Analyzing Structures of Hindi Newspaper Headlines: A Discourse Perspective

VANDANA
JAYSHREE CHAKRABORTY
Indian Institute of Technology, Kharagpur, India

NILADRI SEKHAR DASH
Indian Statistical Institute, Kolkata

ABSTRACT

The news headlines contain the most essential and relevant information of the news stories. It can be said that the most essential information of a news story is actually included and presented in the headline in a highly attractive and eye-catching manner. The news agencies usually decide on what aspect of the news story has to be presented to the readers so that readers are easily attracted to read the full story of the news. According to earlier scholars, there is an agreed set of values in news journalism which is referred to as "newsworthiness" (Boyd 1994). The news headlines are constructed based on those newsworthy elements of a new story which carries the highest impact in the given discourse. Once it is decided which newsworthy elements of a story will be highlighted in the headline, these are encoded in a specific patterns of construction depending on their "known" and "new" status for the target readers. In this paper, at attempt is made to identify the major linguistic constructions of Hindi news headlines and to describe the process of mapping "effective" newsworthy elements of the news stories onto the specific linguistic structures of the language so that the news headlines become newsworthy. Most of the findings presented in this paper are obtained from empirical analysis of large amount of Hindi news headlines that procured from some of the most popular Hindi newspapers published and circulated