

AN ANALYSIS OF NOUN PHRASES USED IN THE BANGKOK POST
FRONT-PAGE HEADLINES

A MASTER'S PROJECT
BY
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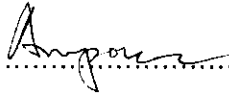
Presented in partial fulfillment of the requirements
for the Master of Arts degree in Business English for International Communication
at Srinakharinwirot University

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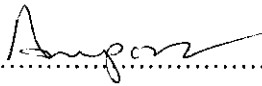
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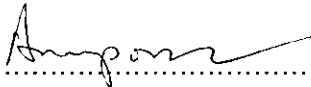
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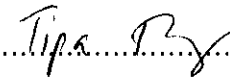
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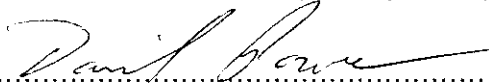
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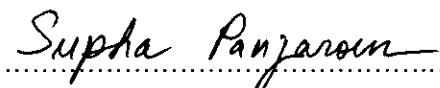
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CHAPTER 1

INTRODUCTION

Background

In the age of information revolution, anyone who gathers more information has more advantage over others both in private and business sectors since information is power. Consequently, many knowledge resources are approached by whoever realizes the importance of information. C. Phothi-on (Rapeepat So-in. 2002 : 1 ; citing C. Phothi-on. 1997. *Fundamentals of Public Relations*. p. 84) indicates that newspapers are considered one kind of popular sources of information since they are cheap and easy to carry. Moreover, they convey news and information to a very large audience within a very short time. (83) In this way, people can use them as an ideal resource for developing many kinds of skills and knowledge. Furthermore, they are considered an up-to-date resource. According to Somchit laumsupanimit (1986 : 6), most newspapers are out of date as soon as the news of the following day is printed.

Apart from many well-known newspapers all over the world, Lent (Rapeepat So-in. 2002 : 35 ; citing Lent. 1982. *Newspaper in Asia: Contemporary Trends and Problems*. p. 322) states that the "Bangkok Post was considered the most credible and dependable for national and international news." In Thailand, the Bangkok Post is one of the largest and famous English daily newspapers. Besides, it was selected to be the effective source of analysis for the study. (Rapeepat So-in. 2002 : 35)

According to the Bangkok Post (2003 : Online), its styles and contents are similar to those quality English newspapers in other countries. With the same writing styles and the same basic news matters presented each day, we can read and understand the Bangkok Post easier as compared with most of other English reading materials.

However, due to a limited space and time, people, especially business people, read only what interests them in a newspaper. Most of them do not have time to read every news story in the paper, so they expect headlines to provide a summary of the whole stories and help them make their decision on which ones to read.

According to Somchit laumsupanimit (1986 : 41, 48), the headline is the most vital part of a news story, informing the readers what the news story is about and helping the readers find what interests them at a glance. Specially, front-page headlines play an important role to provide the most newsworthy news stories of the day by packing a large amount of information into a limited space and calling the readers' attention to the stories.

Generally, the headlines have only four or five words. As stated by Somchit laumsupanimit (1986 : 48), "... articles and verbs are actually omitted from headlines. The deletion of words to make headlines brief and meaningful must be carefully done or else it might cause ambiguous headlines. Good headlines should enable the readers to understand them without having to read the news stories."

In this regard, using noun phrases in headlines is considered an effective way to grab the readers' attention at once and then introduces them to the rest of the

interesting news story. In other words, this will help them gain an insight into the news story and let them know what the news story is all about.

Nevertheless, writing headlines may cause problems to non-native readers of English in interpreting the right meaning. Therefore, the problem for the headline writers is to write the headlines that communicate and convey the messages as attractively and as informatively as they can. In so doing, they should also be well-aware of ambiguity caused by the very briefness of the headlines.

Objectives of the Study

This study is aimed to examine the characteristics of noun phrases used in front-page headlines as the followings:

1. To find out and analyze what structural types of noun phrases are used in the Bangkok Post front-page headlines to generate the comprehension of headline writing for others.
2. To investigate what other distinctive features are found in the noun phrases of the front-page headlines to extend further study.

Significance of the Study

In the world of communication, a newspaper is considered one of the most successful sources of information, conveying news, entertainment and opinions to its readers. As stated by Bradley (1965 : 12), "The newspaper has five basic responsibilities: to survive, to provide information, to offer guidance or interpretation of

the news, to entertain, and to serve the public." Then, to survive, the newspaper needs to increase its sales and circulation figures. To do this, it must look attractive to serve its purchasers' need and please them. (12-13) Moreover, it serves its target readers by presenting a maximum information of the daily events through headlining.

As a result, good front-page headlines become one of the first criteria that influence the readers' selection decision. Although headline writing is an essential job of the headline writers, many times it creates difficulties to non-native readers of English in interpreting the right meaning. The readers may misinterpret the meaning due to the lack of English reading skills. Therefore, the knowledge of reading and writing headlines can help them get the hidden meanings of the headlines more accurately and rapidly.

Scope of the Study

The study focused on the analysis of noun phrases used in the front-page headlines of the Bangkok Post. The reason why the researcher considered the Bangkok Post a case study is that it is a quality English newspaper in Thailand. Moreover, another important reason is that it is designed to be read and understood easily for a general audience, not for only limited target groups. At the time of conducting this study, there were 292 front-page headlines of the Bangkok Post collected from March 1 to May 31, 2003, covering noun phrases as a group of words.

Concentrating on the content of this study, there are five chapters to be discussed. Chapter One presents the introduction and explanation of the study.

Chapter Two reviews the related literature. Chapter Three describes research procedures. Chapter Four reports the findings of the study. Finally, Chapter Five presents conclusions, discussions and recommendations for further research.

Expected Outcomes of the Study

This study would be useful to a general audience, especially students, in terms of enhancing their reading skills. They can utilize the knowledge of headline writing to generate their comprehension of the headline and also the news story. Moreover, they can practice reading English newspapers and apply what they have learned to enhance their readings of any other English materials. Finally, the findings would be useful to anyone who is willing to do further research on this topic or extend this knowledge to any other related fields of study.

Definition of Terms

In order to assure mutual understanding of the terminology used in this study, the researcher would like to define the following terms used in the context of this study:

1. **Noun Phrase** is a phrase whose principle element is a noun, either a single noun or a group of words, acting as subject, object or complement of a clause. In this study, it emphasizes on noun phrases as a group of words, not a single noun.

2. **Front-Page Headline** is a summary of front-page news story, normally printed in the largest bold type and placed above the story. In this study, the front-page headlines refer to every main headline, not sub-headlines.

CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter discusses related literature review on the following four important topics: 1) general characteristics of news and newspapers, 2) writing headlines, 3) nouns and their features, and 4) previous research.

1. General Characteristics of News and Newspapers

Definitions of news

Basically, news comes from the curiosity of people in other's concerns.

"Curiosity is one of the strongest human emotions, and one of the most valuable," said Harris. (1943 : 23) Even though news is a relatively short word, the definitions of news given by many scholars are different.

- "Dog bites man—no interest. Man bites dog—news." (An old, classic definition)
- "News is a report of an event, containing timely (or at least hitherto unknown) information which has been accurately gathered and written by trained reporters for the purpose of serving the reader, listener, or viewer." (Ault; & Emery. 1965 : 16)
- "News is what people will read, or what editors, reporters, and management think people can, should, want to, and will read. News can be anything, with priorities usually given to information/utility and human interest values (whatever they are)." (Ward. 1985 : 12)

As above-mentioned, the differences among them fall into the concepts of 'what makes news' and 'what news is.' However, no matter how the scholars define the term 'news,' it can be referred to as an account of an event that consists of fundamental elements of news reporting: timeliness, accuracy and human interests. Then, news is considered newsworthy itself.

Types of news

According to Crump (1974 : 47), there are two types of news: 'hard' and 'soft.' Stories of primary or urgent importance are known as 'hard' news. The situations occurred in hard news are all-important to the readers' expectation. On the other hand, news of secondary importance is considered 'soft' news, maybe concerning news matters of routine action, or a story of interest. Those would be matters of small consequence and would be something presented as a choice that is probably omitted. (Crump. 1974 : 47)

Traditionally, the front-page news can be rated as 'hard' news since they contain the most newsworthy news with all aspects of significance and interest.

Elements of news

For decades, textbooks have discussed the classic elements of news. The following six elements of news are factors that make for news.

Timeliness. People do not need yesterday's news, so news is perishable commodity, normally reporting on what has happened today or since the last minute.

(Ward. 1985 : 14)

Proximity. According to Mencher (1997 : 60), events that are geographically or emotionally close to the reader, viewer or listener, are regarded as proximity element.

Conflict. According to Pitts, Kumbula, Popovich and Reed (1997 : 45), conflict frequently attracts more human interest than other news elements.

Eminence or Prominence. Events involving well-known people or institutions are viewed as prominent element. (Mencher. 1997 : 59)

Consequence or Impact. Readers pay attention to a news story that directly affects how they live or has any impact on them. (Pitts; et al. 1997 : 40)

Human Interest. Stories of human interest have influence over the readers' emotion, introducing them to other's lives or to topics of broader concern. (Anderson; & Itule. 1988 : 22)

In sum, news always has dimensions according to time, place and audience's interests. In writing stories, media writers normally combine two or three basic news values to make for their story focus. (Pitts; et al. 1997 : 40)

Definitions of newspaper

A number of scholars have discussed the definitions of newspaper from various angles. Bradley (1965 : 11) states that "A newspaper is a collection of information and entertainment printed on very cheap paper. It may be published daily, weekly, biweekly, or once a month." According to Bhikul Punyaratabandhu (1998 : 3), "Newspapers are a good source of information. They keep us informed of what is happening, or has happened, near and far." Furthermore, she adds that newspapers

contain various types of information other than news, also allowing readers to share their opinions on various topics of common interests.

On the whole, newspapers are non-bound publications issued periodically to convey information, entertainment and opinions on the current events to their readers.

The features of the Bangkok Post

The Bangkok Post is a quality newspaper, mainly presenting hard news such as international news, economic news, political news, social news, and education news. According to the Bangkok Post (2003 : 7), the Bangkok Post is Thailand's largest and most respected English-language daily newspaper, published 7 days a week. The target readers of the Bangkok Post are business people, high executives, students, and also foreigners residing in Thailand. (Chamnong Wibunsri; & Duangthip Woraphan. 1987 : 145)

With regard to its contents, there are four main sections included. The *First section* includes local, regional, international news, analyses and sports news. The second section is *Business section*, including business, finance and stock markets. The third section is *Outlook*, covering the items of lifestyle, public interests, society news, entertainment, travel, fashion, and general features. And the last section is *Classified*, including classified advertisements. (The Bangkok Post. 2003 : 7)

Furthermore, to respond to its special interest groups' need, the Bangkok Post provides them with additional special pull-out sections. That is to say, *Learning Post*, including a great quantity of activities and suggestions that are beneficial to whoever

wants to improve English or Thai, appears on Tuesday. *Database*, appearing on Wednesday, focuses on local and international news and analyses concerning information technology and computer. *Horizons*, appearing on Thursday, includes timely features on domestic and international travel and tourism. *Motoring*, presenting news and features on the domestic and international automobile industry, appears on Friday. And *Real Time*, concerning life in Bangkok today, comprehensive listings of all entertainment, cultural, and social events in the city, also appears on Friday. Moreover, on Sunday, the Sunday edition includes five sections: domestic and world news plus an expanded sports round-up, perspective, outlook, classified and Sunday comics. (The Bangkok Post. 2003 : 7-8)

2. Writing Headlines

Definitions of headline

According to Frazell and Tuck (1996 : 167), "A headline is any type larger than the text, used to demand the attention of readers and inform them of what the text contains." Another definition of headline comes from Reah (1998 : 13), "The headline is a unique type of text. It has a range of functions that specifically dictate its shape, content and structure, and it operates within a range of restrictions that limit the freedom of the writer."

In short, the headline is a sentence or a phrase placed above a news story, usually set on the type bigger than the type of the story for calling attention to the story and giving readers the most important message of the story as quickly as possible.

Functions of headlines

According to Bowles and Borden (2000 : 239), modern headlines are designed for the following purposes: summarizing the whole story, drawing the readers' attention, maintaining the mood of the story, helping to set the entire tone of the publication, indicating the relative significance of the story, and adding to the attractiveness of the page.

Relating to their functions, the headlines can be categorized into two typical types: news headlines and feature headlines. The former ones have a double function: to capture the readers' interest and give them the substance of the story, while the latter ones aim at attracting attention to the story. Basically, the front-page headlines fall into a kind of news headlines.

Characteristics of headlines

According to Reah (1998 : 16), the headlines use words that are normally short, appealing and effective. While Hicks and Holmes (2002 : 70) suggest that the headlines, especially news headlines, are used to convey the message in a way that is condensed and telegrammatic, appealing to the readers' attention and also suiting to the specified space. This generates short, direct, concrete words rather than long, indirect, abstract ones in the headlines.

In conclusion, headlines should be concise, straightforward, meaningful, and attention-getting, written in their allotted spaces.

Types of headlining

According to Fredrickson and Wedel (2000 : 64-66), there are five types of writing headlines as follows:

Straight Headline. This type of headline informs the main subject matters of a news story that is straightforward and easy to understand. Noticeably, to do this, the headlines can be written in the form of reduced sentences, short phrases, or groups of words other than complete sentences.

Question Headline. In this case, the headline does not intend to really ask the question, but it is only written in a form of a question. The purpose of such a sentence is either supposing the event that might happen in the future or expressing the doubt in the news story.

Quotation Headline. This type of headline is written by quoting any speech that is considered important to use in the headlines. In this way, the excerpted speeches can be written within the quotation mark or accompanied with other punctuations such as colon and dash. Furthermore, they can be written in various tenses depending upon circumstances.

Feature Headline. This type of headline aims mainly to interest the readers, introducing them to the rest of the news stories. In other words, this type may leave any doubts to the readers so that they need to read the news stories further to make clear about them.

Complex Headline. This type of headline has two headlines in one subject matter, usually used in prominent events. In this case, the more important headline is presented in the bigger type that should be read first.

The sentence structures of headlines

With reference to Somchit laumsupanimit's theory (1986 : 54-56), the headline structure consists of the following four main basic forms:

First, *a headline is written in a complete sentence, mostly in present simple tense.* Most of the newspapers use the present simple tense for events which have happened, while many newspapers use other appropriate tenses depending on circumstances to maintain the real time when the events happened.

Second, *a headline is written in an incomplete sentence.* This structure omits the verb 'to be' that occurs before the followings: a passive voice, a continuous tense, an adjective or a preposition.

Third, *the form of 'subject+to+verb (or verbal complement)'* is also commonly used with the omission of the verb 'to be' coming before 'to'; this is used to describe the future event.

And the last form is *the form of 'noun+prepositional phrase.'* This is normally used when the headline writers need to make an emphasis on the importance of a particular noun.

Headline rules

Writing forceful headlines takes time and effort; moreover, there is no fixed principle to write a headline. However, based on Frazell and Tuck's theory (1996) and also supported by some other scholars, we can define ten rules for writing good headlines.

A headline should say something. According to Frazell and Tuck (1996 : 171-172), the words that are put into headlines must mean something, telling a complete story like a little story does. In addition, Mott (1956 : 232) also suggests that headlines should reflect the tone of the story.

A headline should be conversational. As stated by Frazell and Tuck (1996 : 173), a good headline should be written in conversational English, using words and phrases that might be spoken in either a casual way or a formal way.

A headline should obey grammar rules. The headline writer should use appropriate tenses and correct punctuations. However, Bastian, Case and Baskette (1956 : 226) suggest that the headline should use the historical present to convey the sense of immediacy. At this point, the use of the present tense to describe the past actions is regarded as one characteristic of headline writing.

A headline should be accurate. In this regard, the headline writer should realize the sentence structure, the correctness of word spelling and also the accuracy of the message since they have directly some impacts on the readers' reliability toward the image of the newspapers. (Frazell; & Tuck. 1996 : 173-174)

A headline prefers active verbs. In the viewpoint of Frazell and Tuck (1996 : 174), the headline writer should use active verbs, while passive voice is acceptable and suitable to some particular circumstances.

A headline should use standard English. Frazell and Tuck (1996 : 175) imply that the use of standard English is rather acceptable than the use of headlines (a developed language by the headline writers, using short words that are not exact synonyms of the longer ones) that sometimes makes the readers who have not learned the code, lose it.

A headline should tell what is new. According to Frazell and Tuck (1996 : 176), the information found in the headlines should be the latest and freshest.

A headline should be checked for double meanings. As suggested by Frazell and Tuck (1996 : 176-177), the headline writers should check for the synonym of each word used in the headlines, avoiding the unintentional meanings of the words they use.

A headline should be concise. According to Frazell and Tuck (1996 : 177), the shorter headline has more impact on the readers since it is easier to read and understand than the longer and wordier one.

A headline should be appealing. Frazell and Tuck (1996 : 178) also suggest that the most attractive approach is often a straightforward story telling. They also add that the appealing headline can be attractive to the readers, arousing their curiosity or emotion.

Further guidance by Garst and Bernstein (1961 : 143-149, 156-158, 166-170) includes: using strong verbs to present the focus of the story if possible; saying something positive rather than negative or tentative; realizing when to use or when to omit the verb 'to be' to avoid an awkward and amateurish head; using appropriate punctuations and abbreviations in headlines; and using articles when they are needed for a clear message.

3. Nouns and Their Features

Noun as part of speech

Basically, most English words are assigned to one of the various parts of speech in association with the change of word form and its relation to other words in a sentence. Indeed, the phrase '*part of speech*' refers to the function that any word acts in that sentence. (Praromrat Jotikasthira. 1999 : 167)

Noun as part of speech is the name of a person, place, or thing. It functions to name a person, place, quality, state, or action in the sentence. (Praromrat Jotikasthira. 1999 : 167)

Noun phrase features

According to Wattana Banpho (2000 : 63), a noun phrase is actually a phrase whose principle element is a noun. The noun phrase functions as a normal noun, even though it has more complex structure than ordinary noun. The followings are the functions of the noun phrase: noun phrase used as *subject*, *direct object*, *indirect object*,

subject complement, object complement, an object of prepositions, appositive modifies the preceding noun, and adverb. (Janya In-ong. 2002 : 713-715)

Structures of noun phrases

Mostly, this section is based on the viewpoint of Wattana Banpho (2000); however, some information is supported by other experts as well.

According to Wattana Banpho (2000 : 65), the typical noun phrase can be represented in the following structure; the elements in the parentheses are optional or can be left out. So, the smallest element of noun phrases is actually a single noun.

- ***(Determiners)***
- ***(Pre-modifiers)***
- ***Noun Head***
- ***(Post-modifiers)***

Possible structures of noun phrases are, for example, 'a single noun' (books); 'determiner+noun' (these books); 'pre-modifier+noun' (interesting books); 'noun+post-modifier' (books about literature); 'determiner+pre-modifier+noun' (some rare books); 'determiner+noun+post-modifier' (several books on linguistics); 'pre-modifier+noun+post-modifier' (popular books on astronomy); and 'determiner+pre-modifier+noun+post-modifier' (many popular books on psychology). (65)

A noun phrase will always contain a noun. As identified by Wattana Banpho (2000 : 65), a noun phrase consists of a determiner, a modifier and a noun head. A '*determiner*' identifies a noun, usually placed at the beginning of the noun phrase, while

a '*modifier*' is independent of the head that can be omitted. If it precedes the modified head, it is called '*pre-modifier*', conversely, if it follows the modified head, it is called '*post-modifier*.' (65)

According to Reah (1998 : 20-21), more information can be put into the noun phrase by means of modification. So, it is possible that noun phrases can have more than one modifier, presenting various kinds of information about a head noun, for example, *descriptive detail*—'blue sky'; *number*—'the three people'; *kind or type*—'Yorkshire pensioners.' At this stage, it can be seen that the structure of noun phrase can be further expanded into several layers of embedding, concerning multiple pre-modifiers and post-modifiers.

Determiners. According to Barry (1998 : 27-28), the most common determiners consist of 'articles' (definite article, indefinite article and plural indefinite article--some); 'demonstratives' (such as this, that, these, those); 'possessives' (such as my, your, his); and 'quantities' (such as many, several, enough, few, little, much, any, some, no, two).

Pre-modifiers. They come after the determiners but before the noun heads, including 'adjective phrases'; 'ed-participle modifiers' (respected person); 'ing-participle modifiers' (interesting article); 'noun phrases' (traffic jam, police patrol car, for example); 'adverb phrases' (yesterday morning); and 'a noun in the genitive' (a men's shop, for example). (Wattana Banpho. 2000 : 67-69)

Post-modifiers. They follow the noun heads and can be either clauses or phrases as follows:

Phrasal post-modifiers. The most common types of phrases used as post-modifiers are 'prepositional phrases' (can frequently be connected to relative clauses, the road to the village, for example, and more than two prepositional phrases in noun phrases are possible); 'adjective phrases'; 'adverb phrases' (the bus over there); and 'appositions' (a construction that two noun phrases are placed side by side and refer to the same person or thing, *We saw Hamlet, a play by Shakespeare*, for example).

(Wattana Banpho. 2000 : 69-71)

Specially, the last type has two noun phrases that can be reversed without causing any change in meaning as shown in the following example: *We saw Hamlet, a play by Shakespeare* (or) *We saw a play by Shakespeare, Hamlet.* (72) As noted, appositive noun phrase has no verb at all; this type is used primarily to provide background information about people or institutions in news.

Clausal post-modifiers. This can be either 'finite' or 'non-finite clauses.' In detail, the finite clauses that can be used as post-modifiers are 'relative clauses' ('that' and 'WH-clauses,' the student whose painting won the first prize, for example); 'appositive clauses' (are represented by 'WH-words' and the conjunction 'that,' the reason that you were absent, for example); and 'clauses introduced by temporal conjunctions' (like *before, after, since*, and so on, the time before he arrived, for example). (Wattana Banpho. 2000 : 72-74)

Furthermore, there are other three types of non-finite post-modifying clauses: 'infinitive-clauses' (He was the first man to land on the island); 'ing-participle clauses' (The people working in the factory asked for higher salaries); and 'ed-participle clauses' (The car parked over there is not mine). In this regard, the ing- and ed-participle clauses are reduced relative clauses, while some infinitive clauses are probably either reduced relative or appositive clauses. (74-75)

According to Sutin Poolsawad (2002 : 171), a noun phrase is the most popular structure of word order in writing headlines. For example, 'noun+present participle phrase' (delete verb 'to be', indicating the continuing event); 'noun+past participle phrase' (indicate the passive meaning); 'noun+prepositional phrase' (delete verb 'to be'; noun followed by prepositional phrases); and 'noun+infinitive phrase' (show the future event).

The role of noun phrases in headlines

To create economical texts, the headline writer makes use of the standard order of words and phrases. (Reah. 1998 : 20) Since using effective and informative phrases in the headlines can help the readers get the hidden meanings within a very short period of time. As said earlier, the noun phrases, together with their modifiers, are commonly used in news. According to Chamnong Wibunsri and Duangthip Woraphan (1987 : 113), the noun phrases were mostly used in the headlines of the Bangkok Post at the time of research.

Reah (1998 : 21) identifies that headline writers often put information into the headlines via the use of modifiers in the noun phrases, producing a form of shorthand that is a distinctive writing style of newspaper. Sometimes we can find that noun phrases frequently have a very complex structure, containing several layers of embedding. The capacity for modification in the noun phrase can make this special structure flexible and then useful to the headline writer. (Reah. 1998 : 21)

To sum up, noun phrases are used to serve the main purpose of headlining; that is, to convey a maximum information into a very limited space as concisely as possible. In this way, both complicated pre-modifiers and post-modifiers can provide a great deal of information; however, at the same time they might create the problems of misinterpretation. In other words, there is no limit to the complexity of noun phrases in principle, so it can create ambiguity as well.

4. Previous Research

In order to achieve the objectives of the study, the researcher collected previous studies from various secondary sources that are related to this study as case studies.

In Mardh's study (Develotte; & Rechniewski. 2003 : Online ; citing Mardh. 1980. *Headlines: On the Grammar of English Front Page Headlines*. p. 183), a comprehensive study of the distinctive features of the headlines of a range of English newspapers was offered and analyzed. She identified the linguistic features as typical headlines in English newspapers as follows: the omission of articles; the omission of

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verbs and of auxiliaries; nominalizations; the common use of complex noun phrases in subject position; adverbial headlines, leaving out both verb and subject; the use of short words instead of longer ones; the use of puns, word play and alliteration; the importance of word order, with the most important units placed first despite a verb; and independent 'wh' constructions not related to a main clause, a form not normally used in standard English.

In Kruewan Chutchakul's study (1992) "*The Analysis of News Headlines' Presentation of Newspaper, Radio and Television*," the presentation of news headlines in newspaper, radio and television was introduced in the study. The results indicated that the editor of those media selected the screened news and then gave them priority. Nevertheless, the organization of the society had two main constraints upon the decision of the news selection, the internal and external constraints, determining the worth of the news. Moreover, the researcher realized that the major role of newspaper was in marketing, the role of radio was in informing, and the television played its role both in marketing and informing.

According to Pussadee Thanomsak's research (1998) entitled, "*An Analysis of Front Page News in an English Daily Newspaper: A Case of Bangkok Post*," the meaning and writing styles of the front page news content of the Bangkok Post were identified and analyzed with three specific purposes. Firstly, to identify what kind of hard news content was the most popular front page coverage. Secondly, to identify the writing styles of front page news that could be attractive to readers. And thirdly, to analyze the kinds of meaning the front page news content conveyed. The results revealed that the

most popular hard news content on front page was foreign news, followed by political and economic news, crime news, telecommunications and transportation, accident and disaster respectively. Inverted pyramid, interesting and significance, grammatical structure, and objectivity were emphasized in the writing styles of front page news. Finally, among three groups of adjectives: potency, evaluation and activity, the group of adjectives in potency was used in high frequency to convey the meaning to the readers.

With reference to Prapassorn Phanphanich's research (1999) entitled, "*An Analysis of English Usage in Political News in English Language Newspapers*," the English usage and the writing style of political news in an English language newspaper, the Bangkok Post, were analyzed. The study included sentence complexity, register use, active and passive voice, and word omission. The results of the study showed that among four types of sentence structures used in the newspapers, the complex sentence was most frequently used, followed by the simple sentence, the compound sentence, and the compound-complex sentence. Secondly, the omission of verb 'to be' in the past participle was about double the omission of verb 'to be' in the present participle. Thirdly, the use of active voice sentence occurred more frequently than passive voice sentence. Lastly, seven registers conveying political meanings, were ranked from the most to the least frequently used: party, opposition, bill, coalition, cabinet, whip, and faction. With regard to the types of political news, the political party was found at the highest rank, followed by the government affairs and the parliamentary affairs respectively.

In conclusion, newspapers serve their target readers through writing attractive and informative front-page headlines. The literature in this chapter indicated that front-page headlines are all-important to appeal to the readers' attention and help them make their decision on what they will read further in the newspapers. However, not much emphasis was put on to the syntactic study of headlines. Therefore, in this study, the researcher mainly focused on the use of noun phrases in front-page headlines under the objectives of investigating the structural types and other distinctive features of noun phrases used in the front-page headlines of the Bangkok Post. In this regard, many of the above-mentioned concepts and theories were used as a potential framework for this analysis.

CHAPTER 3

METHODOLOGY

This chapter describes the analysis samples and the procedures used in the study with analysis presentation and illustration at the end of this chapter.

Samples of Analysis

In this study, the samples of analysis were collected from the Bangkok Post, from March 1 to May 31, 2003, focusing on the front-page headlines only. The reason for selecting headlines in this period was because it was an appropriate time to study the news items since many important events occurred during this period of time, American-Iraqi War, for example. Consequently, 328 front-page headlines containing noun phrases were gathered. However, as described in Chapter One, this study was aimed to focus only on noun phrases as a group of words, not a single noun. Therefore, from the total number of collected headlines, only 292 front-page headlines with noun phrases as a group of words were selected as samples and employed in the process of analysis.

✓ Procedures

This study is a qualitative-quantitative research based on content analysis.

The procedures of the study were divided into four steps:

1. Several varieties of headlines were collected to find out only the intended headlines with noun phrases.
2. Those noun phrases were categorized according to their differential characteristics of structural types, based on Wattana Banpho's theory. (2000)
3. A simple calculation of frequency of occurrence of each structural type was introduced.
4. The sentence structures of headlines were also examined.

Firstly, the front-page headlines with noun phrases as a group of words appearing in the Bangkok Post were chosen from March 1 to May 31, 2003, totaling 292 front-page headlines. These noun phrases were then categorized according to Wattana Banpho's theory. (2000) Later, the frequency of occurrence of each structural type of categorized noun phrases was calculated. Finally, the sentence structures of the collected headlines were analyzed.

The lists of front-page headlines with noun phrases were shown from Table 1 to Table 7 in Chapter Four.

Analysis Presentation

The findings of the study were presented and discussed with illustrations, together with the frequency of occurrence of each structural type of noun phrases calculated in percentage. The analysis of sentence structures of headlines were also examined and shown in the frequency tables.

Briefly speaking, the samples were analyzed in the following three aspects:

1. The structural type of noun phrase that each noun phrase possessed.
2. The description of that structural type.
3. The sentence structure of headline that the collected headline fell into.

For instance;

'Arms trade suspects killed'

In this example, the whole noun phrase *'Arms trade suspects killed'* in the headline is categorized into 'pre-modifier+noun+post-modifier' type. That is, the phrase *'Arms trade'* is also the noun phrase (or an adjective as pre-modifier), modifying the head noun phrase *'suspects.'* Then, this headline falls into a kind of incomplete sentence structure of headline since its structure comes from the omission of the verb *'to be'* in the passive voice.

In summary, this chapter presents the analysis samples and the procedures employed in the study, covering the four main steps of the analyzing sampling collected, together with the description of analysis presentation briefly.

CHAPTER 4

FINDINGS

This chapter presents the results of the four main steps of the analysis in accordance with the following objectives:

1. To find out and analyze what structural types of noun phrases are used in the Bangkok Post front-page headlines.
2. To investigate what other distinctive features are found in the noun phrases of the front-page headlines.

The results of the study are presented and discussed with illustrations, together with the frequency of occurrence calculated in percentage for the structural types of noun phrases and the sentence structures of headlines.

The Structural Types of Noun Phrases

The typical noun phrase can be represented in the following structure:

(Determiner(s)) + (Pre-modifier(s)) + HEAD + (Post-modifier(s))

From the above structure, noun phrases can be further extended into eight possible aspects; that is, 'A Single Noun,' 'Determiner+Noun,' 'Pre-modifier+Noun,' 'Noun+Post-modifier,' 'Determiner+Pre-modifier+Noun,' 'Determiner+Noun+Post-modifier,' 'Pre-modifier+Noun+Post-modifier,' and 'Determiner+Pre-modifier+Noun+Post-modifier.' (Wattana Banpho. 2000 : 65)

The followings are the lists of front-page headlines with noun phrases divided according to their categories where the head nouns are highlighted and the various kinds of determiners, pre-modifiers and post-modifiers are underlined. Under the tables, the explanations of each type of noun phrases are further illustrated. By the way, the analysis aims at the noun phrase in only one layer. And it is possible that one headline can have more than one type of noun phrases included.

Table 1 A list of 'Determiner+Noun' type

No.	Headline lists	Date	Month
1	Army pulls INN off <u>the</u> airwaves	3	March
2	Double <u>your</u> efforts , governors told	6	March
3	Internet cafés ' <u>a second</u> home '	12	March
4	Laptop thief finds himself in <u>a</u> hole	14	March
5	' <u>The</u> earth is literally shaking'	23	March
6	' <u>No</u> water , no revealing tops'	29	March
7	Dozens die in <u>first 24</u> hours	13	April
8	Banyat takes <u>the</u> helm	21	April
9	Air siren <u>a</u> stunner	21	April
10	Benefactors fail to deliver <u>their</u> pledges	30	April
11	Man cuts off arm to save <u>his</u> life	4	May
12	Sars-free mantra <u>an</u> ' over-reaction '	9	May
13	Creditors want <u>own</u> team in	10	May
14	Police hit-list has <u>800</u> targets	15	May
15	Rift goes to vote <u>next</u> week	17	May
16	Campaign has torn <u>some</u> families apart	19	May
17	Blossom is <u>a</u> ' stinker '	25	May

Table 1 (continued)

No.	Headline lists	Date	Month
18	English courses ' <u>a</u> waste'	30	May

From Table 1, it can be seen that all of the determiners function to introduce noun, normally occurring at the beginning of the noun phrases. They refer to something in terms of definiteness, proximity, ownership, and number. Articles, indefinite pronouns, demonstrative pronouns, possessive adjectives, and numbers are all common examples of determiners.

Table 2 A list of 'Pre-modifier+Noun' type

No.	Headline lists	Date	Month
1	<u>Buddha tooth</u> relics head back to Beijing	2	March
2	<u>Bomb</u> blast rips through <u>Koh Chang</u> resort	2	March
3	<u>Govt's</u> grip 'has Thais cowering'	5	March
4	King undergoes <u>new</u> hernia operation	5	March
5	PM shuns <u>pointed</u> queries	5	March
6	<u>Suicide bus</u> bombing , at least 10 dead	6	March
7	<u>Blind</u> woman escapes flames	7	March
8	<u>Ballistic</u> tests clear policemen of killing <u>nine-year-old</u> boy	8	March
9	<u>Asean</u> alert , <u>terror</u> warning	10	March
10	Tambon renews <u>dump</u> licence	13	March
11	<u>Laptop</u> thief finds himself in a hole	14	March
12	Majority of Senate adds to <u>peace</u> cry	15	March
13	<u>Special</u> meeting agrees Banthoon will stay	19	March

Table 2 (continued)

No.	Headline lists	Date	Month
14	<u>Crucial</u> battle looms	25	March
15	<u>Saddam's</u> forces dig in	26	March
16	Iraq deploys <u>elite</u> troops	27	March
17	Airborne opens <u>new</u> front	28	March
18	<u>US</u> troops 'dig in for <u>long</u> haul '	31	March
19	<u>Airport</u> chaos as <u>health</u> checks greet travellers	4	April
20	<u>Deadly</u> battles loom as <u>US</u> forces reach <u>Baghdad's</u> outskirts	5	April
21	<u>National</u> artist Kampon , 74, dies of <u>intestinal</u> complications	5	April
22	<u>US</u> tanks enter Baghdad	6	April
23	<u>Teenage</u> amateur golfer makes history	6	April
24	<u>US</u> troops tighten grip on Baghdad	7	April
25	<u>US</u> troops raid <u>city</u> centre	8	April
26	<u>Angry</u> Taiwan threatens to stop hiring <u>Thai</u> workers	8	April
27	<u>US</u> forces take Baghdad	10	April
28	Troops battle <u>Iraqi</u> die-hards	11	April
29	<u>Road</u> deaths climb to 192 amid revelry	14	April
30	<u>Road</u> deaths, injuries climb as <u>drunk</u> revellers disregard safety	15	April
31	Checks on visitors to stay as <u>Sars</u> toll mounts	15	April
32	<u>Road</u> carnage claims under-15s as toll soars	16	April
33	<u>Gambling</u> burglar loses again	16	April
34	<u>Khao San</u> road backpackers shrug off <u>global</u> concern	20	April
35	<u>Air</u> siren a stunner	21	April
36	<u>East Asia</u> region aims for <u>common</u> health controls	22	April
37	<u>Initial</u> rate may rise to B50	23	April
38	<u>Beijing</u> police seal off <u>major</u> hospital	25	April
39	<u>Senate</u> chaos as <u>Speaker</u> row heats up	25	April
40	<u>Businesswoman</u> Thailand's eighth probable <u>Sars</u> case	25	April

Table 2 (continued)

No.	Headline lists	Date	Month
41	Kanok offers to take <u>pay cut</u> to help firm	25	April
42	<u>Computer worm</u> exploits public concern over Sars	26	April
43	<u>Angry mob</u> kills <u>police suspects</u>	27	April
44	<u>Arms dump blast</u> kills 14, injures 50	27	April
45	Three die as plane crashes in <u>bad weather</u>	27	April
46	<u>Sars misdiagnosis</u> proves a costly and bitter experience	29	April
47	<u>Special Sars fund</u> kicks off with <u>B64.3m pledge</u>	30	April
48	<u>Senate panel</u> probes lack of leadership	1	May
49	Appeal Court allows <u>10 million baht bail</u>	1	May
50	150 die, 25 in <u>school dormitory</u>	2	May
51	<u>New measures</u> start Monday	3	May
52	Schools levy <u>new charges</u>	5	May
53	<u>Supermarket trolley follies</u>	5	May
54	<u>Saddam's son</u> took \$1 billion	7	May
55	<u>Record power usage</u>	7	May
56	<u>FIO chief</u> denies budget misuse for pavilion	7	May
57	<u>Top students</u> shun careers in medicine	8	May
58	<u>Sars-free mantra</u> an 'over-reaction'	9	May
59	<u>Oxen's choice</u> augurs well for Thailand	9	May
60	Thousands queue for hours in sun for <u>low-cost computers</u>	10	May
61	<u>Plane's door</u> bursts open, 160 fall out	10	May
62	<u>Peace monitors</u> flee Aceh	13	May
63	<u>Suicide bombers</u> kill 91	14	May
64	<u>Police hit-list</u> has 800 targets	15	May
65	China threatens to execute <u>Sars carriers</u>	16	May
66	PM denies <u>Fitch's interference claim</u>	17	May
67	Thaksin shrugs off threat, issues <u>tit-for-tat travel alert</u>	17	May
68	<u>Suicide bombers</u> kill 40	18	May

Table 2 (continued)

No.	Headline lists	Date	Month
69	<u>Aceh peace talks</u> fail, troops mass	19	May
70	<u>B1bn roadshow rescue package</u>	20	May
71	Jakarta attacks <u>Aceh rebels</u>	20	May
72	PM streers shy of <u>navy's jump-jets</u>	21	May
73	<u>Motorcycle taxi mafia</u> extort B1.2bn a year	22	May
74	Pinit could face <u>hidden assets probe</u>	23	May
75	Security Council ends <u>Iraq sanctions</u>	23	May
76	<u>Minor offenders</u> may serve terms at home	24	May
77	Investigators raid <u>Chartered Assets Management firm</u>	24	May
78	Jakarta seeks <u>Thai help</u>	25	May
79	<u>Top politicians</u> have <u>dirty hands</u> , says PM	25	May
80	KL beefs up <u>border security</u>	25	May
81	<u>Recycling waste</u> buys a bus seat	25	May
82	Witnesses indict <u>local officials</u>	26	May
83	<u>Peace road map</u> gets <u>grudging approval</u>	26	May
84	800 bike taxi drivers rally for <u>CSD help</u>	27	May
85	<u>UN report</u> questions government's populist <u>policies</u>	28	May
86	PM lashes out at <u>UN envoy's criticism</u>	29	May
87	Suriya hits back at <u>key Democrat</u>	30	May
88	<u>English courses</u> 'a waste'	30	May
89	<u>Australian advisory</u> upsets govt	31	May
90	PM rules out <u>cabinet reshuffle</u>	31	May

From Table 2, it can be concluded that adjective phrases, noun phrases, ed-participle modifiers, ing-participle modifiers, a noun in the genitive, adverb phrases and may be compound words can be used as pre-modifiers in the noun phrases.

Table 3 A list of 'Noun+Post-modifier' type

No.	Headline lists	Date	Month
1	Three new judges have ' <u>ties to govt</u> '	1	March
2	Iraq <u>to obey orders to destroy missiles</u>	1	March
3	Iraq begins destruction <u>of missiles</u>	2	March
4	Reputation <u>at risk overseas</u> , says Chuan	3	March
5	Sights <u>now targeting big players</u>	4	March
6	Govt's grip 'has Thais <u>covering</u> '	5	March
7	Army will seal border <u>with Burma</u>	6	March
8	Thais <u>not averse to genetic engineering</u>	6	March
9	Suicide bus bombing, at least 10 <u>dead</u>	6	March
10	Double your efforts, governor <u>told</u>	6	March
11	Damages <u>first</u> , warm ties later	8	March
12	PM orders inquiry <u>after head ousted</u>	8	March
13	Blix: Iraq <u>on right track, not off hook</u>	8	March
14	Casinos <u>hit for B300m every week</u>	9	March
15	Doctors <u>satisfied as King recovers at palace</u>	9	March
16	Pyongyang <u>gearing for another missile test</u> , says South Korea	9	March
17	Thaksin blasts comments <u>from Pradit as 'sickening'</u>	9	March
18	Traders find way <u>around border ban</u>	10	March
19	PM <u>advised to 'keep his cool' in dealing with reporters</u>	10	March
20	Thammarak: Critics <u>in dealers' pockets</u>	11	March
21	Cambodia <u>blamed for 'starvation'</u>	12	March
22	Judge <u>who saved PM picked to lead bench</u>	12	March
23	Bounty <u>on PM's head</u> , says Sant	13	March
24	Banthoon <u>to return as manager</u>	13	March
25	Curbs <u>on girls entering beauty pageants revived</u>	14	March
26	PM makes changes <u>to put pals in key posts</u>	14	March
27	Majority <u>of Senate</u> adds to peace cry	15	March
28	US says Thais <u>doing too little to stamp out human trafficking</u>	15	March

Table 3 (continued)

No.	Headline lists	Date	Month
29	US, Britain, Spain <u>to hold crisis summit</u>	15	March
30	Women <u>in Chart Pattana to tackle social problems</u>	16	March
31	Talks <u>on thawing ties to start</u>	17	March
32	Cheney: US <u>losing patience with Iraq</u>	17	March
33	Shops <u>warned not to sell glue to sniffers</u>	17	March
34	US slams door <u>on diplomacy</u>	18	March
35	Fears <u>for tourism</u> as WHO errs	18	March
36	B251.7m <u>paid for damage to Thai embassy</u>	18	March
37	Complaint <u>filed against officials, 3 firms</u>	19	March
38	Scuds <u>fired at Kuwait</u>	21	March
39	Govt <u>against war</u> , cautious backing for US	21	March
40	Troops <u>'3-4 days' from Baghdad</u>	22	March
41	Allies face pockets <u>of resistance</u>	24	March
42	US <u>beefing up its forces</u>	29	March
43	Thai-American <u>among 8 missing marines</u>	29	March
44	Baghdad <u>hammered</u>	30	March
45	Stones <u>to keep fans hanging for 2 days</u>	30	March
46	Family <u>praying for missing Thai-American marine, 22</u>	30	March
47	Checks <u>tightened</u> , but no local infections	31	March
48	Entry ban, quarantine <u>flagged</u>	1	April
49	Anger grows over killing <u>of civilians</u>	2	April
50	Mask up, visitors <u>told</u>	3	April
51	Hotel <u>closed</u> , after wrong one sprayed	4	April
52	Canada <u>put on Sars watchlist</u>	5	April
53	Ministry attempts to allay fears <u>of public</u>	6	April
54	US troops tighten grip <u>on Baghdad</u>	7	April
55	Man <u>who travelled from Bangkok</u> dies in China	7	April
56	Govt <u>to pay B1m for every death from local infection</u>	9	April

Table 3 (continued)

No.	Headline lists	Date	Month
57	Saddam <u>seen at target site before attack</u>	10	April
58	Baghdad <u>in looting anarchy</u>	12	April
59	Curfew <u>declared</u> , as helpers step up	13	April
60	Somkid <u>to brief China on preventative measures</u>	13	April
61	PoWs <u>rescued</u> as Tikrit falls to US	14	April
62	Checks <u>on visitors to stay</u> as Sars toll mounts	15	April
63	Damascus <u>warned to 'review behaviour'</u>	15	April
64	Identity <u>of Sars virus confirmed</u>	17	April
65	Boy, 11, <u>savaged by dog pack</u>	18	April
66	Kamnan Poh <u>charged over murder, out on B10m bail</u>	18	April
67	Fuel <u>cheaper today</u>	18	April
68	Guidelines <u>for Asean in pipeline</u>	19	April
69	US steps up search <u>for banned arms</u>	19	April
70	Abhisit takes lead <u>in party leadership race</u>	19	April
71	'Ball' makes cover <u>of Time</u>	21	April
72	Chuan <u>wary of Banyat's reassurance</u>	22	April
73	Gunmen attack bus, killing 12, on road <u>to Luang Prabang</u>	22	April
74	Paradorn <u>in Top 10</u>	22	April
75	PM <u>urged to cancel flight</u>	23	April
76	PM <u>in seat of higher learning, fulfills dream in a jet fighter</u>	24	April
77	Deaths <u>in Philippines, WHO talks of epidemic</u>	26	April
78	Asean decided on screening <u>of travellers</u>	26	April
79	Asean sets out bid <u>to halt spread</u>	27	April
80	PM plays down murder <u>of police</u>	28	April
81	TRT <u>set for 20 years in power, PM tells faithful</u>	28	April
82	Campaign <u>hailed as a huge success</u>	1	May
83	Senate panel probes lack <u>of leadership</u>	1	May
84	Toddler dies in fall <u>from hospital bed</u>	1	May

Table 3 (continued)

No.	Headline lists	Date	Month
85	Ban on some imported vitamins, oils	2	May
86	Cabinet will clear way for new bids	5	May
87	FIO accused of misusing building fund	6	May
88	Top students shun careers in medicine	8	May
89	PM tried to cut funds to NGOs	9	May
90	Oxen's choice augurs well for Thailand	9	May
91	Advisory issued for Taiwan	10	May
92	Peacekeepers ready to leave	11	May
93	Disabled in better shape	11	May
94	Premier planning to expand low-price computer scheme	11	May
95	Search fruitless for air disaster victims	11	May
96	Voters 'made to feel like guests'	12	May
97	Fun of the fare	12	May
98	Home-stay for returning Thai students	12	May
99	Hearing of witnesses Friday	14	May
100	Transfers fuel fears of a purge	16	May
101	Strays barking up wrong tree, say police	17	May
102	Purges ruled out ahead of ministry's annual reshuffle	17	May
103	Cabinet to look at improving public services	18	May
104	PM warned to avoid large gatherings	18	May
105	BECL wants toll raised B5	19	May
106	Embassy silent on death plot	20	May
107	Exterminate them, troops told	21	May
108	Motorcycle taxi mafia extort B1.2bn a year	22	May
109	Taps to run dry in business districts	22	May
110	13 killed in fierce fighting	22	May
111	Death linked to land probe	23	May
112	Minor offenders may serve terms at home	24	May

Table 3 (continued)

No.	Headline lists	Date	Month
113	Schools <u>told not to expel Aids students</u>	24	May
114	Hong Kong <u>cleared of Sars virus by WHO</u>	24	May
115	Handouts must stop, PM <u>told</u>	24	May
116	Mae Sot , <u>'streets of terror'</u>	27	May
117	Patents <u>for His Majesty</u>	27	May
118	Envoy warns of <u>'climate of fear'</u>	28	May
119	Bullets <u>fished from canals</u>	28	May
120	Thais, Egyptian <u>on charges of international terrorism</u>	29	May
121	Man <u>with 'chopsticks'</u> tries to crash plane	30	May
122	Nurses fight back in <u>'battle of the bulge'</u>	31	May
123	Bush <u>off today for Europe, Mideast</u>	31	May

From Table 3, there are many structures that can be used as post-modifiers, for example, relative clauses, to-infinitive clauses, ing-participle clauses, ed-participle clauses, prepositional phrases, adverb phrases, adjective phrases, and appositions (as in **Mae Sot**, 'streets of terror'). These also make the structures of post-modifiers rather longer than the structures of pre-modifiers in the noun phrases. Nevertheless, the noun phrases can be short sometimes as in **Baghdad** hammered.

Table 4 A list of 'Determiner+Pre-modifier+Noun' type

No.	Headline lists	Date	Month
1	<u>Three new judges</u> have 'ties to govt'	1	March
2	<u>Not a gr8 essay</u>	4	March
3	'No water, <u>no revealing tops</u> '	29	March
4	Checks tightened, but <u>no local infections</u>	31	March
5	Sars misdiagnosis proves <u>a costly and bitter experience</u>	29	April
6	Recycling waste buys <u>a bus seat</u>	25	May
7	<u>800 bike taxi drivers</u> rally for CSD help	27	May

From Table 4, determiners and pre-modifiers can be used together to clarify the referent; however, they are not the same thing at all. Determiners play their roles to refer to the noun phrases in terms of quantity, while pre-modifiers refer to the noun phrases in terms of quality.

Table 5 A list of 'Determiner+Noun+Post-modifier' type

No.	Headline lists	Date	Month
1	<u>1,498 suspects dead</u>	10	March
2	<u>Another 2 nations in region hit</u>	12	April
3	HK suffers <u>9 more deaths in one day</u>	16	April
4	Govt loses <u>another campaign to slash holiday road casualties</u>	17	April
5	Singapore puts <u>2,400 people in quarantine</u>	21	April
6	<u>No sale of illegally felled teak</u>	23	April
7	<u>Twenty-four more dead in Asia</u>	28	April
8	<u>Four marines killed in raids on outposts</u>	29	April
9	<u>Both sides faulted for peace pact flop</u>	15	May

Table 5 (continued)

No.	Headline lists	Date	Month
10	<u>Six</u> Burmese <u>slain, burned</u>	24	May
11	Jailbirds <u>just</u> lovebirds <u>at heart</u>	26	May

From Table 5, determiners and post-modifiers can also be used to modify the head nouns at the same time. This is to expand the meaning of the noun phrases in a far more way.

Table 6 A list of 'Pre-modifier+Noun+Post-modifier' type

No.	Headline lists	Date	Month
1	<u>Death-toll tally</u> updates <u>banned</u>	1	March
2	<u>Death toll</u> <u>irrelevant</u> , says PM	2	March
3	<u>Al-Qaeda</u> ' brains ' <u>of Sept 11 attacks captured in Pakistan</u>	3	March
4	Damages first, <u>warm</u> ties <u>later</u>	8	March
5	<u>Better food</u> safety <u>for all next year</u>	11	March
6	<u>Manoonkrit's</u> servants <u>found shot dead</u>	11	March
7	<u>Serbian</u> premier <u>shot dead</u>	13	March
8	P. Penh gets <u>final</u> bill <u>for damages</u>	14	March
9	<u>High</u> alert <u>for fatal pneumonia</u>	15	March
10	<u>Pedal</u> power <u>urged to ease smog woes</u>	17	March
11	<u>Defiant</u> Saddam <u>ready to fight</u>	19	March
12	WHO gives Thailand <u>clean</u> bill <u>of health</u>	19	March
13	Govt against war, <u>cautious</u> backing <u>for US</u>	21	March
14	<u>Saddam</u> video <u>authenticated</u> , when it was taped unclear	22	March
15	<u>Entry</u> ban , quarantine <u>flagged</u>	1	April

Table 6 (continued)

No.	Headline lists	Date	Month
16	<u>House detention for Sars suspects</u>	2	April
17	US claims <u>elite force 'destroyed'</u>	3	April
18	<u>US armour within 8km of Baghdad</u>	4	April
19	Hotel closed, after <u>wrong one sprayed</u>	4	April
20	<u>Chemical Ali's house bombed</u>	6	April
21	<u>Uzbekistan fight back</u>	6	April
22	<u>Iraqi attack repulsed</u>	9	April
23	<u>HK health care system in jeopardy</u>	11	April
24	<u>Arrest warrant out for Kamnan Poh in murder case</u>	11	April
25	<u>Full diplomatic ties to resume</u>	12	April
26	<u>Iraqi diplomats told to leave</u>	12	April
27	<u>Achille Lauro hijack boss captured after 18 years</u>	17	April
28	<u>Asean bid to rescue economies</u>	18	April
29	<u>Thai student wounded by gunfire in Iraq</u>	18	April
30	<u>Intense lobbying in run-up to Democrat leadership poll</u>	20	April
31	<u>Union heads to pursue case in court</u>	21	April
32	<u>Rising fear in Beijing as toll leaps</u>	24	April
33	<u>Chinese PM for Sars talks</u>	24	April
34	<u>Joint cabinet meet to go ahead</u>	24	April
35	<u>Post writers recognised for tolerance</u>	25	April
36	Computer worm exploits <u>public concern over Sars</u>	26	April
37	<u>'Separatist hand' in lynching</u>	29	April
38	<u>Lawsuit threat to hospital</u>	30	April
39	<u>Mercury transit due</u>	30	April
40	<u>Dead boy's father to sue for negligence</u>	2	May
41	<u>Landowner Chuwit arrested at city massage parlour</u>	2	May
42	Senator plans <u>new challenge to decrees</u>	3	May
43	Woman gives <u>nose, breast jobs in cars</u>	3	May

Table 6 (continued)

No.	Headline lists	Date	Month
44	<u>Vajpayee's last bid for peace</u>	3	May
45	<u>CEO-governor scheme set to be expanded</u>	4	May
46	Riots hit <u>Sars centres in China</u>	6	May
47	<u>Crew cuts no longer required for students</u>	6	May
48	<u>Health ministers to discuss Sars in June</u>	7	May
49	FIO chief denies <u>budget misuse for pavilion</u>	7	May
50	<u>Asset clamp threat for gem stores</u>	8	May
51	<u>TRT challenge to Asavahame influence</u>	8	May
52	<u>Vintage cars seized from Poosana's kin</u>	9	May
53	<u>Terror target picked at Bangkok meeting</u>	9	May
54	<u>PAO official's assets seized</u>	10	May
55	<u>Quarantine violator to spend six months in jail</u>	11	May
56	<u>Last-ditch effort to avert war in Aceh</u>	12	May
57	<u>Arrest warrant for Poosana</u>	13	May
58	<u>Censure bid to be filed today</u>	14	May
59	<u>Senior staff hit with lightning transfer</u>	15	May
60	<u>Free flight promotion scaled back</u>	16	May
61	<u>Computer ministry website hacked</u>	20	May
62	<u>Opinion leaders in crosshairs</u>	21	May
63	<u>Arms trade suspects killed</u>	23	May
64	It rains <u>power poles in Bang Na</u>	24	May
65	'Fat' <u>student denied place</u>	30	May

From Table 6, basically pre-modifiers are more condensed than post-modifiers when they refer to the same thing. This is the obvious difference between them. Anyway, in this study, post-modifiers are most common in the front-page headlines.

Table 7 A list of 'Determiner+Pre-modifier+Noun+Post-modifier' type

No.	Headline lists	Date	Month
1	<u>Six hilltribe leaders shot dead in ambush</u>	1	March
2	<u>First lottery vending machines in by July</u>	4	March
3	<u>Five foreign firms interested</u>	5	March
4	<u>Three Iraqi diplomats expelled</u>	20	March
5	<u>27 classic cars impounded</u>	13	May
6	<u>Five ministers target of censure motion</u>	15	May

From Table 7, it is possible to put all elements of noun phrases together, although this type is not popular in headlining as appeared in the study.

To sum up, the results show that all structures of noun phrases are normally used in writing front-page headlines. Nevertheless, noun phrases as a single noun are omitted, the study concentrates on only noun phrases as a group of words, *man who travelled from Bangkok, Al-Qaeda 'brains' of Sept 11 attacks*, for example. This is because the researcher considered that a single noun does not create difficulties to the readers in interpretation.

To examine in detail the structural types of noun phrases, Table 8 concludes the categorization of noun phrases, together with the frequency of occurrence of each structural type.

Table 8 Frequency of occurrence of structural types of noun phrases

Structural types of noun phrases	Frequency of occurrence	
	Number of noun phrases	Percentage
Determiner + Noun	18	5.28
Pre-modifier + Noun	110	32.26
Noun + Post-modifier	124	36.36
Determiner + Pre-modifier + Noun	7	2.05
Determiner + Noun + Post-modifier	11	3.23
Pre-modifier + Noun + Post-modifier	65	19.06
Determiner + Pre-modifier + Noun + Post-modifier	6	1.76
Total	341	100.00

Table 8 demonstrates that the front-page headlines of the Bangkok Post have all structural types of noun phrases. From 292 front-page headlines, there are 341 noun phrases when considering only one layer of embedding. Apparently, 'Noun+Post-modifier' occurs more frequently than other types with 36.36%, followed by 'Pre-modifier+Noun' with 32.26%, 'Pre-modifier+Noun+Post-modifier' with 19.06%, 'Determiner+Noun' with 5.28%, 'Determiner+Noun+Post-modifier' with 3.23%, 'Determiner+Pre-modifier+Noun' with 2.05%, and 'Determiner+Pre-modifier+Noun+Post-modifier' with 1.76% respectively.

The Sentence Structures of Headlines

In order to examine further the other distinctive features of noun phrases found in the front-page headlines, the sentence structures of headlines are also identified in Table 9. (See the classification of sentence structures of headlines in Appendix C.)

Table 9 Frequency of occurrence of sentence structures of headlines

Sentence structures of headlines	Frequency of occurrence	
	Number of headlines	Percentage
Complete Sentence	133	45.55
Incomplete Sentence	106	36.30
Subject + to + Verb (or Verbal Complement)	19	6.51
Noun + Prepositional Phrase	34	11.64
Total	292	100.00

From Table 9, the results show that a 'Complete Sentence' is mostly used in writing front-page headlines of the Bangkok Post with 45.55%, followed by an 'Incomplete Sentence' with 36.30%, 'Noun+Prepositional Phrase' with 11.64%, and 'Subject+to+Verb (or Verbal Complement)' with 6.51% respectively. Obviously, the headlines are normally written in the form of complete sentences rather than other structures; however, some kinds of words may be omitted such as articles as well as auxiliary words and frequently the headline writers use ', ' instead of the word 'and.' It can be assumed that the use of complete sentences in the headlines is to convey the

most correct and straightforward message, not considering how long they are in some cases.

Other than the study of structural types of noun phrases, other characteristics of noun phrases are also investigated. From the collected samples, there are many important aspects found in the noun phrases--the embedding of modification, telegraphic syntax, nouns used as adjectives, and participles.

- **Embedding in modification**

Apparently, more than two modifiers can be embedded in the same place. Sometimes they probably make the headlines ambiguous. However, this is regarded as a distinctive form of writing headline to save time and space.

- **Telegraphic syntax**

It can be seen that the use of language in the headlines is rather different from the ordinary written English. Frequently, the headline writers omit many function words to save the space on the newspapers. This creates a form of telegraphic syntax that is considered one of the characteristics of writing headlines.

- **Nouns used as adjectives**

In noun phrases, it is typically to use nouns as pre-modifiers of head nouns. In other words, nouns function as adjectives modifying the head nouns.

- **Participles**

A participle is a verb form that is used as adjective, mostly ending with -ing or -ed. Moreover, in the structure of noun phrases, the participles play their roles either in the position of pre-modifiers or in the position of post-modifiers as appeared in participial phrases.

In conclusion, this chapter demonstrates the types and frequencies of occurrence of each structural type of noun phrases that are used in the Bangkok Post front-page headlines where the sentence structures of each headline are also examined. Furthermore, the illustrations of those noun phrases are presented separately within tables provided.

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

In this chapter, the analyzed data are discussed according to the objectives of the study as described in the previous chapter. As a result, the conclusions and discussions are presented respectively, with suggestions for further research in the end.

Conclusions

The conclusions of the study are described relating to the purposes of the study that plan to find out the followings:

1. What structural types of noun phrases were used in the Bangkok Post front-page headlines?

The results showed that, from 292 front-page headlines with noun phrases, there were eight types of structural noun phrases used in the front-page headlines of the Bangkok Post. They were 'A Single Noun,' 'Determiner+Noun,' 'Pre-modifier+Noun,' 'Noun+Post-modifier,' 'Determiner+Pre-modifier+Noun,' 'Determiner+Noun+Post-modifier,' 'Pre-modifier+Noun+Post-modifier,' and 'Determiner+Pre-modifier+Noun+Post-modifier.' However, the study focused only on the last seven types, not including 'a single noun' type as mentioned in the previous chapter.

Among the various forms of typical noun phrases, the frequencies of occurrence of each type found in the front-page headlines were 'Noun+Post-modifier' (36.36%), 'Pre-modifier+Noun' (32.26%), 'Pre-modifier+Noun+Post-modifier' (19.06%),

'Determiner+Noun' (5.28%), 'Determiner+Noun+Post-modifier' (3.23%), 'Determiner+Pre-modifier+Noun' (2.05%), and 'Determiner+Pre-modifier+Noun+Post-modifier' (1.76%) respectively.

2. What other distinctive features were found in the noun phrases of the front-page headlines?

The results revealed that the most popular sentence structure of headlines was a 'Complete Sentence' (45.55%), followed by an 'Incomplete Sentence' (36.30%), 'Noun+Prepositional Phrase' (11.64%), and 'Subject+to+Verb' (6.51%) respectively. In this regard, noun phrases could be used as subject, object, or complement of a clause in those sentence structures.

Other distinctive features were found in noun phrases used in the headlines as described in the previous chapter, were as follows:

- Embedding in modification
- Telegraphic syntax
- Nouns used as adjectives
- Participles

Discussions

This study is aimed to analyze the structural types of noun phrases, together with the sentence structures of headlines. The results of the study revealed that the most common type of noun phrases in the front-page headlines of the Bangkok Post in

this study was 'Noun+Post-modifier.' This is because, with this type of headline, the headline writers can put as much information as they can in the several layers of noun phrases. In other words, there is no limit to this structure. However, in newspaper business, the limitation of time and space is the most important factor to be considered in writing headlines. Therefore, in practice, most of the headline writers prefer to use pre-modification in the headlines. As shown in the results, 'Pre-modifier+Noun' type was in the second rank with an approximate percentage as compared with 'Noun+Post-modifier' type. Nevertheless, when the long compound noun phrases are used, the phrases are sometimes considered 'stacked noun phrases.' Occasionally, they have no meaning in terms of news reporting and then the front-page headlines fail in their duties to sell the news stories finally.

For the second objective of the study, the researcher found that the front-page headlines had their own special grammar that were relatively different from standard English. The omission of articles as well as auxiliary words, the special use of tense (historical tense), the use of abbreviations, and the use of nouns as adjectives are all-important, making the headlines a distinctive form of writing.

Recommendations

1. This project was limited to the study of the structural types of noun phrases used in the front-page headlines of the Bangkok Post. Three main aspects of analysis consisted of categorization, frequency of occurrence and syntactic features of each type of noun phrases. However, there are other interesting aspects of headline writing that

should be studied further, embedding of modification, variations of modification, pre-modification and post-modification, apposition, and headline register (short synonyms), for example.

2. There should be further research on the use of noun phrases in other types of writing such as academic texts, business letters, and advertising copies in order to compare them with what appeared in newspapers.

3. This project was established with only one English daily newspaper, the Bangkok Post. Therefore, there should be a further study in other English daily newspapers and compare them to the Bangkok Post. The different styles of writing may be useful to other related fields of study.

4. In this project, the researcher focused only on the noun phrases of the front-page headlines, so an investigation of using noun phrases in other sections of this newspaper should be conducted for comparison.

5. There should be a comparative study of news and feature headlines to see what are differential characteristics between those two styles of writing that influence the readers' perception.

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- Kamnan Poh charged over murder, out on B10m bail. (2003, 18 April). *Bangkok Post*. Page 1.
- Fuel cheaper today. (2003, 18 April). *Bangkok Post*. Page 1.
- Thai student wounded by gunfire in Iraq. (2003, 18 April). *Bangkok Post*. Page 1.
- Guidelines for Asean in pipeline. (2003, 19 April). *Bangkok Post*. Page 1.
- US steps up search for banned arms. (2003, 19 April). *Bangkok Post*. Page 1.
- Abhisit takes lead in party leadership race. (2003, 19 April). *Bangkok Post*. Page 1.
- Intense lobbying in run-up to Democrat leadership poll. (2003, 20 April). *Bangkok Post*. Page 1.
- Khao San road backpackers shrug off global concern. (2003, 20 April). *Bangkok Post*. Page 1.
- Banyat takes the helm. (2003, 21 April). *Bangkok Post*. Page 1.
- Union heads to pursue case in court. (2003, 21 April). *Bangkok Post*. Page 1.
- Singapore puts 2,400 people in quarantine. (2003, 21 April). *Bangkok Post*. Page 1.
- 'Ball' makes cover of Time. (2003, 21 April). *Bangkok Post*. Page 1.
- Air siren a stunner. (2003, 21 April). *Bangkok Post*. Page 1.
- Chuan wary of Banyat's reassurance. (2003, 22 April). *Bangkok Post*. Page 1.

East Asia region aims for common health controls. (2003, 22 April). *Bangkok Post*.

Page 1.

Gunmen attack bus, killing 12, on road to Luang Prabang. (2003, 22 April). *Bangkok Post*.

Page 1.

Paradorn in Top 10. (2003, 22 April). *Bangkok Post*. Page 1.

No sale of illegally felled teak. (2003, 23 April). *Bangkok Post*. Page 1.

Initial rate may rise to B50. (2003, 23 April). *Bangkok Post*. Page 1.

PM urged to cancel flight. (2003, 23 April). *Bangkok Post*. Page 1.

Rising fear in Beijing as toll leaps. (2003, 24 April). *Bangkok Post*. Page 1.

PM in seat of higher learning, fulfills dream in a jet fighter. (2003, 24 April). *Bangkok Post*.

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Chinese PM for Sars talks. (2003, 24 April). *Bangkok Post*. Page 1.

Joint cabinet meet to go ahead. (2003, 24 April). *Bangkok Post*. Page 1.

Beijing police seal off major hospital. (2003, 25 April). *Bangkok Post*. Page 1.

Senate chaos as Speaker row heats up. (2003, 25 April). *Bangkok Post*. Page 1.

Post writers recognised for tolerance. (2003, 25 April). *Bangkok Post*. Page 1.

Businesswoman Thailand's eighth probable Sars case. (2003, 25 April). *Bangkok Post*.

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Kanok offers to take pay cut to help firm. (2003, 25 April). *Bangkok Post*. Page 1.

Deaths in Philippines, WHO talks of epidemic. (2003, 26 April). *Bangkok Post*. Page 1.

Asean decided on screening of travellers. (2003, 26 April). *Bangkok Post*. Page 1.

Computer worm exploits public concern over Sars. (2003, 26 April). *Bangkok Post*.

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Asean sets out bid to halt spread. (2003, 27 April). *Bangkok Post*. Page 1.

- Angry mob kills police suspects. (2003, 27 April). *Bangkok Post*. Page 1.
- Arms dump blast kills 14, injures 50. (2003, 27 April). *Bangkok Post*. Page 1.
- Three die as plane crashes in bad weather. (2003, 27 April). *Bangkok Post*. Page 1.
- TRT set for 20 years in power, PM tells faithful. (2003, 28 April). *Bangkok Post*. Page 1.
- Twenty-four more dead in Asia. (2003, 28 April). *Bangkok Post*. Page 1.
- PM plays down murder of police. (2003, 28 April). *Bangkok Post*. Page 1.
- Four marines killed in raids on outposts. (2003, 29 April). *Bangkok Post*. Page 1.
- Sars misdiagnosis proves a costly and bitter experience. (2003, 29 April). *Bangkok Post*.
Page 1.
- 'Separatist hand' in lynching. (2003, 29 April). *Bangkok Post*. Page 1.
- Special Sars fund kicks off with B64.3m pledge. (2003, 30 April). *Bangkok Post*. Page 1.
- Benefactors fail to deliver their pledges. (2003, 30 April). *Bangkok Post*. Page 1.
- Lawsuit threat to hospital. (2003, 30 April). *Bangkok Post*. Page 1.
- Mercury transit due. (2003, 30 April). *Bangkok Post*. Page 1.
- Campaign hailed as a huge success. (2003, 1 May). *Bangkok Post*. Page 1.
- Senate panel probes lack of leadership. (2003, 1 May). *Bangkok Post*. Page 1.
- Appeal Court allows 10 million baht bail. (2003, 1 May). *Bangkok Post*. Page 1.
- Toddler dies in fall from hospital bed. (2003, 1 May). *Bangkok Post*. Page 1.
- 150 die, 25 in school dormitory. (2003, 2 May). *Bangkok Post*. Page 1.
- Ban on some imported vitamins, oils. (2003, 2 May). *Bangkok Post*. Page 1.
- Landowner Chuwit arrested at city massage parlour. (2003, 2 May). *Bangkok Post*.
Page 1.
- Dead boy's father to sue for negligence. (2003, 2 May). *Bangkok Post*. Page 1.

New measures start Monday. (2003, 3 May). *Bangkok Post*. Page 1.

Senator plans new challenge to decrees. (2003, 3 May). *Bangkok Post*. Page 1.

Woman gives nose, breast jobs in cars. (2003, 3 May). *Bangkok Post*. Page 1.

Vajpayee's last bid for peace. (2003, 3 May). *Bangkok Post*. Page 1.

Man cuts off arm to save his life. (2003, 4 May). *Bangkok Post*. Page 1.

CEO-governor scheme set to be expanded. (2003, 4 May). *Bangkok Post*. Page 1.

Schools levy new charges. (2003, 5 May). *Bangkok Post*. Page 1.

Cabinet will clear way for new bids. (2003, 5 May). *Bangkok Post*. Page 1.

Supermarket trolley follies. (2003, 5 May). *Bangkok Post*. Page 1.

FIO accused of misusing building fund. (2003, 6 May). *Bangkok Post*. Page 1.

Riots hit Sars centres in China. (2003, 6 May). *Bangkok Post*. Page 1.

Crew cuts no longer required for students. (2003, 6 May). *Bangkok Post*. Page 1.

Health ministers to discuss Sars in June. (2003, 7 May). *Bangkok Post*. Page 1.

Saddam's son took \$1 billion. (2003, 7 May). *Bangkok Post*. Page 1.

Record power usage. (2003, 7 May). *Bangkok Post*. Page 1.

FIO chief denies budget misuse for pavilion. (2003, 7 May). *Bangkok Post*. Page 1.

Asset clamp threat for gem stores. (2003, 8 May). *Bangkok Post*. Page 1.

Top students shun careers in medicine. (2003, 8 May). *Bangkok Post*. Page 1.

TRT challenge to Asavahame influence. (2003, 8 May). *Bangkok Post*. Page 1.

Sars-free mantra an 'over-reaction'. (2003, 9 May). *Bangkok Post*. Page 1.

PM tried to cut funds to NGOs. (2003, 9 May). *Bangkok Post*. Page 1.

Oxen's choice augurs well for Thailand. (2003, 9 May). *Bangkok Post*. Page 1.

Vintage cars seized from Poosana's kin. (2003, 9 May). *Bangkok Post*. Page 1.

Terror target picked at Bangkok meeting. (2003, 9 May). *Bangkok Post*. Page 1.

Creditors want own team in. (2003, 10 May). *Bangkok Post*. Page 1.

Thousands queue for hours in sun for low-cost computers. (2003, 10 May). *Bangkok Post*.
Page 1.

Plane's door bursts open, 160 fall out. (2003, 10 May). *Bangkok Post*. Page 1.

Advisory issued for Taiwan. (2003, 10 May). *Bangkok Post*. Page 1.

PAO official's assets seized. (2003, 10 May). *Bangkok Post*. Page 1.

Peacekeepers ready to leave. (2003, 11 May). *Bangkok Post*. Page 1.

Quarantine violator to spend six months in jail. (2003, 11 May). *Bangkok Post*. Page 1.

Disabled in better shape. (2003, 11 May). *Bangkok Post*. Page 1.

Premier planning to expand low-price computer scheme. (2003, 11 May). *Bangkok Post*.
Page 1.

Search fruitless for air disaster victims. (2003, 11 May). *Bangkok Post*. Page 1.

Voters 'made to feel like guests'. (2003, 12 May). *Bangkok Post*. Page 1.

Fun of the fare. (2003, 12 May). *Bangkok Post*. Page 1.

Last-ditch effort to avert war in Aceh. (2003, 12 May). *Bangkok Post*. Page 1.

Home-stay for returning Thai students. (2003, 12 May). *Bangkok Post*. Page 1.

Arrest warrant for Poosana. (2003, 13 May). *Bangkok Post*. Page 1.

27 classic cars impounded. (2003, 13 May). *Bangkok Post*. Page 1.

Peace monitors flee Aceh. (2003, 13 May). *Bangkok Post*. Page 1.

Suicide bombers kill 91. (2003, 14 May). *Bangkok Post*. Page 1.

Censure bid to be filed today. (2003, 14 May). *Bangkok Post*. Page 1.

Hearing of witnesses Friday. (2003, 14 May). *Bangkok Post*. Page 1.

Police hit-list has 800 targets. (2003, 15 May). *Bangkok Post*. Page 1.

- Both sides faulted for peace pact flop. (2003, 15 May). *Bangkok Post*. Page 1.
- Five ministers target of censure motion. (2003, 15 May). *Bangkok Post*. Page 1.
- Senior staff hit with lightning transfer. (2003, 15 May). *Bangkok Post*. Page 1.
- Transfers fuel fears of a purge. (2003, 16 May). *Bangkok Post*. Page 1.
- Free flight promotion scaled back. (2003, 16 May). *Bangkok Post*. Page 1.
- China threatens to execute Sars carriers. (2003, 16 May). *Bangkok Post*. Page 1.
- Rift goes to vote next week. (2003, 17 May). *Bangkok Post*. Page 1.
- Strays barking up wrong tree, say police. (2003, 17 May). *Bangkok Post*. Page 1.
- Purges ruled out ahead of ministry's annual reshuffle. (2003, 17 May). *Bangkok Post*.
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- PM denies Fitch's interference claim. (2003, 17 May). *Bangkok Post*. Page 1.
- Thaksin shrugs off threat, issues tit-for-tat travel alert. (2003, 17 May). *Bangkok Post*.
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- Suicide bombers kill 40. (2003, 18 May). *Bangkok Post*. Page 1.
- Cabinet to look at improving public services. (2003, 18 May). *Bangkok Post*. Page 1.
- PM warned to avoid large gatherings. (2003, 18 May). *Bangkok Post*. Page 1.
- Aceh peace talks fail, troops mass. (2003, 19 May). *Bangkok Post*. Page 1.
- Campaign has torn some families apart. (2003, 19 May). *Bangkok Post*. Page 1.
- BECL wants toll raised B5. (2003, 19 May). *Bangkok Post*. Page 1.
- B1bn roadshow rescue package. (2003, 20 May). *Bangkok Post*. Page 1.
- Computer ministry website hacked. (2003, 20 May). *Bangkok Post*. Page 1.
- Embassy silent on death plot. (2003, 20 May). *Bangkok Post*. Page 1.
- Jakarta attacks Aceh rebels. (2003, 20 May). *Bangkok Post*. Page 1.
- Opinion leaders in crosshairs. (2003, 21 May). *Bangkok Post*. Page 1.

- PM streers shy of navy's jump-jets. (2003, 21 May). *Bangkok Post*. Page 1.
- Exterminate them, troops told. (2003, 21 May). *Bangkok Post*. Page 1.
- Motorcycle taxi mafia extort B1.2bn a year. (2003, 22 May). *Bangkok Post*. Page 1.
- Taps to run dry in business districts. (2003, 22 May). *Bangkok Post*. Page 1.
- 13 killed in fierce fighting. (2003, 22 May). *Bangkok Post*. Page 1.
- Pinit could face hidden assets probe. (2003, 23 May). *Bangkok Post*. Page 1.
- Arms trade suspects killed. (2003, 23 May). *Bangkok Post*. Page 1.
- Death linked to land probe. (2003, 23 May). *Bangkok Post*. Page 1.
- Security Council ends Iraq sanctions. (2003, 23 May). *Bangkok Post*. Page 1.
- It rains power poles in Bang Na. (2003, 24 May). *Bangkok Post*. Page 1.
- Six Burmese slain, burned. (2003, 24 May). *Bangkok Post*. Page 1.
- Minor offenders may serve terms at home. (2003, 24 May). *Bangkok Post*. Page 1.
- Investigators raid Chartered Assets Management firm. (2003, 24 May). *Bangkok Post*.
Page 1.
- Schools told not to expel Aids students. (2003, 24 May). *Bangkok Post*. Page 1.
- Hong Kong cleared of Sars virus by WHO. (2003, 24 May). *Bangkok Post*. Page 1.
- Handouts must stop, PM told. (2003, 24 May). *Bangkok Post*. Page 1.
- Jakarta seeks Thai help. (2003, 25 May). *Bangkok Post*. Page 1.
- Top politicians have dirty hands, says PM. (2003, 25 May). *Bangkok Post*. Page 1.
- Blossom is a 'stinker'. (2003, 25 May). *Bangkok Post*. Page 1.
- KL beefs up border security. (2003, 25 May). *Bangkok Post*. Page 1.
- Recycling waste buys a bus seat. (2003, 25 May). *Bangkok Post*. Page 1.
- Witnesses indict local officials. (2003, 26 May). *Bangkok Post*. Page 1.

Jailbirds just lovebirds at heart. (2003, 26 May). *Bangkok Post*. Page 1.

Peace road map gets grudging approval. (2003, 26 May). *Bangkok Post*. Page 1.

Mae Sot, 'streets of terror'. (2003, 27 May). *Bangkok Post*. Page 1.

Patents for His Majesty. (2003, 27 May). *Bangkok Post*. Page 1.

800 bike taxi drivers rally for CSD help. (2003, 27 May). *Bangkok Post*. Page 1.

Envoy warns of 'climate of fear'. (2003, 28 May). *Bangkok Post*. Page 1.

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PM lashes out at UN envoy's criticism. (2003, 29 May). *Bangkok Post*. Page 1.

Suriya hits back at key Democrat. (2003, 30 May). *Bangkok Post*. Page 1.

English courses 'a waste'. (2003, 30 May). *Bangkok Post*. Page 1.

Man with 'chopsticks' tries to crash plane. (2003, 30 May). *Bangkok Post*. Page 1.

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Australian advisory upsets govt. (2003, 31 May). *Bangkok Post*. Page 1.

PM rules out cabinet reshuffle. (2003, 31 May). *Bangkok Post*. Page 1.

Nurses fight back in 'battle of the bulge'. (2003, 31 May). *Bangkok Post*. Page 1.

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APPENDIX

APPENDIX A

The History and Development of the Bangkok Post in Thailand

The Bangkok Post was founded after the end of the Second World War by Major Alexander MacDonald, the former US Navy-OSS (Office of Strategic Service) officer. He came up with the idea of establishing an English newspaper in Thailand, together with Mr. Prasit Lulitanond and Dr. Thavi Tavedikul, his co-founders. This was because there were very few Thai newspapers and none English newspaper in this country at that time.

Four months after the first move, the Post Publishing Company Limited was registered with Major MacDonald as the first managing director. The seven other co-founders were Prasit Lulitanond, Dr. Thavi Tavedikul, Luang Sukhum-nai-pradit, Major Vilas Osathanon, Mr. Ajint Unhanantana, Luang Damrong Duritrek, and Mr. Chawala Sukumalanandana. A two-storey house on Saphan Khao became the company's office, with the total staff of 25, including delivery boys and typesetters. The 500 copies of the first issue of the Bangkok Post rolled off the press on August 1, 1946. There were about 200 subscribers during the very first month.

Unfortunately, during the dictatorship period of Field Marshal Pibulsonggram with General Phao Sriyanon as his close associate, the Bangkok Post also fell victim to the situation, accused of being pro-Pridi and of not supporting the government policy. Finally, Major MacDonald was ordered to leave the country, then he sold his shares to Swiss investor, Mr. Keibel, and Mr. Harry Frederick.

Under the sponsorship of General Phao, the Bangkok World—the second English daily managed by Mr. D. Berrigan, was set up as a competitor to the Bangkok Post to break the monopoly of English readership. However, this did not affect the sale of the Bangkok Post, conversely, it helped make further improvements. By the way, after the death of Mr. Berrigan, the Bangkok World was suffered from many problems. Consequently, it became the sister paper of the Bangkok Post, serving as an afternoon daily, while the Bangkok Post was published as a morning daily. And finally, the Bangkok World merged with the Bangkok Post.

In 1963, after selling a large portion of the shares of the Bangkok Post to the Lord Thomson of Fleet (Roy Thomson), the newspaper tycoon of Canada and Britain, there were many improvements in the Bangkok Post. Modern equipment and printing machines were used and the web-offset printing technique was first introduced in the history of Thai journalism.

¹ Bangkok Post. (2003). *The Bangkok Post: History and Development*. pp. 1-4.

² Prasit Lulitanond. (1992). The Story behind the Legend. in *Turning Point: Celebrating 46 Years of the Bangkok Post*, pp. 26-29.

APPENDIX B

Examples of Headline Vocabularies

Examples of headline vocabularies by Bowles and Borden. (2000 : 252)

Accident:	crash, wreck, collide
Accuse, charge:	cite
Acknowledge:	admit, confess
Acquire:	get
Advocate:	urge, push, spur
Agreement:	accord, pledge, pact, harmony, compact
Allocate:	give, allot, issue, award
Alteration:	revise, fix, change
Answer:	reply
Appointment:	post, job
Apprehend:	catch, arrest, seize, trap, capture
Approve:	accept, back, confirm, laud
Argument:	debate
Arrange:	set, plan, shape, slate
Arrest:	seize, hold, net
Assemble:	meet, gather, rally, unite
Attempt:	try
Beginning:	start, opening, initial
Bewilderment:	puzzle, confusion, mystery
Celebrate:	mark, stage, perform, fete
Celebration:	fete, event, party
Choose:	name, elect, pick
Climax:	peak
Command:	lead, rule, direct, reign, sway
Commander:	leader, guide, chief, ruler
Committee, commission:	body, panel, board
Compete:	vie
Confess:	admit
Conspiracy:	plan, plot, scheme
Construct:	build, erect, rise
Contract:	pact
Convene:	meet
Criticize:	score
Criticize strongly:	blast, flay
Damage:	hurt, impair, raze, scar, wreck, harm
Danger:	risk, peril, threat
Decision:	rule, order, writ, decree
Decline, decrease:	dip, fall
Defeat:	loss, fall
Defraud:	steal, dupe, fleece, rob, swindle, trick, raid
Demonstrate:	show, display, exhibit, test, try, melee, rebellion, revolt, riot, tumult, turmoil, uprising, uproar, discord, din
Destroy:	raze
Diminish:	trim, reduce, lop, cut
Discrimination:	bias, prejudice
Earthquake:	quake, jolt, shock, temblor, tremor
Encourage:	spark, help, aid
Examine:	scan, study
Expose, reveal:	bare
Former:	ex

Impede, halt:	balk
Increase:	hike, rise, gain, up, add
Inform:	tell
Investigate:	probe, study
Leader:	guide, chief, head, expert, ruler
Limit, restrain:	curb, relax, save, soften, temper
Meeting:	session, parley, assembly
Murder:	kill, slay
Nominate:	slate, pick, choose, name
Nullify:	void
Opposition:	battle, clash, challenge, combat, differ, divide, lash, quarrel, rap, rebuff, upbraid
Organization:	board, body, band, club, firm, group, unit
Organize:	join, form, unite, tie, link, merge
Overcome:	win, beat
Perceive:	see, understand, envision, foretell
Pledge:	vow, agree, oath
Position:	job, post
Postpone:	delay, defer, put off, shelve
Prevent:	bar, ban, curb, stop
Promise:	vow, pledge, agree
Pursuit:	chase, hunt, seek, track, follow, trail
Puzzle:	awe, confuse, stun, mystery, surprise, nonplus, perplex
Quarrel:	tiff, clash, argue
Question:	quiz, ask, inquire
Realignment:	revise, alter, change, shake up
Reconcile:	settle, peace, patch, pacify, heal
Relieve:	allay, cure, ease, end, free, help
Request:	ask, beg, bid, exhort, implore, plead, urge, seek, plea
Resign:	quit
Restrain:	stop, avert, check, curb, curtail, deter, foil, halt, hinder, impede, limit, quell, repress, slacken, slow, stall, stem, tie up, pause
Reveal:	tell
Revise:	alter, change, shift, vary, switch, transfer, modify
Ridicule:	chide, deride, insult, jeer, mock, taunt, tease, twit
Salute:	greet, hail
Schedule:	slate, set, plan, arrange
Separation:	rift, break, split
Settlement:	accord, deal, pact, truce, bargain
Silent:	mum, mute
Steal:	rob, loot, take
Suggestion:	plan, idea, offer, design
Suspend:	stop, end
Thwart:	foil, stop, limit
Transfer:	shift, alter, adjust
Violence:	battle, struggle, fray, fracas, furor, brawl, chaos, clamor, clash, combat
Wrangle:	argue, debate
Wreck:	raze
Zealous:	ardent, fervent, avid

APPENDIX C
Classification of Sentence Structures of
Headlines

Table 10 Classification of sentence structures of headlines

No.	Sentence structures	Headline lists
1	Complete	Three new judges have 'ties to govt'
2	Complete	Iraq begins destruction of missiles
3	Complete	Buddha tooth relics head back to Beijing
4	Complete	Death toll irrelevant, says PM
5	Complete	Bomb blast rips through Koh Chang resort
6	Complete	Army pulls INN off the airwaves
7	Complete	Reputation at risk overseas, says Chuan
8	Complete	Govt's grip 'has Thais cowering'
9	Complete	King undergoes new hernia operation
10	Complete	PM shuns pointed queries
11	Complete	Army will seal border with Burma
12	Complete	Blind woman escapes flames
13	Complete	Ballistic tests clear policemen of killing nine-year-old boy
14	Complete	PM orders inquiry after head ousted
15	Complete	Pyongyang gearing for another missile test, says South Korea
16	Complete	Thaksin blasts comments from Pradit as 'sickening'
17	Complete	Traders find way around border ban
18	Complete	Bounty on PM's head, says Sant
19	Complete	Tambon renews dump licence
20	Complete	P. Penh gets final bill for damages
21	Complete	PM makes changes to put pals in key posts
22	Complete	Laptop thief finds himself in a hole
23	Complete	Majority of Senate adds to peace cry
24	Complete	US says Thais doing too little to stamp out human trafficking
25	Complete	US slams door on diplomacy
26	Complete	WHO gives Thailand clean bill of health

Table 10 (continued)

No.	Sentence structures	Headline lists
27	Complete	Special meeting agrees Banthoon will stay
28	Complete	'The earth is literally shaking'
29	Complete	Allies face pockets of resistance
30	Complete	Crucial battle looms
31	Complete	Saddam's forces dig in
32	Complete	Iraq deploys elite troops
33	Complete	Airborne opens new front
34	Complete	US troops 'dig in for long haul'
35	Complete	Anger grows over killing of civilians
36	Complete	US claims elite force 'destroyed'
37	Complete	Deadly battles loom as US forces reach Baghdad's outskirts
38	Complete	National artist Kampon, 74, dies of intestinal complications
39	Complete	US tanks enter Baghdad
40	Complete	Ministry attempts to allay fears of public
41	Complete	Teenage amateur golfer makes history
42	Complete	US troops tighten grip on Baghdad
43	Complete	Man who travelled from Bangkok dies in China
44	Complete	US troops raid city centre
45	Complete	Angry Taiwan threatens to stop hiring Thai workers
46	Complete	US forces take Baghdad
47	Complete	Troops battle Iraqi die-hards
48	Complete	Dozens die in first 24 hours
49	Complete	Road deaths climb to 192 amid revelry
50	Complete	Road deaths, injuries climb as drunk revellers disregard safety
51	Complete	Road carnage claims under-15s as toll soars
52	Complete	HK suffers 9 more deaths in one day

Table 10 (continued)

No.	Sentence structures	Headline lists
53	Complete	Gambling burglar loses again
54	Complete	Govt loses another campaign to slash holiday road casualties
55	Complete	US steps up search for banned arms
56	Complete	Abhisit takes lead in party leadership race
57	Complete	Khao San road backpackers shrug off global concern
58	Complete	Banyat takes the helm
59	Complete	Singapore puts 2,400 people in quarantine
60	Complete	'Ball' makes cover of Time
61	Complete	East Asia region aims for common health controls
62	Complete	Gunmen attack bus, killing 12, on road to Luang Prabang
63	Complete	Initial rate may rise to B50
64	Complete	PM in seat of higher learning, fulfills dream in a jet fighter
65	Complete	Beijing police seal off major hospital
66	Complete	Kanok offers to take pay cut to help firm
67	Complete	Asean decided on screening of travellers
68	Complete	Computer worm exploits public concern over Sars
69	Complete	Asean sets out bid to halt spread
70	Complete	Angry mob kills police suspects
71	Complete	Arms dump blast kills 14, injures 50
72	Complete	Three die as plane crashes in bad weather
73	Complete	TRT set for 20 years in power, PM tells faithful
74	Complete	PM plays down murder of police
75	Complete	Sars misdiagnosis proves a costly and bitter experience
76	Complete	Special Sars fund kicks off with B64.3m pledge
77	Complete	Benefactors fail to deliver their pledges
78	Complete	Senate panel probes lack of leadership
79	Complete	Appeal Court allows 10 million baht bail
80	Complete	Toddler dies in fall from hospital bed

Table 10 (continued)

No.	Sentence structures	Headline lists
81	Complete	150 die, 25 in school dormitory
82	Complete	New measures start Monday
83	Complete	Senator plans new challenge to decrees
84	Complete	Woman gives nose, breast jobs in cars
85	Complete	Man cuts off arm to save his life
86	Complete	Schools levy new charges
87	Complete	Cabinet will clear way for new bids
88	Complete	Riots hit Sars centres in China
89	Complete	Saddam's son took \$1 billion
90	Complete	FIO chief denies budget misuse for pavilion
91	Complete	Top students shun careers in medicine
92	Complete	PM tried to cut funds to NGOs
93	Complete	Oxen's choice augurs well for Thailand
94	Complete	Creditors want own team in
95	Complete	Thousands queue for hours in sun for low-cost computers
96	Complete	Plane's door bursts open, 160 fall out
97	Complete	Peace monitors flee Aceh
98	Complete	Suicide bombers kill 91
99	Complete	Police hit-list has 800 targets
100	Complete	Transfers fuel fears of a purge
101	Complete	China threatens to execute Sars carriers
102	Complete	Rift goes to vote next week
103	Complete	Strays barking up wrong tree, say police
104	Complete	PM denies Fitch's interference claim
105	Complete	Thaksin shrugs off threat, issues tit-for-tat travel alert
106	Complete	Suicide bombers kill 40
107	Complete	Aceh peace talks fail, troops mass
108	Complete	Campaign has torn some families apart
109	Complete	BECL wants toll raised B5

Table 10 (continued)

No.	Sentence structures	Headline lists
110	Complete	Jakarta attacks Aceh rebels
111	Complete	PM streers shy of navy's jump-jets
112	Complete	Motorcycle taxi mafia extort B1.2bn a year
113	Complete	Pinit could face hidden assets probe
114	Complete	Security Council ends Iraq sanctions
115	Complete	It rains power poles in Bang Na
116	Complete	Minor offenders may serve terms at home
117	Complete	Investigators raid Chartered Assets Management firm
118	Complete	Jakarta seeks Thai help
119	Complete	Top politicians have dirty hands, says PM
120	Complete	Blossom is a 'stinker'
121	Complete	KL beefs up border security
122	Complete	Recycling waste buys a bus seat
123	Complete	Witnesses indict local officials
124	Complete	Peace road map gets grudging approval
125	Complete	800 bike taxi drivers rally for CSD help
126	Complete	Envoy warns of 'climate of fear'
127	Complete	UN report questions government's populist policies
128	Complete	PM lashes out at UN envoy's criticism
129	Complete	Suriya hits back at key Democrat
130	Complete	Man with 'chopsticks' tries to crash plane
131	Complete	Australian advisory upsets govt
132	Complete	PM rules out cabinet reshuffle
133	Complete	Nurses fight back in 'battle of the bulge'
134	Incomplete	Death-toll tally updates banned
135	Incomplete	Six hilltribe leaders shot dead in ambush
136	Incomplete	Al-Qaeda 'brains' of Sept 11 attacks captured in Pakistan
137	Incomplete	Sights now targeting big players
138	Incomplete	First lottery vending machines in by July

Table 10 (continued)

No.	Sentence structures	Headline lists
139	Incomplete	Not a gr8 essay
140	Incomplete	Five foreign firms interested
141	Incomplete	Thais not averse to genetic engineering
142	Incomplete	Double your efforts, governors told
143	Incomplete	Suicide bus bombing, at least 10 dead
144	Incomplete	Damages first, warm ties later
145	Incomplete	Blix: Iraq on right track, not off hook
146	Incomplete	Casinos hit for B300m every week
147	Incomplete	Doctors satisfied as King recovers at palace
148	Incomplete	Asean alert, terror warning
149	Incomplete	1,498 suspects dead
150	Incomplete	PM advised to 'keep his cool' in dealing with reporters
151	Incomplete	Manoonkrit's servants found shot dead
152	Incomplete	Cambodia blamed for 'starvation'
153	Incomplete	Internet cafés 'a second home'
154	Incomplete	Judge who saved PM picked to lead bench
155	Incomplete	Serbian premier shot dead
156	Incomplete	Curbs on girls entering beauty pageants revived
157	Incomplete	Cheney: US losing patience with Iraq
158	Incomplete	Pedal power urged to ease smog woes
159	Incomplete	Shops warned not to sell glue to sniffers
160	Incomplete	B251.7m paid for damage to Thai embassy
161	Incomplete	Defiant Saddam ready to fight
162	Incomplete	Complaint filed against officials, 3 firms
163	Incomplete	Three Iraqi diplomats expelled
164	Incomplete	Scuds fired at Kuwait
165	Incomplete	Saddam video authenticated, when it was taped unclear
166	Incomplete	US beefing up its forces
167	Incomplete	'No water, no revealing tops'

Table 10 (continued)

No.	Sentence structures	Headline lists
168	Incomplete	Baghdad hammered
169	Incomplete	Family praying for missing Thai-American marine, 22
170	Incomplete	Checks tightened, but no local infections
171	Incomplete	Entry ban, quarantine flagged
172	Incomplete	Mask up, visitors told
173	Incomplete	Airport chaos as health checks greet travellers
174	Incomplete	Hotel closed, after wrong one sprayed
175	Incomplete	Canada put on Sars watchlist
176	Incomplete	Chemical Ali's house bombed
177	Incomplete	Uzbekistan fight back
178	Incomplete	Iraqi attack repulsed
179	Incomplete	Saddam seen at target site before attack
180	Incomplete	Another 2 nations in region hit
181	Incomplete	Iraqi diplomats told to leave
182	Incomplete	Curfew declared, as helpers step up
183	Incomplete	PoWs rescued as Tikrit falls to US
184	Incomplete	Damascus warned to 'review behaviour'
185	Incomplete	Identity of Sars virus confirmed
186	Incomplete	Achille Lauro hijack boss captured after 18 years
187	Incomplete	Boy, 11, savaged by dog pack
188	Incomplete	Kamnan Poh charged over murder, out on B10m bail
189	Incomplete	Fuel cheaper today
190	Incomplete	Thai student wounded by gunfire in Iraq
191	Incomplete	Air siren a stunner
192	Incomplete	Chuan wary of Banyat's reassurance
193	Incomplete	PM urged to cancel flight
194	Incomplete	Senate chaos as Speaker row heats up
195	Incomplete	Post writers recognised for tolerance
196	Incomplete	Businesswoman Thailand's eighth probable Sars case

Table 10 (continued)

No.	Sentence structures	Headline lists
197	Incomplete	Deaths in Philippines, WHO talks of epidemic
198	Incomplete	Twenty-four more dead in Asia
199	Incomplete	Four marines killed in raids on outposts
200	Incomplete	Mercury transit due
201	Incomplete	Campaign hailed as a huge success
202	Incomplete	Landowner Chuwit arrested at city massage parlour
203	Incomplete	Supermarket trolley follies
204	Incomplete	FIO accused of misusing building fund
205	Incomplete	Crew cuts no longer required for students
206	Incomplete	Record power usage
207	Incomplete	Sars-free mantra an 'over-reaction'
208	Incomplete	Vintage cars seized from Poosana's kin
209	Incomplete	Terror target picked at Bangkok meeting
210	Incomplete	Advisory issued for Taiwan
211	Incomplete	PAO official's assets seized
212	Incomplete	Peacekeepers ready to leave
213	Incomplete	Premier planning to expand low-price computer scheme
214	Incomplete	Search fruitless for air disaster victims
215	Incomplete	Voters 'made to feel like guests'
216	Incomplete	27 classic cars impounded
217	Incomplete	Both sides faulted for peace pact flop
218	Incomplete	Senior staff hit with lightning transfer
219	Incomplete	Free flight promotion scaled back
220	Incomplete	Purges ruled out ahead of ministry's annual reshuffle
221	Incomplete	PM warned to avoid large gatherings
222	Incomplete	B1bn roadshow rescue package
223	Incomplete	Computer ministry website hacked
224	Incomplete	Embassy silent on death plot
225	Incomplete	Exterminate them, troops told

Table 10 (continued)

No.	Sentence structures	Headline lists
226	Incomplete	13 killed in fierce fighting
227	Incomplete	Arms trade suspects killed
228	Incomplete	Death linked to land probe
229	Incomplete	Handouts must stop, PM told
230	Incomplete	Six Burmese slain, burned
231	Incomplete	Schools told not to expel Aids students
232	Incomplete	Hong Kong cleared of Sars virus by WHO
233	Incomplete	Jailbirds just lovebirds at heart
234	Incomplete	Mae Sot, 'streets of terror'
235	Incomplete	Bullets fished from canals
236	Incomplete	Thais, Egyptian on charges of international terrorism
237	Incomplete	English courses 'a waste'
238	Incomplete	'Fat' student denied place
239	Incomplete	Bush off today for Europe, Mideast
240	S+to+V	Iraq to obey orders to destroy missiles
241	S+to+V	Banthoon to return as manager
242	S+to+V	US, Britain, Spain to hold crisis summit
243	S+to+V	Women in Chart Pattana to tackle social problems
244	S+to+V	Talks on thawing ties to start
245	S+to+V	Stones to keep fans hanging for 2 days
246	S+to+V	Govt to pay B1m for every death from local infection
247	S+to+V	Full diplomatic ties to resume
248	S+to+V	Somkid to brief China on preventative measures
249	S+to+V	Checks on visitors to stay as Sars toll mounts
250	S+to+V	Union heads to pursue case in court
251	S+to+V	Joint cabinet meet to go ahead
252	S+to+V	Dead boy's father to sue for negligence
253	S+to+V	CEO-governor scheme set to be expanded
254	S+to+V	Health ministers to discuss Sars in June

Table 10 (continued)

No.	Sentence structures	Headline lists
255	S+to+V	Quarantine violator to spend six months in jail
256	S+to+V	Censure bid to be filed today
257	S+to+V	Cabinet to look at improving public services
258	S+to+V	Taps to run dry in business districts
259	N+PreP	Better food safety for all next year
260	N+PreP	Thammarak: Critics in dealers' pockets
261	N+PreP	High alert for fatal pneumonia
262	N+PreP	Fears for tourism as WHO errs
263	N+PreP	Govt against war, cautious backing for US
264	N+PreP	Troops '3-4 days' from Baghdad
265	N+PreP	Thai-American among 8 missing marines
266	N+PreP	House detention for Sars suspects
267	N+PreP	US armour within 8km of Baghdad
268	N+PreP	HK health care system in jeopardy
269	N+PreP	Arrest warrant out for Kamnan Poh in murder case
270	N+PreP	Baghdad in looting anarchy
271	N+PreP	Asean bid to rescue economies
272	N+PreP	Guidelines for Asean in pipeline
273	N+PreP	Intense lobbying in run-up to Democrat leadership poll
274	N+PreP	Paradorn in Top 10
275	N+PreP	No sale of illegally felled teak
276	N+PreP	Rising fear in Beijing as toll leaps
277	N+PreP	Chinese PM for Sars talks
278	N+PreP	'Separatist hand' in lynching
279	N+PreP	Lawsuit threat to hospital
280	N+PreP	Ban on some imported vitamins, oils
281	N+PreP	Vajpayee's last bid for peace
282	N+PreP	Asset clamp threat for gem stores
283	N+PreP	TRT challenge to Asavahame influence

Table 10 (continued)

No.	Sentence structures	Headline lists
284	N+PreP	Disabled in better shape
285	N+PreP	Fun of the fare
286	N+PreP	Last-ditch effort to avert war in Aceh
287	N+PreP	Home-stay for returning Thai students
288	N+PreP	Arrest warrant for Poosana
289	N+PreP	Hearing of witnesses Friday
290	N+PreP	Five ministers target of censure motion
291	N+PreP	Opinion leaders in crosshairs
292	N+PreP	Patents for His Majesty

VISTA

VISTA

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d.3

AN ANALYSIS OF NOUN PHRASES USED IN THE BANGKOK POST
FRONT-PAGE HEADLINES

AN ABSTRACT
BY
MISS ROCHAREG CHARUCHINDA

Presented in partial fulfillment of the requirements
for the Master of Arts degree in Business English for International Communication
at Srinakharinwirot University
October 2003

11 W.E. 2546

Rochareg Charuchinda. (2003). *An Analysis of Noun Phrases Used in the Bangkok Post Front-Page Headlines*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Dr. Amporn Srisermbhok.

The purpose of this qualitative-quantitative study was to analyze the characteristics of noun phrases used in the front-page headlines of an English daily newspaper, the Bangkok Post. The study covered the categorization of structural types of noun phrases used in this newspaper and other distinctive features found in those noun phrases. Consequently, 328 front-page headlines were collected from March 1 to May 31, 2003. However, this study focused only on noun phrases as a group of words, not a single word; therefore, there were 292 front-page headlines chosen as samples for the analysis.

Regarding the analysis process, the study included four major steps:

1. Several varieties of headlines were collected for the analysis, finding out only the intended headlines with noun phrases.
2. Those collected noun phrases were categorized according to their specific characteristics of structural types, based on Wattana Banpho's theory. (2000)
3. A simple calculation of frequency of occurrence of each structural type was introduced.
4. The sentence structures of headlines were further examined.

The results of the study revealed that all structural types of noun phrases appeared in the front-page headlines of the Bangkok Post. Actually, in this study, each front-page headline had at least one structural type of noun phrases. In terms of the frequency of occurrence, 'Noun+Post-modifier' was mostly used with 36.36%, followed by 'Pre-modifier+Noun' with 32.26%, 'Pre-modifier+Noun+Post-modifier' with 19.06%, 'Determiner+Noun' with 5.28%, 'Determiner+Noun+Post-modifier' with 3.23%, 'Determiner+Pre-modifier+Noun' with 2.05%, and 'Determiner+Pre-modifier+Noun+Post-modifier' with 1.76%. The results also identified that a 'Complete Sentence' was popular in the front-page headlines of the Bangkok Post with 45.55%, followed by an 'Incomplete Sentence' with 36.30%, 'Noun+Prepositional Phrase' with 11.64%, and 'Subject+to+Verb' with 6.51%.

In addition, the researcher learned that embedding in modification, telegraphic syntax, nouns used as adjectives, and participles were emphasized in writing the front-page headlines. In other words, those were regarded as a distinctive form of headlining in newspapers for the purpose of conveying the messages to the readers in the most economical and effective way, considering the limitation of time and space on newspaper coverage.

การวิเคราะห์นามวลีที่ใช้ในหัวข้อหน้าแรกของหนังสือพิมพ์บางกอกโพสต์

บทคัดย่อ

ของ

นางสาวจรูญ จารุจินดา

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

ตุลาคม 2546

รจเรข จารุจินดา. (2546). การวิเคราะห์นามวลีที่ใช้ในหัวข้อหน้าแรกของหนังสือพิมพ์

บางกอกโพสต์. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).

กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษา

สารนิพนธ์: ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

การศึกษาในเชิงคุณภาพกึ่งปริมาณครั้งนี้มีจุดประสงค์เพื่อวิเคราะห์ลักษณะพิเศษโดยเฉพาะของนามวลีที่ใช้ในหัวข้อหน้าแรกของหนังสือพิมพ์รายวันภาษาอังกฤษ "บางกอกโพสต์" โดยในการศึกษานี้ครอบคลุมการจัดแบ่งชนิดของนามวลีในเชิงโครงสร้างซึ่งปรากฏอยู่ในหนังสือพิมพ์ฉบับนี้และรวมถึงลักษณะพิเศษอื่นๆ ที่พบในนามวลีดังกล่าวข้างต้น ทั้งนี้ผู้วิจัยได้รวบรวมหัวข้อจำนวน 328 หัวข้อ ในระหว่างวันที่ 1 มีนาคม ถึง 31 พฤษภาคม 2546 เพื่อใช้เป็นข้อมูลในการวิเคราะห์ อย่างไรก็ตามการศึกษานี้เน้นไปที่นามวลีในฐานะที่เป็นกลุ่มของคำซึ่งไม่ใช่คำเดี่ยว ดังนั้นคงเหลือหัวข้อที่ได้รับการคัดเลือกมาใช้เป็นกลุ่มตัวอย่างเพื่อการวิเคราะห์จำนวนทั้งสิ้น 292 หัวข้อ

ในส่วนขั้นตอนการวิเคราะห์ข้อมูลนั้น การศึกษานี้ประกอบไปด้วย 4 ขั้นตอนหลัก ดังนี้:

1. จากหัวข้อหลากหลายรูปแบบได้นำมาคัดเลือกเฉพาะหัวข้อที่ประกอบด้วยนามวลีเพื่อใช้เป็นกลุ่มตัวอย่างสำหรับการวิเคราะห์

2. นามวลีที่รวบรวมได้ข้างต้นถูกจัดแบ่งออกเป็นหมวดหมู่ตามลักษณะเฉพาะของนามวลีในเชิงโครงสร้าง โดยมีพื้นฐานมาจากหลักการของวัฒนา บาลโพธิ์ (2543)

3. ใช้การคำนวณอย่างง่ายเพื่อหาความถี่ในการปรากฏของนามวลีในเชิงโครงสร้างในแต่ละชนิด

4. พิจารณาเพิ่มเติมเกี่ยวกับโครงสร้างประโยคของหัวข้อ

จากการศึกษาพบว่านามวลีทุกชนิดปรากฏอยู่ในหัวข้อหน้าแรกของหนังสือพิมพ์บางกอกโพสต์ ซึ่งโดยความเป็นจริงแล้วในการศึกษาครั้งนี้พบว่าทุกหัวข้อหน้าแรกประกอบไปด้วยอย่างน้อยที่สุด 1 ชนิดของนามวลีในเชิงโครงสร้าง ในแง่ของความถี่ในการปรากฏพบว่านามวลีชนิด 'นาม+คำขยายข้างหลัง' เป็นชนิดที่นิยมใช้กันมากที่สุด คิดเป็น 36.36%, รองลงมาคือ 'คำขยายข้างหน้า+นาม' คิดเป็น 32.26%, 'คำขยายข้างหน้า+นาม+คำขยายข้างหลัง' คิดเป็น 19.06%, 'บทหน้า+นาม' คิดเป็น 5.28%, 'บทหน้า+นาม+คำขยายข้างหลัง' คิดเป็น 3.23%, 'บทหน้า+คำขยายข้างหน้า+นาม' คิดเป็น 2.05%, และ 'บทหน้า+คำขยายข้างหน้า+นาม+คำขยายข้างหลัง' คิดเป็น 1.76% ผลการศึกษายังแสดงให้เห็นว่าในหัวข้อหน้าแรกของหนังสือพิมพ์บางกอกโพสต์นั้น 'ประโยคสมบูรณ์' เป็นโครงสร้างของหัวข้อที่นิยมใช้กันมากที่สุด คิดเป็น 45.55%, รองลงมาคือ 'ประโยคไม่สมบูรณ์' คิดเป็น 36.30%, 'นาม+บุพบทวลี' คิดเป็น 11.64%, และ 'ประธาน+กริยาที่มี to นำหน้า' คิดเป็น 6.51%

นอกจากนี้ผู้วิจัยยังพบว่า Embedding in Modification, Telegraphic Syntax, Nouns Used as Adjectives และ Participles มีความสำคัญต่อการเขียนหัวข้อหน้าแรก โดยทั้งนี้ลักษณะพิเศษดังกล่าวถือได้ว่าเป็นลักษณะเฉพาะของการพาดหัวข้อในหนังสือพิมพ์ เพื่อจุดประสงค์ในการถ่ายทอดข่าวสารไปสู่ผู้อ่านด้วยวิธีการที่คุ้มค่าและมีประสิทธิภาพที่สุดเมื่อพิจารณาถึงข้อจำกัดในด้านเวลาและพื้นที่ในหน้าหนังสือพิมพ์