

Unit 2

Headlines

How Is News Presented?

Unlike an essay or a composition which requires an introduction at the beginning, a body of many paragraphs in the middle and a conclusion at the end, news comprises such components as **the headline, the lead and the body** respectively. More significantly, all the news detail is combined together, not in chronological order, but in **an inverted pyramid** in which the news is stacked in paragraphs in order of descending importance.’

Why Is News Developed in an Inverted Pyramid?

In an inverted pyramid, the most important information is in the first or the first and second paragraphs which bear the **5 Ws (Who, What, Where, When, Why (and sometimes How))** and which constitutes the *lead*, the *gist* or the main *idea* of the entire news story. The rest of the body paragraphs contain less important information. The concept of having the most important information in the first or the second paragraph, known as the lead paragraph, originated in America during the Civil War when newspaper correspondents sent their news by telegraph or wire. Because they were afraid of malfunction of the telegraph system, or the enemy would

¹ Itule, Bruce D., *News Writing and Reporting for Today's Media*, 3rd ed., New York: MC Graw-Hill, 1994 p. 58.

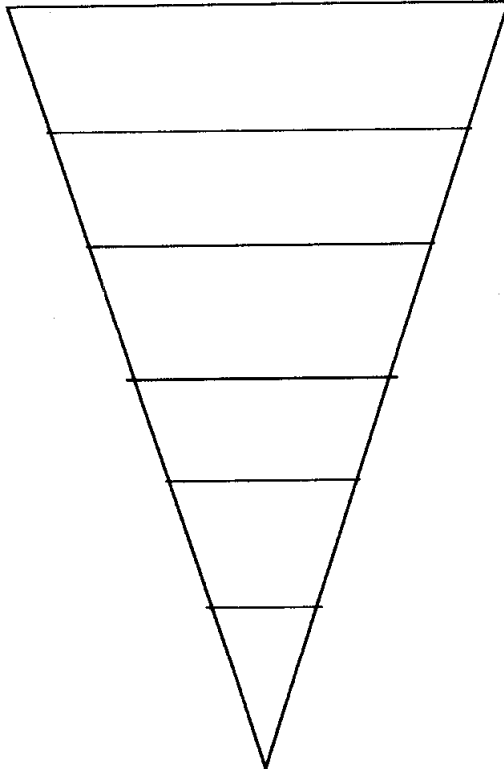
cut the wires, they fed the most important information in the first few sentences.* The inverted pyramid form has been adopted by most newspapermen because it has more advantages both for the reader and editor. For one thing, it gives readers the convenience of grasping the news of the day by simply skimming the lead paragraphs.³

Also, it saves their time in continuing reading the story since the lead paragraph contains all the main idea. As for the editors, they may trim the news story from the bottom up if there is not enough space available or they judge that the story is not worth the reader's attention.

² Itule, p.58.

³ Itule, p. 58.

Illustration 1: The Inverted Pyramid



The most important information

More important information

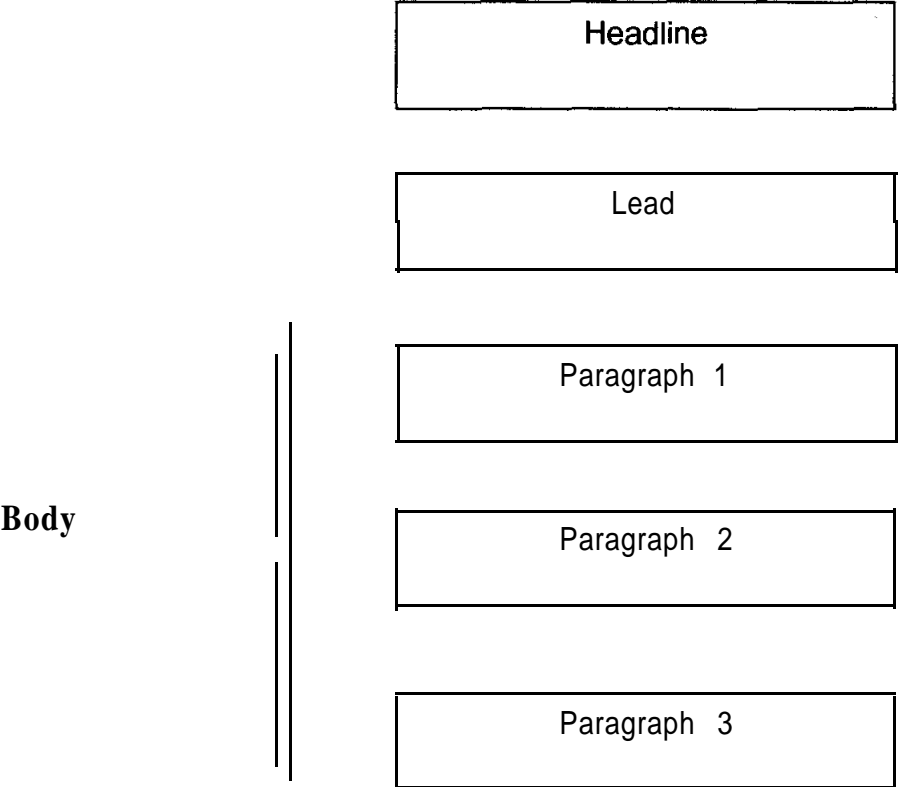
Important information

Less important information

Not very important information

The least important information

Illustration 2: The Information in the Form of an Inverted Pyramid



Headlines

The summary of a news story appears in the initial part of a news story and is called the *headline* which normally should not exceed 8-10 words and always have a subject plus a predicate or phrase such as an infinitive phrase, adjective phrase, adverb phrase or a prepositional phrase as follows:

Subject + Predicate

For example: Ramkhamhaeng opens Faculty of Engineering
Famed French violinist dies
EC Union may leave some out
45- kilos heroin seized in single haul this year

Subject + Infinitive phrase

For example: Seoul to give aid to Moscow
Laotian students to be accepted to study at MDA

Subject + Adjective phrase

For example: VN leader ready to visit Thailand soon
Chuan suitable for premier
Floods likely to hit Bangkok
Bush popular despite slowdown

Subject + Prepositional phrase

For example: Double standards in Buri Ram
Government in bid to stop corruption

Principles of Headlines

Headlines must be written in correlation with the following principles:

1. Always in the form of a sentence, not a clause, phrase or group of words.
2. With a subject.
3. With a main verb, either one word or two-word verb or phrasal verb, often using the present simple tense.
4. With 8-10 words approximately.
5. With simple words or sometimes eye-catching words.
6. With abbreviations for proper names if necessary, for example, UN (United Nations), ASEAN (Association of South East Asian Nations), etc.
7. Without any articles preceding a countable noun.
8. Without a full stop or period at the end of a sentence.

Examples of Headlines

Following are the examples of headlines drawn from *The Bangkok Post* and *The Nation* of which the dates are not given here.

The headlines with a subject and a main verb in the form of simple present tense:

PM urges help for rural poor	(6 words)
Traffic issue rocks coalition talks	(5 words)
ASEAN <i>plans</i> joint tight against pollution	(6 words)
New trademark bill <i>affects</i> computer industry	(6 words)

Teenager <i>launches</i> AIDS assaults	(4 words)
Princess Mother <i>undergoes</i> surgery	(4 words)
Vietnam Airlines <i>expands network, plans</i> to buy jets	(8 words)
Chuan <i>rejects</i> polls showing party's rating on the slide	(9 words)
Credit card giants <i>team up</i> on security for internet shopping	(10 words)
Unruly Deputies <i>Rebuff</i> Gorbachev's Plan, but He Offers New Draft	
(10 words, from <i>Herald Tribune</i> , September 5, 1991)	

The headlines with a subject and main verb reduced in a participle phrase:

Ghandi <i>Killed</i> by Hindu Fanatic	(5 words)
(Ghandi was killed by a Hindu fanatic.)	
32 <i>killed</i> in Liberia factional fighting	(6 words)
(32 people were killed in Liberian factional fighting.)	
Hawaiian <i>crowned</i> Miss America	(4 words)
(Miss Hawaiian was crowned as Miss America)	
Thailand <i>interested in</i> South African weapons	(6 words)
(Thailand is interested in (purchasing) South African weapons.)	
100 policewomen <i>recruited</i> for traffic duty	(6 words)
(100 policewomen were recruited for their traffic duty.)	
A ton of marijuana <i>seized</i>	(5 words)
(A ton of marijuana was seized in a police raid.)	
TV talk show <i>criticized</i> for alleged bias	(7 words)
(A TV talk show was criticized for its alleged bias.)	

Villagers paralysed by poisoned noodles (5 words)

(The villagers were paralysed by the poisoned noodles.)

The headlines with a subject and an infinitive verb:

PDP *to iron* out traffic problem (6 words)

Aquino *to hold* referendum on fate of US base (9 words)

Lee Kwan Yew to *visit* Kazakhstan (6 words)

Three nations *to cooperate* on ships' safety in Straits (9 words)

BMA *to build* roads to help City traffic flow (9 words)

Move to *save* wild elephants (5 words)

Laotian students *to be accepted* to study at NIDA (9 words)

ASEAN *to boost* Cambodian cause (5 words)

The headlines with a subject and an adjective phrase:

Bush *popular despite slowdown* (4 words)

(Bush was still popular despite his slowdown.)

Kotonishiki *victorious* (2 words)

(Kotonishiki was victorious.)

Chuan *suitable* for premier (4 words)

(Chuan Leekpai was suitable for the premier post.)

The headlines with a subject and a prepositional phrase:

Style of govt at stake in B'desh (7 words)

(The style of government was at stake in Bangladesh.)

TA *not in* a rush to enter satellite mobile phone venture (11 words)

(Telecom Asia was not in a rush to enter the satellite mobile phone venture.)

Double standards *in Buri Ram* (4 words)

(Double standards were used/practiced in Buri Ram.)

Govt *in bid to stop corruption* (6 words)

(The government was in a bid to stop corruption.)

The headlines with a subject and a phrasal verb:

Chuan still wants to *beef up* military (7 words)

(to beef up = to strengthen by addition, reinforcement, etc.)

Laos leader *rules out* post-poll policy shifts (8 words)

(to rule out = to exclude by decision)

Govt *calls* for approval on helmet law (7 words)

(to call for = to demand, require)

Oil price will *soar up* in 1999 (7 words)

(to soar up = to rise up with a rush)

Police *crack down* on students' riots (6 words)

(to crack down on = to suppress)

Hopewell takes over sky tram project	(6 words)
(to take over = to assume control or possession of)	
Opposition turns down Govt's new budget	(6 words)
(to turn down = to refuse, reject)	
Troops ordered to fan out at Thai-Burma border	(9 words)
(to fan out = to spread out like a fan or disperse)	
UN clock winds down on loggers	(6 words)
{ (to wind down = to become slack, relax, or come to an end slowly or time is running out)	
(to wind up = to get ready, close, or bring to an end) }	
Paiboon clocks out as director of EGAT	(7 words)
{ (to clock out = to depart from work), (to clock in = to arrive at work) }	
Wimol keep⁹ off Class 5 party move	(7 words)
(to keep off = to stay away from)	
Clinton banks on nomination of Cabinet	(6 words)
(to bank on = to count on, depend on)	
Charles-Diana scandals raked over worldwide	(6 words)
(to rake over = to discuss, gossip about)	
Credit card giants team up on security for internet shopping	(10 words)
(to team up = to co-operate)	
PDP vows to iron out traffic problem	(7 words)
(to iron out = to resolve or smooth as if using a hot iron)	
Thailand shrugs off China's warning	(5 words)

(to shrug off = to reject or dismiss with a shrug)

New budget proposal all *screwed up* (6 words)

(to screw up = to spoil)

TV talk show *lashed* out yesterday (6 words)

(to lash out = to attack, criticize)

Exercise 1

Fill in the following headlines with the given phrasal verbs. Be careful to use the correct form of the verbs.

Example: Clinton *banks* on Cabinet nod.

fan out	queue up	call for	team up
sit in	crack down on		shrug off
soar up	zip up	iron out	

1. RU students... ..**more** library hours.
2. Police.vocational student riots.
3. Lime price. 100 %.
4. Plainclothesmen.at Queen Sirikit Convention Center for ASEM.
5. RU and Hua Mark police.to.Bangkapi **traffic** jams.
6. Govt.**concerns** over freedom of speech.
7. **Fans** of “Mong Tang Moom” TV talk show.**their** mouths.

18
2
13
18
2
13

8. Holiday makers fo r last minute shopping spree.
9. Villagers to protest against dam construction.

Exercise 2

Fill in the following headlines with the phrasal verbs given. Use only the correct form of the verbs.

Example: Pramon ***calls off*** vehicle test.

fan out	queue up	call for	team up
sit in	beef up	shrug off	iron out
take over	split up	bank on	soar up
clock out	screw up	crack down on	

1. Boon-uay as House Speaker.
2. RU students mor e re-examinations.
3. Police.. heroin smugglers.
4. No way to traffic snarls in Bangkok.
5. RU students to protest bus fare raise.
6. Saddam orders to ai r defences.
7. Government and commercial banks..... on security for credits cards.
8. Teenagers for tickets of “The Rock.”
9. China will..... Hon g Kong in 1997.

10. Thai economy new dream team.
11. Thailand **China's** warning over Dalai Lama.
12. Living cost during inflation.
13. Firefighter to control the fire.
14. Chart Thai Party **after** no-confidence debate.
15. Opposition may not new budget plan.

Exercise 3

Fill in the blanks with the phrasal verbs given.

lash out	takes over	call for
team up	kicks off	soar up
foiled up	banks on	crack down on

1. RU students **more** financial support.
2. TV watchers non-sense game show and dirty comedies.
3. **RU** and California University on academic cooperation.
4. Thai economy **Baht** value.
5. Bid to hijack US plane
6. Clinton.. Olympics Games 1996.
7. Inflation rates
8. Police. **bomb** hoaxers.

9. Government.....**University** budget.

10. China Hong Kong in 1997.

Exercise 4

Fill in the following headlines with the given phrasal verbs. Be careful to use only the correct form of the verbs.

Example: Clinton *kicks off* Olympics Games.

fan out queue up call for sit in

team up turn down crack down on

iron out take over beef up

1. RU students..... with Hua Mark police to ease **traffic**.
2. Police..... heroin smuggling.
3. Holidays lovers..... **for** last minute shopping spree.
4. Villagers..... to protest against dam construction.
5. Skytrainmay.. **traffic** jams in downtown Bangkok.
6. Government **more** VAT.
7. Hun Sen..... ..Cambodi an air force.
8. Security guards..... .to protect **ASEAN** representatives.
9. Economic slump forces Thai people to..... brand name goods.
10. China finally..... Hong Kong in July 1997.

Exercise 5

Fill in the following blanks with the phrasal verbs given. Be careful to use the correct form of the verbs.

Example: Anand *rules out* conflict with military.

Hong Kong *taken over* by China.

kick out	iron out	lay off	shrug off
bank on	fan out	bust up	clock out
lash out	team up	crack down on	
call for	soar up	screw up	beef up

1. Saddam UN's request of peace.
2. CTP leader T V talk show.
3. Police student rally.
4. RU and KU students against corruption issue.
5. Bangkok governor on Valentine's Day.
6. Thai economy Thai people's help.
7. Asian Games in December 1998.
8. Thai patrol police near Salween National Park.
9. Ramkhamhaeng University student's wearing uniforms.
10. Oil price by 60 baht per litre.
11. New rules planned to traffic problem.

12. Industrial sector..... majority of female workers.
13. All government grants..... .by economic recession.
14. Police..... .gangs of ecstasy drug.
15. Government.export business.

Exercise 6

Fill in the blanks with the phrasal verbs given. Be careful to use the correct tense.

Example: TV fans told to *zip up* their mouths.

lash out	take over	call for	back up
team up	kick off	soar up	bank on
crack down on		fan out	queue up
sit in	iron out	screw up	beef up
clock out	split up	shrug off	foul up

1. RU faculties.,mor e academic freedom.
2. TV watchers..... non-sense game shows and dirty comedies.
3. RU and California University..... .on academic cooperation.
4. Thai economy..... Baht value.
5. Bid to hijack US plane.....

6. Chuan scheduled to..... ..th e 13th Asian Games.
7. Inflation rates.....
8. Policestudent riots.
9. The Bank of Thailand..... .small commercial banks.
10. Government..... .university budget.
11. Clinton may. party member of Democrat.
12. Saddam orders to..... ..air force.
13. Teenagersfor tickets of "Titanic."
14. Thai peoplethe warning to tighten their belt.
15. RU students..... .to protest the increase of credit fee.
16. Patrol police..... on guard near the Thai-Burma border.
17. Snan..... Snoh at the funeral of General Chartichai.
18. No way to..... **traffic** snarls in Bangkok.
19. Parliament meeting..... ..b y unruly party members.
20. Democrat Party seems not toas predicted.

Exercise 7

Put the verbs in the following headlines into the correct form.

Example: Chuan *welcomes* ASEAN leaders.

Gandhi *killed* by Hindu fanatic.

1. BMA (build)..... roads to help City **traffic** flow.
2. Japan dads (want)..... .to fly from worries.

3. Villagers (paralyze).....by poisoned noodles.
4. Kuwaiti couple (help).....pet tigers deliver 3 cubs.
5. Statistics (show).....women make better drivers.
6. Floodwaters (claim).....35 in Bangladesh.
7. 45-kilo heroin (seize).....in largest single haul this year.
8. Teenager (launch).....AIDS assault.
9. Ramkhamhaeng (nominate).....Anand.
10. 10,000 baht fine (await).....litterbugs.
11. Woman (die).....in skyscraper inferno.
12. California governor (join).....presidency race.
13. Hua Mark police (fine).....traffic violators.
14. RU (open).....School of Medicine in 2000.

Exercise 8

Put the verbs in the following headlines into the correct form.

Example: Somrak (win) *wins* Olympics gold medal.

Chavalit (name) *named* PM.

1. Security (tighten).....in Deng Xiaoping's funeral.
2. Police (arrest).....three riot students.
3. Plane crash (claim).....17 lives.
4. Japanese men (sentence).....in drug case.
5. Chulalongkorn (nominate).....Anand.

6. 10,000 baht tine (await) litterbugs.
7. Americans (have)..... **enough** of Lewinsky.
8. Egypt (launch). **attack** against Israel.
9. California governor (join)..... ..presidenc y race.
10. RU (open)..... **School** of Engineering in 1998.
11. Clinton (visit). **Thailand** for diplomatic talk.
12. Hua Mark police (tine). **traffic** violators.
13. Bangkokians (warn). **of** heavy floods.
14. Policewomen (recruit). **to** direct traffic jams.

Exercise 9

Put the verbs in the following headlines into the correct form.

Example: Thailand hosts Asian Games in 1998.

Traffic violators *fin*ed at least 500 baht.

1. BMA (build) **s ky** trains to smooth traffic jams.
2. Thai people (budget). **themselv**s from now on.
3. Pupils (scare)..... **of** AIDS.
4. Thai Baht (devalue).
5. RU (sponsor). **Englis h** Training Program.
6. Seminar participants (die)..... **in** hotel inferno.
7. Police women (recruit)..... **to** direct traffic jam.
8. Police (arrest). **robbers** of Thai Farmers Bank.

9. Tanong Pitaya (meet).....IM F delegation.
10. Thai economy (slow down)foratleasttwoyears.

Exercise 10

Put the verbs in the following headlines into the correct form.

Example: Thailand (host) hosts Asian Games in 1998.

Traffic violators (**fine**) *fin***ed** at least 500 baht.

1. BMA (launch).....**electric** passenger boats.
2. Agencies (order).....t o lower barriers.
3. **Ramkhamhaeng** (buy).....**educational** equipment.
4. Corruption (probe)......a t state firms.
5. Chuan (plan)..... .to hold video conferences.
6. HM the King (mark).....72nd birthday.
7. RU English Dept. (offer)..... .**English** summer camp.
8. Sky tram project (expect)......t o be in use soon.
9. Drought (hit)..... .**Thailand** this summer.
10. Separatists in Malaysia (flee)..... .**abroad**.
11. 2 people (kill)..... in car crash.
12. **Ramadan** (end)..... for Thai **Muslims**.
13. Asnee's remains (come)..... home as wished in "Duen Phen".
14. Christmas carols (sing)..... .in Thailand.
15. **Blaze** (gut).....**Frenc** h consulate in Argentina

Exercise 11

Put the verbs in the parentheses into the correct form of headlines.

Example: Gandhi *killed* by Hindu Fanatic.

1. Suu Kyi (bar).from speech.
2. Businessmen (disillusion).wit h political institutions.
3. Chavalit (defend).move to pressure PM.
4. House (okay).budge t agreement.
5. US and EU (hold).talks on tariff cuts.
6. Fans (flock)..... .t o Bird's concert.
7. Somluck (win).firs t Olympic gold medal.
8. Laem Chabang phase 2 expansion (cost).double.
9. Floods (cut).off 14 major highways.
10. Plane crash (claim)35 in Bali.
11. RU student (crown).Miss/Mr. Good Will.
12. Banharn (agree).t o resign.
13. Khmers (send).childre n to Thai schools.
14. Cross border trade (expect). to improve.

Exercise 12

Identify the following headlines by counting the number of words in each headline and stating whether each of them contains a main verb or a phrase. If it contains a phrase, state whether it is an infinitive phrase, prepositional phrase, adjective phrase or adverb phrase.

1. Jaruwan beats SEAG record in high jump
2. EX-CSD (Crime Suppression Division) chief Seri cleared of charges
3. Suchinda denies E. Europe trip aimed at buying arms
4. Students campaign against draft charter
5. Hundreds of people at rally urged to fight for freedom
6. 45-kilos heroin seized in largest single haul this year
7. Double standards in Buri Ram
8. Iraq takes tougher stand with UN
9. Floods leave 17 dead in Vietnam
10. Indonesian mission in Aust **attacked**
11. Italian and Chinese leaders hold talks
12. Aquino to hold referendum on fate of US base
13. Hunt for separatists as Assam strike end
14. Style of govt at stake in B'desh
15. Townships quiet after SA (South Africa) leaders sign pact
16. Lee Kuan Yew to visit Kazakhstan
17. Kids not spared in UK drive on crime
18. Centre-right under pressure in Portugal's election buildup

19. Children trapped in jungle hell in Peruvian gold rush
20. Kotonishiki victorious
21. Teams set up to handle mass transit projects
22. Arctic explorers set new record
23. Pratunam to become the nation's largest wholesale centre
24. TA (Telecom Asia) "not in a rush" to enter satellite mobile phone venture
25. American chamber chief to head regional council
26. Vietnamese president to visit US in October

Exercise 13

Choose each of the following verbs to fill each blank.

win	plans	attacks	test
hold	condemns	calls	give
dies	defers	urge	beats
asks	continues	stand up	says

1. Mahatir trade union.
2. Italian and Chinese..... .talks.
3. Israeli minister..... **Bush** liar and **anti-semite**.
4. Gorbachev..... testimony about abortive coup
5. America nuclear weapons.
6. US paper..... ..to p Aitas scientists.
7. China., IndonesiaAdid as tennis crowns

8. Famed French violinist.....
9. China.bi g increase in espionage.
10. Prachuab..stud y tour of US.
11. Terror..... under secret rule of Ne Vin.
12. Phra Prachak's attorneyfores t temple is legal.
13. Villagers..P M to axe forest bill
14. Konishiki easily..... .his opponent.
15. Sulaimanfo r former champ Tyson.
16. Presscharte r panel to give weekly briefings.

Exercise 14

Change the verbs in the parentheses into participles to fill in each blank.

1. Thailand (interest)..... .i n South African weapons.
2. Compensation hike (approve)..... .for expressway.
3. Tourist Police (upgrade).to division.
4. A ton of marijuana (seize).....
5. Cold storage firm (sue)..... .fo r bankruptcy.
6. Chiangmai flights (halt).b y blackout.
7. Forestry official (shot)..... .b y loggers.
8. Cambodian genocide still (not forget).....
9. 11 (kill).in truck collision.
10. Military (tell) to behave after bases pack (reject)
.....

Exercise 15

Change the verbs in the parentheses into infinitives.

1. LAD staff (join)prob e of Chalor.
2. Best chance yet (deal) with Vietnam.
3. Forum (discuss)..... .**ban** on state firm unions.
4. Forestry Dept. (honor)..... ..mon k and 6 others.
5. Rice traders (visit).....HK to sign deal.
6. CAT (Communication Authority of Thailand) (probe).....
evaluation panel
7. Three nations (cooperate)..... ..on ships' safety in straits.
8. Sahaviriya OA (amend)..... .policies.