



## PROPERTIES OF ENGLISH AND MACEDONIAN NEWS HEADLINES<sup>i</sup>

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### **Abstract:**

This paper presents the results of our analysis of the linguistic features of news headlines in English and Macedonian written media. News headlines are considered to be the most prominent segment of the news discourse. A headline is intended to provide the topic of the news article in such a way that the reader chooses to read the article. Due to the limited space, the headlines are subject to journalistic rules for conciseness and telegraphic transmission of the message. Therefore, they employ a special kind of language characterized by specific properties which enable the author of a given news article to achieve the desired communicative function: to inform the reader about an event in a concise and effective way. The analysis of headlines is conducted on the sample of examples collected from leading newspapers in English and Macedonian languages. The goal of the paper is to describe and compare the grammatical and lexical features of news headlines in both languages.

**Keywords:** newspapers, journalistic discourse, linguistic features, message

### **Резиме:**

Во овој труд ги претставуваме резултатите на анализата на лингвистичките особености на новинарските наслови во англиските и македонските печатени медиуми. Новинарските наслови се сметаат за најистакнат дел на дискурсот на новинарските написи. Нивната цел е да ја претстават темата на новинарскиот напис на начин на кој ќе го привлечат интересот на читателот за да го прочита написот. Поради ограниченоста на просторот, новинарските наслови се подложни на новинарските правила за концизност и телеграфско пренесување на пораката. Од таа причина, при нивното составување се употребува посебен вид јазик кој се карактеризира со специфичности кои му овозможуваат на авторот на одредениот новинарски напис да ја постигне саканата комуникативна функција: на концизен и ефектен начин да го информира читателот за настанот. Оваа анализа на наслови е спроведена на корпус од примери собрани од водечки весници од англиското и

<sup>i</sup> ОСОБЕНОСТИТЕ НА АНГЛИСКИТЕ И МАКЕДОНСКИТЕ НОВИНАРСКИ НАСЛОВИ

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македонското говорно подрачје. Целта на истражувањето е да ги опише и спореди граматичките и лексичките особености на новинарските наслови во двата јазика.

**Клучни зборови:** весници, новинарски дискурс, лингвистички особености, порака

## 1. Introduction

Journalistic texts are considered a special type of discourse due to the properties they possess. These properties derive from their main communicative goal: inform the reader about an event in the most concise and effective way. The specificity of journalistic texts has noticeably attracted the interest of discourse analysis studies. Journalistic discourse analysis is one of the relatively newer types of discourse analysis. This type of analysis is employed in the discipline known as critical discourse analysis i.e. analysis of linguistic features of journalistic and political discourse in the function of their use as means of expressing power and ideology (Fairclough, 1989).

The analysis of the journalistic discourse mainly applies two approaches: the traditional Content Analysis and the sociocultural approach. The traditional approach to journalistic texts deals with quantitative analysis (Mc Quail, 2000). It is mainly based on the analysis of the content of the text and includes a detailed description of linguistic properties without taking into account the context. In more recent approaches the text is decentralized to a certain extent and the focus of interest is transferred to the social, cultural and political context (Wodak & Busch, 2004: 106).

In the first approach, an analysis of the linguistic characteristics of the journalistic discourse as a language in use is carried out by determining its linguistic features within the text itself or in relation to other styles and genres (Content Analysis), while in the second approach, journalistic discourse is analyzed as part of pragmatics, i.e. language units of journalistic discourse are analysed in their use in certain functions, such as directing, manipulating the recipients of the message and creating their reality, or as Fairclough calls it (Fairclough, 1989) in “*transmitting social relations of power*” through linguistic means: vocabulary, ideologically colored words, euphemisms, metaphors, as well as through the use of grammatical means: nominalizations, passive vs. active constructions, positive vs. negative sentences, etc. This approach is known as *critical discourse analysis*. This method is mainly based on the ideas of Fairclough (1989, 2014), Weiss and Wodak (2003) and Dijk (2008), although there is no single, homogeneous version of CDA (Machin & Mayr, 2012, p.4).

According to Dijk (1988), journalistic reports should be understood as a special type of text and as a specific type of sociocultural phenomenon where the analysis of the journalistic text is not limited to a grammatical description of the phonological, morphological, syntactic or semantic structures of individual words, word groups or sentences, because the discourse also contains more complex features such as coherence relations between sentences, unity of the topic, as well as, stylistic and rhetorical properties.

## 2. Objectives and methods of the research

This research deals with the linguistic characteristics of journalistic headlines as the most prominent part of the journalistic discourse in the written media from English and Macedonian-speaking areas. Headlines are expected to convey a message to the reader in the most concise way and in accordance with the spatial and temporal constraints of journalistic discourse. These constraints stem from the adherence to the basic journalistic principle: attract readers' attention in the fastest and shortest way, with the fewest possible words that possess a great semantic load. The main goal of the present investigation is to determine the differences and similarities in the use of grammatical and lexical means in headlines in leading Macedonian and English media.

To establish common linguistic features of English and Macedonian newspaper headlines we processed a sample of about 200 examples. The analysis was conducted on news headlines and articles of an informative nature published in the leading English language news agencies (*BBC, Reuters*) and newspapers (*The Guardian, The Mirror, The Daily Telegraph, The Times, The Independent*). Examples in Macedonian were collected from a Macedonian agency *Makfax* and well-known newspapers (*Dnevnik, Nova Makedonija, Utrinski Vesnik, Vest* and *Večer*). The sample consists of headlines that were published in these newspapers during November 2013. Excluded from the analysis were the titles of critical reviews because they present authors' personal attitudes. They constitute a special subgroup because their language characteristics are different.

We analyzed the titles according to their lexical and grammatical features. First, we determined the general features of news headlines with respect to the examined categories, and then each category was analyzed separately with the support of illustrative examples. These categories involve lexical and grammatical features of the headlines. Included also were the syntactic properties of the lexical constructions in the headlines. The grammatical means were represented by an alternative marking of verbal categories (tense, voice and modality) in the analysed headlines. We also looked into the use of punctuation marks functioning as linguistic elements. The analysis aimed to establish common features in this subtype of journalistic discourse in the two languages.

## 3. Theoretical framework: General features of journalistic headlines

News headlines, as the most concise part of journalistic discourse, can be analyzed from the point of the two above-mentioned aspects. As the most typical example of language as a social activity between the producer and the recipient of the message, headlines are part of the journalistic discourse that is meant to shape readers' opinions via persuasion and manipulation.

Journalistic headlines represent the most prominent part of the journalistic text. They have several functions, but primarily serve as an introductory part of the journalistic text. Therefore, headlines contain the main idea of the article. Their main objective is to convey the message of the article in the most direct and shortest possible way and simultaneously induce the reader into the further reading of the text. According to Dijk

(1983), the title and the lead, i.e. the introductory paragraph, constitute both an introductory part and a summary since they express the semantic macrostructure of the text.

In the process of the linguistic structuring of the title, the primary role is assigned to the recipients of the message. Journalistic articles differ from other types of discourse in that the author, i.e. the journalist, produces a text intended for a large number of readers who are located in different places and different time zones (Biber & Conrad, 2009). The nature of the journalistic register imposes strict rules that must be respected when producing this type of discourse. Due to the limited space and adherence to the rule of writing in a larger font than the rest of the text, the headlines are subject to journalistic rules for conciseness and telegraphic transmission of the message. On the other hand, they depend on commercial factors; therefore, they are supposed to attract as many readers as possible.

To perform various communicational functions, journalistic discourse employs specific language means in the headlines. The rules of the journalistic style impose special syntax, vocabulary and distribution (they do not occur in other types of discourse). The stylistic features of journalistic headlines, on the other hand, are significantly different from stylistic properties of journalistic articles as the latter have a narrative structure. Those properties come primarily from their conciseness, as can be noticed in examples (1) and (2):

(1) *"Bank says UK in sustained recovery."* (BBC, 20.11.2013)

(2) *"Fury at botched deportation attempt."* (The Guardian 30.11.2013)

Through the use of specific lexical and grammatical means as in the above examples, the pragmatic principle of *"communicating much more than what is said"* is achieved. (Yule, 1996). This is illustrated in example (3).

(3) *"Работнички е сам на врвот."*  
(*Rabotnički is alone at the top.*) (Nova Makedonija, 19.11.2013)

The producer of the message in (3), i.e. the author of the journalistic article, applies this pragmatic principle via referential use of a personal noun. It implies that the reader already possesses some prior knowledge of the world in order to understand the message of the title, in this case, that *"Rabotnički"* represents a competing team. In doing so, the producer follows the rule *"5 W + H"*, an English abbreviation which stands for the basic journalistic rule according to which a journalistic report must contain the answers to the questions: *who, what, when, where, why* and *how* in order to be complete. That rule also is applied in the title to the extent the space itself allows.

#### 4. Analysis: Grammatical and lexical devices in news headlines

The grammatical devices that are often used in the titles to efficiently and briefly convey a message consist of several syntactic-semantic operations: elision, nominalization, transposition of the verb tense, use of abbreviated passive rather than active form of the verb, avoidance of complex verb forms.

Elision includes omission of the copula or the main verb, omission of linguistic elements (conjunctions and the indefinite and definite article in English titles), and the use of various sentence constructions with conjunctions in which the verb is omitted. Transposition implies the use of the Present Tense with past reference, as well as the use of infinitival verbal form with future reference in English titles. In the journalistic style, in addition to the grammatical devices, the following lexicon-related strategies can be observed: use of specific vocabulary (particularly noticeable in English titles), use of euphemisms, metaphors and idiomatic or formulaic expressions with a rhetorical function. For the sake of brevity, numbers are used to create an impression of objectivity, while punctuation marks can replace conjunctions.

##### 4.1. Types of sentences and syntactic constructions of journalistic headlines

A journalistic title represents a complete thought, which can be conveyed through an affirmative, interrogative and exclamatory sentence. However, due to the limitation of space, titles are mostly realized with nominalizations and less often with sentences, as can be seen in the examples below. Nevertheless, recent trends show that online journalism offers more opportunities for longer headlines than print media (4, 5).

(4) *“Владата воведува наградна игра за собирање фискални сметки.”*  
(*The government introduces a prize game for collecting fiscal bills.*) (Makfaks, 19.11.2013)

(5) *“China sends warplanes into disputed airspace over East China Sea.”* (The Guardian, 30.11.2013)

More common are syntactic constructions with nominalizations (6), with noun phrases in subject position but without a verb, in which the verb is implied (7 - 9) or subjectless constructions with locative adverbials (10).

(6) *“Амбасадорот на предавање.”*  
(*The ambassador at conference.*) (Nova Makedonija, 26.11.2013)

(7) *“Нова американска политика на Балканот.”*  
(*New American policy in the Balkans.*) (Dnevnik, 26.11.2013)

(8) *“Хистерија во Хрватска поради референдум за бракот.”*

**(Hysteria in Croatia due to referendum on marriage.)** (Nova Makedonija, 26.11.2013)

(9) **"The International Space Station's 15th Birthday."** (The Mirror, 20.11.2013)

(10) **"На средба со претставници од домашните компании."**

**(At a meeting with representatives from domestic companies.)** (Nova Makedonija, 26.11.2013)

The use of interrogative sentences is less frequent, but they are still used to attract readers' attention (11-13).

(11) **"Can 'comet of the century survive' close encounter with the Sun?"** (The Independent, 28.11.2013)

(12) **"Се врати ли анадолскиот леопард во Турција?"**

**(Has the Anatolian leopard returned to Turkey?)** (Makfaks, 6.11.2013)

(13) **"Чартер-линија Скопје-Дубровник?"**

**(Charter line Skopje-Dubrovnik?)** (Nova Makedonija, 26.11.2013)

The use of imperative and exclamatory sentences is rarely observed in Macedonian and English journalistic titles:

(14) **"Исфрлете ја лутината од секојдневниот живот."**

**(Banish anger from everyday life.)** (Mia, 26.11.2013)

(15) **"Euro at 1.36=sell now!"** (Reuters, 28.11.2013)

(16) **"One is very happy! See what has made the queen smile."** (The Mirror, 20.11.2013)

(17) **"Сонцето наскоро ќе се сврти „наопаку“!"**

**(The sun will soon turn "upside down"!)** (Nova Makedonija, 19.11.2013)

#### **4.2. Omission of language elements in journalistic headlines**

The omission of the main verb and the copula, as well as an auxiliary 'be' in passive constructions, is a regular practice in journalistic headlines. Apart from this phenomenon, in English titles, as a rule, the definite and the indefinite articles are omitted.

This is according to the principle of omitting elements that can be contextually understood either from previous knowledge of the world (so-called scripts)<sup>iii</sup> or from the co-text.<sup>iv</sup>

#### a. Omission of article

In Macedonian headings, definite and indefinite noun forms are used depending on their informational and discourse status. Definite forms are used when the referents are known (18) or generic (19).

(18) “*Петте митови за Џ. Кенеди.*”  
(*The five myths about J. Kennedy.*) (Makfax, 11.19.2013)

(19) “*Компаниите вложуваат во информациски технологии.*”  
(*Companies invest in information technologies.*) (Utrinski Vesnik, 30.11.2013)

Indefinite noun forms in subject function are unusual but used for achieving relevance, which is related to the general cognitive principle of placing important information first (Dijk 1988). In (20) the subject refers to a known but newly-introduced entity, while in (21) the referent is not specified.

(20) “*Рампа за имигрантите од Бугарија и од Романија.*”  
(*Barrier for immigrants from Bulgaria and Romania.*) (Dnevnik, 30.11.2013)

(21) “*Хеликоптер се урна врз преполно кафуле во Глазгов.*”  
(*A helicopter crashed into a crowded cafe in Glasgow.*) (Utrinski Vesnik, 30.11.2013)

In the headlines of the English journalistic discourse, we observe regular omission of the indefinite article *a/an* and the definite article *the* because they burden the text as being irrelevant to the meaning of the title.

(22) “*Australian threw ballerina fiancé off balcony.*” (The Telegraph, 28.11.2013)

(23) “*French hostage describes escape.*” (BBC, 28.11.2013)

The definite article is used when the word carries an emphasis.

(24) “*Heroism amid the horror after eight killed in Glasgow helicopter smash.*” (The Daily Express, 01.12.2013)

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<sup>iii</sup> A script is defined as “pre-existing knowledge structure for interpreting event sequences, e.g. a visit to the dentist has a script of specific events in sequence. (Yule, 1996: 134)

<sup>iv</sup> In pragmatics, a distinction is made between the context - the physical environment in which the word is used (i.e. in which situation it is used, who are the speakers etc.) and the co-text - the linguistic environment in which the word is used. (Yule, 1996: 128)

### b. Omission of the main verb

A notable feature of the headline style is the omission of the main verb as a means of shortening the title (25).

(25) “Македонија **на дневен ред** по европските избори.”  
(Macedonia **on the agenda** after the European elections.) (Utrinski Vesnik, 28.11.2013)

In (26) the author employs nominalization in the prepositional phrase with *for* (*за*) instead of using the verb *applaud*. With the nominalization of the verb, the relevant information is placed at the beginning of the title. In (27) a gerund is used instead of a verb in the *se*-passive form in Macedonian (*se sobiraat*).

(26) “**Бурен аплауз** за Македонската опера и балет во Џакарта.”  
(**Frenetic applause** for the Macedonian Opera and Ballet in Jakarta.) (Makfax, 26.11.2013)

(27) “Од 1 септември **собирање** на фискални сметки.”  
(Starting 1st of September, **collection** of fiscal accounts.) (Večer, 19.11.2013)

In example (28), the adverbial of manner that follows the subject is used instead of the implicit predicate (*will be fenced off*).

(28) “Бугарија **со бодликава жица** на границата со Турција.”  
(Bulgaria **with barbed wire** on the border with Turkey.) (Nova Makedonija, 28.11.2013)

Examples of English headlines in which the main verb is omitted are similar. In (29) it is the implicit verb *speaks*.

(29) “Sir David Jason **on being** a dad at 73.” (The Mirror, 20.11.2013)

The omission of the verb, in certain cases leads to the use of noun phrases in the headline. In the examples below, the stacking of noun phrases has a rhetorical effect:

(30) “Слобода на изразување, право на приватност, говор на омраза.”  
(Freedom of expression, right to privacy, hate speech.) (Nova Makedonija, 19.11.2013)

(31) “Нови сектори, нови началници и нова поставеност.”  
(New sectors, new chiefs and new arrangement.) (Večer, 19.11.2013)

(32) “Airport security: time for common sense.” (The Telegraph, 20.11.2013)



### c. Omission of the auxiliary verb and copula

The headlines from both Macedonian and English journalistic discourse are characterized by omitting the copula (33) or the auxiliary verb *to be* (*сум*), especially in passive constructions (35, 36). This creates stylistic effects.

(33) *"US and Afghanistan Inch Closer to Security Deal."* (The Time, 20.11.2013)

(34) *"Примабалерината М. добитник на наградата „Св.Климент Охридски“."*  
(*Prima ballerina M. winner of the "St. Kliment Ohridski" award.* (Utrinski Vesnik, 28.11.2013)

(35) *"Sardinia swept by deadly cyclone."* (BBC, 20.11.2013)

(36) *"Петмина уапсени за сајбер грабеж на 45 млн долари."*  
(*Five people arrested for cyber robbery of 45 million dollars.*) (Makfax, 19.11.2013)

(37) *"Lobster hat, armadillo bag on show for British fashion muse."* (Reuters, 30.11.2013)

### 4.3. Verbal categories in news headlines

Tense, voice and modality markers on the verb in headlines can be applied differently in order to achieve a more concise expression of the message. In fact, the markers of these categories are not used canonically.

#### a. Tense

In relation to the use of the category of tense in English titles, we observe two phenomena: simplification of complex tense forms and temporal transposition.

The first case refers to the omission of the auxiliary verb in the complex verb form. Thus, in the title (38) instead of perfect (Present Perfect Tense), Present Simple Tense is used.

(38) *"Malnutrition cases double in five years."* (The Independent, 20.11.2013)

Temporal transposition is observed with Simple Present Tense and the infinitive. Present Simple Tense, apart from expressing present time activities (39), is also used to encode past activities (40, 42), while the infinitive form is used to indicate future events (43, 44).

(39) *"Sardinia counts cost of deadly storm."* (Reuters, 20.11.2013)

(40) *"Bombs in busy Baghdad market and streets kill 19."* (Reuters, 20.11.2013)

(41) *"Egypt jails women protestors for 11 years."* (The Telegraph, 28.11.2013)

(42) “*Professionals star Lewis Collins **dies.***” (BBC, 28.11.2013)

(43) “*30 Blockbuster stores **to close** in next few days.*” (The Mirror, 28.11.2013)

(44) “*Syria opposition head **to go** to talks.*” (BBC, 28.11.2013)

In the Macedonian titles, present, future and past tense forms of the verb are used in their prototypical function.

(45) “*Фил Колинс ќе ги **враќа** на сцена „Џенезис“.*  
(*Phil Collins will bring Genesis back to the stage.*) (Dnevnik, 30.11.2013)

(46) “*На Аљаска **се урна** авион со 11 лица.*  
(*A plane with 11 people crashed in Alaska.*) (Utrinski Vesnik, 30.11.2013)

The most prevalent is the use of the present tense expressing near future (47, 48).

(47) “*Компаниите **вложуваат** во информациски технологии.*  
(*Companies **invest** in information technologies.*) (Utrinski vesnik, 30.11.2013)

(48) “*Франција **се повлекува** од КФОР.*  
(*France **withdraws** from KFOR.*) (Mia, 28.11.2013)

The so called ‘sum-perfect’ (also known as ‘the l-form’ in Macedonian) is used for unwitnessed past events, usually in news taken from foreign sources. Sometimes these forms have a negative connotation (49):

(49) “*Шокантно: Го **шверцувал** мртвиот вујко во стиропор!*  
(*Shocking: dead uncle **smuggled in** his in styrofoam!*) (Nova Makedonija, 28.11.2013)

(50) “*Ограбиле бензиска и **избегале** со автомобилот на вработениот.*  
(*They **robbed** a gas station and escaped with the employee’s car.*) (Makfax, 19.11.2013)

(51) “*Канада го **дозволила** шпионирањето на Г8.*  
(*Canada **allowed** spying on G8.*) (Nova Makedonija, 28.11.2013)

## **b. Voice: use of Passive**

In both languages, we notice the frequent use of abbreviated passive forms instead of active forms. By abbreviated form, we understand the form with the omitted auxiliary verb, so characteristic of the concise journalistic style. The omission strategy simultaneously foregrounds the event, as can be seen in the examples below.

(52) “Македонија **примена** во советот за човекови права во ОН.”  
(Macedonia **admitted** to the UN Human Rights Council.) (Mia, 28.11.2013)

(53) “Фрлени 65 тони сол на критичните точки во Скопје.”  
(65 tons of salt **thrown** at critical spots in Skopje.) (Večer, 28.11.2013)

(54) “Flowers **investigated** eight years ago.” (The Telegraph, 20.11.2013)

(55) “UK **battered** by storms and **braced** for severe floods.” (The Guardian, 05.12.13)

### c. Modality: Use of modal verbs

The use of modal verbs is not a common strategy in headlines, except for cases of direct speech. This comes from the basic journalistic principle to inform about certain events (which implies conveying facts) by putting emphasis on the content of the event. Thus, expressing a subjective attitude towards the content of the journalistic article is avoided. This explains why modal verbs are more characteristic of columns, reviews and analyses - texts that present the opinion of the author or of the editorial board.

(56) “The divorce between England and Scotland **would** be a catastrophe.” (The Daily Express, 30.11.2013)

### 4.4. Use of nominalizations

We understand nominalization as a noun-formation process from a verb whereby the agent is absorbed into the noun’s structure. Nominalizations are an effective strategy of shortening headlines and highlighting their relevance. They often replace dependent clauses.

(57) “**Проширувањето** на дел од улицата готово до првата половина на 2014.”  
(**The expansion** of the stretch of the street ready by the first half of 2014.) (Dnevnik, 26.11.2013)

However, they can also be used as part of the main clause.

(58) “**Пад** на цената на нафтата пред преговорите со Иран.”  
(**Drop** in the price of oil before the negotiations with Iran.) (Makfax, 26.11.2013)

(59) “**Call** to raze home of April’s killer.” (BBC, 28.11.2013)

### 4.5. Use of lexical items in titles

Besides grammatical means in headlines, we also notice the use of short lexical elements from the colloquial register. The selection of shorter words is particularly noticeable in English titles: *act, ban, blast, allege, blow, mob, key, raid, vow, urge, clash*. The headlines from Macedonian journalism show a similar tendency but these words are internationalisms:

*перформанс, инсталација, фокус, статус кво, ефективен, примарен* etc. Idiomatic and formulaic expressions are rather common: *Achilles' heel, the hammer and the anvil; рамо до рамо, лов во матно*. Metaphors are also employed for achieving stylistic effects.

(60) "*Hollywood's big man moves to the small screen.*" (The Times, 30.11.2013)

(61) "**Бела чао** за Јованка Броз."  
(*Bella ciao for Jovanka Broz.*) (Vest, 19.11.2013)

#### 4.6. Punctuation marks in function of language units in the news' headlines

Due to the narrowed space, punctuation marks such as comma (,), colon (:), and semicolon (;) are used in the journalistic discourse in order to replace certain frequently employed lexical elements. The comma is used instead of the conjunction *and* (62), or in the function of indicating a causal relation (63, 64).

(62) "*Gatehouse Bank, Sigma JV to build 6,600 UK rental homes.*" (Reuters, 28.11.13)

(63) "*Blast kills two at Antwerp refinery, gasoline unit shut.*" (Reuters, 20.11.2013)

(64) "*Железничкиот сообраќај без застој, штрајкот ставен во мирување.*"  
(*Rail traffic without stoppage, strike put on hold.*) (Mia, 28.11.2013)

A comma is also used to indicate the source of information.

(65) "*Spanish ships could be mistaken for terrorists and shot at, minister warns.*" (The Telegraph, 20.11.2013)

A colon is used for specifying and additional clarification of the previous information. For example, in the headings (66) the topic of the title is separated from the following information which is related to it. Colons are also used instead of the verb *say* (67, 68).

(66) "*Акција „Филтер“: Започнува судењето за шверц на цигари во Бугарија.*"  
(*Operation "Filter": The trial for cigarette smuggling in Bulgaria begins.*) (Utrinski Vesnik, 19.11.2013)

(67) "*Philippines: signs of normality amid debris.*" (Reuters, 20.11.2013)

(68) "*Шулц: Проширувањето не е приоритет на ЕУ.*"  
(*Schulz: Enlargement is not a priority of the EU.*) (Mia, 28.11.2013)

A semicolon is used to indicate a result or consequence:

(69) “Вкупно три тепачки на автобуски постојки; десетина претепани.”  
(*A total of three fights at bus stops; a dozen beaten.*) (Makfax, 19.11.2013)

## 5. Conclusion

In this paper, we investigated the linguistic features of news headlines from several Macedonian and English written media. The analysis of the headlines showed that the headlines in both languages share the same properties. These similarities are derived from the limitations imposed by the main principle of brevity in the journalistic genre: everything that can be implied is omitted. To fulfil this principle, the following strategies are applied in both languages: omission of the copula and the main verb, avoidance of modal verbs, use of abbreviated passive forms, employment of nominalizations as well as the use of punctuation marks instead of lexical items. The differences in the strategies for achieving brevity mainly involved the application of tense transposition, not found in the analyzed Macedonian titles. However, the choice of language means is also influenced by the profile of the recipients of the message, i.e. the readers. Every newspaper has its own profile of consumers. Using the best linguistic and stylistic means to structure the message the newspaper conveys it in the best and most efficient way according to its consumers. The message is comprehended if a reader possesses encyclopedic knowledge and knowledge of the semantic macrostructure of the journalistic text i.e. its theme and topic. These aspects, the producer of the discourse, i.e. the journalist has in mind during the process of the conceptualization of the text and the headline.

### Conflict of Interest Statement

The author declares no conflicts of interest.

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