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Headline as a persuasive tool in publicistic discourse

By Nadia Ptashchenko

GRIN Verlag Aug 2009, 2009. Taschenbuch. Book Condition: Neu. 212x147x18 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2008 in the subject English Language and Literature Studies - Linguistics, grade: 8 ECTS (out of 10), University of Groningen, course: M.A. 'Euroculture: Europe in the Wider World', language: English, abstract: In this paper the headline of English-speaking newspapers and magazines has been studied as an independent and effective persuasive element of a text. In this paper I want to discuss, how susceptible are we to linguistic style How profoundly can the impact of a message be enhanced by the manner in which it is written, assuming that one and the same thought can be expressed with different stylistic tools The choice of words reflects not only differences in evaluations (positive or negative) or in emotions - it is also able to thrust reader's attitude to the core of a message and to direct and control one's perception and comprehension. The paper claims that language can be a very powerful and persuasive tool which draws the readers attention, being operated by skilful editors in a newspaper or magazine headline. In...



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