

Newspaper Headlines That Use Personification

'In his beautifully balanced, clear and broad-ranging account of a fast-changing field, Paul Hodkinson has successfully brought together myriad perspectives with which to critically analyse today's media culture and media society' - Sonia Livingstone, Professor of Media & communication, LSE Clearly organized, systematic and combining a critical survey of the field with a finely judged assessment of cutting edge developments, this book provides a 'must have' contribution to media and communication studies. The text is organized into three distinctive parts, which fall neatly into research and teaching requirements: Elements of the Media (which covers media technologies, the organization of the media industry, media content and media users); Media, Power and Control (which addresses questions of the media and manipulation, the construction of news, public service broadcasting, censorship, commercialization); and Media, Identity and Culture (which covers issues of the media and ethnicity, gender, subcultures, audiences and fans). The book is notable for: • Logical and coherent organization • Clarity of expression • Use of relevant examples • Fair minded criticism • Zestful powers of analysis It has all of the qualities to be adopted as core introductory text in the large and buoyant field of media and communication studies.

This book emphasizes ways in which communication skills are used to enhance the learning process in the disciplines. Specifically, it presents experiences and best practices from institutions in various cultures – the United States, India, Egypt, Qatar, United Arab Emirates and Australia. Related pedagogical issues that affect engagement - critical inquiry, creativity and integrity - are given prominence. The title “Sustaining Excellence in Communicating across the Curriculum: Cross-Institutional Experiences and Best Practices,” thus, provides a framework for the variety of practices that foster student empowerment, cultivate ownership of expression, and sustain learning excellence within and across disciplines. Scholars of CAC, teachers concerned with active, engaging pedagogies across the disciplines, and applied linguists will find this anthology particularly appealing. The culture-specific experiences are intriguing, highlighting surprising similarities and differences in the application of CAC theory.

The Concise New Partridge Dictionary of Slang and Unconventional English presents all the slang terms from The New Partridge Dictionary of Slang and Unconventional English in a single volume. Containing over 60,000 entries, this concise new edition of the authoritative work details the slang and unconventional English of from around the English-speaking world since 1945, and through the first decade of the new millennium, with the same thorough, intense, and lively scholarship that characterized Partridge's own work. Unique, exciting and, at times, hilariously shocking, key features include: unprecedented coverage of World English, with equal prominence given to American and British English slang, and entries included from Australia, New Zealand, Canada, India, South Africa, Ireland, and the Caribbean emphasis on post-World War II slang and unconventional English dating information for each headword in the tradition of Partridge, commentary on the term's origins and meaning. New to this second edition: a new preface noting slang trends of the last eight years over 1,000 new entries from the US, UK and Australia, reflecting important developments in language and culture new terms from the language of social networking from a range of digital communities including texting, blogs, Facebook, Twitter and online forums many entries now revised to include new dating and new glosses, ensuring maximum accuracy of content. The Concise New Partridge Dictionary of Slang and Unconventional English is a spectacular resource infused with humour and learning – it's rude, it's delightful, and it's a prize for anyone with a love of language.

How did the events of September 11, 2001 come to be thought of as 9/11? The Shock of the News is an authoritative account of post-9/11 political and social processes, offering an in-depth analysis of the media coverage of this momentous event. Brian Monahan demonstrates how 9/11 has been transformed into a morality tale centered on patriotism, victimization, and heroes. Introducing the idea of “public drama” as a way of making sense of how media processed and packaged the 9/11 attacks for their audiences, Monahan not only illuminates how and why the coverage took shape as it did, but also provides us with new insights into the social, cultural, and political consequences of the attacks and their aftermath. Monahan explains how and why 9/11 became such a potent symbol, exploring how meanings and symbols get created, reinforced, and disseminated in modern society. Ultimately, Monahan offers an important new understanding of this singular event of our time, and his compelling narrative brings the momentous events back into focus. This book focuses on journalistic news values from an audience perspective. The audience influences what is deemed newsworthy by journalists, not only because journalists tell their stories with a specific audience in mind, but increasingly because the interaction of the audience with the news can be measured extensively in digital journalism and because members of the audience have a say in which stories will be told. The first section considers how thinking about news values has evolved over the last fifty years and puts news values in a broader perspective by looking at news consumers' preferences in different countries worldwide. The second section analyses audience response, explaining how audience appreciation and ‘clicking’ behaviour informs headline choices and is measured by algorithms. Section three explores how audiences contribute to the creation of news content and discusses mainstream media's practice of recycling audience contributions on their own social media channels.

Explains the principles and practice of implementing an effective marketing strategy using a variety of channels and techniques.

Reported speech is a universal form across human languages. However, previous studies have tended to be limited because they mostly emphasize on the form and authenticity of reported speech, while its discourse and pragmatic functions have largely been ignored. Meanwhile, the studies mainly focus on English, with a comparative perspective with other languages largely missing. Acknowledging these limitations, this book analyzes the textual and pragmatic functions of reported speech in Chinese and English. The authors build a corpus comprising of twelve Chinese and English newspapers, including China Daily and The New York Times. They examine the classification and distribution of

reported speech, the form and function in different news genres and contexts, and the socio-pragmatic interpretation of reported speech in news and other issues. This title can enrich comparative linguistic research, verify the feasibility of combining critical linguistics and corpus technology, and help improve the production and understanding of news reports. Students and scholars of critical discourse analysis, comparative linguistics, corpus linguistics, as well as communication studies will find this to be an essential guide. This book examines the role of American and Mexican media in promoting, unintentionally or otherwise, harsh views against Central American migrants. The author challenges journalism's traditional approach to news production by introducing the peace journalism rubric to immigration reporting.

Based on appealing magical characters, the 'Magical SATs' revision guides and workbooks capture pupils' imaginations and motivate pupils to prepare for their KS1 and KS2 SATs.

The International Encyclopedia of Media Effects presents a comprehensive collection of the most up-to-date research on the uses and impacts of media throughout the world. Provides the definitive resource on the most recent findings of media effects research Covers all aspects of the uses and impact of media, utilizing empirical, psychological, and critical research approaches to the field Features over 200 entries contributed by leading international scholars in their associated fields Offers invaluable insights to for students, scholars and professionals studying and working in related fields, and will stimulate new scholarship in emerging fields such as the Internet, Social Media and Mobile Communication Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association

Weiner, president of Wiener Communications Group and a former media advisor for Al Gore, teaches anyone from corporate executives to civic leaders how to enhance their positioning and maximize their success. She outlines strategies for mastering public visibility in the workplace, the professional arena, and the community. Wiener details each element of the total power communications process, including effective presentation of message, constructive listening, gaining access to the media, and action. Annotation copyright by Book News, Inc., Portland, OR During L2 vocabulary instruction, figurative language frustrates even highly proficient users who find it difficult to cope with non-literal expressions, such as metaphors, metonymies, and idioms. Given that figurative language is closely associated with enhanced L2 communicative competence, this volume brings together theory and teaching applications, shedding light on the comprehension and production of figurative language in a foreign language context.

Based on appealing magical characters, this new Workbook complements the KS2 English Revision Guide to fully prepare pupils for their SATs. It is specifically aimed at pupils working towards Levels 3-4

This e-book is the second of four volumes of the series Theories of NewsGames authored by journalist Geraldo A. Seabra and Luciene A. Santos. The didactic title, the material was subdivided into four parts - research, narrative, mechanics and social impact. In 2012 it was released the 1st volume of research: 'The Odyssey 100 to NewsGames - A genealogy of the games as information', where the authors draw a timeline on the history of the games as information and news. As the first publication almost all the material used is based on the master's dissertation the journalist Geraldo Seabra and searches made by Luciene Santos, as well as original Blog of NewsGames material. In the 2nd volume of the series, the 3D News is presented as a narrative model of news production recommended for ludic-informational platforms - giving rise to the call NewNews. From the structure of the theoretical foundations of a new Online Journalism model, the advent of 'Drones NewsGames' anticipates the 'Age of planetary games' based on news.

Since the dawn of the new millennium, combating terrorism has become a primary focus of security professionals throughout the world. This volume contributes to our understanding of the terrorist threat and how it can be defeated.

This book presents contributions submitted to the 2nd international conference Going Global through Social Sciences and Humanities (GGSSH 2019) held in Tomsk, Russia on 27–28 February 2019. The conference focused on such issues as interdisciplinary pedagogy, language teaching and learning, cultural studies and linguistics, particularly highlighting global academic integration and professional development for research. As such, the event provided a platform for discussions and sharing publication activities, to help Russian academics to take first steps toward global research. Showcasing the ongoing Russian research in focus areas, this book is of interest to a diverse academic audience working in social sciences and humanities, particularly those from the post-Soviet countries.

Mohammad Reza Shams is an Assistant Professor in the Department of English Language and Literature at University of kashan, Iran. He received his Ph.D. in 2005 from the University of Isfahan, Iran. His research areas include media discourse, discourse analysis, and pragmatics.

A lively and critical introduction to the news media, this book has been written specifically for media students and trainee journalists. Understanding Global News invites the reader to explore contemporary journalistic practice, and questions the assumption that the media provide a mere window on the world. Challenging the often unquestioned notions of media objectivity, the author turns the classic questions: Who? What? When? and Why? onto the news media. By employing a range of theoretical perspectives and a large variety of examples, the author demonstrates the way in which our perceptions of the world are constructed by the news media.

This book is a discourse-pragmatic study of media language in news headlines and leads. News is viewed as discourse in action largely influenced by some unique sociolinguistic and cultural constraints. The period between 1996 and 2002 viewed in this book as very crucial in the political development of Nigeria provided an environment that made highly critical and sensational news reports inevitable. The three most prominent Nigerian urban newsmagazines namely <Newswatch, <Tell and <TheNews referred to as 'radical press,' are viewed as adopting a people-oriented approach to confront perpetrators of social unrests and political scandals in Nigeria, especially military dictators and corrupt politicians. In a wide range of stylistic variations, lexico-semantic and grammatical strategies that produced highly sensational headlines and overlines, the news conveyed clearly marked ideologically significant representations of people and situations. Thus, in the context of Nigerian English, certain culture-specific items of discourse are foregrounded in the news to resist corruption and political power abuse.

This second edition of The Handbook of Journalism Studies explores the current state of research in journalism studies and sets an agenda for future development of the field in an international context. The volume is structured around theoretical and empirical approaches to journalism research and covers scholarship on news production; news content; journalism and

society; journalism and culture; and journalism studies in a global context. As journalism studies has become richer and more diverse as a field of study, the second edition reflects both the growing diversity of the field, and the ways in which journalism itself has undergone rapid change in recent years. Emphasizing comparative and global perspectives, this new edition explores: Key elements, thinkers, and texts Historical context Current state of the field Methodological issues Merits and advantages of the approach/area of study Limitations and critical issues of the approach/area of study Directions for future research Offering broad international coverage from world-leading contributors, this volume is a comprehensive resource for theory and scholarship in journalism studies. As such, it is a must-have resource for scholars and graduate students working in journalism, media studies, and communication around the globe.

A revision guide, covering the core material for AQA English Specification A. It contains what that a student needs to pass the exam. It includes thematic treatment of the Anthology material and also a thorough guide on how to answer exam questions.

Take your students from the basics of communication to mastering speech preparation and delivery with this engaging, dynamic text. ESSENTIAL SPEECH introduces the various types of speeches as well as the keys for effective speech preparation and confident delivery. Relevant activities and examples of effective and ineffective communication make student learning easier. Students learn how strong speeches begin with thorough preparation. They develop into confident, competent communicators as they learn to research and use language and vocabulary effectively. Students learn useful delivery strategies as well as how to perfect their listening, observing, analyzing, and critiquing abilities. This book's inviting and open visual presentation, along with numerous examples drawn from today's world, keep the presentation meaningful and engaging for your students. Numerous hands-on activities also keep students actively involved in learning. Ongoing review and assessment ensure that students understand the concepts as they move ahead. Technology has had a huge influence on how we learn, how we work, and how we communicate today. The online Speech Builder Express tool solves the major challenges in this course: getting students organized and comfortable to make their presentations and relieving anxiety and stress caused by lack of planning and organization. Speech Builder Express coaches students through every step of the speech outlining process. By providing students with the necessary tutorials, sample videos, and access to a dictionary and thesaurus, this product will help build student confidence, lessen student anxiety, and prepare them for real-world career speaking opportunities. Discover all of the aspects of teaching speech that you told us were important to you from concepts and practice to technology support. This book's approach is based on extensive field research and input from teachers across the nation. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The major purpose of newspaper headlines is to trigger the reader's interest. A popular way to achieve this goal is the use of phraseological modifications. Based on previous findings from various linguistic disciplines, this book provides an interdisciplinary approach to shed light on the reception of substitutions like More than Meats the Eye. It develops an empirical methodology for investigating the complex cognitive processes involved, using a large sample of authentic examples for illustration. Along these lines, this volume not only shows what associations readers make when they encounter a lexical substitution and what factors facilitate the recognition of the canonical form. It also addresses the question of how meaning is constructed in terms of Conceptual Integration Theory and establishes an experimentally supported model of interpretation. This multifaceted perspective renders Phraseological Substitutions in Newspaper Headlines: "More than Meats the Eye" relevant to scholars and advanced students from a wide range of linguistic areas, such as phraseology, cognitive linguistics, psycholinguistics, and humour research, but also to interested journalists.

Give all learners in secondary grades the opportunity to succeed in the classroom! This newly updated resource will teach you how to differentiate your lessons through content, process, and product in order to effectively accommodate all learning levels and styles of learning. Additional math and high school content has been added to this latest edition to make this guide perfect for grades 6-12. A variety of instructional strategies are included to help meet the learning needs of all learners including: Choices, Inquiry-Based Learning, Multiple Intelligences, Questioning, Self-Paced Strategie.

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges Principles of Integrated Marketing Communications: An Evidence-based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are adapted for the aims of their organisations. This edition has been thoroughly revised and each chapter includes: case studies of significant and award-winning campaigns from both Australian and international brands that illustrate the application of explored concepts; discussion and case study questions that enable readers to critically evaluate concepts and campaigns; a managerial application section that illustrates how concepts can be applied effectively in a real situation; a 'further thinking' section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

Bringing together disciplines such as news translation, media studies, linguistics and financial discourse, this book addresses the issue of English-Greek idiom translation in the news press. It adopts a novel idiom-typology which draws its main concepts from psychology and gives a detailed description of the idiom-translation strategies employed in the Greek financial press. More specifically, this book explores the syntactic, semantic and pragmatic changes that idioms undergo when they are translated and proposes possible parameters that license a particular idiom-translation strategy to be used in preference to another. It is suggested that the four major tendencies dominant in idiom translation, namely idiom adherence, literalization, deletion and compensation, are determined by syntactic, semantic, pragmatic, cognitive and textual parameters. On these grounds, a new idiom-translation model is presented where it is assumed that idiom translation is genre-sensitive, thus pointing to the context-sensitive nature of idiom translation expected to influence the translation quality of genres.

Contributed articles.

This book questions whether the news we get is as useful for citizens as it could, or should, be. This international study of news is based on re-thinking and re-conceptualising the news values that underpin understandings of journalism. It goes beyond empirical descriptions of what journalism is to explore normative ideas of what it might become if practised alongside commitments to ethical listening, active citizenship and social justice. It draws lessons from both alternative and mainstream media output; from both journalists and scholars; from both practice and theory. It challenges dominant news values by drawing on insights from feminism, peace journalism and other forms of critical thinking that are usually found on the margins of journalism studies. This original and engaging contribution to knowledge proposes an alternative set of contemporary news values that have significant implications for the news industry, for journalism education and for democracy itself.

Additional math and high school content has been added to this latest edition to make this guide perfect for grades 6-12. A variety of instructional strategies are included to help meet the learning needs of all learners including: Choices, Inquiry-Based Learning, Multiple Intelligences, Questioning, Self-Paced Strategies, and Tiered Assignments. All of the strategies are anchored in extensive research on the importance of differentiation and addressing a variety of learning styles. Sample lessons are included in this notebook plus digital resources.

This book (which is photocopiable within the purchasing institution) accompanies the student book of the same name. It is a brand new edition of a bestselling title, updated for the newest CfE Higher English

course, and particularly directed at offering support for Paper 1: Reading for Understanding, Analysis and Evaluation. It provides detailed answers and suggested marking instructions to the student book material, and gives you the support and advice you will need to succeed in this element of Higher English - Become more secure in your knowledge of the English language and in your reading skills - Apply those reading skills in learning how to answer questions on close reading - Practise answering questions in the accompanying student book

Sustainability at Work is a compelling guide for everyone who wants to have both a successful career and a career that makes a positive difference in society. Containing career advice of great value to students of sustainability, and explaining how they can apply their knowledge to their future careers, its appeal extends well beyond the classroom. Sustainability at Work includes an easy-to-follow framework that anyone wondering how they can make a sustainable difference in the workplace can apply. Professionals from a variety of backgrounds and territories explain how they brought a sustainability approach to various sectors: agriculture, health care, business, economics, and financial services, education and research, law and policy, science and technology, and entertainment and media. Through inspiring narratives and a structured framework, Sustainability at Work illustrates how sustainability can be incorporated into every imaginable career to impact the quadruple bottom line: environment, economy, society, and future generations.

Focussing on The Times, this monograph uses corpus linguistics to examine how suffrage campaigners' different ideologies were conflated in the newspaper over a crucial time period for the movement - 1908 to 1914, leading up to the Representation of the People Act in 1918. Looking particularly at representations of suffrage campaigners' support of or opposition to military action, Gupta uses a range of methodological approaches drawn from corpus linguistics, discourse analysis and CDA. These include: collocation analysis, examination of consistent significant collocates and van Leeuwen's taxonomy of social actors. The book offers an innovative insight into contemporary public understanding of the suffrage campaign with implications for researchers examining large, complex protest movements.

This book scrutinizes the media portrayals of (ethnic/religious) minorities in Germany, encompassing the fields of public affairs, media effects, political communication, multiculturalism, populism in the media and politicized uses of collective identities. It compares the political discourse (Bundestag plenary protocols) with the mainstream discourse (mainstream press) in Germany over the sample period of 2009-2015, and explores a multi-layered debate from different perspectives by combining quantitative and qualitative methodologies. Moreover, this research intends to detect, analyze and connect the dots between recurrent themes, news stories, actors, events and ideologies within the delicate debate on minorities in Germany's multicultural society. The mixed-methods approach includes content analysis, template analysis, relational discourse analysis, latent class cluster analysis and multinomial logistic regression. The interdisciplinary approach of this research presents various aspects of social sciences, such as media and communication studies (agenda-setting theory), social psychology (social-identity theory), media sociology (discursive power), political science (right-wing populism) and anthropology (race and ethnicity). This extensive research is meant to contribute to existing political efforts and academic studies, in order to fully grasp the dynamics of German immigration and integration policies.

This text tackles the Media and Moving Images requirements of the new National Curriculum at Key Stage 3. The book lays the ground rules for analysis of the key media codes of Written Language, Graphic Images, Film, and Sound, in separate easy-to-use sections. Step-by-step units, featuring a wealth of media materials, show students how language, images and sound are combined to make media texts. Activities move from looking at a single graphic image or news headline to analyzing much larger media texts.

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