

CHAPTER - 2

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NEWS HEADLINES: NATURE AND FUNCTIONS

2.0 INTRODUCTION

The headline is a phrase, which provides a brief summary of the text, which is in detail in any print media. In Telugu headlines are generally referred as 'Siirshikalu'. Headlines are used to give an idea or brief account of the content of the news or information that is in detail. We often come across advertisements of various products. These advertisements are featured colorfully and figuratively in magazines, journals and various other print media by business concerns with a view to sell their product. For example: Tooth Paste, Cycle, Motor Cars Soaps etc. If the idea behind such advertisements is to sell the product, headlines are used to sell the newspapers, i.e. the headlines attract the buyers (readers) of the newspapers.

In newspapers we find lot of news. They are printed in a uniform type and font size. They divide and exhibit various news separately for the convenience of the readers. They follow various methods. They divide every page into vertical, rectangular/ boxes of news, put headlines in between these boxes so as to enable the reader to identify the news of his/her interest.

2.1 NATURE OF THE HEADLINES:

Headlines do not have more than one or two sentences. To

take a rapid glance at the news, headlines are very helpful. The usage of bigger fonts for the headlines makes news more attractive and look ornamental in between uniform news columns. But their main aim is to help the reader to get an idea about the news within few seconds since large number of the readers may not spend more time for details. Headlines provide faster and clear idea about the detailed news in the newspaper.

The headlines in newspapers do not resemble cut captions or symbols. A headline that is not properly featured is as good as being non-existence, as many journalists believe. Every story or news does not need an introduction. But a headline is necessary. To write a good headline the following characteristics are necessary.

- a) Usage of language symbols should be described and the news content has to be increased.
- b) Commonly heard contemporary words should be effectively used.
- c) The connotative and denotative meanings of the words used in the headlines have to be properly gauged.
- d) Words that are used should be understood easily by the maximum number of the readers.
- e) Effective utilization of space is necessary and at the same time the headline should be attractive and as short as possible.
- f) Sentences that are formulated should be clear and concise.

In a printed text, headlines are read by many people, if they are clear and bold enough to **catch the** attention of **the** readers. They are usually different from the language used in the printed text, as it has its own structure and contents. Headlines occupy less space as they are short lengthwise and hence consume less time so that they can be read at a single glance as *they* are printed in bold letters and large in size.

Garst and Bernstein (Mardh 1980, as cited in Bharani, 1996:) stated, "that headlines are governed essentially by the requirement of utility". In creating interest and curiosity among the readers, headlines play a crucial role, as their language has its own grammar. It can also provide a brief summary of the text. It is the choice of the reader, whether to read the whole text or not.

Straumann (Bharani, 1996:) called headlines 'block language' includes various other natural languages like posters, labels, and telegrams. Block language has grammatical units lower than that of a sentence or clause. Headlines are, in a sense, the results of the ellipsis since they are modified and limited to noun phrases. For example there is omission of articles, various forms of copula verb 'be', and other modal auxiliaries *in* English.

Headlines too have the feature of economy of grammar, like pidgins, child language, and telegraphic language. They are

economical and effective in communication with their extreme brevity.

Our discussion of the nature and functions of headlines in this chapter is largely based on Narravula Subbarao (1969), Alberta Sutton (1971), Budaraju Radhakrishna (1995).

2.1.1 FORMS OF HEADLINES:

In view of the news story it accompanies, a headline may consist of one or more parts, which could otherwise be called as units, each of which deal with different facts drawn from that story. All these units together make up a complete headline. Each of the individual parts, which are made of one or more lines are separated either by a white space or a dash which is called a 'deck'. These decks are used to put forward the facts according to their importance. Only one deck may be employed in a headline, but if necessary two or more can also be used. Subsequently the larger deck is the important deck while the smaller decks become subordinate decks.

The first step in planning the headlines is deciding upon the form or forms, of headlines, that are to be used in the English and Telugu newspapers. There are several styles and forms that can be used in writing headlines. Most of the popular newspapers use certain forms of headlines more frequently. According to Narrala Subbarao (1996: p.59). most of the Telugu newspapers commonly use banner heads for their best news. Whereas

American newspapers have been found using pyramid, inverted pyramid, flush left, flush right very often. Such a usage some times gives an identity to newspapers. Some of the popular headline forms are mentioned below. However, we do not find some examples in Telugu due to factor of writing system and printing technology.

- a) The cross-line:** This is one of the simplest forms available. It basically consists of a single line and one or more columns in width. It may run flush on both sides or words and is centered in measure. Many newspapers commonly use this type. When headlines have one or more columns, cross line is employed to give variety. It is used frequently to give a formal look. However, this is not a popular headline today.

EX: English Victory for PM

Telugu: మొండిపట్టు వీడని బాబు

- b) The Drop-line:** This type is also known as the 'step line' or 'step head' because the lines in this type are indented and step down uniformly and progressively from the left. It usually consists of two or three lines. The drop line form is used as the main headline as the top deck, when the news has two or more decks.

Ex: English: Factionists

Open fire

One injured

Telugu: ఎస్పీ, ఐజిల

భాళీల భర్తీకి

సర్కార్ కసరత్తు

c) **The Inverted pyramid:** This form is usually employed more as a subordinate deck in a headline. It generally consists of three lines, write the top line exceeding all the way across the column. The next two lines are set to be shorter than the one above, with words centered according to the count or measure. It is one of the difficult forms of headlines as it takes more time of the sub-editor's time in setting. Still it is one of the most widely used forms of headlines. It is mostly used as a subordinate deck.

Ex: English: After the Bad Guys,
CVC to name the
Good Guys

Telugu: వీరప్పన్ చెరనుంచి

తప్పించుకున్న నాగప్ప

d) The Hanging intention: The desire to include more lines into the headlines have resulted in this type of headline. Like most of the smaller types of headlines, this type is also used as a subordinate deck. The first line is set to flush on both the sides; and the other lines that follow are indented from the left with an even amount of space.

Ex: English : **IB Unearths Plot**

•To assassinate
Chief Minister

Telugu: విమానాల హైజాక్కు పాకిస్తాన్
కుట్ర ఎయిర్పోర్టులకు
కేంద్రం హెచ్చరిక

e) The Flush left: It is one of the modern headline forms. It is simple in its design and provides for a lot of freedom in writing headlines. In this type there are one or more lines

and the lines are always set to flush to the left hand side of the column. There is no hard and fast rule that any one of the lines should be longest but that a uniform style has to be maintained for better results. In most newspapers it is used as the top deck and also as a subordinate deck. There may be certain modifications *in* this form. Some of them have been named as 'modified flush left' or 'square indention' etc. It has gained huge popularity and is widely used. This is because it is very easy to write and provides lot of flexibility in unit count. This headline gives a greater feeling of airiness and freedom to the page through white spaces.

Ex: English. Center acts on
Postal Strike
Calls it illegal

Telugu:

ఎసిబి దాడుల్లో పదిళ్ళు,
23 ఎకరాల భూమి, రెండు రైస్ మిల్లులు,
బ్యాంక్ అకౌంట్లు పెద్దమొత్తంలో ఆస్తులు

f) **The Spread:** A headline or deck, which extends over two or more columns in length, is known as the 'spread'. The

flush-left, the drop-line and the cross line are the most common headlines used in the spread.

The above-mentioned forms of headlines are very popular and most commonly used in most of the newspapers and magazines. There are various other headline forms or styles, which are used less commonly used or out of use. Some such forms of headlines are listed to know the variety in headline forms.

Ex: English:

Gore disagrees with court verdict,
Accepts defeat; Clinton pats both

Telugu:

సిని తారలనుంచి ఏడుకోట్లు స్వాధీనం
జబి అధికారులు పేర్లు పెల్లడికి నిరాకరణ

- a) The Flush line: The unit count in this form of headline must be exact in order to avoid, unwanted amount of white space between the letters or words. Hence, sub editors take great care while writing these headlines. It is the flush-left form taken to it extremes. The amount of white space is reduced between the words to a minimum and the headline looks crowded and uninviting. In most of the newspapers this headline is replaced by the flush-left due to its greater

simplicity.

Ex: English:

Bush to work for Kashmir Peace Seeks help China

Telugu:

చాంపియన్స్ ట్రోఫికి దూరమైన భారతదేశం
పైటిల్ పోరు పైనల్తో కొరియా, నెదర్లాండ్స్
హాకీలో భారత్‌కు దక్కింది కేవలం ఆరోస్థానం

b) The Astonisher: It belongs to one of the recent trends in headlines. In this type, a smaller line is set *in* a smaller type above the main deck. This smaller typed line is a striking statement or facts or idioms, which are intended to gain the attention of the reader. Occasionally it reads into the main deck. This is also called the 'read in' headline, 'over line' headline. Or 'whip-lash'.

Ex: English: Crime on Wheels

Black Yamaha gang scores

51 fits in a year

Telugu: ప్రణాళికా సంఘం వ్యాఖ్య

తగ్గిపోతున్న వ్యవసాయోత్పత్తి

తిరోగమనంలో విద్యుత్ సంస్థలు

c) **The Rocket:** In the rocket style of headline, the lead itself starts with a headline and takes the reader into the story. It is the most unorthodox form of headlines. It is called so because of the 'stream-lined' principle involved. Making use of the flush-left, the first word is capitalized and all the others, which follow, are handled the way they appear in ordinary composition writing. To write such headlines reporters require training and rewriting leads to different stories that will make the headline impractical.

This type headline not seen in the Indian Newspapers both English and Telugu.

Ex: English: **Great trouble**

has developed

In view country

Over the naming of

New officers who are

To handle distribution

Of funds collected for use in

Feeding and clothing victims

**Of the recent storms and floods
Which swept over the area two
weeks ago**

**Telugu: నూతన సహస్రాబ్దిలో భారతదేశం పేరును
సగర్వంగా చాచిన రెండు అపూర్వ సందర్భాలు.**

**వీటి వెనుక ఒకరు మిస్ యూనివర్స్ 2000
లారాదత్తా. మరొకరు సిడ్నీ ఒలంపిక్స్‌లో
కాస్య పతకం సాధించిన కరణం మల్లీశ్వరి**

**వీరిలో ఎవరు గొప్ప అన్నటువంటి ఆసక్తికరమైన విషయానికి
సమాచారం రాబట్టడానికి 'ది హిందూస్టాన్ టైమ్స్' పత్రిక
చేపట్టింది సర్వేలో పాల్గొన్న 80 శాతం మందికి పైగా మల్లీశ్వరి
సాధించిన విజయమే అపూర్వమైనదని అభిప్రాయపడ్డారు. కేవలం
12 శాతం మంది మాత్రమే లారాదత్తా తమిళనాడుకు మైమరచారు**

d) The Jump head: Long articles or stories make it difficult, sometime to print the stories in the same page. This becomes more difficult if we want a pleasing page-design. Most papers carry their stories over the other pages in order to pass the reader inside the paper. When part of the story is continued to another page, it is accompanied by what is

called a hump head to help the reader to find the material carried over.

Ex: English: **Night riders**

Storm City

Streets

(continued from page 1)

Telugu: మంత్రికి ఎదురుదెబ్బ

(మొదటి పేజీ తరువాయి)

e) **Boxed heads:** Borders or lines are drawn around a headline to give it prominence. Such headlines are called boxed heads. Box heads are losing their importance, as there is heavy stress in using headlines, which are as simple as possible. But still in some newspapers we find usage of box heads. If lines on all four sides do not surround the headline, then it is called the 'modified Box head'. To separate a story from another story box head is used in a same column.

Ex: English :

Vajpai to expand ministry

2

Between the Lines

by Mushruff

3

Congress draws
First blood

4 Congress men alone

Can clarify

: Naidu

Telugu:

వైదరాబాదు నగరంలో.....

2

మూఢులెక్కిన వార్య చేసిన వారిని పట్టుకొంటాం!

హోంమంత్రి

3

స్టేషన్స్ కేసులో నోందిరుదు
దారాసంగ్ ఎట్టకేలకు పోలీసులకు
లొంగుచు

4

వరల్డ్ కప్ పోటీలకు బయలుదేరిన

భారత్ జట్టు

f) **Folo heads:** Folo head is used when news, which relates to the main story needs additions. This is done when various

related materials about the main story are put together in the same columns. Some use flush-left, box heads, small type size heads etc., for folio heads.

Ex: English: George E. Buner of amden,
CIOPAC backed democrat,
said shortly before that on
the basis of unofficial
returns he considered
Smith's election.

WEST VIRGINIA

Charleston, W, V.A, November 5
United states Sen. Kilgore,
whose bid for reelection was
the subject of a vigorous
campaign fight by the
national democratic
administration, was engage
in a close battle with
Republican Thomas
B.Sweeney with almost two-
thirds of the West Virginia
election ballots reported
tonight.

Note: There is no example in Telugu newspapers

g) Sub heads: To break up long columns of big stories

subheads are used for every two or three paragraphs to throw some light on the importance of various aspects of the story. The most common type of sub-head is single straight line with capital letters, set centered in between the column.

Ex: English: King size fan

Morocco's red-hot favourite for the 1500 m Hicham El guenai got some top level support before his run in the semi final last night. The north African country's king Mohammad VI rang El Guerrouj, whose hopes of gold in Atlanta four years ago were sluppered by a fall when he was spiked, "the king rang me to wish me good luck" said El

Guerroj.

Telugu: వింతలో వింత

ఏ నువ్వుచాడె ఏమి జరు
గెనో ఎవ రూపి చెడ రు
అని ఒక్కసారి అశ్చర్యపోవ
లసి ఉంటుంది అశ్రీలీల
లోని పెరైలో నివసిస్తున్న లి
చ్చే పాపిల్ ముఖవారం జ్వ
రం వచ్చిందనే అనుమానం
తో తన భర్త శ్రీ జాన్సన్
తో జాన్సన్ అస్పత్రికి వె
ళ్ళింది చార్మన్ కు లోకేషన్
డు అమె టాయిలెట్ రూప
మి వెళ్ళింది అక్కడే ఫాదె
ల్ మిచ్చ ను పగ్గరించింది
అప్పటివరకూ తను గర్భం
భరించినట్టు అమెకు తెలి
యనే తెలియదు. ఫాదెల్ భర్త
కు అ సంగతి తెలియదు.
వారి కుమారుడు బోర్న్
జాన్సన్ అరోగ్యంగా ఉన్నాడు.

2.1.2 SELECTING TYPE FOR HEADLINES :

There are several considerations in selecting the type of headline. Any type that is chosen should be easier to read, and be attractive and novel. Above all they should be well fitted to the purpose for which the headlines are needed i.e., announcing and summarizing the news in a manner that readers can grasp the meaning of the news with a quick look at the headlines.

There are many families of types from which one can choose the desired headlines. E.g.: Old style Roman, Modern Roman, Cheltenham, Caslon, Century, Gothic etc. But the best results are only possible when one selected type is properly harmonized with the other type.

According to Alberta Sutton (1971:289) there are three kinds of harmony. They are

- a) Monotypographic harmony
- b) Adjacent harmony
- c) Complementary harmony

Monotypographic harmony involves choosing the type form from only one family. It is the simplest and easiest harmony in headline building. The use of two or more families of type together, which are very similar in design, and, which fall only next to one another in type harmony wheel, is known as adjacent harmony. For instance old Roman can be used with Modern Roman, Modern Roman with a Square Serif design and a Square-Serif with a type from Gothic race. Greatest contrast can be obtained by employing types that result in complimentary harmony. This happens when families that live opposite to each other on the type harmony wheel are used. For example a Gothic design could be used complementarily with more decorative old style Romans such as Caslon, Goudy or Garamond.

From among the three harmony kinds discussed, the

monotypographic harmony is the simplest and the safest. But while using adjacent harmony and complementary harmony, great care has to be taken in selecting the types, for it may result in undesirable effects. The greater problem may arise in the case of too many families of type in the same headline schedule.

Excellent results can be obtained by using two or three families of type in a headline schedule. In every instance, close attention must also be paid to the selection of type families that possess common characteristics, since the degree of harmony depends upon similarities in design. Most commonly used designs in newspapers are Modern Roman, Gothic, Square Serif and Bodoni etc.

EX: Example: 1 Haz committee fixes exchange rate

2. City Group announces 1 million grant to ISB

Telugu: ప్రభుత్వాన్ని ఇరకాటం పెట్టడానికి ప్రయత్నిస్తున్న
కాంగ్రెస్ నాయకులు : చంద్రబాబు

విద్యుత్ చార్జీలను పెంచి ప్రజలను ఇబ్బంది పాలు చేస్తున్న

తెలుగుదేశం ప్రభుత్వం: వైయస్ఆర్

2.1.3 LEGIBILITY OF HEADLINES:

Legibility of headlines is very important, if the legibility is absent, then the very aim of headlines is negated. Most of the headlines *in* newspapers are generally one column in width and this column width is a very small place to accommodate large size fonts. Despite this restriction, the types used must be large enough and bold enough to command attention of the reader.

Most of the newspapers have tried to come over this problem by using condensed faces in their headlines, which were usually set in capital letters. Such a practice is still on in the print media in most of the countries. Many tests have shown that the readability of the condensed faces is much more difficult than the regular faces and that they greatly effect the reading spread. Accordingly now-a-days most of the newspapers have replaced these condensed faces with more legible faces.

Through scientific investigations, leading type-founders and manufacturers of typesetting machines have introduced new condensed typefaces, which are specifically meant for headlines. Such fonts could increase the readability and legibility of the headlines.

Setting the headlines in full-caps is a poor practice. A person in his lifetime reads more of printed material that is set in

caps and lower-case. As this type is very familiar to him he prefers it the most. Lines written in caps and lower-case are much faster to read and this is done with great ease. If at all full caps are to be used, it should be restricted to those occasions, where a special emphasis is needed.

Another important criterion that is to be remembered in connection with legibility of type is that sufficient spacing should be given between the words and lines. Frequent mistakes and retardation of speed in reading headlines is caused with over crowding of words and lines in headlines.

Ex: English: PANCHAYAT MEET
IN CITY
FROM DEC 8

Face - to - Face
Turn in to Farce

Telugu: 'జూ'కు అధిదిగా మరో 'పెద్దపులి'

2.1.4 FITTING TYPES AND HEADLINE FORMS:

Another important phase in a headline design, which is as important as any other phase, is fitting the type chosen to the

form or forms, to which they are best, adopted. If we consider four most commonly used headlines namely, the Flush-left, the Hanging Indention, the Drop line and the Inverted Pyramid, we can conclude upon certain fitting types to suit them. For instance, Gothic Square-Serif type is the best suited to Flush-left because of their extreme plainness. Bodoni, with its classic geometric design, there and straight line Serifs and their clear-cut appearance can also be well fitted for a Flush-left. Similarly Century and Cheltenham, which are members of Mixed Roman group, are best for Hanging Indention, since it also is a plain design in which straight-line effects predominate.

For Drop-line or Inverted Pyramid headline forms, which contain a lot of variations, the best types would be those, which are more decorative in nature. Old style Romans, which has Scanting Serifs, off balance shadings and curved design is well suited for Drop-line or Inverted Pyramid. Goudy, Garamond, Caslon and more decorative scripts and cursives fall into this category.

The choice forms of headlines should be regulated by the nature of the design of the types that are to be used in the headline schedule. Forms, which are plain and simple, should be placed with types with similar characteristics and forms, which have a wide range of variations, should be placed with types, which are more decorative. The width of the given type of design also plays an important role. For example Caslon, which has a wide face cannot be used for a headline that is one column in

width, as the space is insufficient. However, Bodoni in which the letters are closely knit and are small is well suited for letters space of a column.

2.1.5 UNIT COUNT IN HEADLINE:

A sub-editor must work rapidly and produce a copy of the headline with out any delay and send it to the operator on the typecasting machine or a computer. If the headlines have to be readable and uniform, the lines, the words and the letters must contain the right amount of spacing.

In order to meet these requirements a reliable guide has been formed. Such a guide which is used in writing headlines is referred to as 'counting in' of headlines. All though a single system cannot be adopted without modification for all typefaces, copy editors and printers have devised general plan for 'counting in' of headlines.

The formula is based upon an assumption that most of the fonts used are of the same width and considered as one unit. Any other fonts that are either narrower or wider than the letters of average width are given values proportionate to their variance. This system has two parts.

- a) One that applies for capitals and lower-case letters.
- b) One that applies for all-capital letters.

While designing the headlines a count for caps and lower case

headlines is available in English newspapers. Whereas such a count or measure is not available in Telugu newspapers because in Telugu capital letters are absent and the capitals are denoted only by size. A totally different method based on assumption and common sense is used in designing headlines for Telugu newspapers.

Ex: English:

| | |
|--------------------------------------|----------------|
| Lower-case letters i, f, l, j, and t | 1/2 unit |
| Lower-case letters m and w | 1 1/2 units |
| All other lower-case letters | 1 unit |
| Capital I | 1 unit |
| Capitals M and W | 2 units |
| All other capital letters | 1 1/2 units |
| Punctuation marks | 1/2 unit |
| Figure 1 | 1/2 unit |
| All other figures | 1 unit |
| Spaces between words | 1 unit |

Application of this system to a typical drop-line headline would be made in the following manner:

SONIA ASKS TO =11

EXPLAIN LEGAL =14

SOMER SAULT =10 1/2

A different count is necessary for headlines set in all-caps. The method generally followed is:

| | |
|---------------------------------|------------------------|
| Capital | 1/2 unit |
| Capitals M and W | 1 1/2 units |
| All other letters | 1 unit |
| Punctuation marks | 1/2 unit |
| Figure 1 | 1/2 unit |
| All other figures | 1 unit |
| Spaces between words | 1/2 unit |

A drop-line headline set in all caps would be counted thus:

FLOOD VICTIMS 11.

YET TO GET RELIEF 13.

SAYS BJP PARTY 12

In headline forms like the Drop-line of the Inverted Pyramid, the extreme care in unit-count is necessary if a good symmetrical design is to be maintained. Once the count for a headline is accomplished care should be taken to stay in the limits indicated.

Each form needs an individual treatment. For instance, the

number of lines in a line in the Flush-left form need not necessarily be exact since this form itself lends to a more informal treatment. Crowding of lines should also be avoided. Proper spacing and white spaces have to be given to avoid a spotted image of headlines. The only safe plan to write a good headline is to follow the unit counts established for each headline for the schedule.

Every sub-editor should always mind that headlines cannot be shrunk or extended according to his whims and fancies and for a pleasing headline design, everything depends upon his ability to prepare headline that conforms to the adopted system of unit count.

In English there are 26 letters in two varieties known as *Capitals* and *Small letters*. But in Telugu many letters can be drawn including *stresses*. For instance: $\text{£}o)i\$je6J^{\circ}i\$ \text{£} > <3 \text{ \& } \text{£} >$

వండులు మృతి: బిష్ట క్షేమం

In the above Telugu sentence there are so many *Stress* can be found like వండులు . In this particular word " ం " could be counted twice, in the same manner, there will be a great number of letters. Hence it will be very difficult to count the units in Telugu language as we could do in English in a easy way.

In Telugu there are more or less 50-60 letter styles are there in Telugu newspapers. For Example:

Hemalatha, Harshapriya, Vennela, Godavari, Krishna,

Nannaya, Tikkana, Gurajada will be used rapidly in Telugu newspapers. Hence *in* Telugu newspapers there are no particular rules. They have kept some rules as we mentioned above, but according to their convenience with the development of electronic media, so many improvements can be seen in regional languages. And still some researches are being done in this regard. Nevertheless we can not escape from some of the typical problems especially in this particular case.

2.1.6 THE HEADLINE SCHEDULE:

A headline schedule is simply the collection of all the headlines used by a newspaper. It consists of examples of every form and style of headlines in a large sheet for a handling convenience. The unit counts of the headlines are also mentioned in the schedule. Copies of the headline schedule are provided to editors, sub-editors, machine/ computer operators and all other personnel who have any thing to do with the type and the make of the newspapers.

Every headline in the headline schedule is given separate identity and complete specifications as to the type employed, its size and column width etc. The unit counts help the operator to glance at the headline schedule and determine the exact style to be followed in setting it.

Such a system as headline schedule is very valuable as the work in every department is simplified and coordinated. A

lot of time is saved and chances of errors are minimized. Though strict adherence to the headline schedule cannot be over emphasized, it becomes a duty of every employee to know about the headline styles: the kind and size of types employed, the problems involved in headline production etc.

Every newspaper, in order to preserve its individuality always tries to build a headline schedule that is different from other newspapers. As there is no standard formula followed in deciding upon a headline schedule there are various schedules for various newspapers. Some are very simple, some are only one type family, selection of styles of headlines is more in some and some have a very small number of headlines. Whatever plan is decided upon, harmony of the elements, simplicity of the design, legibility of the forms etc, should always be taken care of by a headline writer. Though there is great variety in headline schedules, newspapers follows almost a same pattern in many respects, since the purposes are fundamentally the same regardless of the styles that are employed.

Headlines included in schedule may be classified according to the uses for which they are intended and the kind of job that they have to perform. In general, they fall into the following groups.

- a) Large headlines, Banners and Spreads.
- b) Top heads.
- c) Secondary heads.
- d) Subordinate heads.

- e) Contrast heads.
- f) Special feature and departmental heads.

a. BANNER HEADS:

When the best and the strongest possible display is desired the banner heads are used, as their width extends the way across the page and can be set in very large, bold type of fonts. The size factor of the types used comes into picture keeping in view the importance of the story. The range of the Banner heads extends from 72 points to 120 points, or even larger in certain instances. Bolder, larger, open-faced types are usually used in banner heads, since the banner holds the best position on the page and it should be strong and bold. Any weakness in such headlines is unwanted and undesirable.

In view of their important position in the page the types used to banner heads are generally set in Bodoni Bold, Bodoni Bold Italic, Gothic face types such as Tempo, Spartan and Railroad Gothic etc. The usage of bold and italics depends upon how many banners are there in the page. If there is only one banner bold face Roman or Gothic are used. If there are two banners, the first being bold, the second line is generally set in italics of the same face or in a face that harmonizes satisfactorily.

Another important aspect in writing headlines is the question of lower case Vs all caps. It has already been mentioned that headlines set in lower case and all caps are more legible, and most desirable from the standpoint of the reader.

However some newspapers are **still** using **all caps** for major headlines like Banner heads. When **two** heads exist in the same banner then both should not be set in all-caps. The best possible style here would be to have the first line set in bold and the second in italics. The second line could be little smaller typed in size than the first line.

A common practice in newspapers is to have banners read out into the last column which is also termed as 'turn' column when it is followed by one or more decks which carry the reader on down into the story. Some times a deck of two or more columns is used for this purpose or the first deck may be two columns wide and the second deck one column wide, which look graded down into the news gradually. However there are no established rules in writing the stories along with their head. The stories could be carried into another page according to the desirable page make-up. Various newspapers follow their own methods of Banner heads, their decks and the story, which continues these heads.

To separate one banner from the other many newspapers simply use white space and some use a long dash or a cut-offline between banners. Care should be taken in cutting the banners with the line, where this line is to be as simple as possible so that it will not distract the readers' attention from the headlines it accompanies.

Ex: English : 1. **Hizb, lashkar reject**

Ceasefire offer

2. KARUNANIDHI WARNS AGAINST SECESSIONIST FORCES

T.N. revives STF operations

Telugu:

1. మాధవరెడ్డి దారుణ హత్య హంతకుల కోసం
పోలీసుల గాలింపు
2. రాజ్ కుమార్ కిడ్నాప్, వీరప్పన్ కై కర్నాటక
తమిళనాడు పోలీసులు కుస్తీపట్లు

b. SPREAD HEADS:

For important and heavy display purposes after the banner comes the spread or spread heads. They display the biggest news of the day with the banner heads. Generally the spread heads that are found in the schedule are of the two column and the three-column variety. They may consist of one or more decks with different widths depending on the importance of the story and the effects that are desired on the page.

In a two column head, the first deck ordinarily consists of 24-30-, Or 36 points type. The second deck is generally set in 14 point, which provides good gradual decrease down into a smaller body-type of the story, which follows. The width of the heads differs invariably affecting the number of decks it has and their width.

Another type of spread head is one which spreads across several columns under the banner head. It consists of a single line, which stretches across columns. If the banner ends in the Eighth column then the spread opens in the first column. The decks of these spread heads vary accordingly *in* number and width.

Some times two or three spreads may be featured beside each other in a single page. They are 2 or 3 columns in width and their decks fall under them which are in smaller type and narrower in width.

Many other combinations of spread heads could be found in most of the newspapers because of their adaptability to many situations, which need special treatment. Because of its extreme versatility some papers make the mistake of mixing too many forms with it in one complete headline and end up in confusion and a design that is not pleasing.

Speaking for the spreads, many writers say that it reduces the necessity of running large banners everyday in the newspapers. Prominent display can be given to more than one story through the spreads. Through spreads more play can be awarded to important stories of the day. Reducing or increasing their column width and the number of lines to the deck can control its size. By using the spread-heads news can be displayed in a very clear cut and directed manner and strong

emphasis can be obtained when the occasion demands unless and until the news is smashingly important. The banners are not that useful, but spreads could be used more frequently depending upon the occasion. The advisability of banner headlines every-day, regardless of the importance of the news is only needed when there is heavy competition. But properly used spreads, can often prove very useful and effective in the long run.

**Ex. English: BJP chief takes exception to CMs
remark against centre**

Telugu: చాంపియన్స్ ట్రోఫీకి దూరమైన భారత్ పైనల్లో
దక్షిణ కొరియా, నెదర్లాండ్స్

c. TOP-HEADS:

From the standpoint of display Top-Heads come after the banners and spreads. They are called Top-Heads because they feature on the top of the page over some of the biggest and important stories of the day. It is difficult to find uniformity in the newspapers as to the number of decks or styles of the forms used in these Top-Heads. However from the general study of newspapers we may find three types of Top-Heads, namely:

- (a) Multiple deck headline,
- (b) Two deck headline,
- (c) Single deck headline.

For multiple deck Top-Heads, the form combined is four or sometimes more than four. In this particular style of head the top most deck casually consists of three to four times. The letters used are generally of the bold face type, which are set in about 30 to 36 points. The second deck is smaller than the first and may vary in the type used. This deck is generally set in 14 point bold face. The third deck ordinarily set in larger type than that in the second and the fourth decks, which might be set in 18 point bold face.

Many newspapers have turned to two decks Top-Heads for their top stories. It occupies less space down the column and creates space, good enough for heads to give a good summary of the news. Wherever the two deck headlines are used the first deck generally consists of three times in 30 point larger type and the second deck may be 14 point. This variation may differ from one newspaper to another. During the world war II several newspapers in order to conserve space had only one deck for their Top-Heads. Such heads had a single deck set in 30 point type or larger. Such an arrangement causes a great contrast on the page since, the difference in size and boldness from the headline to the body type is large and no smaller decks are provided to give tone gradation down towards the reading matter.

Ex: English: Dravid Tendulkar flay Zimbabwe attack

Telugu: రాష్ట్ర ఆర్థికస్థితి అధోగతి : వైయస్

d. SECONDARY HEADS:

There are various other stories which need prominence in display other than top stories which fall under top-heads. Such headings and stories are placed above the fold, and they are referred to as secondary heads.

In the headline schedule of most of the newspapers there are one or two types of secondary heads and some may have three or four. Such a provision gives the sub-editor considerable freedom in selecting headlines that will assure a good design on the upper half of the page. Usually the same style and method is used in secondary heads as in the top heads. The secondary heads may have one to two decks. The top deck may consist of two lines or in some instances 3 lines. The second deck consists of 3 to 4 lines and their size and type is same as that of the top heads' second deck. If two secondary heads are included, the no. 3 headline, each consisting of two lines, with the first deck set in 24-point type and the second in 12 or 14-point type.

The secondary heads have an important place in the daily news headlines. They brighten up the center area of a page. When there is an abrupt drop from major headlines, which are huge and strong, to smaller structures, the page may appear to be grey and weak. To overcome such an unwanted effect good usage of secondary headlines will help the sub-editor. Secondary

headlines are of prime importance in inside-page makeup. Here they are ordinarily used in place of top heads, which frequently are reserved for the front-page use **only**. They are also used as main heads for stories *in* the inside pages. In the interest of the good design and makeup of the newspaper two or three types of good secondary headlines should be provided, with appropriate sizes and styles of types and fonts.

Ex: English: HMWSSB failed to fulfil

Objectives, alleges Cong.

Telugu: తెలుగు వైభవాన్ని చాటుదాం: బండారం

e. SUBORDINATE HEADS:

For smaller and less important stories headlines in type sizes from 18 point downward to 12 point are used. Sometimes down until 8 point. Such headlines are known as subordinate heads. In most of the newspaper we find that subordinate heads have 1 or 2 decks with 2 or 3 lines. The headline forms that are used are often flush-left or drop-line and generally they are written in bold face or bold face Italics.

For example: English

India should agree to tripartite talks

India should agree to tripartite talks

There is no Telugu example in italic letters.

In many instances we find cross-line and inverted pyramids being used. However, cross-line form of head in subordinate headlines is not advisable because it is too small to admit a sufficient number of words in it. Usage of larger sizes in subordinate heads is necessary as one can be assured that greater attention value and sufficient tone is present to break up the dull mass of body type in a color. Though there is a necessity of using several subordinate head it should always be remembered that their usage should not be indiscriminate. Even though arrangements such as usage of more number of subordinate heads provide for a larger number of stories on the page, such a practice is a great mistake. The resulting page designs are grey, dull and uninteresting. So usage of subordinate heads has to be done with lot of caution so that the page design does not get spoiled.

f. CONTRAST HEADS:

Any headline that is used to add some variety and liveliness to the page are called "feature" or "contrast heads". Placing two headlines of the same type and sizes beside each other in adjoining columns may not be so appealing to the page design. To present such inevitable usages contrast heads are very useful. If 2 heads are arranged in the manner mentioned above tend to make up a single unit as **far** as tone value is concerned. Greater contrast it is believed, will make the resulting effects less monotonous and more interesting.

Contrast heads are generally **set** in italics **or** any **other** type which can bring a wide contrast and make it different from the types used in the main headline dress. About two or three lines are used in a single column in width and size, depending upon the effect that is desired. Many headline schedules have box-heads or partially boxed heads as the contrast heads. Contrast heads can be of one deck or two decks according to the importance of the stories that are featured in the newspaper. Common sizes used in contrast heads vary from 18 point, 24 point, to 30 point fonts. The 'Astonisher' type of headline is a good example of a contrast head.

Ex: English:

KARUNANIDHI WARNS AGAINST SECESSIONIST FORCES

T.N.revives STF operations

Telugu: ఉపాధ్యాయుని అవతారమెత్తిన ముఖ్యమంత్రి

g. CUT-LINES:

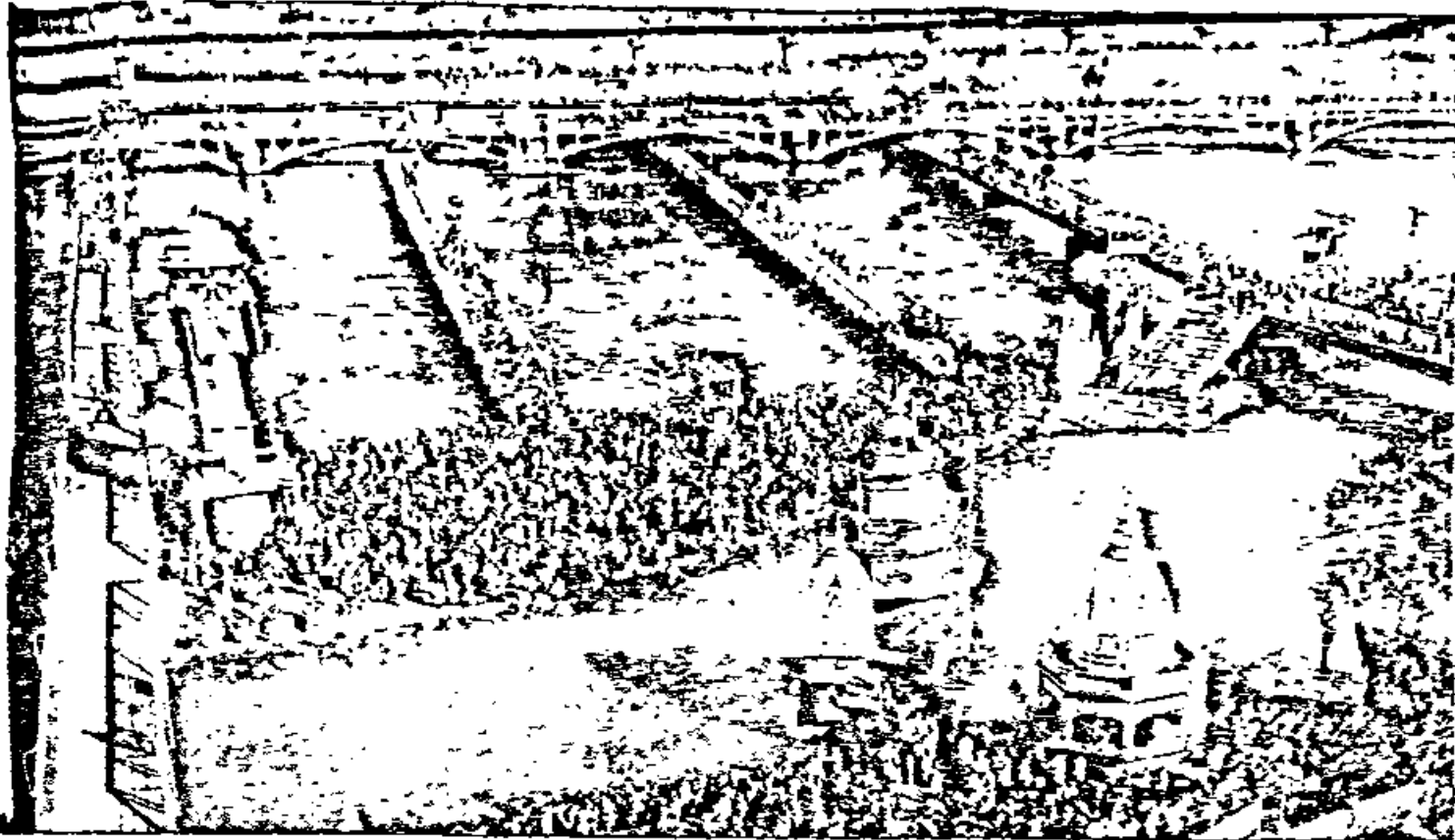
Like the headlines there are various types of heads, which accompany pictures, and are basically used to display and advertise the news as well as enlarge upon it. Such types of heads should also be included in the headline schedule. Lines that are used to explain or to help tell the news involved in an illustration or a picture are called cut-lines. A line, which is placed over or above the picture, is called "over-line" or "caption", and the lines of type that are placed beneath or under the picture

are called as "underlines". These over-lines and underlines together are called cut-lines. Newspapers use cut-lines either ways i.e. over and under the picture according to their convenience and page design.

Generally bold face types and Italic faces are used for cut-lines. The bold ones are more preferred as they have a stronger design and more contrast is shown. Flush-left form or over-line flush-left form are more often used in this case. Some times these pictures are given titles, which form a part of the cut-lines. These titles can feature either above or below the picture. Another common plan that is used in cut-lines is that, first few words in the first line of the under-lines acts as a title. These words are usually set in capitals. Ordinarily 14 or 18-point type is used over pictures of one column in width and 18 or 24-point type are used for picture in two-column width. When cuts are from one to three columns *in* width, the under-lines usually run the full length of the printed picture. If the picture or illustrations exceed 4 or more columns, cut-lines should be set in two or more columns depending upon the size of the picture. Such an arrangement for larger pictures is necessary because it is difficult to read lines that are longer than three columns.

Square-Serif, Gothic, Roman types are commonly used for cut-lines. Some newspapers prefer to box the caption over the picture, and others let the first few words of the cut-line to serve as a caption. Added emphasis could be created by making captions or some times the underlines to feature in capitals or

Ex: English: Photos



File picture, dated April 14, 1998, shows a general view of the tens of thousands of Hindu devotees as they bath in the Ganges during the yearly Maha Kumbh mela festival in Hardwar.



Israeli Likud leader Ariel Sharon grimaces as he visits an army outpost along the Israel-Jordan border on Wednesday.

EX: TELUGU CUT LINES



2.1.7 FUNCTIONS OF HEADLINES:

There are certain important functions that headlines perform. Namely

- a) To divide the news in the pages clearly and make it easier for the reader.
- b) To create a sense of interest in the reader by projecting the news.
- c) To create an index of the various news printed in the papers.
- d) To highlight the news according to fields they belong to. For example: politics, reports, culture etc.
- e) To give a brief outline of the news making it to the point, quick, easier and concise.

2.1.8 RULES FOR WRITING HEADLINES:

According to Budaraju Radhakrishna (1995:126-129) one of the most important functions of a sub-editor is to write headlines. Writing the headlines is considered of prime importance because it is these headlines that make the news appear more interesting. According to him there are certain essential points, which are to be taken note of while writing headlines.

- a) The main points of the stories sent by the reporters are to be grasped and understood carefully by the sub-editor as quickly as possible and develop a headline.
- b) The headline should be written in such a manner that it is properly fitted into the space allotted to it.
- c) Usage of articles should be avoided.

- d) Active verbs could be used because their usage becomes necessary.
- c) Usage of auxiliary verbs like 'is', 'are', 'was', 'were', 'to be' etc, should be avoided.
- f) The units of the letters and their type sizes should be taken note of while writing headlines. Proper count of units of letters is very important to utilize the space provided for headlines.
- g) Good editing of the report is necessary, which provides the sub-editor to give a good headline.
- h) The headlines have to be written with considerable clarity, which makes the reader understand the inner content of the story easily.
- i) It should always be noted that there should be good relation between the headline and its content.
- j) Small and simpler words should be used in headlines. Ex: 'go' or 'left' is better than 'departed', 'saw' is better than 'witnessed', 'talks' is better than 'consultations' and 'start' or 'begin' is better than 'commence'.
- k) Different forms of headlines should be used according to the page makeup so that an attractive page could be worked out.
- l) Exclamation marks and question marks should be avoided as far as possible.
- m) The headline should not be started with the verb.
- n) The headline should always feature in active voice.

Thus in order to capture the fascination of the readers the

newspapers both Telugu and English try their best to design the headlines. With regard to headlines they try to give some variety of headlines. Comparatively American headlines are more attractive than that of Indian since it has been advanced in many ways in electronic media.

In Indian Newspapers too, many changes could be noticed. And yet we can not find the same tempo on attraction every day since 'advertisements' are the main sources for any newspaper these days hence when there are more ads, the sub editor does not give much importance to headlines. He gives only plain headlines without any sort of shape. Popular headlines like Pyramid, Inverted Pyramid, Flush left, Flush Right, etc., consume a lot of time and space. For the daily newspapers time factor is more important since they lack time and the flow of the news will be more. That is why the sub-editor tries to give the best but in the deadline time. The sub editor must give a suitable title for that he must have mood as well as patience. Hence patience and mood also play a significant role in the world of newspapers.