

LINGUISTICS AND VIETNAMESE LINGUISTICS

GRAMMATICAL AND LEXICAL CHARACTERISTICS OF ONLINE BUSINESS HEADLINES IN ENGLISH NEWSPAPERS

NGUYEN THI TO HOA*

ABSTRACT: This research aims to investigate the grammatical and lexical characteristics of online business headlines in *BBC Business News*. A comparative mixed-method design was used to analyze 150 business headlines in *BBC Business News* in late 2024. The average length of headlines was determined by word counting, the grammatical and lexical characteristics of headlines were analyzed basing on the classification of their grammar construction, syntactic structure and the use of passive voice. Results indicate that the average length of online business headlines in BBC was approximately 9 words. In terms of grammatical characteristics, the headlines were categorized as sentence (simple/ compound/ complex), phrase or word headlines, with or without ellipsis, active or passive voice. The analysis of lexical characteristics of business headlines revealed that abbreviations and headlines are rarely used. From the research results, it can be seen that there are various linguistic features of business headlines that writers need to be aware so as to catch the attention of readers.

KEY WORDS: Headlines; business headlines; grammatical characteristics; lexical characteristics.

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1. Introduction

These days, the media includes not just communications that are widely disseminated by radio, television, magazines, newspapers, and the World Wide Web. According to Van Dijk, "Electronic or online newspapers have marked a milestone in media and grown highly popular with the public in modern life with the arrival of modern technology and the existence of print press.". The language which is used in headlines is changing in many ways because newspaper now use the Internet to convey their content to readers. First, compared to print headlines, most online headlines use present simple tense sentence style and are typically longer. Second, larger words are preferred in online headlines over jargon and short words. Lastly, the writing style used in online headlines, including the attribution of figures' details, the reporting of complete proper nouns and quotes, and the citation of the sources of these two headline kinds, are also significant variables that contribute to online headlines being longer than print headlines. In order to increase understanding in this area, the researcher is encouraged to examine the grammatical and lexical characteristics of online news headlines because modern journalists have adopted a new writing style while creating these headlines. It is important for readers to focus on the grammatical and lexical characteristics of headlines in order to completely comprehend them. Additionally, in order to improve their writing skills, individuals interested in journalism writing should be aware of the linguistic characteristics of news headlines.

Due to their importance, understanding linguistic features of online business headlines is absolutely necessary and practical, which urges the writers to carry out this study. Within this context, this research aims to explore linguistic characteristics of online business headlines in *BBC Business News* in late 2024.

2. Literature review

Newspapers are generally classified as either broadsheet or "quality press," which typically present intellectual news content. As a result, the language which are commonly used in broadsheets is formal and serious and the vocabulary is standard English. However, tabloids, which normally

*International School - Vietnam National University, Hanoi; Email: hoantt@ynuis.edu.vn

mention sensational issues like scandals, celebrities, and human-interest news with a large number of pictures and a simpler style of language than broadsheets, are another type of newspaper that has been transformed by the current trend of publication in the digital age. Online newspapers are those that are available on the Internet for quick and easy accesses. When comparing online newspapers to the printed versions, it is worthwhile to examine the intriguing linguistic characteristics of online newspapers. This study examines the grammatical and lexical characteristics of online business headlines in an effort to uncover new information that expands on the common traits of headlines that are evolving in response to the requirement to appeal to target audiences.

2.1. Headlines

Different grammatical patterns are used while writing headlines to accomplish three distinct goals: to draw attention, convey urgency, and convey significance (Clark 2007: 42). On the other hand, only by identifying five main functions of newspaper headlines - attracting readers' attention, summarizing the article's content, conveying the writer's attitude toward the story, indicating the article's register, and indicating the article's focus - Morly (1998: 31) mentions the various functions of news headlines.

In the realm of media, headlines are just as significant as book or essay titles. This is according to Montejó and Adriano (2018). Readers' perceptions of the news are shaped by headlines. Readers can choose whether or not to read an article by looking at the headlines. For people who lack the time to read the full details of a news item, news headlines are the most important part of the news since they provide a quick way to get information (Javed & Mahmood, 2011). The text in headlines is extremely different. It serves a variety of purposes that precisely determine its form, substance, and structure, and it acts under a number of limitations that constrain the writer's freedom.

The headline represents a specific form of text with various functions that influence its shape, content, and structure, while also operating under certain limitations that constrain the writer's freedom (Reah, 2002, p13). According to Dijk (1998), headlines convey the coherence of discourse and serve as an information source that can enable readers to remember easily. Develotte et al. (2001) indicate that headlines provide an extremely valuable source of insights regarding cultural references. In this context, Gopang and Buhio (2015) describe titles as able to exist independently without needing definition or explanation; they rely on the reader's immediate recognition of the relevant field, allusions, issues, and cultural references essential for understanding the articles' content. "The headlines that carry a substantial weight are indeed valuable. The multiple layers of significance within these headlines may not be immediately recognizable, but as we explore them more deeply, we will uncover increasingly profound meanings, akin to peeling back the layers of literary baklava—such headlines are deemed effective" (Qin Xie, 2018). An effective headline should embody several qualities. Xue Zhongjun (2005) outlines these qualities as follows: First, the informational content should be abundant. Second, the underlying meaning should be deep. Last, the headline should exhibit artistic merit and avoid being mundane.

2.2. Grammatical characteristics of news headlines

The terminology employed in headlines refers to "the commonly used language found in print media" (Bram, 1995: 107). This type of language has distinctive grammatical features, including abbreviated syntactic structures, typically consisting of phrases and words instead of full clauses and sentences (Bram, 1995). Consequently, readers may find it difficult to comprehend the block language utilized in headlines because of its unconventional grammatical traits and vocabulary.

- *Sentence constructions of headlines:* In terms of sentence construction, two primary categories remain: simple sentences and multiple sentences. The simplest form, which is typically the first type of sentence that children begin to learn to use, is the simple sentence, consisting of a single independent clause. A multiple sentence contains at least two clauses which are connected through either coordination or subordination. Additionally, based on the type of connector used, Crystal further divides multiple sentences into compound and complex sentences.

- *Ellipsis in headlines*: Biber et al. (1999: 156) describes ellipsis as the exclusion of elements that can be clearly inferred from the linguistic or situational context. The omitted word(s) can be included without altering the meaning or resulting in an ungrammatical structure. Its primary function is to express the same idea using fewer words. Within clauses of a sentence, ellipsis can be categorized as initial, medial, and final ellipsis.

- *Other grammatical characteristics in headlines*: Due to their effectiveness in reporting events, headline writers also take into account using grammatical constructions other than tenses when creating news headlines, such as the passive voice, direct and indirect speech, infinitives, modal verbs, and noun phrases. For instance, news articles usually use the passive voice, according to Clark (2007). One of the most common grammatical devices employed in news headlines to highlight the event's agent is the passive form.

Generally speaking, in order to save writing space, auxiliary verbs used in the passive construction are usually omitted. For example, the verb "is" and "are" are frequently left out of headlines that describe events that are happening at the same time as the reading, and "was" and "were" are usually left out of headlines that describe past events; on the other hand, "has been" and "have been" are left out of headlines that highlight the events' current consequences. When creating the passive voice, the author only uses verbs in their participial forms. Readers may become confused about the headlines's temporal context as a result, especially if they are unable to identify "who" the event's agent is.

The selection between the employment of the active voice and the passive voice is contingent upon the emphasis placed on "who" or "what" is regarded as the agent of the sentence. The subject or "who" is positioned prior to the principal verb at the commencement of the sentence. Should it be perceived as the direct agent or a contributor, the active voice may be utilized. Conversely, if the ramifications or outcomes of the action hold greater significance, the passive voice will be employed. The passive voice is predominantly utilized for the following three principal reasons: an unidentified agent, a superfluous agent, and when the focus is directed towards the occurrence of events.

2.3. Lexical characteristics of English news headlines

In order to carry out their duties efficiently, headline writers use a certain headline lexicon when crafting headlines. According to Reah (2002: 18), headline writers may choose words with strong connotations – that is, words that have an emotional load beyond their literal meaning – in order to draw the readers' attention. Furthermore, Chovanec (2014: 120) suggested that so as to write effective headlines, the most crucial words should appear first and big phrases should be swapped out for shorter ones. It is evident that there are many different issues that are challenging to group together when it comes to the study of lexical elements found in headlines. The following subjects will be covered by the lexical characteristics in headlines in this study for easier comprehension:

Abbreviations: Because it saves space by reducing the number of letters, abbreviation is frequently used in news headlines to avoid going overboard. The author can condense words into a limited amount of space by using abbreviations. The two primary types of abbreviation are clipping and acronyms. (Crystal, 2009)

Headlinese: Newspaper headlines use the shortened news writing style known as "headlinese." Headlinese is defined as the elliptical, sensationalist, or compressed language used in headlines, particularly in newspapers (www.oxforddictionaries.com). The ellipsis of the verb "to be" and articles, the use of present tense to report past occurrences, and the use of the infinitive to indicate the future are only a few examples of the unique syntactic patterns used in headlines due to space constraints. Words like "bar, bid, clash, hail, halt, loom, mar, opt, spark, vow..." and others that are commonly used in headlines but less common elsewhere have been created by journalists to save space. News headlines typically use these vocabularies.

2.4. Stylistic devices

Things pertaining to the strategies and tactics employed in producing a work of literature, music, or art are referred to as stylistic devices. The use of any of a number of strategies to give the written word or text an additional meaning, concept, or emotion is known as stylistic devices in literature and writing writing (www.wikipedia.org). They are sometimes referred to as figurers of speech or rhetorical devices. In most cases, stylistic elements are employed to enhance the interest, vibrancy, and aesthetic appeal of speeches, articles, publications, etc. Reah (2002: 16-19) divides the linguistic strategies utilized in news headlines into four major categories, which are as follows:

Group 1. Word and meaning: This category's stylistic device capitalizes on the possibility of ambiguity in the connection between meaning and word.

Group 2. Intertextuality:

According to Reah (1998: 18), authors use a variety of culturally distinctive phrases and expressions that are incomprehensible without referring to other texts, such as sayings, proverbs, book titles, songs, and even the names of stores. People from other cultures could not understand the headlines because of the intertextuality in this category, which uses the ambiguity of the familiar and sayings in a particular culture. However, a headlines that employs intertextuality from widely recognized songs, movies, book names, etc., can effectively communicate its message.

Group 3: Phonology Even though a headline is supposed to be read, not spoken, headline writers make the headline memorable by the use of the awareness of the sound.

Group 4. Loaded words (strong connotation words): Strong connotations are what Reah (2002:18) refers to as loaded words; they "carry an emotional weight beyond their literal meaning." Rhetoric is laden language, sometimes referred to as loaded terminology or loaded words.

3. Previous studies on language devices of headlines

Numerous studies were conducted on the headlines. According to some academics, headlines are clickbait the entices readers to click on the page (Kuiken, J., Schuth, A., Spitters, M., & Marx, M., 2017). Significant differences were observed between them in terms of length, signal words, pronouns, sentimental words, quotes, and questions. They also looked at the characteristics that are frequently used in clickbait, including questions, numbers, forward reference, spectacularization, and negativity. According to Ya. Haidi, I. Taghiyev, and S. Ahmadova (Haidi Ya., Ilham Taghiyev I., Ahmadova S., (2022), headlines serve as the link between the reader and the text; nearly of them flatten the text, and the majority of them look for the "tactical incompleteness strategy," which is a crucial component of headline construction.

Another study shows the difference between clickbait headlines and bright, intriguing titles (Nypadyrnka A., 2024). Catchy and intriguing headlines are thought to effectively convey the content of an article, draw readers in without deceiving them, and avoid sensationalizing the text too much. Clickbait headlines, on the other hand, are sensationalized or deceptive, intended to get readers to click on an item, and occasionally they may embellish or misrepresent material in order to grab readers' attention.

According to Daniel Dor (Dor D., 2003), headlines help readers create the best possible interpretation by striking a balance between contextual impact and processing effort. In order to create effective headlines, the investigation highlights how crucial it is to comprehend readers' knowledge, attitudes, expectations, and cognitive processes. Furthermore, according to I. Dyrda, M. Maloivan, and O. Tomilina (Dyrda I. A., Maloivan M. V., Tomilina A. O., 2023), headlines can differ greatly between publications and genres. While more serious publications typically utilize more restrained and informative headlines, tabloid newspapers typically prefer sensationalism and amusement.

Internet users go online for information, not for the literary pleasure of reading, according to research findings (Husak O., 2023). The majority of them will never access a page if the title does not make it clear what it is about. Search engines are how they find a website. Search engines look at headlines the most when assessing whether the content is pertinent to the reader's query because they

are the first thing a person sees on a website. Furthermore, 60-80% of users just read the headlines of news or articles, relying solely on them to provide the information they need. This means that headlines are the primary source of information for readers. Experts claim that headlines are the section of a newspaper that is viewed five times more frequently than the body copy since they are scanned by both the original buyers and the countless individuals who live nearby (Shaeda Isani, 2011).

The study by Qais Abdul Majeed Abdulla and Younis Mehdi Salih (Qais Abdul Majeed Abdulla, Younis Mehdi Salih, 2012) examines the linguistic characteristics of headlines, contrasts them with everyday language, and comes to the conclusion that the vocabulary and structure of headlines are different from those of everyday language. They claim that in order to grab readers' attention, headlines use particular strategies like ambiguity, unusual terminology, and abbreviations. The importance of metaphors in headlines and their influence on readers' perception and comprehension of the news are highlighted in the article "Linguistic and Extralinguistic Aids for Reconstruction and Perception of Metaphors in Headlines" (Sabine De Knop, 1985: 243–261).

The author examines a number of linguistic and extralinguistic components that aid in the reconstruction and interpretation of headline metaphors. She analyzes how metaphors are useful tools for condensing and efficiently delivering complex messages, and she finds that these aids may include lexical choices, grammatical structures, visual cues, cultural references, and contextual information. Metaphors have the power to influence readers' attitudes and perceptions by reflecting and reinforcing society ideals, ideologies, and beliefs. The study highlights how crucial readers' prior knowledge, mental processes, and inferential skills are to effectively understanding metaphoric phrases.

An article's headline serves as a form of "advertisement," drawing readers in with a catchy header. According to Merriam-Webster, it can also be regarded as the lead, or the first segment of a news item. The lead is the portion that increases interest in the article because, according to the article (Batrynychuk Z. et al., 2022), "the lead serves as the enhancer of the material. To guarantee that the material is appealing and captivating to news readers, the headline should pique their attention and pique their curiosity about the story. As the initial point of contact between the writer and the reader, the headline effectively draws the recipient's attention to a crucial element of the piece. The important information, the intended subjective instruction, and the communication goal are all introduced to the reader.

4. Methodology

4.1. Objectives of the Research

This study is a qualitative and quantitative analysis of the language used in online business headlines. The objectives of the research are: to investigate the average length, the grammatical characteristics and lexical characteristics of online business headlines from *BBC Business News*.

In this study, a qualitative approach is used to conduct a thorough examination of linguistic characteristics of online business headlines. The researcher collected a sample of 150 headlines which were published in the last quarter in 2024. By analyzing the latest online business headlines, the author can explore their average length, grammatical and lexical characteristics. Being aware of these characteristics enables writers to adjust their headlines to reach the readers more effectively. The following research questions are designed in this study.

4.2. Research Questions

1. What is the average length of business headlines in BBC online news?;
2. What are the grammatical characteristics of business headlines in BBC online news?
3. What are the lexical characteristics of business headlines in BBC online news?

4.3. Research design

The research discovered the linguistic characteristics of online business headlines from *BBC Business News*. In order to guarantee the study's validity and reliability, this research employed a

quantitative approach, particularly content analysis, which examines the text content (Sándorová, 2019). In order to explore the prevalence of various title lengths, syntactic structures, and other linguistic characteristics of online business headlines, this method combined quantitative techniques such as frequency count and percentage. Finding recurring trends and percentages in a data set was made easier by this technique.

In addition to this quantitative approach, qualitative analyses that explore the linguistic characteristics and contextual foundations of these headlines include content analysis and syntactic categorization. By offering examples of titles that could be interpreted, this qualitative component clarified the causes of the observed variations in grammar construction and syntactic structure as well as the use of ellipsis and passive voice. Research findings were improved by this all-encompassing approach, which combined quantitative and qualitative methods to provide descriptive statistical evidence and detailed investigation. The use of mixed methods in this study helped to guarantee solid analysis and insightful data interpretation (Daniel, 2016). This study is quantitative and qualitative research in which purposive sampling is used.

4.4. The Corpora of the Study

The subjects of this study include 150 online business headlines from British Broadcasting Corporation news (bbc.com/business). These headlines were chosen for the following reasons: (1) the BBC news is the most widely used source of news in the UK both online and offline; (2) the BBC news is one of the most highly trusted sources of news from native speakers; (3) all of the headlines in this study were extracted from online business news released in 2024. It helps to make the research up-to-date.

The main method for collecting data in this study is observation. Using this observation method, the chosen business headlines are closely examined in order to pinpoint and record the precise linguistic elements found in the headlines. An instrumental tool used in this process is a data collection table. The purpose of this table is to methodically arrange and document various linguistic features found in the online business headlines.

4.5. Procedures for data collection

Data collection was conducted firstly by accessing the latest business news on the websites to find out their headlines. The length of the headlines were then determined by the word count function in Microsoft Word application. After that, a data collection table is used to systematically organize and record the instances of different linguistic features identified among the business headlines.

4.6. Data analysis

To analyze data, the researcher used a table consisting of four items: (i) the length of business headlines (word count), (ii) the grammatical characteristics (grammar construction, syntactic structure, the use of passive voice), and (iii) the lexical feature (abbreviation, headlines). Firstly, to determine the average length of words in the business headlines, word counting was carried out in Microsoft Word with the rule that compound words and abbreviations were counted as one word and the punctuation was excluded. According to Yule (1985), a compound word is formed by combining two separate words into a single word. Pujiyanti & Ardini, 2019 stated that abbreviations are constructed by creating a new word from the first letters of some words and acronyms are created by using the first letter of a word. The second analysis focused on the grammatical characteristics of business headlines which includes the categorization of grammar construction, syntactic structures and the use of passive voice in the collected business headlines. The business headlines in the corpus were classified into the following categories: word, phrase or sentence, sentences with or without ellipsis, noun phrase or verb phrases simple, compound or complex sentence, passive voice or active voice. The third analysis then encompasses the lexical characteristics of business headlines which include the use of abbreviation and short words in the collected business headlines by descriptive statistics. The data is then represented in the form of number and percentage.

5. Findings and discussions

In this section, the results of the data analysis are introduced using tables and charts that lay out the linguistic characteristics of the business headlines in focus. These tables and charts aim to show the findings in the form of the statistics concerned.

5.1. The Average Length of Business Headlines

The length of business headlines was determined by counting the number of words, as was previously mentioned. Therefore, in order to obtain reliable results, a set of rules was implemented to determine the average length of business headlines and these were run by hand. The average number of words used in the online headlines in BBC Business News is 8.96. The business news in this source have extremely short and concise headlines. The topics mentioned in the headlines are extremely apparent to readers. However, the length of business headlines varies greatly among the corpus. The shortest headline observed has only 3 words.

Example 1: GREENING SUPPLY CHAINS (BBC, 21st August, 2024).

This number of words covers the topic to be mentioned in the news and demonstrates a broad topic. This makes readers unable to predict the upcoming content about which they are going to read.

The longest headline observed has 15 words.

Example 2: FROM RANSOMWARE TO PIG BUTCHERING, VISA REPORT SHOWS TOP SCAMS IMPACTING CONSUMERS AND BUSINESSES GLOBALLY (BBC, 27th July, 2024).

As shown in the example above, the headline is extremely long. This long headline shows a specific topic and facilitates the readers in grabbing the specific content of the news. Based on the analysis, it appears that the average length of the business headlines published of online news is approximately 8 words. This finding conforms with the research of Filyasova (2022) in which it is recommended that the length of headlines should be 10-11 words on average and certain headlines reach the length of 17-19 words.

5.2. The Grammatical Characteristics of Business Headlines:

5.2.1. Grammatical Construction of Business Headlines

Although English business headlines have various structures, it is possible to divide them into three types including headlines constructing from a word, those from a phrase, and those from a sentence. The data is illustrated in the table below.

Table 1. The grammatical constructions of business headlines

Grammatical construction	No. of headlines	Percentage
Word headlines	0	0%
Phrase headlines	29	19.33%
Noun phrases	28	18.66%
Verb phrases	1	0.67%
Sentence headlines	121	80.67%
Sentence headlines without ellipsis	93	62%
Sentence headlines with ellipsis	28	18.67%
Total	150	100%

As it is shown in Table 1, there are no headlines which are made up of words. However, English business headlines consisting of a phrase account for nearly 20%, among which noun-phrase headlines contribute most: 28 noun phrase headlines were found in comparison with 1 verb phrase headline. An example of a noun-phrase headline is:

Example 3: INNOVATIVE APPROACHES TO STATE BUDGET COLLECTION (BBC, 30th September, 2024).

The only verb-phrase headline is in the *-ing* form, that is the example below.

Example 4: EMPOWERING EXPORT OPPORTUNITIES VIA E-COMMERCE ENHANCEMENT (BBC, 22nd July 2024).

The *V-ing* form actually functions as a noun, which emphasizes the rarity of verb phrases in the business headlines in the corpora. The majority (more than 80%) of online business headlines are in sentence. Among 121 headlines collected, 93 of which are sentence headlines without ellipsis (62%) and 28 of which (nearly 20%) are sentence headlines with ellipsis. These 28 headlines may appear in different kinds of ellipsis, e. g., ellipsis of auxiliary verbs, articles, conjunctions.

The findings indicate that business headline writers prefer using sentence headlines without ellipsis when it is possible, followed by sentence headlines with ellipsis and phrase headlines. Some examples of sentence headlines are as follows:

Example 5: UNIQLO FACES CHINA BACKLASH OVER COTTON COMMENTS (BBC, 29th November 2024). (a sentence headline without ellipsis)

Example 6: UBER PROBED BY US REGULATOR OVER SUBSCRIPTION PLAN (BBC, 29th November 2024). (a sentence headline with ellipsis of the auxiliary verb in the passive voice).

5.2.2. Syntactic structure of Business Headlines

The next focus in this research was about the types of syntactic structure of online business headlines. The business headlines in the corpora were categorized basing the type of sentence, whether it is simple, compound or complex. The results are presented in Table 2 below:

Table 2. *The distribution of syntactic structure of business headlines*

Syntactic structure	No. of headlines	Percentage
Simple sentence	101/150	67.34%
Compound sentence	8/150	5.33%
Complex sentence	12/150	8%
Total	121/150	80.67%

The analysis of syntactic structure of 121 headlines in Table 2 reveals 101 headlines in simple sentence (67.34 %), 8 headlines in compound sentence (5.33%) and 12 headlines in complex sentence (8 %). It can be observed that simple sentences are mostly used in online business headlines. Compound and complex sentences are rarely used, only 5.33% and 8% respectively. Examples of compound and complex sentence business headlines can be seen as follows.

Example 7: TRUMP RINGS BELL ON RECORD STOCK MARKET - BUT WILL IT LAST? (BBC, 13th December 2024). (a compound sentence headline)

Example 8: BRITISH AIRWAYS SAYS 'TECH ISSUE' RESOLVED AFTER DELAYS (BBC, 13th December 2024) (a complex sentence headline)

5.2.3. The use of Passive Voice in Business Headlines

When comparing grammar characteristics of online business headlines, the use of passive voices in sentence headlines was taken into consideration. The results are illustrated in the table below.

Table 3:

The use of passive voice in business headlines

Sentence headlines	No. of headlines	Percentage
Passive voice	10/150	6.67%
Active voice	111/150	74%
Total	121/150	80.67%

Among 121 sentence headlines, only 10 are in passive voice (6.67%) and the majority of which are in active voice (111 headlines, 74%). Examples of passive and active sentences found in the headlines are demonstrated as follows.

Example 9: HOW COULD THE APPLE TAX WINDFALL BE SPENT IN IRELAND? (BBC, 24th November 2024) (a sentence headline in passive voice)

Example 10: HOW VITAL IS A COMPANY'S CEO? (BBC, 28th December 2024) (a sentence headline in active voice)

5.3. The Lexical Characteristics of Business Headlines

Lexical characteristics involve how vocabulary is used in communication. Within the context of this research, the specific lexical characteristic that were examined are abbreviations and headlines. Abbreviations are used as a concise and efficient means of conveying information by condensing words or phrases into shortened forms, often comprised of initial letters or syllables. Abbreviations are widely used for various purposes including simplifying discourse, improving clarity, and saving time. In the context of the current research, the study investigates the frequency of abbreviation usage within research article titles in the fields of linguistics and English language teaching. Whether abbreviations are used to make complex financial concepts easier to understand, to conform to the formal tone required of business journalism, or to satisfy the demands of a digital-age audience that prefers short, easily readable content, this analysis provides insightful information. The analysis of lexical characteristics, as demonstrated by the study of abbreviations, ultimately offers a distinctive viewpoint on the changing dynamics of language use in the modern media environment, where information clarity and efficiency are critical. Headlines is a style of writing used in headlines, characterized by its brevity, omission of certain words, and use of specific vocabulary. Examples include using nouns as modifiers, omitting articles (a, an, the), and using present tense for past events.

The presence of abbreviations and headlines in this study are as follows.

Figure 1. Lexical characteristics of business headlines

Lexical characteristics	No. of headlines	Percentage
Abbreviations	33/150	22%
Headlines	12/150	8%

The data in this table reveal that both abbreviations and headlines are not commonly used in business headlines although abbreviations are used at a higher rate than headlines. Some examples of abbreviations can be seen in the corpora of business headlines.

Example 11: ADVANCING BUSINESS ETHICS AND BUSINESS CULTURE IN FDI FIRMS (BBC, 20th March 2024) (abbreviation FDI = Foreign Direct Investment)

Example 12: RUPERT GRINT TO PAY £1.8M AFTER LOSING TAX BATTLE (BBC, 30th November 2024) (headline: the use of the infinitive to signify the future)

Example 13: UK ECONOMY SHRINKS FOR SECOND MONTH IN A ROW (BBC, 13th December 2024) (headline: the use of the present tense to report past events)

Undoubtedly, abbreviations function as powerful tools in written communication. They play a vital role in simplifying sentences, minimizing redundancy, and communicating complex information more efficiently. The use of abbreviations offers several distinct advantages. The primary function of abbreviations is to shorten and simplify sentences. In the fast-paced communication world of today, conciseness is highly prized. Abbreviations allow writers to communicate ideas quickly and concisely by replacing long sentences with shorter ones. This better grabs the reader's attention while also conserving space. Simply put, abbreviations provide a clear, effective, and polished way to convey complicated information about company names and professional titles. They improve the overall efficacy of written communication, streamline the text, make it easier to recognize, and are particularly useful in industries where accuracy and conciseness are crucial.

In terms of headlines, this is a style of writing used in headlines, characterized by its brevity and use of unconventional grammar. It often employs a condensed, sensationalist style to capture attention, which makes business headlines impressive to readers. Headlines helps save space and this makes perfect sense for the printed newspaper, where the headline has to convey as much information as possible in very few words given the strict constraints on space on the page. For online news headlines, the space is no longer the challenge, that is the reason for the scarcity of headlines.

6. Implications and conclusion

To further explain the results related to the three research topics indicated above, this study performs a thorough analysis. The primary objective is to systematically evaluate instances of convergence and divergence acquiring a deep understanding of the BBC Business News's current online business headlines. A deeper comprehension of the intricate dynamics and patterns that shape online business headlines in the particular context is sought by closely analyzing these findings, which will contribute to the greater corpus of research on language instruction.

This comprehensive study delved into the linguistic characteristics of online business news headlines. In terms of headline length, findings revealed the standard average length of headlines. In terms of the lexico-grammar of headlines, the results of the data analysis showed that the most favored device was 'full sentence'. This suggests that the traditional assumption that news headlines should use telegraphic, non-full-sentence grammatical compositions is no longer the case in established newspaper headlines of the modern day. We suggest this is due to the more conscious and informed discourse strategy employed by news discourses to the effect that full sentences NOT containing the details of the story, but strategically and tactically stimulating the readership to go on to the story itself, are a better way of getting the readers motivated and encouraged to read the story and, in turn, continue having the faith in the news agency that the stakeholders of it have in mind.

Ellipsis is also frequently used device. We suggest that, in line with the understanding that ellipsis is a pervasive strategy in the English language, headlines make ample use of it in line with the tactical incompleteness strategy, to maintain reader interest and stimulate the readership to proceed to the story, as the main goal of news headlines. In these headlines, most of the 'ellipsis' was article omission. The use of articles in the headlines can create an image that the given information in the headline is old; however, its omission makes the information in the headline fresh and new. This shows that in terms of ellipsis, newspapers suit Montgomery's model. Eliding articles again falls in line with the tactical incompleteness strategy; in terms of the psycholinguistic place and role of such ellipsis, this is known to send the reader automatically looking for the reconstruction of the elided articles in his/her head and rebuilding the full sentence with the elided syntactic elements inserted back in. In news headlines, this fits interestingly into tactical incompleteness strategy, because the reader's psycholinguistic process of reconstruction and re-insertion triggers their simultaneous search and inclination to find the missing elements in the story too, something that can only be done by proceeding to the story below the headline.

The study's findings suggest that since headlines influence readers' first impressions of the news, it is essential for novice or inexperienced writers to comprehend the linguistic features of online business headlines. Therefore, creating a headline that is both concise and attention-grabbing is crucial. This makes it easier and faster for readers to become interested in the news. Some drawbacks were identified, despite the previously mentioned findings and the contribution they provide to the corpus of information about headline titling traditions. The two main flaws of the study are the sample size and its only emphasis on English language usage. Due to these reasons, additional research is advised to fill the sample gap created by the current study.

The results of the study indicate that an understanding of the linguistic characteristics of online business headlines is crucial for writers who are new or inexperienced because readers form their initial opinions of the news based on headlines. Thus, it is essential to write a headline that is succinct and appealing. By doing this, the news can quickly and more easily catch the attention of readers. Notwithstanding the aforementioned results and the addition they make to the body of knowledge regarding headline titling conventions, certain shortcomings were noted. The sample size and the study's exclusive focus on English language use are its two main shortcomings. Further research is therefore recommended in order to close the gap left by the current study in terms of sample size, more linguistic characteristics and deeper analysis scope. This is done by increasing the sample size and considering additional research areas.

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**Đặc điểm ngữ pháp và từ vựng của các tiêu đề báo trực tuyến
về chủ đề kinh doanh trên các báo tiếng Anh**

Tóm tắt: Nghiên cứu này nhằm tìm hiểu đặc điểm ngữ pháp và từ vựng của các tiêu đề báo trực tuyến về chủ đề kinh doanh trên trang báo điện tử *BBC Business News* cuối năm 2024. Độ dài trung bình của các tiêu đề được xác định bằng cách đếm số từ, đặc điểm ngữ pháp và từ vựng của các tiêu đề này được phân tích dựa trên việc phân loại cấu trúc ngữ pháp, đặc điểm cú pháp và việc sử dụng thể bị động. Kết quả cho thấy độ dài trung bình của các tiêu đề báo về chủ đề kinh doanh là xấp xỉ 9 từ. Về đặc điểm ngữ pháp, tiêu đề các bài báo xuất hiện dưới dạng câu (câu đơn, câu ghép, câu phức), dạng cụm từ hay dạng từ, có hay không việc sử dụng phương thức tính lược, câu chủ động hay câu bị động. Phân tích đặc điểm từ vựng của các tiêu đề báo về chủ đề kinh doanh cho thấy các tác giả ít dùng từ viết tắt và các kỹ thuật viết tiêu đề ngắn gọn. Kết quả nghiên cứu cho thấy các tác giả cần chú ý tới các đặc điểm ngôn ngữ đa dạng của các tiêu đề báo về chủ đề kinh doanh để thu hút sự chú ý của độc giả.

Từ khoá: tiêu đề báo; tiêu đề báo về kinh doanh; đặc điểm ngữ pháp; đặc điểm từ vựng.