Lorenzo grabs Italian crown (an example with Adjective Phrase modifier)
2. Grab Bike still catching up (an example with Noun Phrase modifier)

3. Lincicome set to make PGA Tour history (an example with Noun Phrase modifier)
4. World Bank report highlights gender gap (an example with Noun Phrase modifier)

From the study, it was found that the length of Noun Phrase headlines in Sports news, Economic and Business news, Criminal news and Political news in the Bangkok Post newspaper was inconsistent with the length of front page headlines with an average at 6.2 according to the Missing Graph, August, 2018 who studied the headlines of the front page from 14 headings of United Kingdom newspaper.

In average, the number of words occurs in each headline from table 5 less than 6.2 (except Criminal news). The mean number of words per headline in Table 5 showed that even though complete sentences were found in the headlines, the length of each headline for each type of news, except Criminal news, were less than those of the headlines on the front page. The results further revealed the inconsistency work of Charuchinda (2003) which said Post-modifiers were found most on the front page and the word number and the length appeared on the front page were more than those in the headlines of news. According to the complete sentences appeared in Criminal news which were found to be the highest of word number per headline, with 6.92 words, it was suggested that headlines for Criminal news needed more words to explain to the readers who did it, what was done, and why was it done etc. Therefore, it was assumed that the headlines for Criminal news were longer than those for other types of news.

According to noun phrase structures used in each type of news shown in Table 2 – 3, the mean score was found to be slightly different. That is, Pre-modifiers : Adjective Phrases were used in Sports news, Economic and Business news, Criminal news, and Political news with the percentage of 46.15, 45.36, 40.24, and 37.08. Therefore it could be concluded that the headlines which were not on the front page intended to use the similar structure of Pre modifiers.

From objective 2, the findings in Sports news, Economic and Business news, Criminal news and Political news in the Bangkok Post newspaper contradicted the work of Chovanec (2003); Bonyadi & Samuel (2013) in that headline structures were short and punchy phrases found more than complete sentences whereas the findings in local newspaper such as Tehran found more complete sentence headlines.

The findings in this research were not only consistent with the work of Charuchinda (2003) which found that the complete sentence headlines on the front page were favored the most with the percentage of 45.55 but also with the work of Bunyarat (2020) which studied the headlines of conventional and online newspaper. Even though the findings contained the headline information in mixed online media, they reflected the trend of Verbal Headline focus which expected for the readers' perception without under the condition of compressing number of words. The headline writing with the complete sentence is one of the good headline writings (Bowles & Borden, 2008, cited in Prateepchaikul, 2010: 10).

From all the findings, it can be concluded that the headline structures of the Bangkok Post newspaper were much favored the complete sentence headlines both in the front page of Charuchinda (2003) and other pages. From this research, it reflects that the producer wishes to communicate with the readers to understand headlines presented with complete sentence headlines more than incomplete ones. As ones know, the principle of previous newspaper making is under space and time constraint (Garrison, 2001, cited in Salman et al., 2011: 2), in the work of Chovanec (2003); Bonyadi & Samuel (2013) which studied the newspaper overseas such as New York Times, they used more short and punchy phrases than complete sentences. It can be deduced that the Bangkok Post newspaper producer wants the readers to understand what to be conveyed both in the front page and others rather than limit the space of the news since in general, complete sentence headlines consume more space than incomplete sentence headlines. Therefore, the difference of communication need with the readers can result in headline model which does not accord to space constraint which reduces the grammar form. The incomplete sentence headlines mainly contain 5-10 words which mostly show the valid idea with the space constraint by writing headlines with properties, ideas, content whereas the verb will describe actions (Mirabela & Ariana, 2010: 187).

From the research results, they can be readjusted for the recommendation in Mass Media teaching of Business English which contains the contents on Headline Structure. So as to say the trend of headline format found in the Criminal news, Political news, Money and Business news and Sport news will be developed for the teaching contents which focus on the most frequent structural features found in the Pre-modifier + Noun including the headline writing structure using the complete sentence occurred in each type of the Bangkok Post news studied for this research. This is the selected media that will be applied in teaching for developing them into the writing exercises or reading ones in order to comprehend the headline writing formats.

Limitation of the Study and Recommendation

The study is concerned with the headings in the issues on structural analysis, writing format, omission which are quite a high number as mentioned in the introduction. This research is the fulfillment of the previous one concerning on the analysis of noun phrases and the structural features of headlines in the Sports news, Economic and Business news, Criminal news, and Political news in the Bangkok Post newspaper of which outcomes support the conclusion in that noun phrases are the important components in writing the headlines especially the forms of Pre-modifiers including the Bangkok Post newspaper preference using the complete sentences in writing the headlines.

The further research should study the features of words using in writing the headlines including the relation of language use in the lead and body as well as synthesizing this research and previous ones developing the content or teaching media in terms of research and development.

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