THE STYLISTIC FEATURES OF ONLINE NEWS DISCOURSE

[1]CHANTIMA WANGSOMCHOK, [2]WICHUDA KUNNU

[1,2]Suan Sunandha Rajabhat University, Thailand
E-mail: [1]chantima.wa@ssru.ac.th, [2]wichuda.ku@ssru.ac.th

Abstract - The purpose of this research is to study distinctive linguistic features of online news discourse. The 1,804 news stories compiled from two well-known news websites in Thailand – Bangkok and The Nation. The instances consist of four types of news stories that are sport news, business news, political news and spot news which are tales of accidents, natural disaster, crimes, protest and demonstration. The discourse perspectives and the corpus approach are applied to analysed the data. The findings reveal that the usage of abbreviated words and structures, noun phrases, headline jargons as well as imperative sentences. In the discourse analysis, the organization of news stories is characterised by the 'thematic' structure.

Index Terms - Online News, News Alerts, News Discourse, Stylistic Features, Corpus Analysis, News Headlines

I. INTRODUCTION

As there is a growing tendency for audience to ignore newspapers since the mass media environment becoming digitalisation, news organisations have continuously evolved [1]. Initially, around 2005, print edition began to be reproduced in digital version [2] which the most popular online format is the news websites [3] and subsequently news notification on smartphones [4]. Each of news components employ particular linguistic means in order to tell stories in body copies, to provide synopses of stories in leads, and to, possibly, persuade viewers to click through full contents when reading headlines or news alerts. For this reason, I intend to show how soberly and persuasively presentation in online news is realised by looking at the syntactic and lexical language level. In common with printed version, the online news structure has a unique style which contains three main parts: headline, lead, and body copy. Body copy offers important details and backgrounds. Leads and headlines function as summarizing key points and getting more interests. Additionally, the language in 'news alerts' will be explored.

II. DATA COLLECTION AND ANALYSIS

A. Data Collection

For the investigation of the language in online news discourse, the 1,804 examples of news stories have been drawn from two well-known news websites in Thailand – Bangkok and The Nation – during April 2017. The instances consist of four types of news stories that are sport news, business news, political news and spot news which are tales of accidents, natural disaster, crimes, protest and demonstration. There are 670 instances of sport news, 752 instances of business news, 96 examples of political news, and 286 of spot news.

B. Analytical Framework

I adopt the two linguistic approaches to analyze the data – the thematic structure and corpus analysis. Van Dijk's (1988) contribution in this area is related to the thematic structure of a news story. A news story contains several 'macrostructure' or simply called topics of a discourse, which are organised in hierarchical structure and can be illustrated in tree diagrams as the syntax of news stories, called 'news schemata'. The macrostructure consist of 'macropropositions', which have propositions, the smallest semantic units which are systematically related. Since a news story contains several topics, Bell (1991) separates higher-level from lower-level of macropropositions with the two terms 'an episode' and 'an event'. An episode embraces events that share a common setting (place and time) and principal actors, while one event differentiates from others by the different actions of same main actors. Thematic structure is applied to construct a model of actual news events.

Furthermore, 'commentary' provides the journalist's or news actor's observations on the action. It may be represented by context, evaluation, or expectations. The example of figure 3.6 shows commentary in two forms. Specifically, commentary is described by 'context', such as information comparing the outcome of second round of the presidential election with that of the first round, and by explicit 'evaluation', as in the final paragraph saying that the run-off for presidency was not the unprecedented situation. Although this component may express 'expectations' held by the journalist or news actor on how the station could develop next, it does not appear in my data. Finally, 'background' covers any events happening before the existed action. These are classed as 'previous episodes' if they are comparatively recent. They probably figured as news stories in their own right at an earlier stage of the situation. For example, the issuing arrest warrants for the five privates since the previous event of the death of the conscript. If the background goes beyond the near past, it is classed as 'history'. For instance, a news story presents the main topic of the

demonstration against dictatorial government of General Alfredo Stroessner in Paraguay, and some topics of the story report what sporadic period of time the country was held by the dictator. The latter pieces of information are classed as 'history' since the events happened long time ago. Bell (1991) draws a general conclusion of the pattern of body copy organization which the facts are arranged in order of importance.

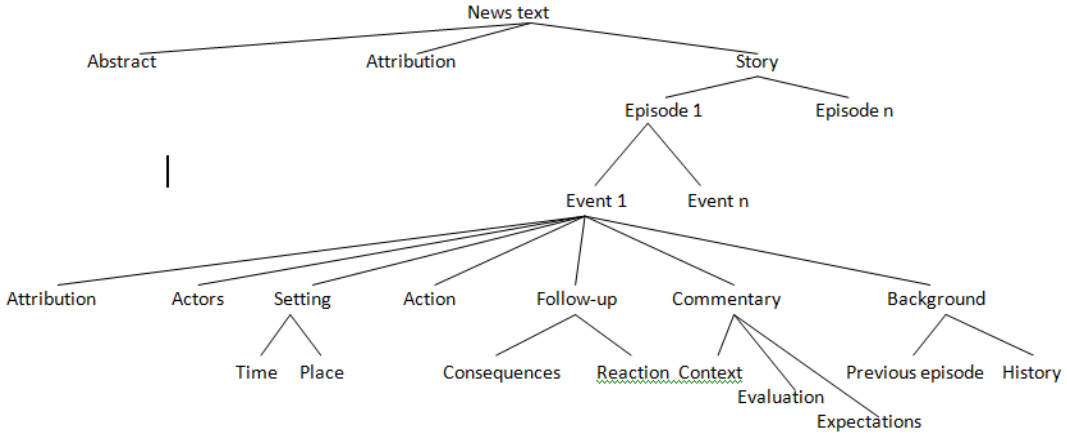


Figure 1 The outline Model Structure of News Texts (Bell, 1991)

Corpus linguistics deals with the compilation and analysis of a large computerised database called corpora which contain thousands or millions of words. Corpora are samples of a particular type of authentic language use, so they can therefore be used as a source of reference for linguistic research. In other words, the corpus approach to research uses a set of encoded text files carried out by complex calculations to reveal the occurrence of particular linguistic phenomena. For example, frequency information can identify the characteristics of the discourse genre.

This tool enables to investigate actual linguistic features based on corpora through five important tools: concordances, frequency analysis, collocations, keywords, and n-grams. However, in this article, I refer only to keyword method since it is applied to this research. The keywords tool is a method to compare one source corpus to a larger reference corpus by means of statistical metrics in order to highlight key words whose frequency differs significantly. These words can be claimed as the distinguishing characteristics of the specialised text type. Therefore, this method may identify words specific to a particular kind of language use. Collocation is the method which retrieves the co-occurrence of a particular word in a corpus. This method explores the frequency of the combination of two propositions which often used together in one particular text type by using the calculation of a statistic to assign distinctive characteristics of co-occurrence relationships [5].

III. BODY COPY

In this section, I aim at the characteristic of languages used in body copies of news stories in discourse and syntactic levels. The first part is about the structural analysis of the news discourses; while some structures will be marked in the second part. I begin by accounting for the ways in which news stories are structured. van Dijk's (1988) and Bell's (1991) frameworks [6] – [7] were adopted to investigate the textual structure of online news stories.

A. The News Structure

Van Dijk's (1988) contribution in this area is related to the thematic structure of a news story. A news story contains several 'macrostructure' or simply called topics of a discourse, which are organised in hierarchical structure and can be illustrated in tree diagrams as the syntax of news stories, called 'news schemata'. The macrostructure consist of 'macropropositions', which have propositions, the smallest semantic units which are systematically related. Since a news story contains several topics, Bell (1991) separates higher-level from lower-level of macropropositions with the two terms 'an episode' and 'an event'. An episode embraces events that share a common setting (place and time) and principal actors, while one event differentiates from others by the different actions of same main actors. Thematic structure is applied to construct a model of actual news events. A simple thematic structure for a news story about an accident (from www.nationmultimedia.com: 03 April 2017) could be represented as in Figure 2

80 houses in Hat Yai without electricity after car hits pole

More than 80 houses in downtown Hat Yai in Songkhla province were left without power on Saturday night after a white BMW smashed into an electricity pole, causing it to collapse.

The car was seriously damaged in the accident but its driver escaped unhurt.

Engineers from Hat Yai Provincial Electricity Authority were working to repair a damaged transformer on the post to restore power. Police said they were investigating the accident and would question the driver.

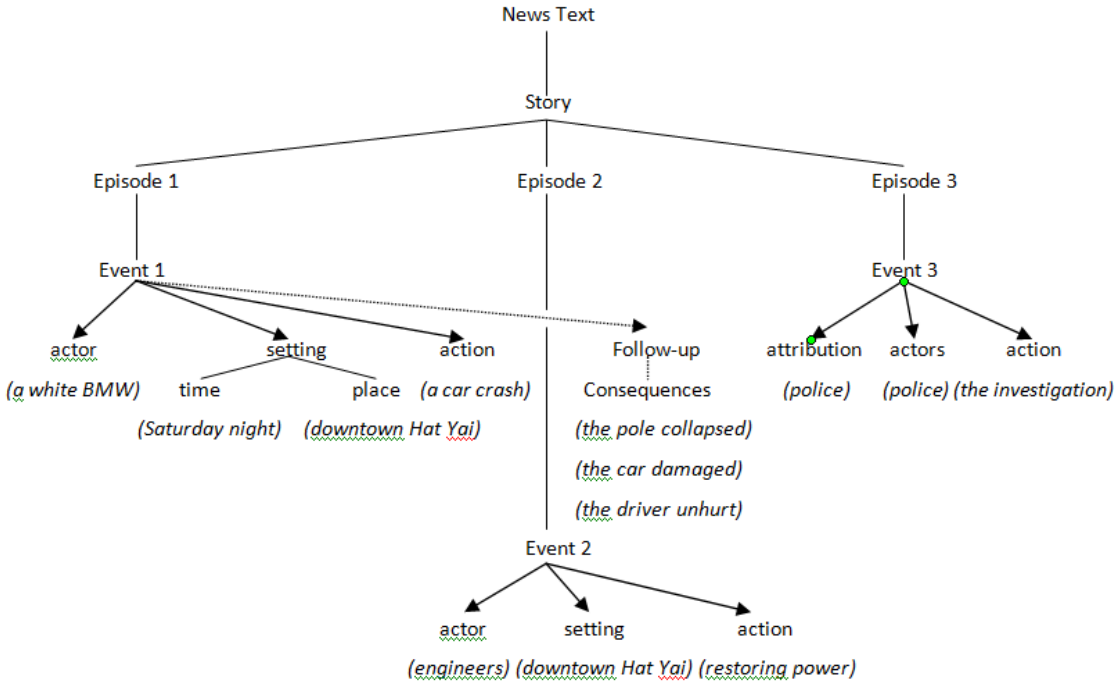


Figure 2 The outline model of 'a news story reporting a car accident'

B. The Syntactic Features

In syntactic perspective, the structure of noun phrases affects the stylistic characteristics of news register [8]. Noun phrase (NPs) constructions are strings of words with noun as a head, supplemented by pre-modifiers (determiners and adjectives) and post-modifiers (prepositional phrases). A high density of nouns, adjectives and prepositional phrases in the news discourse indicates an information-focused text [9]. News discourses have greater use of pre- and post-modifiers; for example, "Reasonable (a pre-modifier) returns (a head noun) on bond investment (post- modifiers)" in a business news of The Nation, 1 April 2017. Pre-modifiers of noun phrases may appear nouns (e.g. police team, property fraud), adjective (e.g. a scoreless draw, an international competition)-ing adjective (e.g. its outlying area, a signing ceremony), -ed adjective (e.g. a damaged transformer, the much-anticipated contest), Relative clauses and participle phrases are typically used to extra present information. For example:

The show, featuring 16,000 square metres of exhibition area, kicked off at the Bangkok International Trade and Exhibition Centre (Bitec) yesterday and goes on until Sunday.
(The Nation, 29 June 2017)

Appositive noun phrases that provide tangential important background frequently follow proper noun as a head, as in:

Panote Sirivadhanabhakdi, group chief executive of Singapore-based property firm Frasers Centrepoint Ltd (FCL), said One Bangkok Holdings Co has been set up to develop the project with registered capital of 3 million baht, set to rise to 35.8 billion to foster the huge development project (Bangkok Post, 04 April 2017)

IV. LEAD

Leads present the newsworthy topics from all of the whole stories and simultaneously work as a beginning of the story. Its functions, undoubtedly, are to summarise the story, to construe newsworthiness, and to attract readers. A typical lead is short, containing only one or two sentences but informative because it grabs the attention of readers and encourages them to read the rest of the story [10].

According to 'thematic structure' of news discourse, there are several topics in body copy which can be reduced to its gist. The process is known as summarising by three macrorules: deletion, generalization, and construction. Applying macrorules to a news discourse produce its derivative forms – that is lead and headline. The most frequent use of the macrorule in summarising a body copy in a lead is deletion. The rule of deletion is applied to change a long news text into a short one. For example, the news stories of the issuing arrest warrants for five privates in the conscript's death in figure 3.3 cover 5 events

minimum in body copy: (1) the issuing arrest warrants, (2) the case investigation, (3) autopsy, (4) compensation, and (5) transferability. However, two of five events – the issuing arrest warrant and compensation – are selected to present in the lead, and even the single event of the issuing arrest warrants remains in the headline. The events of investigation, autopsy and transferability are removed in lead, and the event of compensation is deleted in headline. In this news, the event (1) and (4) are selected in the lead because of newsworthiness of recency. The selection of events in body copy for the lead is in the connection of news values.

In a business news below, the story covers no fewer than 4 events:
(1) The falling of value in the currency of South Africa
(2) The resignation of the finance ministry of South Africa
(3) The new cabinet appointment
(4) The official statement of the president

South African finance minister sacked

The South African rand plunged more than five per cent after President Jacob Zuma on Thursday sacked his finance minister, a man widely seen as a competent manager of one of the world's most important emerging economies.

Finance minister Pravin Gordhan was ousted and 10 new cabinet appointments made in a dramatic reshuffle that could split the ruling African National Congress, which led the fight against apartheid and came to power under Nelson Mandela in 1994.
The late-night move caused the rand to drop as low as 13.5 to the dollar, down from 12.8, as investors reacted to concerns that Zuma, who has been tainted by corruption scandals, had secured a free hand over government finances.
Gordhan was replaced by home affairs minister Malusi Gigaba after a months-long battle with Zuma over government spending. The president said in a statement that the changes were "to bring about radical socio-economic transformation and to ensure that the promise of a better life for the poor and the working class becomes a reality".
In his power struggle with Zuma, Gordhan was supported by several ministers and many international investors, as well as being widely admired by ordinary South Africans and veterans of the anti-apartheid struggle.
In this example, the lead contains two of four events – the falling of value in rand, the unit of money used in South Africa and the resignation of the finance ministry of South Africa, Pravin Gordhan. The event (1) and (2) are selected in the lead since both events have possibly the newsworthiness of negativity and unexpectedness.

V. HEADLINE

The main focus here is language in the final output of news writing process - headlines which usually are created by editors, not journalists/reporters. Today, there is the dual functionality of headlines: to inform and to persuade [11]. It is interesting to examine language features and their functions in more detail as 'headlinese' is quite a specific type of language and it has dual functionality. This section will be to be discussed in two perspectives – discourse structure, and syntactic and lexical features.

A. Headline as a discourse structure

Headlines seem to the ultimate process of summarizing information. The summarization of the main events in lead paragraphs to a single main event in headlines relies on three macrorules: deletion, generalization, and construction. Firstly, detailed information such as place, time, or background might be deleted. For instance, the lead of the crime news reads:
"Police in Chaiyaphum have arrested the prime suspect in the solo robbery of a Thanachart Bank branch in Bang Kho Laem district of Bangkok on Sept 7."
(Bangkok Post, 18 September 2017)
The above lead contains 2 events: (1) the arrest of the prime suspect and (2) the solo bank robbery. The headline of news story is "BANGKOK BANK ROBBER CAUGHT IN CHAIYAPHUM". It is obvious that the background of the main story in this lead is deleted, and the first event is the single main event in the headline. The selection of events in lead for the headline is in the connection of news values; for example, in this news, the event of arresting the bank suspect is the sole event in headline since it has recently happened. The most recent event remains a crucial explanation of recency, one of the basic aspects of news values.
Next, generalization is the lexical process that specific terms can be generalized by more general terms. For example, the solo robbery of a Thanachart Bank branch in Bang Kho Laem district was reported in the body copy. The expression of 'a Thanachart Bank branch in Bang Kho Laem district' is a hyponym of a Bangkok bank; thus, the general term of 'a Bangkok bank' replaces the specific name of bank in the headline.

B. Syntax and lexicon

In syntactic composition, news headlines have unique grammatical conventions mostly called 'headlinese' [12]. Their distinctive structures are usually related to two main features: deletion and replacement. In headline writing style, the auxiliary verb and article are deliberately omitted, as in "THAILAND ON

ALERT AFTER CYBERATTACKS" (Bangkok Post, 14 May 2017). Obviously, the auxiliary verb "is", which could be here after the subject, is moved out from this headline. Another feature is conjunctions often replaced by a comma, as in "COLOMBIA MUDSLIDES KILL 206, SWEEP AWAY HOMES" (The Nation, 3 April 2017). It is, previously, claimed that writing headlines should be concise owing to the restriction of physical space, but now this limitation has been removed since news can exist in cyberspace which provide more spacious. Although there are a lot of spaces, this style is used to attract the readers.

As the syntactic analysis to headline, I suggest a classification of headline structures from the news corpus which might be useful for further studies:

(1) **Zero copula** refers to headlines consisting of noun phrases (a head noun and its modifiers) only which are called nominal headlines [13]

CHINA'S HNA IN RIO DEAL (The Nation, 27 April 2017)

(2) **Quotation** is headlines that quote statements of news sources

WTTC: TOURISTS CAN DOUBLE (Bangkok Post, 29 April 2017)

(3) **Question** is headlines that ask a question

WILL FORTIFIED INDIANS BE NEXT TO LIFT TITLE HEX?
(Bangkok Post, 2 April 2017)

(4) **Subject with infinitive verb** explains headlines that infinitive with to follows subjects to indicate the events will happen in the future.

GALAXY S8 TO SPARK SMARTPHONES SALES
(Bangkok Post, 29 April 2017)

(5) **Subject with progressive verb** is headlines which auxiliary verbs are omitted and the progressive verbs are left after subjects.

KCAR PICKING UP REVENUE EXPECTATIONS
(Bangkok Post, 28 April 2017)

(6) **Sentence (with modals)** refers to headlines with a finite verb in the main clause.

APISAK FRETS OVER LOW FDI (Bangkok Post, 29 April 2017)

(7) **Sentence with present participle** is headlines containing a complex sentence with adverbial clauses.

THAI EXCHANGE STUDENT DIES WHILE ATTEMPTING TO SAVE FRIEND
(Bangkok Post, 9 June 2017)

(8) **Sentence with conjunction** is headlines consisting two sentences with connectors or comma.

MACRON TAKES REINS, VOWS TO REJUVENATE EU
(Bangkok Post, 15 April 2017)

(9) **Sentence with passive form** is headlines that auxiliary verbs are left out and the forms of past participle exist.

8 POLICE KILLED (The Nation, 16 April 2017)

(10) **sentence with infinitive and passive form** is the two-mixed patterns that convey things are expected to experience the actions.

WELFARE TO BE DISPOSED VIA E-PAYMENT
(Bangkok Post, 20 April 2017)

These structures can occur in mixed forms of a single headline to describe more than one event and give any background. The possible mixed patterns may be two or three structures, as in:

(A) MANY KILLED AS CAR BOMB HITS BANK IN AFGANISTAN
(The Nation, 19 June 2017)
(B) US TO RUSSIA: REINS IN SYRIA, ANOTHER GAS ATTACK WILL HIT TIES BADLY
(The Nation, 11 April 2017)

The headline (A) takes two types of the headline structure, while the headline (B) holds three. The headline (A) contains two excerpts; the first is sentence with passive form in 'MANY KILLED', and the second is sentence with conjunction in 'AS CAR BOMB HITS BANK IN AFGANISTAN'. The headline (B) is divided into three excerpts: quotation in 'US TO RUSSIA', zero copula in 'REINS IN SYRIA', and sentence with modals in 'ANOTHER GAS ATTACK WILL HIT TIES BADLY'. This can be considered as an additional type called '**mixed pattern**'.

If we compare the ten major types of headlines patterns (i.e. zero copula, quotation, question, subject with infinitive verb, subject with progressive verb, sentence with modals, sentence with present particle, sentence with conjunction, sentence with passive form, and sentence with infinitive and passive form), it is striking that there are the large proportion of the pattern of sentence (with modals) in headlines. This type constitutes more than 40%, followed by the

pattern of sentence with passive form accounting for nearly 28%. There are the lowest shares, less than 1% in the categories of question and sentence with infinitive and passive form in headlines of the news corpus.

Choice of headline vocabulary can affect both space of news websites and emotion of readers [14]. A set of shorten words commonly appear to be used in headline writing with the aim of saving space and stimulating interest. Here is a list of headline vocabulary I found in investigating news language through my news corpus.

headline keywords	word categories	Meaning	Keyness
hit	verb	(1) to have bad effects (2) to succeed in reaching something	78.586
mull	verb	to consider	38.575
back	verb	to support	34.896
face	verb	to deal with a problem	32.661
vow	verb/noun	to promise/a promise	29.911
crash	verb/noun	(1) to cause damage (2) to fall in value	25.245
beat	verb	to defeat	24.926
halt	verb	to stop	23.145
tie	noun	a relationship	18.316
mar	verb	to spoil	17.656

Table 1 Top ten of headline keywords in news discourse

Most common words in news headlines can be identified as the grammatical categories of verb and noun, together with abbreviations (see Appendix A). These words make some distinctions based on the way meaning conveys. The primary distinction can be drawn between items that's contribute to the 'actions' of what has happened (hit, beat, crash, vow, halt, mar, cut) and those that represent short form of a word or phrase (deal, pact, probe, title, cop, meth, govt, semis, bn, PM, BoT). In fact, the differentiation is rough since language units tend to be multifunctional and to have more than single meanings in a word. **Action words** are a broad category in my sample since writing headline requires the action verbs of this group to create informative, illustrative style of news presentation. In contrast, the types of **abbreviated words** are relatively narrow because there are conventional forms. Within the abbreviated words category, we can distinguish two types: those that clip to short words from long ones called '**clipped words**' such as 'govt' clipped from government or 'meth' from methadone, and those that replace the existing words for '**headline jargons**' which may be strategies in learning English [15] such as 'pact' for agreement or 'probe' for investigation.

VI. NEWS ALERTS

With the growing importance of smartphones, news organisations now see the channels of publishing news notifications on this mobile device for building direct relationship with online users. The volume of news alert has exponentially been increasing for the decades. The number of news alerts and notifications that are delivered through internet each day are considered to be essential and valuable to communicate information updates as a part of daily life. This section considers basic language features of news alert.

Some news organisations today such as BBC and CNN (except Bangkok Post and The Nation) offer a new alert service or breaking news on mobile devices. The service allows the readers to track the latest news stories in the short message online press. Most of the news alerts consist of a headline, a brief content, and a date or time delivered (see Figure 3). The headlines, if they have, appear either in form of a noun phrase or a sentence, whereas the message often represent in a single sentence. Compared to the components and functions of the whole news story, the headline and the message of news notification are similar to the elements of headline and lead in terms of being short and luring readers to click into the full article.

CNN NEWS
20/12/2017
Taxi for Uber
EU's top court rules Uber is a transport service, a major defeat for the company that opens it up to tighter regulation in Europe

Figure 3 A CNN news alert

News alert users expect that the language used in the news alerts for the mobile lockscreen needs to be sober and serious to reflect the significance of 'breaking' notification [5]. Most of short messages usually begin news stories with quotation openings. They are giving latest information that refers to 'words' of the news source, as exemplified with BBC and CNN alerts:

BBC NEWS
"A decaying and rotten deal" – Trump says he will withdraw the US from Obama-era nuclear agreement with Iran

CNN
CEO of telecoms giant AT & T says it made a 'big mistake' in hiring Trump's personal lawyer Michael Cohen as a political consultant

The two examples clearly show the source of news – Donald Trump, the President of the United States, and CEO of AT & T. However, some of messages start with news opening; that is, they provide alluring summaries of what has occurred with the 5Ws and H. It is noticed that contents of news alerts often offer the two key elements of actor, action or 'who' and 'what', and background which is the useful prompts to click to a full story or video.

CNN
Businessman who built Chinese insurer Anbang into a global firm worth billion jailed for 18 years

The alert above displays three essential elements. This news information provides the actor, (a businessman) with his/her background (who built Chinese insurer Anbang into a global firm worth billion) performs the negative action, jailed for 18 years. The missing important element of why may encourage news alert users to discover the fact in the website.

In lexical and syntactic perspectives, we found using emphatic expression in order to create a greater emotional impact. For example, the word 'shock' in "Mahathir Mohamad sworn in as Malaysia's Prime Minister after shock election win, ending six decades of control by ruling coalition", the word 'historic' in "Historic meeting of North and South Korean leaders set for April 27", or also news alert in Figure 3 the phrase of 'a major defeat' is the stronger word. Furthermore, the most common tense used in news alerts is present simple tense since the tense reflects that reporting events happens now. Only a few cases in some alerts use present perfect tense. For example, the event of sexual harassment happened, but the media has just been reported; therefore, tenses used are present simple for news reporting and present perfect for the tragic event, as in "A teenager is reported to have been raped and set on fire, days a 16-year-old was similarly attacked in the same Indian state". However, there is difference in perspective and consider the examples below from two news brands use different tenses in the same news alert.

BBC NEWS
Former Man Utd manager Sir Alex Ferguson has had emergency surgery for brain haemorrhage

CNN
Former Manchester United manager Sir Alex Ferguson has emergency surgery for brain

Additionally, we found the imperative sentence 'follow his announcement live' in the news alert to politely request users to participate in live activity on the news publisher's website. The imperative verb forms are applied to instruct people what to do to make suggestions, to give advice, or instruction. They more frequently found in web advertising messages than the news messages due to the reasons of time, space, and perception [15].

CNN
President Donald Trump is expected to pull the US out of the landmark nuclear accord, source says Follow his announcement live

CONCLUSION

The findings indicate that investigate the three main parts of news story – body copy, lead, and headline – in discourse and structure levels as well as lexicon. In the first subsection, I noted the organisation of news contents and some of the key features of grammar and sentence structure of news. Secondly, the ways of opening news stories in lead and its discourse or 'thematic' structure. Also headline structure and vocabulary in headline known as headline jargon are analysed in the final subsection. The last section explores the fundamental nature of news alert for the lockscreen, an additional online service of news publishers in recent years.

ACKNOWLEDGEMENT

It is a pleasure to express our gratitude the various people who made this paper possible. My sincere thanks go to the Institute of Research and Development of Suan Sunandha Rajabhat University for research scholarship. I wish to extend my warmest thanks to the colleagues for their support. Finally, my research could not have been completed without the assistance of Setthaphong Saithong, the English-major student. I am indebted to him for his willingness in the data collection.

REFERENCES

[1] Sehl et al. (2016). Public Service News and Digital Media. Oxford: the Reuters Institute for the study of journalism.
[2] J. Turow (2008). Media Today: An Introduction to Mass Communication. 3rd edition. New York, NY: Routledge.
[3] J. Milojević (2014). "News Choice and Offer in the Digital Transition" In Marius Dragomir and Mark Thompson (eds.), Digital Journalism: Making News, Breaking News. Opening Society Foundations, pp. 129 - 144. [ebook]. Retrieved from http://www.openingfoundations.org/projectsmapping-digital-media. Newman, 2016
[4] N. Newman (2016). News Alerts and the Battle for the Lockscreen. Oxford: the Reuters Institute for the study of journalism.
[5] W. Cheng, (2012) Exploring Corpus Linguistics language in Action. London: Routledge.
[6] T.A. van Dijk (1988). News as Discourse. Hillsdale, NJ: Lawrence Erlbaum.
[7] A. Bell, (1991). The Language of News Media. Cambridge, MA: Blackwell Publishers.
[8] Y. Ni, (2003). "Noun Phrases in Media Texts: A Quantificational Approach" In Jean Aitchison and Diana M. Lewis (eds.), New Media Language. London: Routledge, pp. 159-168.
[9] D. Biber, (2003). "Compressed Noun-Phrase Structures in Newspaper Discourse" In Jean Aitchison and Diana M. Lewis (eds.), New Media Language. London: Routledge, pp. 169-181.
[10] C. Cotter, 2010).News Talk: Investigating the Language of Journalism. Cambridge: Cambridge University Press.
[11] Isani, S. (2011). "Of headline & headlinese: towards distinctive linguistic and pragmatic genericity", ASp[online], 60 | 2011, Online since 07 October 2014, connection on 30 September 2016. URL : http:// asp.revues.org/2523 ; DOI : 10.4000/asp.2523
[12] I. Mårdh, (1980). Headlinese: On the grammar of English front Page Headlines. Malmö: CWK Gleerup.
[13] K. Schneider, (2000). "The Emergence and Development of Headliones in British Newspapers" In Friedrich Ungerer (ed.), English media Texts past and Present: Language and Textual Structure. Amsterdam/Philadelphia: John Benjamins Publishing Company, pp.45-65.
[14] T.L. Fredrickson, (2008). You can Read The Bangkok Post. Bangkok: Post Publishing.
[15] Kunnu, W. (2017). "English Learning Strategies of Chinese Major Students". International Journal of Management and Applied Science. Vol. 4: 4.
[16] A. Janoschka, (2004). Web Advertising: New Form of Communication on the Internet. Amsterdam: John Benjamins Publishing.