

Stylistic Analysis of Sudanese Newspapers Headlines

اسلوب التحليل للعناوين الرئيسية للصحف السودانية

دراسة حالة (سودان فيشن 2018م – 2019م)

(With Reference to "Sudan Vision" Headlines- 2018-2019)

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Abstract

The aim of this study is to identify and analyze the stylistic features of newspapers headlines in terms of graph logical, morphological, rhetorical, grammatical and syntactic features. The sample is ten headlines chosen from widely read Sudanese newspaper “Sudan Vision” issued in (2018-2019).The researchers have used secondary sources for data collection. A descriptive analytic method was used to conduct the study. The main findings can be summarized as follow: The most outstanding graph logical feature is that words are written in large bold type with different colors which have distinctive meaning. The morphological features are the use of proper nouns, abbreviations and blending. The rhetorical feature used in the headlines is alliteration. Analyses of grammatical and syntactic features reveal that simple present tense is used in most of the headlines. The common syntactic features are usage of noun phrase and verb phrase. Based on the findings the researchers recommend that readers should be aware of stylistic features of news headlines in order to understand their meaning and they suggest further study on news headlines rhetorical features.

المستخلص

تهدف هذه الدراسة إلي تحديد و تحليل الخصائص الأسلوبية للعناوين الرئيسية للصحف من حيث طريقة كتابة المفردات وبنائها والملاحح البلاغية والنحوية و الصرفية وكذلك كيفية بناء الجملة.و كانت العينة عبارة عن عشرة عناوين رئيسة لصحيفة "Sudan Vision" و هي الصحيفة السودانية الأوسع قراءة و تم أخذ العينة من بعض الإعداد التي صدرت خلال الأعوام (2018 -2019م) استخدم الباحثون المصادر الثانوية لجمع البيانات والمنهج الوصفي التحليلي لعملية التحليل. و تلخصت النتائج الرئيسية في الاتي: الملاحح البارزة لكفية كتابة المفردات هي استخدام مقاس الخط الكبير بالوان و خلفيات مختلفة ذات دلالات خاصة. الخصائص البنائية للمفردة تمثلت في استعمال الأسماء الصحيحة و الاختصارات و كذلك الكلمات المدمجة.أما البلاغية فكانت استخدام الجناس.تحليل الملاحح النحوية اظهر استخدام المضارع البسيط و الجمل الاسمية و الفعلية في معظم العناوين.و بناء على هذه النتائج اوصي الباحثون بضرورة معرفة الملاحح الاسلوبية لعناوين الصحف كما اقترح عمل دراسات فى الملاحح البلاغية لهذه العناوين

1.0 Introduction

Newspapers language is a means of communication which expresses people's life, ideologies values, believes and traditions...etc. They have become the most popular mass media worldwide. It is a social discourse and a product of the social system in which it is published. Printed newspapers as well as online newspapers attract readers by using distinctive stylistic features particularly in writing heads lines. The reader notices the headline of an article and then decides whether to read it or not. Therefore headlines are one of the most important components of newspapers. Dijk (1998) quoted in "Interdisciplinary Journal of

Contemporary Research in Business-Vol 3, No 5 points out that headlines depict the unity of discourse and they are a source of information which can be easily memorized by readers.

A headline of newspapers always provides the reader with the whole picture of the news and could be seen as a summary of news. The main goal of a headline is to attract the reader's attention so various stylistic devices are used. M. Swan (1995:359) defines headlines as the short titles above newspaper reports which sometimes can be difficult to understand, due to the fact that they are written in a special style. Newspaper discourse covers most of the issues that are connected with newspaper. It includes such aspects of newspapers as headlines, news reports, editorials, advertisements, announcements, features and so on. Any of these aspects can be subjected to a critical analysis in order to know how much they reflect the use of social power and the ideologies that underlie their construction.

Headlines are usually written in an exciting way in order to arouse the reader's curiosity and attention. Headlines writers try to catch the reader's eye by using as few words as possible. The newspaper headlines can be analyzed from different linguistic perspectives so as to arrive at the intended meaning. Headlines are also, according to specialists, the most widely read part of a newspaper – five times more than the body copy – since headlines are scanned not only by initial purchasers but also by the innumerable people in their immediate surroundings.

This study aims to explore stylistic features of news headlines and explain the role of stylistic analysis in the interpretation and understanding of Newspaper headlines. The present paper focuses on the main phonological, grammatical, syntactical, typographical, as well as lexical language features and stylistic devices such as metaphor, simile, alliteration rhyme that create the style of headlines and play essential role

in deciding their meaning. It aims to shed light on how contextual linguistic aspects can help readers arrive at possible intended meaning of newspaper headlines. The researchers use secondary sources for data collection such as Sudanese news papers. The data which the researchers are going to analyze consists of ten headlines chosen as sample. The researchers will use the descriptive analytical, method in dealing with the data.

1.2 Statement of the Problem:

Readers of newspapers find great difficulty in understanding news headlines because of the use of unfamiliar language features. Journalists often use, jargons unfamiliar syntactic sentence structures, ellipsis, symbols ,acronyms ,abbreviations...etc which constitute distinctive style of writing that create special effect and purpose. Therefore without proper knowledge of these features the intended message of a headline could be lost. The study provides comprehensive strategies for carrying stylistic analysis of news headlines. The newspaper headlines stylistic features will be identified and examined. Then they will be analyzed from different linguistic perspectives. Linguistic features such as grammatical, syntactical, typographical, semantic as well as lexical language features and other stylistic devices should be will be put into consideration when carrying out this stylistics analysis.

1.2 Objectives of the Study:

This study aims to:

- 1-Highlight the distinctive language features of headlines of Sudanese newspaper.
- 2-Explain the functions and effect of such stylistic features and their contribution to the intended meaning of particular headline.
- 3-Provide strategies for the analysis and interpretation of news headlines.
- 4-Show the essential role headlines play in orienting the reader's analysis.

1.3 Questions of the Study:

This study aims to answer the following questions:

- 1-What are the main stylistic features of Sudanese newspaper headlines?
- 2-What are the main functions of Sudanese newspaper headlines?
- 3-Why journalists use distinctive stylistic features for writing headlines?
- 4-What linguistic levels should be taken into consideration regarding headlines analysis and interpretation?

1.5 The scope of the research:

Ten newspaper headlines are chosen as samples for analysis. Headlines are chosen from local newspapers "Sudan Vision". All of them are published during 2018 -2019.

1.6 Significance of the Study:

This study identifies the linguistic structures that contribute to the intended meaning of the headlines. It provides comprehensive and strategies for analyzing headlines. It also raises reader's awareness of news headlines stylistic features.

1.7 Methodology: The researchers used news papers as a secondary source for data collection and descriptive analytical method. To achieve the study objectives, the researchers analyzing the selected samples of English Sudanese newspapers

2.0: Literature Review

2.1. Style and Stylistics According to (Short and Leech, 1981, p. 10) "style has a fairly uncontroversial meaning: it refers to the way in which language is used in a given context, by a given person, for a given purpose, and so on". This is related to Swiss linguist Saussure's distinction between *langue* and *parole*, *langue* being the code or system of rules common to speakers of a language and *parole* being the particular uses of this system, or selections from this system, that speakers or writers make on this or that occasion. Style then pertains to

parole: it is selection from a total linguistic repertoire that constitutes a style.

Leech & Short (2007:10) point out that the style refers to the way in which language is used in a given context, by a given person, for a given purpose. David Crystal (1981) illustrates that —Linguistics is the academic discipline that studies language scientifically, and stylistics, as a part of this discipline, studies certain aspects of language variation. Leech and Short (1981) point out the main objective of stylistics is to discover the meanings and appreciate the linguistic features of the text.

Therefore stylistics can be defined as the study of devices of language such as rhetorical and syntactical patterns.

2.2 Functions of Newspaper headlines

Headline is the most prominent entity of newspaper. It conveys the most essential information. The first things people look at before buying newspapers are the headlines so they have to be informative and attractive. The impact of the headlines on the readers is likely to be stronger because certain linguistic stylistic features used in headlines make them particularly memorable and effective. Dijk (1998:248) states that headlines depict the unity of discourse and are a source of information which is easily memorized by the reader. Morley, (1998:31) distinguishes five main functions of newspaper headlines, they attract the reader's attention, summarize the content of the article, indicate the writer's attitude to the story, indicate the register of the article and the focus of the article. It is very obvious that these functions of newspaper headlines are concentrated not only on the summary of the contents of the article, but also on the reader and the attraction of his/her attention. All these help the reader to have a quick view of the news by giving attractive

and informative headlines. The advantage of this is that, it helps to save the reader's time.

2.3 Features of Newspaper Headlines

Newspaper headlines are written discourse that has intended meaning. They are means of social interaction. The main function of a newspaper is to give news and different types of knowledge and information. It is also used to educate, enlighten or entertain people. Moreover the newspaper influences public opinion on social, religious, political, economic issues. Therefore they have distinctive style so as to achieve all these goals. Develotee & Rechneiwski (2001) state that Mardh (1980) offers a comprehensive study of the features of the headlines of English newspapers Such as omission of articles, verbs, & auxiliaries, nominalizations, adverbial headlines, usage of short words, use of alliteration are certain features.

Newspapers headline has particular stylistic features that contribute a lot to their intended meaning, the following are some of them:

2.3.1 Morphological features – The most prominent morphological features of news headlines are use of non-finite verb forms and content words. Omission of articles, link verbs, auxiliaries, pronouns, and omission of auxiliaries, relative pronouns, beside use of titles is which quite common. Such omission makes a headline shorter so readers can go through within a second.

2.3.2 Grammatical & Syntactical Features: Deep Structure and surface Structure

2.3.3 In his theory of transformational grammar, (Lyons 1995: 212) states that a sentence has two structures, the deep structure of a sentence which refers to the output of the base component and the input to both the transformational component and the semantic

component; the surface structure of a sentence is the output of the transformational component and the input to the phonological component. Therefore it is necessary to examine a head line at both surface and structure in order to find out the its meaning. Deep and Surface Structure examples: Charlie broke the window. (Active Voice); the window was broken by Charlie. (Passive Voice); Jack loves his brother. (Active Voice); his brother is loved by Jack. (Passive Voice) The distinction between them is a difference in their surface structure. They have different syntactic forms of individual sentence. This superficial difference is called surface structure. Deep and Surface Structure. The sentences can have deep structure like this: It was Charlie who broke the window; was the window broken by Charlie? It is Jack loves his brother. And so on... An abstract level of structural organization in which all the elements determining structural interpretation are represented is called deep structure. OR The underlying level where the basic components can be represented is called their deep structure.

Regarding grammar the use of present tense and passive sentences is quite often in headlines, beside interrogative sentences.

2.3.4 Lexical features: Newspapers headline use loaded words which have connotative meaning. Use of noun phrases, terminologies abbreviations, acronyms; and proper nouns....etc is very frequent.

2.3.5 Phonological Features: Peter (2010: 4) points out that news headlines sounds and words-stress (rhythm) often appeal to the reader's sense of hearing and enhance memorization and attract attention. He provides the following example: "Life on Mars-War of Words "(The Independent August 1998); the strong stress is equally divided over the two phrases while the initial sound of war –words alliterates.

2.4 Level of Analysis

Newspapers headlines analysis depends on dealing with them from different linguistic levels. The most common levels are:

2.4.1 Graph logic Level:

Graphitic is the basic graphic substance of language. It is a branch of linguistics concerned with the study of written or printed shapes. Graph logical approach deals with the use of letters; the capitalization of some letters, the choice of type size (or font size), color of presentation and all those other physical features of the written expression. These features play essential role in headline interpretation. Peter (2010: 4) states that headlines writers use many devices to create unique style to newspaper headlines to attract reader's attention. The typographical features of headlines such as the font size, color, italics, bold letters, and dashes are very essential because they have a direct powerful effect on the reader. They also have implied meaning.

2.4.2 Syntactic Level

Syntax deals with the arrangement of words in a sentence or the grammatical arrangement of the various elements of a sentence. Newspaper headlines are usually written in phrases, clauses or fragmented syntactic structures. Use of declarative sentence is also quite common.

The most striking syntactic feature of headline is the use of elliptical expressions.

2.4.3 Grammatical Level

It is important to pay attention to how writers use punctuation and sentence structure, because order of words influences their meanings. Sometimes the order of the words is regular which helps to give the

reader an easy reading experience, or they may be more unusual and complex in order to create special effect. The most prominent grammatical features of headlines are the use of present tense for past events, passive form, omission of the articles the, a, an ...etc and use of cardinal numbers.

2.4.4 Diction

Semantic is the study of meaning. Meaning of text to large extents depends on meaning of words. Therefore the choice of words and phrases used by the journalists who wrote the headlines influences the intended meaning. Reporters of newspaper use words that have connotative meaning in order to achieve particular purpose and effect. Moreover clichés and set phrases, terminological variety; abbreviations and acronyms; proper names are also commonly used.

Such diction supports a particular claim. Words sometimes have implied meaning so readers should go beyond the ordinary meaning of words written on the pages of the newspapers.

2.4.5 Stylistic Level

The language of newspaper headlines is distinctive from other types of discourse in a number of ways. These in turn constitute the style of journalistic writing. A headline for newspapers is often the most important element. It is the news summary. The main goal of a headline is to grab the reader's attention so various stylistic devices are used.

M. Swan (1995: 359), points out that headlines are the short titles above newspaper reports which sometimes can be difficult to understand, due to the fact that they are written in a special style for particular purpose and effect. The study of style also involves an examination of the writer's use of figurative language and other stylistic devices such as sound, idioms,

and imagery. Such style gives a written work verbal beauty, economy of words and structure and thematic depth and appeals to the reader.

2.5 Previous Studies

2.5.1 Ali Roohani and Maryam Esmaili, Shahrekord University, Iran, 68| Journal of Applied Language Studies (JALS), 1(2), 2010. have carried out a study entitled “A Contrastive Analysis of Sports Headlines” in Two English Newspaper. The study aims at characterizing the linguistic structures of headlines in the sports section of two English newspapers: one non-Iranian (The Times) and one Iranian (Tehran Times). The sample is a 3-week corpus of the headlines. The variability of syntactic and lexical features of the sample headlines in both newspapers was analyzed contrastively. The results of the analyses of syntactic and lexical features indicated that the sports headlines of both newspapers were similar in using type of verb (dynamic and static), headline types (verbal and nominal), voice (passive and active), tense (simple past, present, progressive, and future), and functional types (statement, question, and command), but significantly different in their quantitative use of headline types by predications (simple, complex, and compound).

2.5.2 Renata Mozūraitė. Siauliai University Lithuania. Department of Foreign Languages, has carried out a Thesis for B.A in 2015 entitled “Newspaper Style :Stylistic Features of Headlines” The aim of the research is to analyze the stylistic features of the newspaper headlines “*The Telegram*”. The main objectives is to overview the theoretical data of functional and the newspaper style, analyze special language features of the headlines, as well as to indicate the frequency of certain stylistic features used in the newspaper headlines. The sample is 200 of the newspaper headlines have been drawn from the British online newspaper “*The Telegraph*”. 71 instances of headlines have been used as

illustrative examples. Descriptive analysis is used in analyzing the selected examples of English newspaper headlines. Descriptive statistic method is used to indicate the frequency of certain stylistic features revealed by the analysis.

The study concludes that the use of different lexical and grammatical features combined together creates the particular and distinctive style of the newspaper headlines. Moreover, it indicates not only the newspaper style, but also emphasizes the identity of the English language linguistic regularities.

3.0: Methodology:

3.1 Data Collection:

The researchers use secondary sources for data collection i.e. some editions of the widely read Sudanese newspaper "Sudan Vision" issued during 2018-2019.

3.2 Sample:

Ten news headlines are chosen for analysis. Headlines are chosen from local newspapers "Sudan Vision" published during 2018-2019.

3.3 Method of Analysis:

The researchers use descriptive analytical method and coding system for analyzing the selected samples of "Sudan Vision" newspaper headlines.

3.4. Data Analysis Procedures:

The data will be analyzed at all linguistic levels typographic level, phonological, syntactic, grammatical, stylistic ...etc. in order to show the distinctive stylistic features of newspaper headlines.

4.0: Data Analysis and Discussion

In this chapter the researchers are going to analyze ten Newspaper headlines which are chosen as sample so as to examine the features of

headlines and explain how stylistic analysis of headlines play great role in their interpretation. The researchers follow the procedures explained in chapter three. Doing stylistic analysis means analyzing the typographical features, syntactic features, stylistic, grammatical features...etc. The aim of the analysis is to highlight the distinctive features of news headlines and emphasize the contribution of these features to the intended meaning of headlines.

The Following are the headlines to be analyzed:

4.1.1 "Wreckages of WW11 Aircraft Carrier USS Lexington Found

("Sudan Vision" 7th March 2018 - (19th Jumada 11 -1439) VoL 6 Issue No 4395 the head line

Will be analyzed at the following level:

4.1.2 Graphitic level

i-The headline is written in bold type on the top of the page. Each word starts with capital. Such stylistic feature attracts readers' attention. The headline is written in red color which has symbolic meaning. It indicates danger, and importance of the incident. This makes the reader extremely eager to know the details of the incidence.

4.1.3 Lexicomorphology Level

The most striking linguistic feature of this headline is the use of initialize (abbreviation).

i- WW11: This abbreviation stand for Ward War Two which started in 1939 to 1945).

ii. USS stands for United States Ship. Lexington is the name of the ship.

Knowledge of the meaning of these words is important for understanding of the headlines.

4.1.4 Syntactic Features

The syntactic features in this line are the use of nominal group "Wreckages of WW11 Aircraft Carrier USS Lexington". This noun

phrase functions as a subject of the sentence. The sentence is written in the passive form which indicates that the agent is not necessary so it is deleted. Use of passive form make the sentence shorter therefore does not take time to read. The writer uses simple present tense in the finite clauses. This is because simple present tense is often use in headlines to refer to the past and future time to make the event seem more actual.

4.2 Deep Structure and Surface Structure

4.2.1 -“Wreckages of WW11 Aircraft Carrier USS Lexington” is found somewhere.

4.2.2-“Wreckages of WW11 Aircraft Carrier USS Lexington” is found by some one

4.2.3 Wreckages of WW11 Aircraft Carrier USS Lexington” is due to be found.

4.2.4“Wreckages of WW11 Aircraft Carrier USS Lexington”

4.3 Britain Would Regret No-deal Brexit ‘Forever’-UK Business Minister. (Sudan Vision, 4th February, 2019) – (29th Jumada, 1440 - VoL.17Issue No4643)

This headline will be analyzed at all linguistic level so as find out how stylistic features influence the understanding of the headline.

4.3.1 Typographical Level

i- The head line is written in bold type in the top of the page. This indicates its importance. Each word in the sentence starts with capital which means that all words are essential and readers have to focus on. Such stylistic features attract readers’ attention. The headline is written in black color which has neutral indication.

4.3.2 Lexicomorphology Level

The most striking lexical feature of this headline is the use of a new word, which is formed by blending the first syllable of the first word Britain and

second syllable of second word exit so the new word becomes “Brexit”- and the use of initialize (abbreviation) UK.

4.3.2.1 Brexit: this word is new but it is widely used by media today. It means Britain exits. The intended meaning is that Britain is about to leave the European Union.

4.3.2.2 UK: This abbreviation stands for United Kingdom (Britain). Use of blending and initialism save time and space.

4.3.2.3 Business Minster: Use of titles instead of names is quite common in headlines because they are more important for readers than actual proper names. It represents the president authority.

4.3.3 Syntactic and Grammatical Features

4.3.3.1 The syntactic features in this line are the use of noun and verb phrases and absence of adverbial and propositional phrases. Using content words such as nouns and verbs help reader grasp the message immediately without wasting time.

4.3.3.2 The writer uses the verb (Would Regret). This expresses the probability of the event which is going to take place in the future. The intended meaning is that if Britain exits from EU without deal it will regret that forever.

4.3.3.3 Omission of full stops (period) although the headline forms a complete sentence.

4.4 Deep Structure:

Deep structure is the abstract structure that allows the speaker of a language to know what the sentence means. Deep structure expresses the

semantic contents of the sentence where as surface structure determine its phonic form.

Britain Would Regret No-deal Brexit ‘Forever’-UK Business Minister

This sentence can be interpreted as follow:

4.4.1 UK Business Minister thinks Britain will regret leaving European Union without agreement on some issues.

4.4.2 The British Business minister, Greg Clark states that Britain will regret leaving European Union without agreement on some issues.

4.4.3 Brexit is due to take place and Britain will regret it permanently as the UK Business Minister says.

4.4.4 Leaving European Union without deal is a real risk for British economy.

4.4.5 What the British government wants to do is to with draw from the European Union without deal which will be a disaster and great risk.

NCP Intend to Start New Contacts with Opposition Forces

("Sudan Vision" 4th March 2019 - (27th Jumada 11 -1440) VoL 17 Issue No 4663

The head line will be analyzed at the following levels:

4.5. Graphic Level

4.5.1The head line is written in bold type on the top of the page first page. Each word starts with capital .Such stylistic feature attract readers ‘attention. The headline is written in white color which has symbolic meaning. It indicates peace and stability.

4.5.2 Lexicomorphology

The most striking linguistic feature of this headline is the use of initialize (abbreviation).

4.5.2.1NCP: This abbreviation stand for National Congress Party which represent the ruling party in Sudan.

Knowledge of the meaning of these words is important for understanding of the headlines.

4.5.3 Syntactic Features

The syntactic features in this line are the use of nominal group his is because simple present tense is often use in headlines to refer to future time to make the event seem more actual.

4.5.4. Deep Structure

NCP Intend to Start New Contacts with Opposition Forces

The deep structure of the sentence can be as follows:

- a. NCP plan to start a new contact with the opposition forces
- b. NCP will have talk with the opposition forces soon so as to settle the dispute.
- c. NCP plan to start a new contact with the opposition forces leaders to discuss the recent political situation in Sudan.

4.6 Sudan Calls for marking 15th March as Islam phobia countering Day ("Sudan Vision" 24th March 2019 - (17th Rajab-1440) VoL 17 Issue No 4677)

The head line will be analyzed at the following level:

4.6.1 Graphic Level

4.6.1.1The head line is written in red bold type on the top of the page. Each word starts with capital. Capitalization indicates the importance of each word. Such stylistic feature attract readers 'attention and arouse curiosity. The headline is written in red color which has symbolic meaning. It indicates danger, and importance of the incident. This makes the reader extremely interested in knowing more about the story.

4.6.1.2 Lexicomorpholog

The most striking morphological feature of this headline is the use of term Islam phobia. This word is formed through the word formation process compounding. Readers must be aware of what this term could mean in this context. Islam phobia is a term which sometimes misused when criticizing the behavior of some Muslims like Charles Libido. But the term has another definition. It is defined as a type of racism against Muslims when targeting Muslims because they are Muslims and what they think and whatever they do.

4.6.1.3 Syntactic Features

The head line is written in present tense which indicates the immediacy of action. The sentence is simple consists of subject and predicate.

4.6.1.4 Deep Structure

Sudan Calls for marking 15th March as Islam phobia countering Day

The deep structure of this head line could be as follows:

4.6.1.4.1 Sudanese government calls other nations to mark 15th March as Islam phobia countering Day.

4.6.1.4.2 What Sudanese government calls for is to marking 15th March as Islam phobia countering Day.

4.6.1.4.3 Sudanese government wants 15th March to be considered as Islam phobia countering Day.

4.6.1.4.4 15th March is considered as Islam phobia countering Day by Sudanese government

4.6.1.4.5 All Islamic countries should mark 15th March as Islam phobia countering Day.

4.7 PM Eila Proposed Reform of Public Sector and Civil Service is an Urgent Need. ("Sudan Vision" 24th March 2019 - (17^h Rajab-1440) VoL 17 Issue No 4677)

The head line will be analyzed at the following level:

4.7.1 Grphogric Level

4.7.1.1 The head line is written in bold type on the top of the page. Each word starts with capital .Such stylistic feature attract readers ‘attention. The headline is written in black color which is neutral.

4.7.1.2 Lexicomorphology Level

The linguistic feature of this headline is the use of initialize (abbreviation) PM.

4.7.1.3. PM: This abbreviation stands for Prime Minister, such use save time and space for readers and editor.

4.7.14 Syntactic Features

The syntactic features in this line are the use of noun phrases and verb phrases.

These noun phrases function as a subject and object of the sentence. The writer uses simple present tense in the finite clauses. This is because simple present tense is often use in headlines to refer to the past and future time to make the event seem more actual.

4.7.2 Deep Structure

The deep structure of this headline could be as follows:

PM Eila Proposed Reform of Public Sector and Civil Service is an Urgent Need.

4.7.2.1 Prime Minister Eila declared that reform of public sector and civil service is needed.

4.7.2.2 For Prime Minister Eila reform of public sector and civil service is top priority.

4.7.2.3 Prime Minister Eila declared that reform of public sector and civil service is critical.

4.7.2.4 Prime Minister Eila declared that reform of public sector and civil service will solve the present economic crisis in Sudan.

4.7.3 Rhetorical Level

The rhetorical features of this headline are the use of alliteration;

PM Eila Proposed Reform of Public Sector and Civil Service is an Urgent Need. The repetitions of /p/ and /S/ sound here create specific effect.

4.8 Presidential Directives Not To Target Protestors

("Sudan Vision" 10th Aril 2019 -)

The head line will be analyzed at the following level:

4.7.4 Grphogric Level

The head line is written in bold type on the top of the page. Each word starts with capital. Such stylistic feature attracts readers' attention and emphasizes their importance.

4.7.5 Lexicomorphology Level

The writer uses the appropriate type of word building which is called derivation for this headline because it carries a reasonable amount of information to the reader to avoid long descriptive and explanatory sentences.

4.7.5.1 The main morphological features in this headline is derivational words such as presidential, directives and protestors.

4.7.5.2 Syntactic Grammatical Features

4.7.5.3 The writer uses noun phrases and non finite verb phrase.

The first noun phrase composed of adjective presidential functions as modifier and directives as a head of the phrase. The other noun phrase is made of the noun phrase protester which functions as the head of the nominal group. Omission of articles, absence of finite verbs, auxiliaries are noticeable. Regarding word order, it is clear that the most important items placed first. Headlines often use the *to*-infinitive form to refer to future events 'not to target'.

4.8 Deep Structure

The deep structure of this headline could be as follows:

Presidential Directives Not To Target Protestors

4.8.1 The president of the Sudan declared that the police should not target the protestors.

4.8.2 Sudanese government prevents the police and security forces from using violence against the demonstrators.

4.8.3 There are presidential directives concerning how to deal with protestors.

4.8.4 there is a protest action somewhere.

4.8.5 Political dispute is going on in Sudan.

4.9 Rhetorical Level

The rhetorical features of this headline are the use of alliteration.

Presidential Directives Not To Target Protestors

The repetition of /p/ and /T/ sound here creates specific effect and attracts readers' eye and attention.

4.9.1 Serious Dialogue is the Only Solution

("Sudan Vision" 11th April 2019 -6th Shaaban 1440-Vol.17 Issue No 4691)

4.9.1.1 Graphogric Level

The use of different shapes such as capital letters, lower case letters, and bold letters are used. These catch the eyes and attention of the readers.

The large size used reveals the importance of news story.

4.9.1.2 Lexicomorphology Level

'Serious Dialogue is the Only Solution'

English language is very flexible in terms of creating new words and lexical units.

The writer uses derivational process to form the word 'solution, but for the rest he uses the roots. The use of such formal words

4.9.1.3 Syntactic Features

The writers use a declarative sentence to express the intended. ‘Serious Dialogue is the Only Solution-

4.9.2 Deep Structure:

The deep structure could be as follows: ‘Serious Dialogue is the Only Solution-

-The government thinks that dialogue is best solution to the crisis

-Dialogue is needed to solve all problems in Sudan.

4.9.3 SPA Vis –a vis TMC ("Sudan Vision" 23th April 2019 – 18th Shaaban 1440- Vol17 IssueNo4699)

4.9.3.1 Grphogric Level

The head line is written in bold type in black color to show it importance.

5.0: Findings, Conclusion and Recommendations

5.1 Findings:

The main findings of this study are the following:

1- The most outstanding stylistic features of news headlines are the use of present tense, passive, omission of articles, prepositions, use of nominal group, abbreviations as well as particular colors and font size.....etc.

2- The distinctive stylistic features used for writing headlines create effect on the reader and have particular purposes.

3-The analysis reveals that linguistic features contribute to the construction of the intended meaning of the headlines .

5.2 Conclusion:

The study explores the stylistic features of news headlines. The newspaper style has a number of typographical, morphological, syntactical, features. These features are used in order to create particular effect and achieve specific purpose. Moreover such features make a precise summary of the news story and also save space, attract the readers’ attention and make the language more interesting. In order to be precise and meaningful headlines omit articles, pronouns, auxiliaries,

prepositions...etc. This is a very clear in the data collected for analysis. The analysis has shown that headlines are almost always written in the simple present tense, even if the event happened in the recent past. The nominal headlines usually consist of a complex noun phrase. Headlines with both premodifier and post modifier are frequent. It can be concluded that the use of different stylistic features create the particular unique and distinctive style of the Sudanese newspaper headlines that contribute to its meaning.

5.3 Recommendations: The researcher recommends the following:

1- Readers should be aware of stylistics features of news headlines in order to understand their meaning.

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