# English Communications
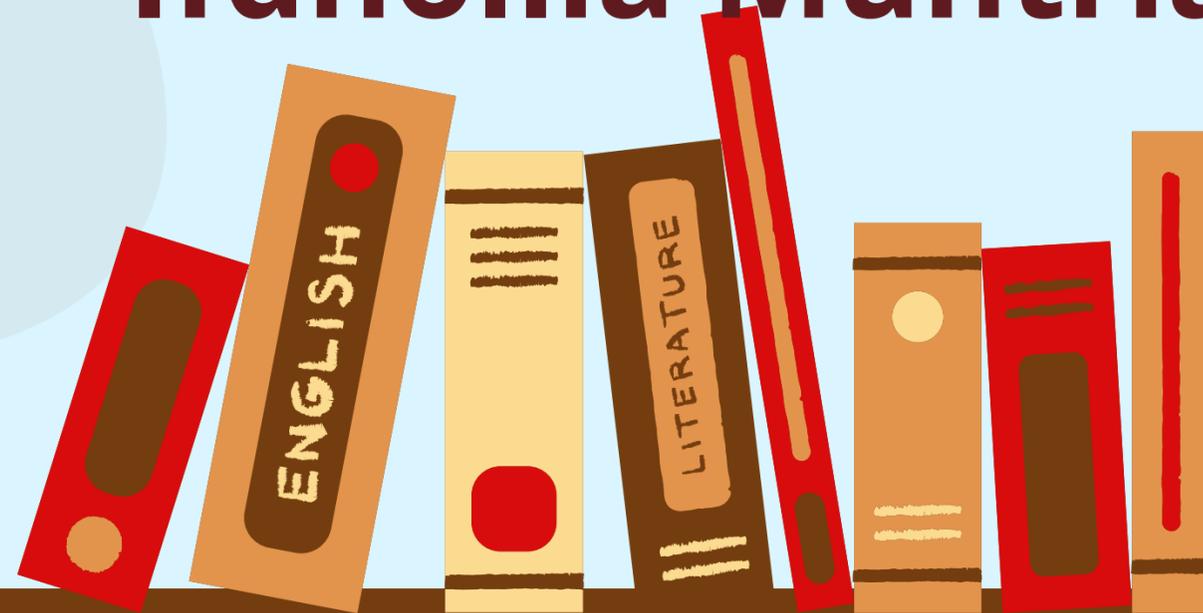
# Analyzing Headlines and Framing in English News

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# Understanding Headlines

A headline is the title of a news story, designed to attract readers' attention and summarize the main idea of the article. It often uses short, direct, and powerful language.

Functions of a Headline:

- To grab attention.
- To summarize the key point of the story.
- To create curiosity or emotional impact.

# Characteristics of English News Headlines:

| Feature | Example | Explanation |
|---|---|---|
| **Use of present tense for past events** | "Government Approves New Education Policy" | Headlines often use simple present to sound current. |
| **Omission of articles (a, an, the)** | "President Visits Japan" | To make the headline shorter and more direct. |
| **Action verbs** | "Police Arrest Five in Fraud Case" | Emphasizes action and urgency. |
| **Compact structure** | "Economic Growth Slows Amid Inflation" | Keeps the message brief and focused. |
| **Emotive or loaded words** | "Shocking Discovery in City River" | Aims to attract attention or emotion. |

# Understanding Framing

Framing refers to how news is presented or shaped to highlight certain aspects of an event, influencing how audiences interpret it.

Types of Framing:

| Frame Type | Description | Example |
|---|---|---|
| **Conflict Frame** | Focuses on disagreement or tension between parties. | "Government vs. Teachers: New Policy Sparks Protest" |
| **Human Interest Frame** | Focuses on emotional or personal aspects. | "Mother Walks 10 Miles Daily to Send Kids to School" |
| **Economic Frame** | Focuses on financial implications. | "Rising Fuel Prices Threaten Small Businesses" |
| **Responsibility Frame** | Assigns blame or credit to individuals/groups. | "Ministry Fails to Address Health Crisis" |
| **Morality Frame** | Interprets issues in terms of ethics or values. | "Cheating Scandal Raises Questions about Integrity" |

# Language Analysis in Headlines

When analyzing English headlines, look at:

1. Word choice (positive/negative/emotional).
2. Grammar (tense, omission, voice).
3. Tone and bias (neutral, persuasive, critical).
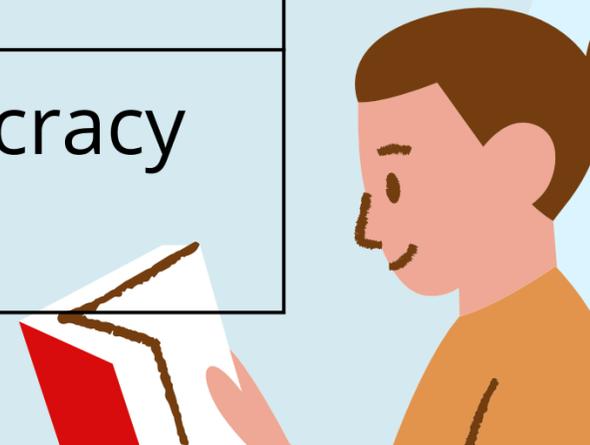4. Focus (who or what is emphasized).

Example:

- "Government Cuts Education Budget"
- "Government Adjusts Education Spending"

👉 Both headlines describe the same event, but the first sounds negative, while the second sounds neutral — this is framing through word choice.

# Comparing Framing Across News Sources

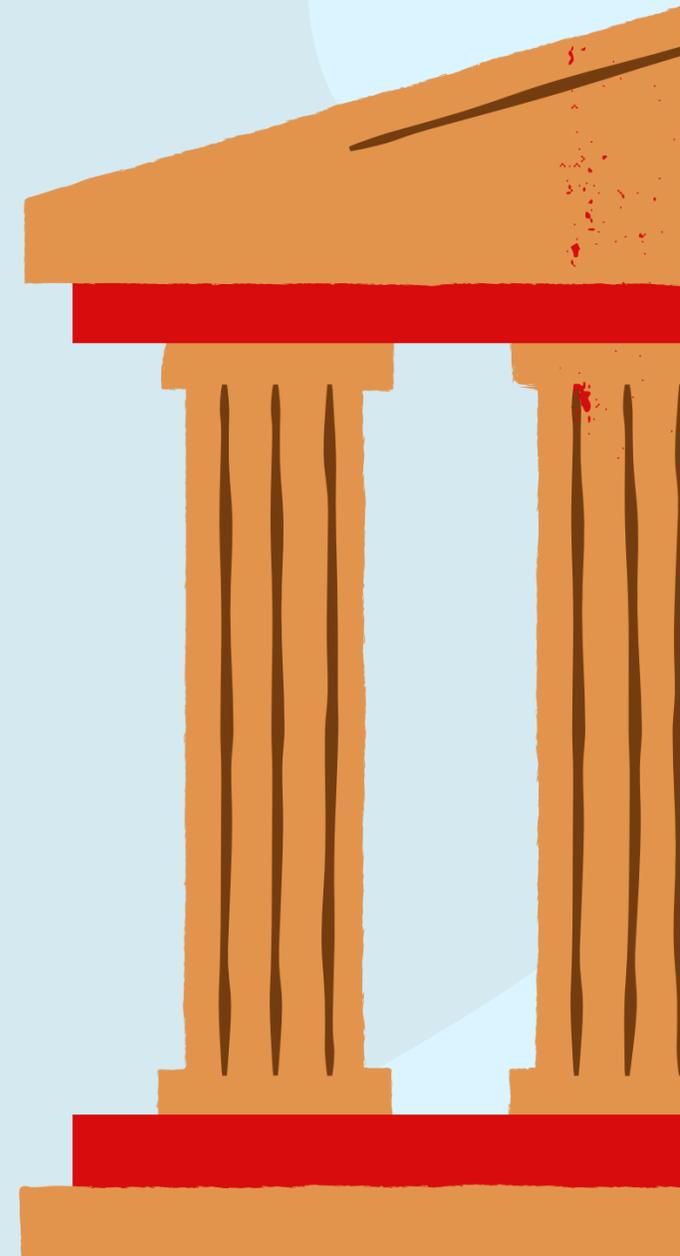| Source | Headline | Framing Tone |
|---|---|---|
| *BBC News* | "Protests Continue After Election Results" | Neutral, factual |
| *Daily Mail* | "Angry Mobs Flood Streets After Election Chaos" | Emotional, dramatic |
| *The Guardian* | "Citizens Demand Fair Vote Count" | Focus on democracy and fairness |

# Assignment: News Analysis Report

Task:
Write a short analytical essay (300–400 words) about how two English news outlets frame the same issue differently.
Format:
1. Title & Source of the News
2. Summary of Each Article (2–3 sentences each)
3. Headline Comparison (tone, wording, bias)
4. Framing Analysis (type of frame used, purpose)
5. Conclusion (your opinion on which article is more balanced)

Thank you