A Minimalist Analysis of Content and Structural Heads in the Headlines of Pakistani English and Urdu Newspapers

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Abstract

This research examines content and structural heads in the headlines of Pakistani Urdu and English newspapers. The data for this research was collected from Pakistani Urdu and English newspapers including 'Daily Times', 'The Nation', 'Dawn', 'The Express Tribune', The Frontier Post', 'Daily Jang', 'Daily Dunya', 'Daily Pakistan', 'Daily Nawai-e-Waqt' and 'Daily Express' through random sampling technique. The investigation utilizes the extended X-bar theory to syntactically dissect the information within the framework of Minimalist Program. It is found that both content and structural heads are anticipated in national Urdu and English Pakistani newspaper headlines. However, their portrayal relies upon the syntactic setup of the headlines. Sentence type headlines have a bigger number of heads than phrasal headlines.

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Abstract

In recent years, Pakistani Urdu and English newspapers' headlines have been examined for the most part from pragmatic, CDA, stylistic and basic phonetic point of view however not from a syntactic viewpoint as far as content and structural heads are concerned. Therefore, this research examines content and structural heads in the headlines of Pakistani Urdu and English newspapers. The data for this research was collected from Pakistani Urdu and English newspapers including 'Daily Times', 'The Nation', 'Dawn', 'The Express Tribune', The Frontier Post', 'Daily Jang', 'Daily Dunya', 'Daily Pakistan', 'Daily Nawai-e-Waqt' and 'Daily Express' through random sampling technique. The investigation utilizes the extended X-bar theory to syntactically dissect the information within the framework of Minimalist Program. It is found that both content and structural heads are anticipated in national Urdu and English Pakistani newspaper headlines. However, their portrayal relies upon the syntactic setup of the headlines. Sentence type headlines have a bigger number of heads than phrasal headlines. While content heads have more projection than structural heads in both Urdu and English Newspapers but Structural heads more frequently occur in the headlines (i.e. 5.89%) of Urdu Newspapers as compared to English Newspapers (i.e. 3.18%) which shows the descriptive nature of Urdu newspaper headlines.

Keywords: Content and Structural Heads, Headlines, Syntactic Analysis

1. Introduction

In the contemporary world, it is acknowledged that individuals turn to multiple sources of data i.e. print and electronic media to keep themselves acquainted with what is going on in the world particularly relevant to the issues of national and global politics, security, and occasions like war. The specific point of view is represented in the name of giving empirical facts to the individuals (Hassan, 2018).

According to Sajjad (2013), we are residing in the realm of quick communication where all the social happenings are broadcasted through multiple means e.g. print and electronic media. He further cites Taiwoo (2007) as media plays an underlying role in changing simple social happenings into news and it often controls data according to its interests. Of more importance is the language with the help of which social happenings are explained and at present time it just not only shapes reality but rather shapes it. According to Mahmood and Javed (2011) as cited in Sajjad (2013), social and national concerns are presented in newspapers according to their own point of views. Headlines are the most critical fragment of newspapers because they provide a quick glance over the news to those who do not have extra time for going through the whole detail.

In the present world the majority of individuals read newspapers. In Pakistan, most of the individuals, particularly the upper class, read the newspapers to keep themselves updated with the happenings which are going on around them. As a result, there has been a mushroom growth in the number of newspapers being published in the country. Similarly, headlines describe the crux of news and happenings. Newspaper headlines are frequently built to catch the enthusiasm of the interlocutors and they also determine that for how long the news will be read by the readers. Ungerer (2000) enunciates that a headline depicts a news item in minimum words, precisely and quickly informs its readers and creates their interest. Similarly, Tiono (2003) says that for capturing the attention of readers, journalists create the headlines worth reading to make the readers curious to read about the whole content of the news item. Also, headlines are firstly read by the newspaper readers before reading the whole content about the news. Thus, the language and certain linguistic features utilized in newspaper headlines greatly influence the readers.

After reviewing the literature, it came into notice that for most of the time Pakistani newspaper headlines have been analyzed from semantic, morphemic, and critical discourse analytic point of view. They have not been analyzed from a syntactic point of view so far. Hence,

a careful syntactic analysis of the Pakistani newspaper headlines is required to analyze their structure which will in long run help in the understanding of newspaper headlines.

Therefore, to achieve the aims of this study, the researchers adopted the Minimalist Program (MP) as a theoretical framework because after the rejection of D-structure and S-structure of GB-theory (i.e. Government Binding) according to Chomsky (2007, 2008) syntax is regarded as a mental capacity under the umbrella of minimalist program. The significant disagreement between government binding theory and minimalist program relied on grammar levels. Language is represented at four levels of syntax in government binding theory i.e., D-Structure, S-Structure, Logical Form (LF), and Phonological Form (PF). The levels of representing language were restrained to just two i.e. logical form (LF) and phonological form (PF) because the prime focus of the Minimalist Program is to provide a minimal account of any language. These two categories have to do with the semantics and phonology of chosen syntactic item. Chomsky (2000, 2004, 2008) says that each content category has the qualities which depict distinguished grammatical categories. So, this study focuses on LF and PF which come under the framework of MP.

The present study will give assistance in building a clear comprehension of the hidden point of views for the readers of the newspaper in the text which appears to be really simple. The focus of the present study is the headlines of both Urdu and English newspapers from a minimalist perspective and it will help future researchers to investigate the significance of newspaper headlines in order to find out that how it affects the beliefs of individuals and builds reality in the social and political background.

2. Literature Review

The head is an essential element of a phrase and it is also the basic element on which all the other categories cluster in the structure of the phrase. Primarily, content heads and structural heads are the two types of head categories. It is essential to note that content heads differ from structural heads. Content heads are usually content words such as nouns, adjectives, verbs, and prepositions. For most of the time, they have substantial descriptive stuff, unlike structural heads. Contrary to this structural heads, are usually grammatical words i.e. complementizers, determiners, inflection (Infl), particles like infinitive 'to', etc. (Radford, 2004) Structural heads mainly perform a grammatical function. Therefore, the head is a very important element in a structure and this is why the projection principle states that each head must be represented at all levels of analysis

(Lamidi, 2008). Therefore this paper, analyses both content and structural heads in selected Pakistani Urdu and English newspaper headlines.

2.1 Structure and Language of Headlines in Pakistani Urdu and English Newspapers

Sajjad (2013) analyzed the linguistic features of newspaper headlines. He found the elements of political partiality in the headlines which are generated for the local media and such words are topicialized and function as a real attribute for the representation of the news editors' point of views. He further stated that passivization and the news agency are missing which are utilized to create inquisitiveness among its readers in the headlines of various national and international newspapers. The information carried by the news is another important element of newspaper headlines. In his investigation, the information given by national and international newspapers presents a different point of views of editors. He, at last, enunciates that the news editors mark only those news items which create a sensation among readers and at last make them read the complete news item.

Hassan (2012; as cited in Arshad and Ashraf, 2014) analyzed the newspapers' coverage of civil society during 2002 and found that favorable coverage to civil society was given by the newspapers during the time period of his study, which proved its inclination towards social responsibility and pluralism, even under the dictatorship of General Pervez Musharraf. Sadiq and Qureshi (2010) also highlighted that newspapers lacked the justified representation of all parties while analyzing the news content relevant to the case of nuclear proliferation.

Bukhari (2015) highlighted that Urdu newspapers cater to the needs of a much larger audience as compared to the English newspapers. Therefore, it is clear that the headlines of Urdu newspapers give an explanation in more detail and their concentration is on ground realities. On the other hand, English newspapers are very much concerned about their own philosophy, or just to keep non-challan feedback to local happenings. Contentization and native meanings of Urdu newspapers are not arbitrary or by chance but intentional and attentive. Descriptions of the participants are most of the time stated with respect to the newspapers' socio-political ideology. Moreover, English papers tone down the happenings to such a degree, that even the terrible occasions are displayed as something unnoticeable. The major rationale behind this is that the readers of English newspapers are very small in number and majority of them is the upper and educated class of individuals which do not give preference to read news about national happenings.

Another discernible attribute which he found was that Urdu papers are broad and unequivocal in giving the subtleties of breaking stories though English papers, now and again, occupy the concentration from the main problem close by.

Hassan (2018) found that figurative language is utilized in newspapers to influence ideologies of viewers. Their words are inclined in favor of specific people, politicians, and happenings in the world.

Lodhi et al. (2019) highlighted that newspapers publish the same happening in multiple ways by changing the headlines. Rise and fall in the importance of any news rely on the headline. Their data pointed out that words utilized in news headlines are mostly dependent on the context in its shallowness and nature. Newspaper headlines utilize both direct and indirect narration as far as speech is concerned. They highlighted that 90% of the time and places, news headlines utilize a third-person point of view, which is regarded as a powerful and delineated way of utilizing language. The phenomena of subject-verb agreement and subject-verb inversion frequently occur in the news headlines' textual structure. Mostly, the objective of the news item is to pass information but most of the times it is to elaborate and modify information into humor, threat or entertainment. According to their point of view tone of the news headlines is persuading, authoritarian and sometimes frightful or even terrifying. The language utilized by Urdu newspapers is more persuading and its content is denser because of the influence of local contextual features, on the other hand, tone of English newspaper headlines is grave and existential in confirmation and attestation. The vocabulary of Urdu and English headlines is also eye-catching and provokes interest. Adjectives, modifiers, and specifiers are abundantly utilized in both Urdu and English newspaper headlines. The figurative markers like similes, metaphors, hyperbole, pun, understatement, paradoxical utterances, metonymy, and synecdoche have been utilized frequently in the headlines of Urdu and English newspapers. According to their analysis and interpretation, cultural background and information greatly influence the style and vocabulary which are utilized in the news and it is also obvious that people living in certain areas have different interests according to the news.

2.2 Language of Newspaper Headlines

As indicated by Reah (1998), a headline is an interesting kind of content that comprises of a scope of capacities that explicitly manage its shape, substance, and structure; and it works inside

the scope of confinements that cut-off the opportunity of the writer. The main title of the newspaper is usually present on the first page and written in bold headlines, and they encapsulate the main highlights of the event. Generally, the whole news item is narrated by the newspaper's editor or owner. Moreover, the larger font is utilized for the title and they are always put above the news detail. In most of the matters, editors have sufficient knowledge regarding the following story, which depicts that their duty is to provide encapsulations. People buy newspapers because editors make them attractive. Media houses regularly attempt to transmit the philosophy and conviction framework and prevailing social structures through the expository language utilized in headlines of newspapers.

According to Van Dijk (1995), the part and parcel of news headlines are to take under consideration the most important information and apparent journalistic discourse depicted through title and abstract of the subject of the story. According to Ungerer (2000), a title portrays the quintessence of a convoluted story in a nutshell. It rapidly and precisely excites the interests of the readers. Similarly, Taiwo (2007) enunciates that publishers use strategic titles, choosing an emotional vocabulary and rhetorical resources and write in such a style that the impact can be made on the readers. Along these lines, the titles demonstrate that news associations consider the most significant data individuals should know. The development of the "truth" might be restricted or if nothing else empowered in the journalistic talk by media organizations in some way.

2.3 Significance of Newspaper Headlines

Generally, it is assumed that a worthy message is conveyed to the readers by the news headlines. According to Develotte et al. (2001) social, national and cultural representations are disclosed by headlines that are being unfolded in all societies at a selected time. Headlines have a wider audience because those who get newspapers initially consider the headlines.

The position of the article in a newspaper is dependent on the vitality of the news item and it is also reflected by its structure. Readers can skim the headlines. They are capable to acquire a highlight of the news of the day and basic concept of its relative impact and importance (Reah, 1998). Reah (1998) focused on the vocabulary utilized in headlines and their meaning because intertextuality is of importance in considering that any culture will have a variety of similar phrases and quotes. He further investigations the phonology, as an "exceptional method for making a Headline critical is to utilize the reader's familiarity with sound". Content words are more critical

in Headlines than structural words which may make vagueness now and again. Headlines likewise have a visual capacity. A Headline can now and again consume more space than the article itself, for example, when the printing is bigger and strong (Ghannam, 2011).

In paper Headlines, a similar occasion can be spoken to in various ways. Ideological qualifications are conveyed in these distinctions of portrayals. It is imperative to give the per-users the signals to decipher occasions. In this regard, the selection of words is significant. Content things in the Headlines convey expressive worth which suggests the authors' assessment criteria. Thus, the choice of word implications can be viewed as impressions of belief systems. As indicated by Mardh, (1980) headline must be short enough that it could be perused rapidly yet it ought to likewise be long enough with the goal that it can introduce certainties extensively. As per Mardh (1980), the normal length of a paper headline is around seven words.

Zaheer (2015) directed an investigation on media inclusion of Tharparker starvation 2014 and the method of reasoning for looking at the English and Urdu media inclusion is the polarity of idea on various issues spoken to by English and Urdu language media, which frequently has a place with two distinct ways of thinking (Shoeb, 2008) and their revealing an article needs regularly fluctuates. Her information demonstrated that Urdu language papers gave more inclusion nearly for example 79%, while English language papers distributed 21% of the complete news reports. Her information likewise uncovered that Urdu and English media kept up a various plan regarding tone. English papers distributed progressively unbiased news reports. In any case, Urdu papers relatively kept up the troublesome tone, which demonstrates that Urdu papers were progressively basic towards fiasco the board specialists, government and its exercises. It stayed concentrated on featuring the shortcomings and carelessness on part of the experts concerned. By and by, English media stayed concentrated on bookkeeping the starvation related exercises in a manner of speaking without examining and supporting or disfavouring the exercises.

2.4 Morphological and Grammatical Features of News Headlines

Paper Headlines as a sort have been built up by different investigations and their describing highlights have been called attention to by specialists. "Particular transmitted language structure" of English paper Headlines have been broken down by Bell (1991). He has discovered that less complex and conversational types of articulation are utilized for the most part and the utilization of stacked articulation with mockery and criticism are additionally seen by him. An examination

had been conducted by Khodabandeh (2007) in which English and Persian paper Headlines had been analyzed by him. He has uncovered that there is closeness in the utilization of dynamic action words, dynamic voice, short words, revelatory sentences, limited statements, and straightforward sentences and distinction is seen in utilizing tense structures, Headline types, alteration, and exclusion of words.

The subject of comprehensive research has been the investigation of etymological highlights "which work subliminally in the papers' ideological routine with regards to portrayal". The consideration of etymologists has been drawn by paper Headlines as social or national portrayals. "National portrayals" as characterized by Develotte and Rechniewski (2001) "the learning frameworks that embody information about different countries and nationalities, the term being appropriate to portrayals of one's own country, individuals and nation, and to portrayals of different countries". The vocabulary and explanatory gadgets which were utilized in 300 Pakistani paper Headlines have been examined by Taiwo (2007). His motivation was to recognize the belief systems that lie behind their developments so he utilized Critical Discourse Analysis.

Syntactic highlights and structures that were utilized in British paper Headlines were examined by Praskova (2009). His point was to recognize whether there is a distinction in the structure of Headlines from the elaborately plain regular center. He haphazardly chose two thwarted paper Headlines from six diverse British papers. He contrasted the language of Headlines and the linguistic standards of the basic center. Noteworthy contrasts in linguistic structures of broadsheet and newspaper papers were examined. The outcome showed that there is no huge contrast between the language of Headlines and regular center structures notwithstanding the way that a couple of highlights, for example, condensed structures and the successive utilization of action word structures were watched more in the paper headlines|. He reasoned that there may be a center sentence structure of British paper Headlines which would be utilized similarly by the two sorts of papers.

3. Research Methods

Richards and Schmidt (2010) have described research strategy as it fuses methods which are essential contraptions for an examination; it moreover involves the procedures used as a piece

of an investigation for the amassing and comprehension of the data. There are three noteworthy techniques for directing an examination:

- Quantitative Method
- Qualitative Method
- Mixed-Method

Creswell (2003) states, quantitative research "employ strategies of inquiry such as experimental and surveys, and collect data on predetermined instruments that yield statistical data". Qualitative research can be delineated as a convincing model that occurs in a trademark setting that enables the specialist to develop a degree of detail from being significantly drawn in with the real experiences. With the blended techniques way to deal with research, scientists solidify procedures for a social event or separating data from the quantitative and subjective research approaches in a single research.

To attain the aims of this research, the researcher followed the Qualitative research method. The collected data was analyzed with help of tree diagrams which were made according to the rules of extended X-bar theory described in (Carnie, 2013) under the theoretical framework of MP. This approach was adopted keeping in view the nature of this study, which aims at investigating the content and structural heads in the headlines of Pakistani English and Urdu newspapers from a minimalist perspective.

The population of the study is differently characterized by numerous writers and their definitions constantly pointed in a similar way. Polit and Hungler (1999) allude to the population as "a total or totality of the considerable number of items, subjects or individuals that adjust to a lot of particulars". The population of the current study is all the national level Urdu and English newspapers of Pakistan.

Kumar (2011) refers to sampling as the "process of selecting a few from a bigger group to become the basis for estimating or predicting the prevalence of an unknown piece of information, situation or outcome regarding the bigger group". 20 headlines (two headlines from each newspaper) were selected through random sampling technique from five Urdu (i.e. Daily Jang, Daily Dunya, Daily Express, Daily Pakistan, and Daily Nawai-e-Waqt) and five English

newspapers (i.e. Daily Times, The Nation, Dawn, The Express Tribune, and The Frontier Post) of Pakistan. A descriptive account of data analysis was given to characterize the content and structural heads in the headlines of Pakistani Urdu and English newspapers so that the findings from the analysis are generalizable for content and structural heads.

4. Data Analysis

4.1 English Newspapers Headlines

4.1.1 Senate body praises armed forces for safeguarding citizens (*Daily Times,* June 15, 2019)

This tense phrase is headed by an adjective i.e. 'Senate'. If we look into its structure then it contains three noun phrases and one prepositional phrase. Furthermore, if we deeply analyze the above headline then it is visible that there are eight content heads and no structural head is found in the above headline. All the heads are logically connected with one another.

4.1.2 Seven children die of malnutrition. (*Daily Times,* **June 15, 2019**)

```
                          TP
              _____/  _____
            DP                          T'
          _/  \_                      _/  \_
         D       NP                  T       VP
         Ø        |               (-past)     |
                  N'                           V'
                _/  \_                       _/  \_
             AdjP      N                    V       PP
              |     children              die        |
             Adj'                                    P'
              |                                    _/  \_
             Adj                                  P      NP
            Seven                                 of      |
                                                          N'
                                                          |
                                                          N
                                                     malnutrition
```

In this tense phrase, the headword is an adjective i.e. 'Seven'. If we look into its structure then it contains one noun phrase and one prepositional phrase. Furthermore, if we deeply analyze the above headline then it is visible that there are five content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.1.3 Corruption reference filed against Khawaja brothers (*The Nation,* **June 01, 2019**)

```
                          TP
              _____/  _____
            DP                          T'
          _/  \_                      _/  \_
         D       NP                  T       VP
         Ø        |              (+past)      |
                  N'               -ed         V'
                _/  \_                       _/  \_
             AdjP      N                    V       PP
              |     reference             file       |
            Adj'P                                     P'
              |                                    _/  \_
             Adj                                  P      NP
          Corruption                           against    |
                                                          N'
                                                        _/  \_
                                                      N'      NP
                                                      |        |
                                                     NP       N'
                                                      |        |
                                                     N'        N
                                                      |     brothers
                                                      N
                                                   khawaja
```
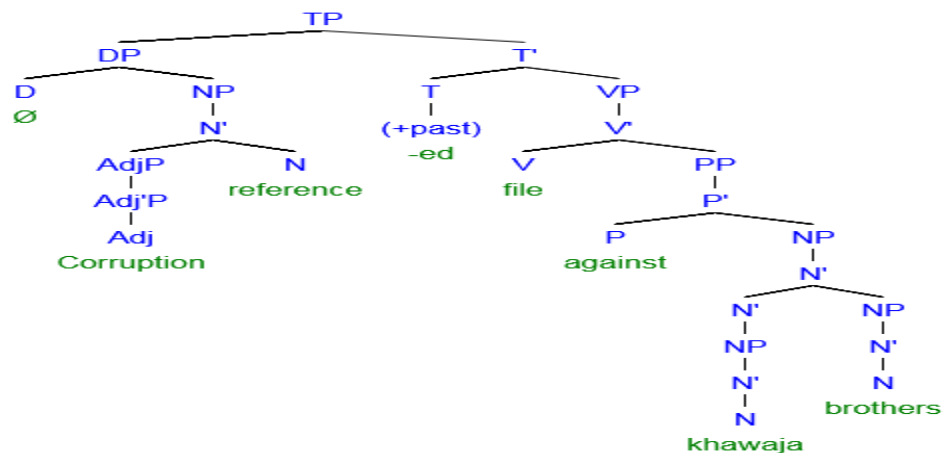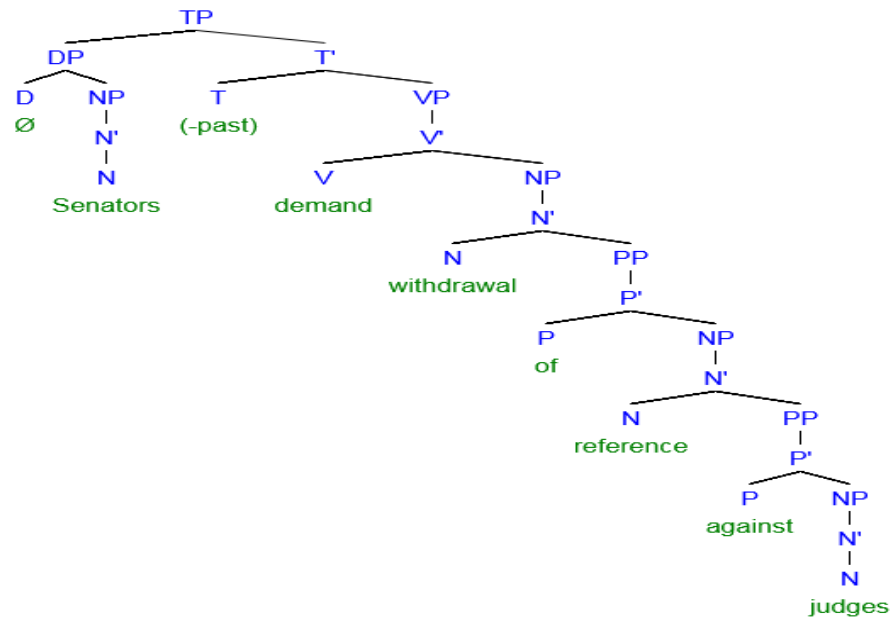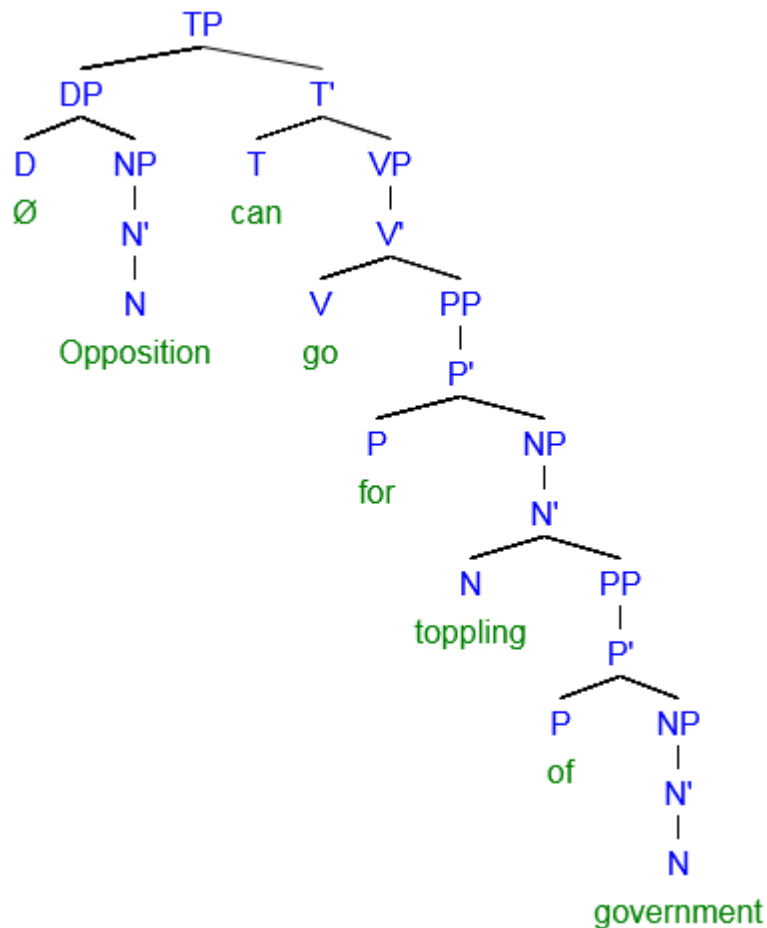
In this tense phrase, the headword is an adjective i.e. 'Corruption'. If we look into its structure then it contains two noun phrases and one prepositional phrase. Furthermore, if we deeply look into the above headline then it is clear that six content heads and no structural head are found in the above headline. All the heads are related to one another in a logical way.

4.1.4 Senators demand withdrawal of reference against judges (*The Nation,* June 01, 2019)
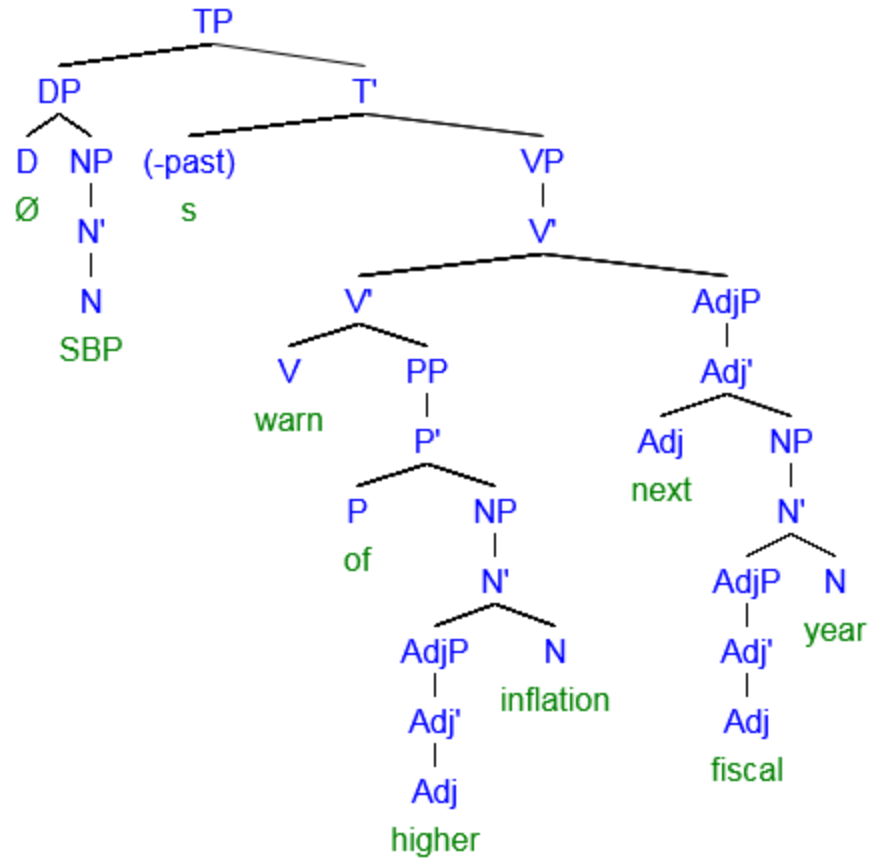

In this tense phrase, the headword is a noun i.e. 'Senators'. If we further look into its structure then it contains three noun phrases and two prepositional phrases. Moreover, if we deeply analyze the above headline then it is visible that there are five content heads and two structural head are found in the above headline. All the heads are related to one another in a logical way.

4.1.5 Opposition can go for toppling of Govt. (*Dawn,* May 21, 2019)

   In this tense phrase, the headword is a noun i.e. "Opposition". If we look into its structure, then it contains two noun phrases and two prepositional phrases. Furthermore, if we deeply analyze the above headline then it is visible that there are five content heads and two structural head i.e. 'can' is found in the above headline. All the heads are connected with one another in a logical way.

4.1.6 SBP warns of higher inflation next fiscal year (*Dawn,* May 21, 2019)

TP
- DP
  - D: Ø
  - NP
    - N'
      - N: SBP
- T'
  - (-past): s
  - VP
    - V'
      - V'
        - V: warn
        - PP
          - P'
            - P: of
            - NP
              - N'
                - AdjP
                  - Adj'
                    - Adj: higher
                - N: inflation
      - AdjP
        - Adj'
          - Adj: next
          - NP
            - N'
              - AdjP
                - Adj'
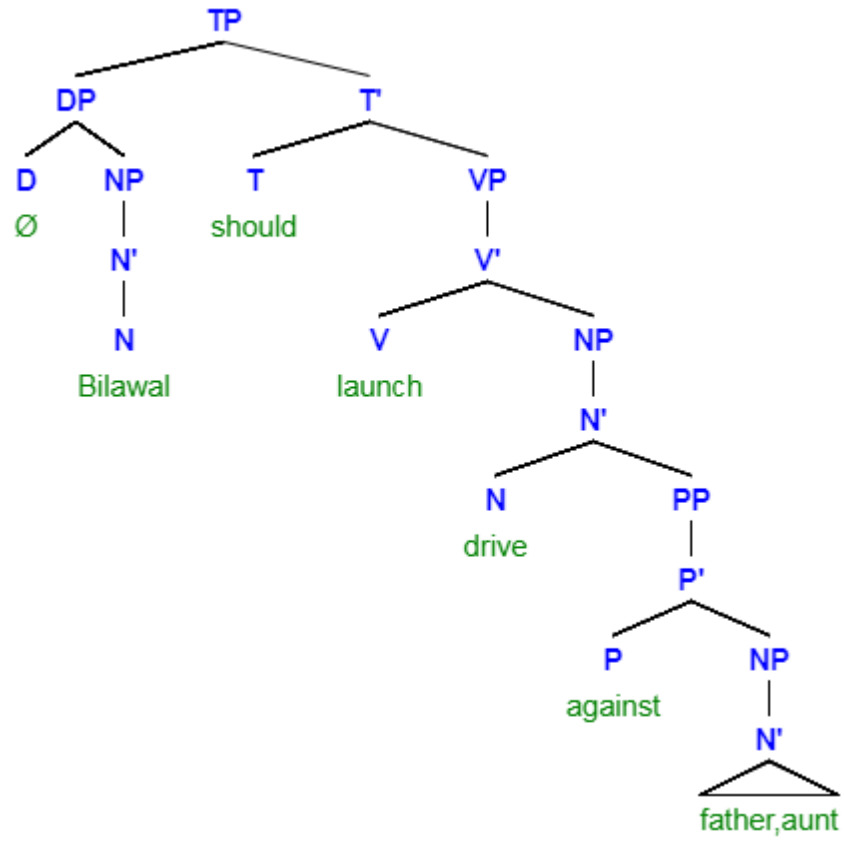   - Adj: fiscal
              - N: year

In this tense phrase, the headword a noun i.e. 'SBP'. If we look into its structure then it contains three noun phrases and one prepositional phrase. Moreover, if we deeply analyze the above headline then it is apparent that there are eight content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.1.7 Bilawal should launch drive against father, aunt. (*The Express Tribune,* June 16, 2019)
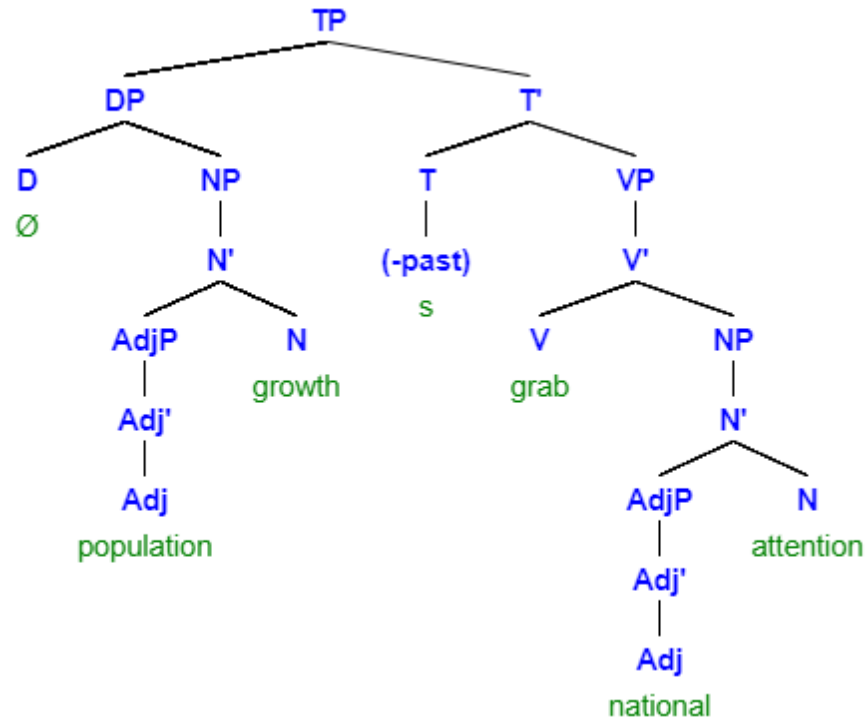
In this tense phrase, the headword is a noun i.e. 'Bilawal'. If we look into its structure then it contains two noun phrases and one prepositional phrase. Furthermore, if we deeply analyze the above headline then it is visible that there are five content heads and one structural head 'should' is found in the above headline. All the heads are related to one another in a logical way.

4.1.8 Population growth grabs national attention. (*The Express Tribune,* June 16, 2019)

```
                              TP
                    _____/  _____
                   DP                    T'
              ____/  \____          ____/  \____
             D          NP         T            VP
             Ø           |      (-past)          |
                         N'        s            V'
                    ____/  \____          _____/  \_____
                  AdjP         N         V            NP
                    |       growth      grab           |
                  Adj'                                 N'
                    |                             ____/  \____
                  Adj                           AdjP         N
               population                         |       attention
                                                Adj'
                                                  |
                                                Adj
                                              national
```
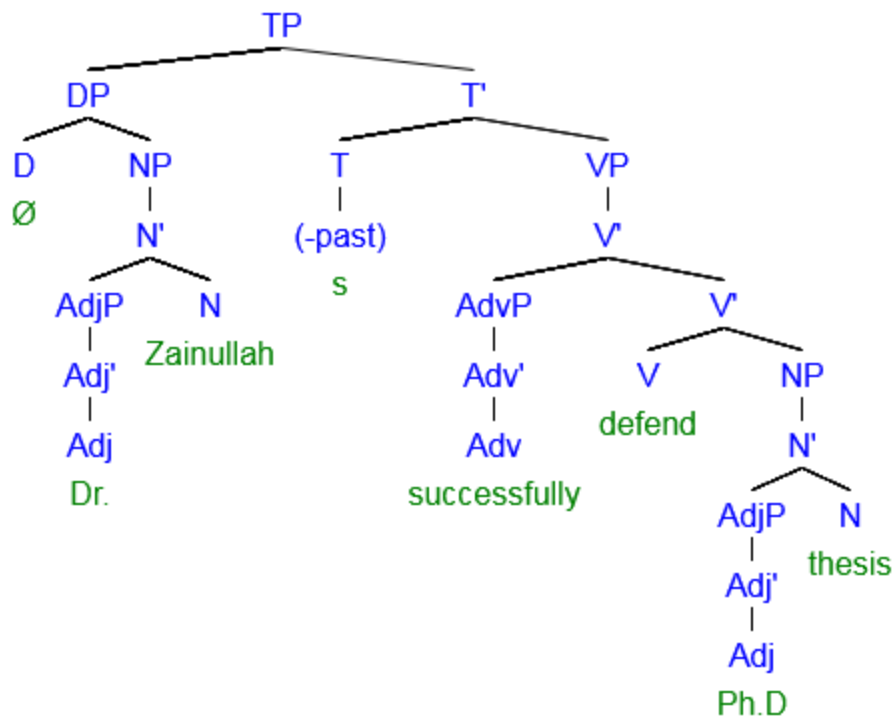
In this tense phrase, the headword is an adjective i.e. 'Population'. If we look into its structure then it contains two noun phrases. Furthermore, if we deeply analyze the above headline then it is visible that there are five content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.1.9 Crashed tankers leave Iranian waters. (*The Frontier Post,* June 16, 2019)

```
                          TP
              _____|_____
            DP                         T'
        ____|____                _____|_____
       D         NP             T            VP
       Ø          |          (-past)          |
                  N'                           V'
              ____|____                    ____|____
            AdjP       N                  V         NP
             |      tankers             leave        |
            Adj'                                      N'
             |                                    ____|____
            Adj                                  AdjP      N
          Crashed                                 |      waters
                                                 Adj'
                                                  |
                                                 Adj
                                               Iranian
```

In this tense phrase, the headword is an adjective i.e. 'Crashed. If we look into its structure then it contains two noun phrases. Furthermore, if we deeply analyze the above headline then it is visible that there are five content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.1.10 Dr. Zainullah successfully defends Ph.D thesis. (*The Frontier Post*, June 16, 2019)

TP
DP T'
D NP T VP
Ø N' (-past) V'
AdjP N s AdvP V'
Adj' Zainullah Adv' V NP
Adj Adv defend N'
Dr. successfully AdjP N
Adj' thesis
Adj
Ph.D

In this tense phrase, the headword is an adjective i.e. 'Dr.'. If we further look into its structure then it contains two noun phrases and one adverb phrase. Moreover, if we deeply analyze the above headline then it is visible that there are six content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.2 Distribution of Content and Structural heads in the Headlines of English Newspapers

The frequency of the content and structural heads projected in the Pakistani English newspaper headlines is summarized below:

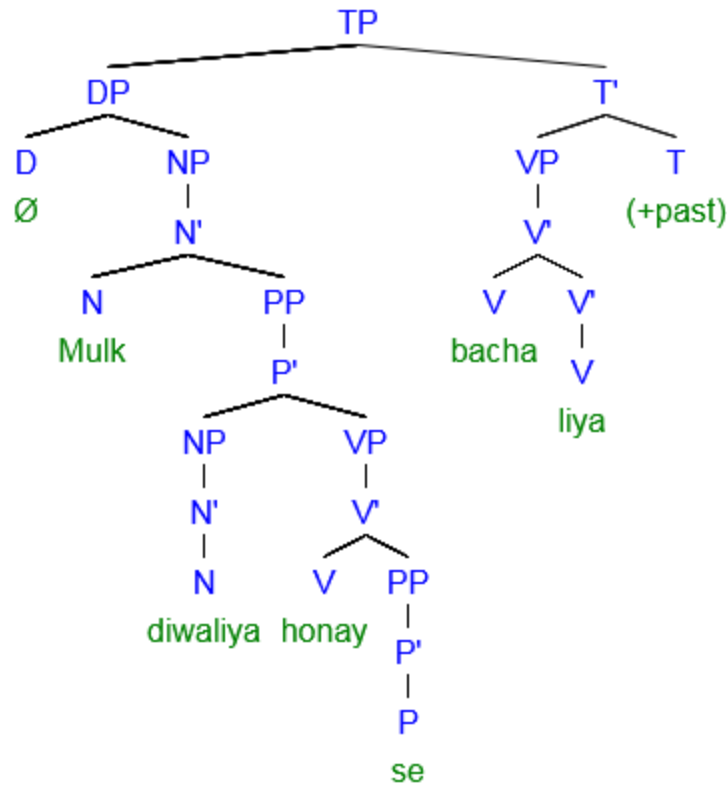| Categories	Frequency	Percentage
Content	61	96.82%
Structural	03	3.18%
Total	63	100%

In the light of the above results on the frequency of the heads projected in the selected headlines, it is obvious that the content heads more frequently occur than the structural heads. Substantive descriptive contents are lacking in structural heads as compared to content heads.

Content heads have more descriptive content (Radford, 2004, p. 33). This highlights the projection of more content heads in the Pakistani English newspaper headlines.

4.3 Urdu Newspapers Headlines

4.3.1 Mulk diwaliya honay se bacha liya (*Daily Jang,* June 16, 2019)
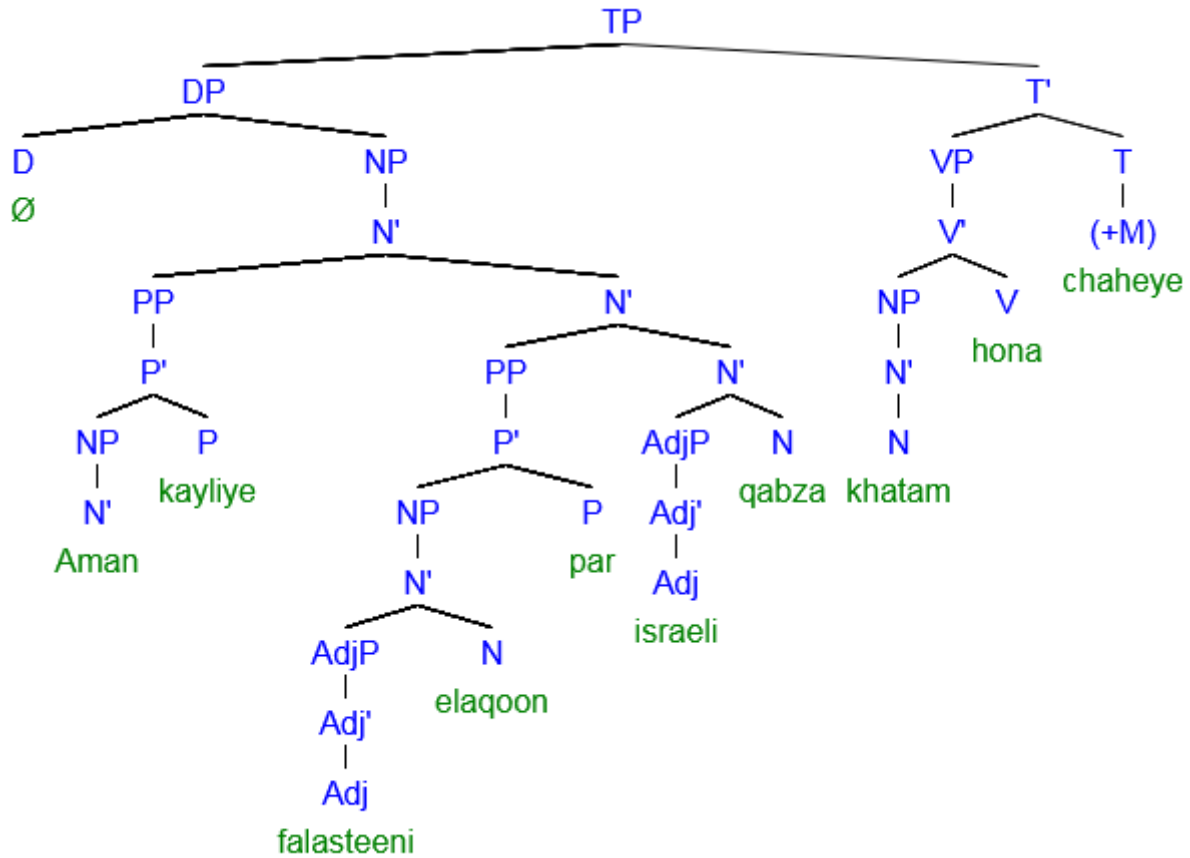
<div align="right">

ملک دیوالیہ ہو نے سے بچالیا.

</div>

In this tense phrase, the headword is a noun i.e. 'Mulk'. If we further look into its structure then it contains one noun phrase and one prepositional phrase. Moreover, if we deeply analyze the above headline then it is visible that there are six content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.3.2 Aman kayliye falasteeni elaqoon par israeli qabza khatam hona chaheye (*Daily Jang,* June 17, 2019)
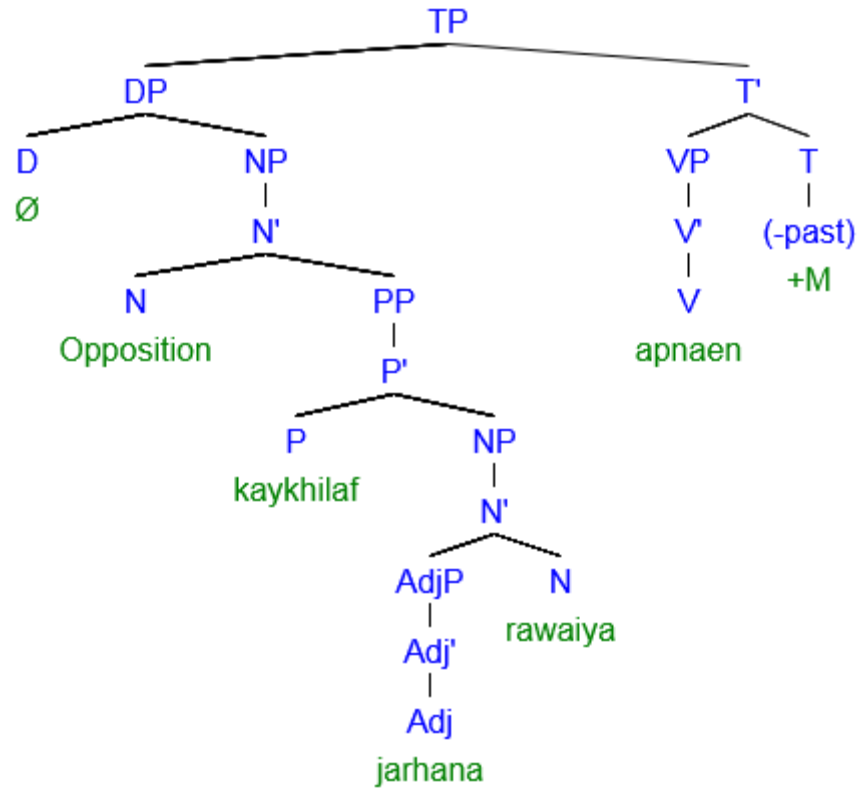
<div align="right">

امن کے لیے فلسطینی علاقوں پر اسرائیلی قبضہ ختم ہونا چا ہیئے.

</div>

In this tense phrase, the headword is a noun i.e. 'Aman'. If we further look into its structure then it contains three noun phrases and two prepositional phrases. Moreover, if we deeply analyze the above headline then it is visible that there are nine content heads and one structural head 'chaheye' is found in the above headline. All the heads are related to one another in a logical way.

4.3.3 Opposition kaykhilaf jarhana rawaiya apnaen (*Daily Dunya*, June 18, 2019)
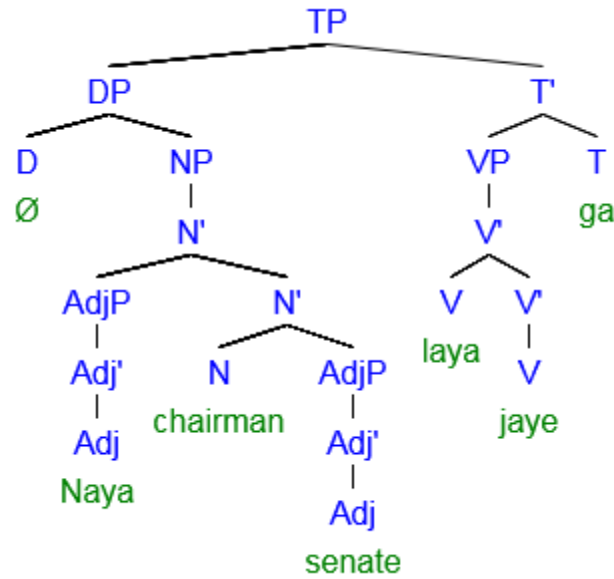
اپوزیشن کے خلاف جارحانہ رویہ اپنائیں۔

In this tense phrase, the headword is a noun i.e. 'Opposition'. If we further look into its structure then it contains two noun phrases and one prepositional phrase. Moreover, if we deeply analyze the above headline then it is visible that there are five content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

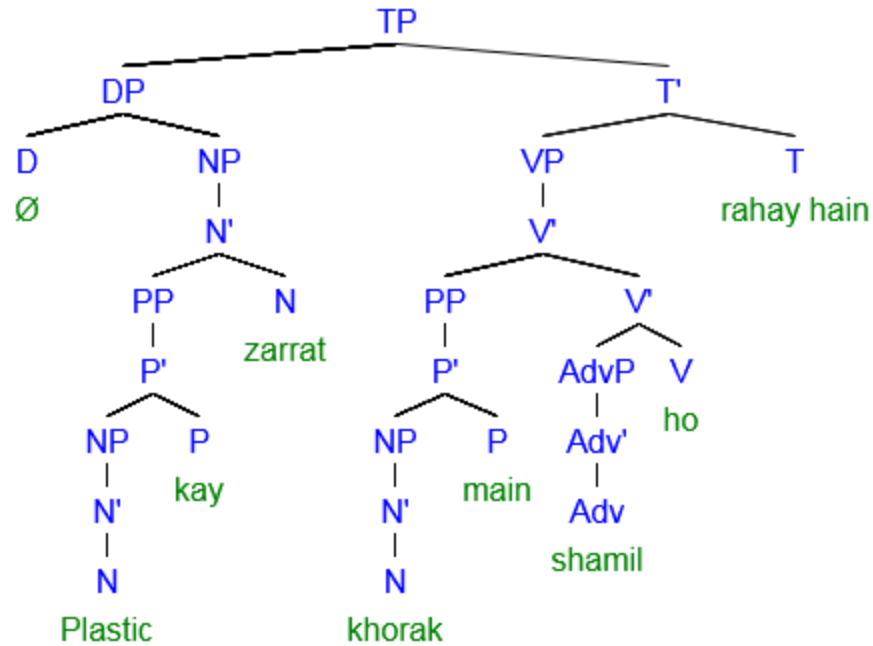**4) Naya chairman senate laya jaye ga (*Daily Dunya*, June 27, 2019)**

نیا چیرمین سینٹ لایا جائے گا۔

In this tense phrase, the headword is an adjective i.e. 'Naya'. If we further look into its structure then it contains one noun phrase. Moreover, if we deeply analyze the above headline then it is visible that there are five content heads and one structural 'ga' head is found in the above headline. All the heads are related to one another in a logical way.

4.3.5 Plastic kay zarrat khorak main shamil ho rahay hain (*Daily Express,* June 17, 2019)

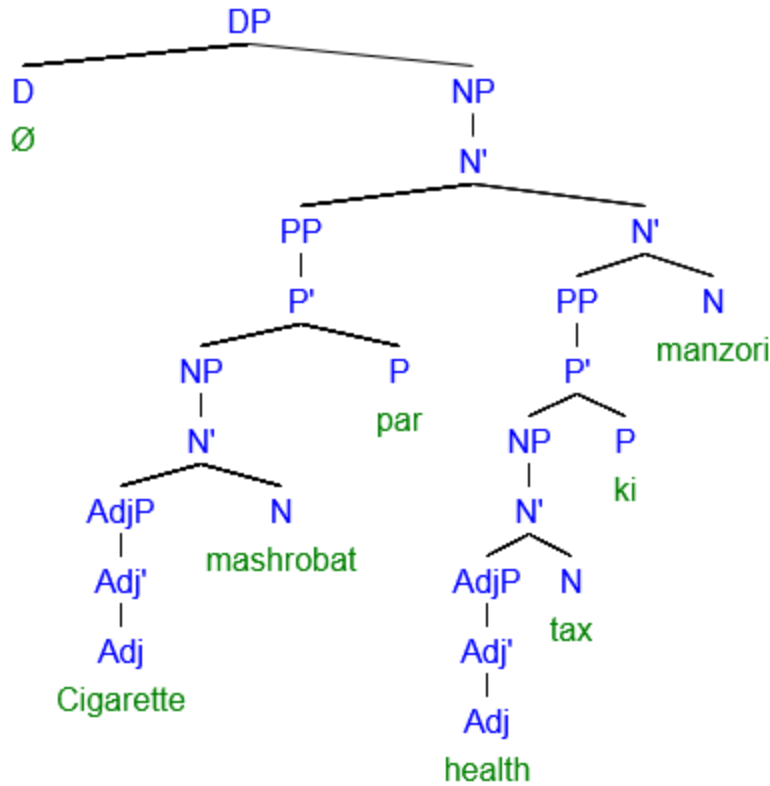پلاسٹک کے زرات خوراک میں شامل ہو رہے ہیں۔

In this tense phrase, the head word is a noun i.e. 'Plastic'. If we further look into its structure then it contains one noun phrase and one prepositional phrase. Moreover, if we deeply analyze the above headline then it is visible that there are seven content heads and one structural head 'rahay hain' is found in the above headline. All the heads are related to one another in a logical way.

4.3.6 Americi sadar teen roza sarkari dora par bartaniya pohanch gay (*Daily Express*, June 04, 2019).

امریکی صدر تین روزہ سرکاری دورہ پر بر طانیہ پہنچ گئے۔

In this tense phrase, the headword is an adjective i.e. 'Americi'. If we further look into its structure then it contains three noun phrases and one prepositional phrase. Moreover, if we deeply analyze the above headline then it is visible that there are eight content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.3.7 Cigarette mashrobat par health tax ki manzori (*Daily Pakistan*, June 10, 2019).
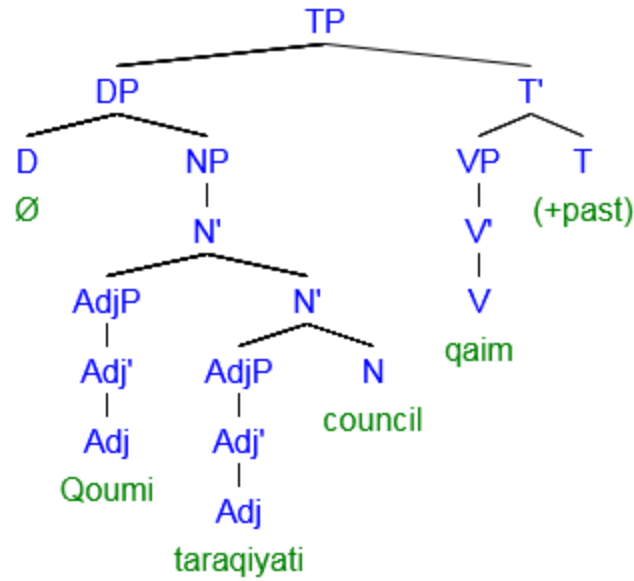
سگریٹ مشروبات پر ہیلتھ ٹیکس قائم۔

In this determiner phrase, the headword is an adjective i.e. 'Cigarette'. If we further look into its structure then it contains two noun phrases and two prepositional phrases. Moreover, if we deeply analyze the above headline then it is visible that there are seven content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

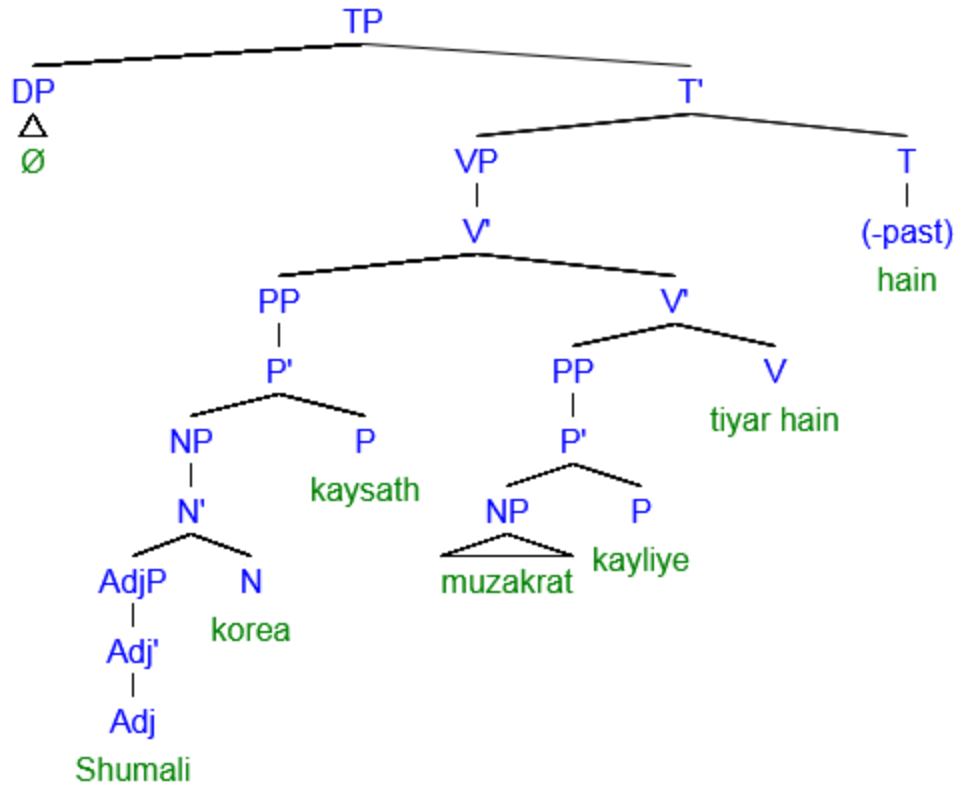**8) Qoumi taraqiyati council qaim (*Daily Pakistan*, June 19, 2019).**

قومی ترقیاتی کونسل قائم۔

```
                              TP
               ┌───────────────┴──────────┐
              DP                           T'
         ┌─────┴─────┐              ┌───────┴──────┐
        D            NP            VP               T
        Ø             │             │            (+past)
                      N'            V'
              ┌───────┴───────┐     │
             AdjP            N'      V
              │        ┌─────┴───┐  qaim
             Adj'     AdjP       N
              │        │      council
             Adj      Adj'
            Qoumi      │
                      Adj
                   taraqiyati
```

In this tense phrase, the headword is a noun i.e. 'Mulk'. If we further look into its structure then it contains one noun phrase. Moreover, if we deeply analyze the above headline then it is visible that there are four content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.3.9 Shumali Korea kaysath muzakrat kayliye tiyar hain (*Daily Nawai-e-Waqt,* June 29, 2019)
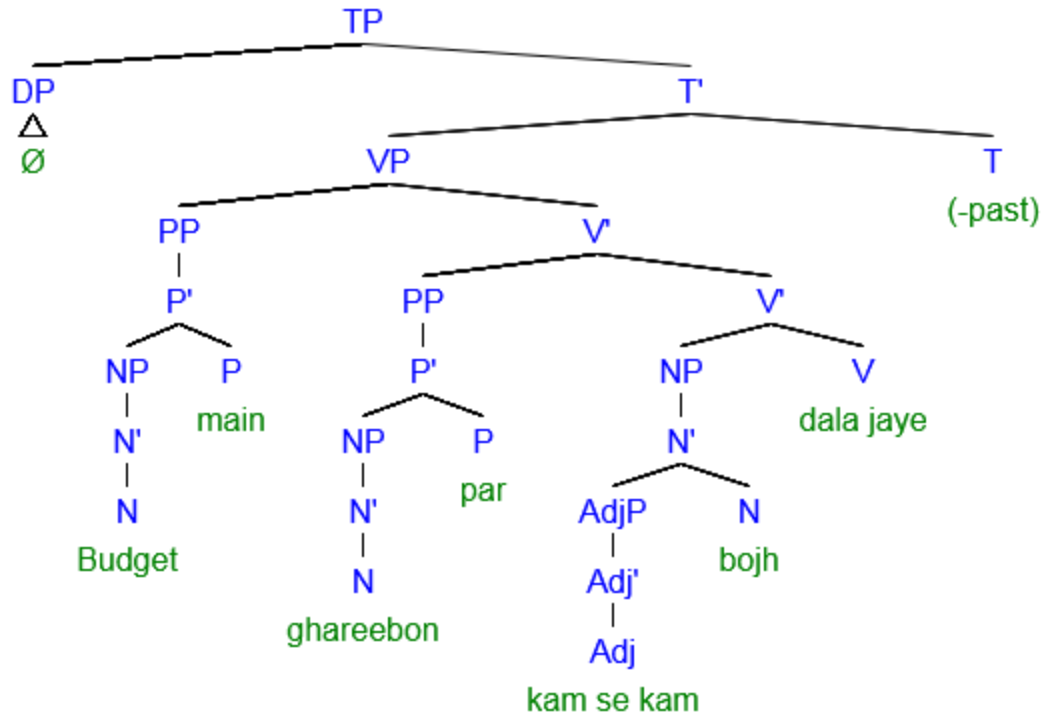
شمالی کوریا کے ساتھ مذاکرات کے لیے تیار ہیں۔

```
                              TP
                 ┌─────────────┴──────────┐
                DP                        T'
                △              ┌──────────┴──────────┐
                Ø             VP                      T
                               │                       │
                               V'                    (-past)
                    ┌──────────┴──────────┐           hain
                   PP                     V'
                    │             ┌────────┴────────┐
                    P'           PP                 V
            ┌───────┴──────┐      │              tiyar hain
           NP              P      P'
            │           kaysath ┌──┴──┐
            N'                 NP      P
      ┌─────┴─────┐            ╱╲    kayliye
    AdjP          N         muzakrat
      │         korea
    Adj'
      │
     Adj
   Shumali
```

In this tense phrase, the headword is an adjective i.e. 'Shumali'. If we further look into its structure then it contains one noun phrase and two prepositional phrases. Moreover, if we deeply analyze the above headline then it is visible that there are six content heads and one structural head 'hain' is found in the above headline. All the heads are related to one another in a logical way.

4.3.10 Budget main ghareebon par kam se kam bojh dala jaye (*Daily Nawai-e-Waqt*, June 10, 2019)

بجٹ میں غریبوں پر کم سے کم بوجھ ڈالا جائے۔

In this tense phrase, the headword is a noun i.e. 'Budget'. If we further look into its structure then it contains one noun phrase and two prepositional phrases. Moreover, if we deeply analyze the above headline then it is visible that there are seven content heads and no structural head is found in the above headline. All the heads are related to one another in a logical way.

4.4 Distribution of Content and Structural heads in the Headlines of Urdu Newspapers

The frequency of the content and structural heads projected in the Pakistani English newspaper headlines is summarized below:

Categories	Frequency	Percentage
Content	64	94.11%
Structural	04	5.89%
Total	68	100%

In the light of the above results on the frequency of the heads projected in the selected headlines, it is obvious that the content heads more frequently occur than the structural heads in Urdu Newspapers. Substantive descriptive contents are lacking in structural heads as compared to

content heads. This highlights the projection of more content heads in the Pakistani Urdu newspaper headlines.

5. Conclusion

Subsequently, this examination contends that both content heads and structural heads are anticipated in Pakistani Urdu and English newspaper headlines. The content heads incorporate noun, verbs, adjective and so forth and the structural heads incorporate determiners, complementizers, inflection. However, it must be noticed that the portrayal of content and structural heads in the headlines additionally relies upon the structure of the headline. For example, as found in this investigation, phrasal headlines suit lesser linguistic components than sentence type headlines.

Moreover, it is uncovered that more content heads are projected in the headlines of Pakistani Urdu and English newspapers as compared to the structural heads. Altogether, the dominance of content heads in the headlines asserts that newspaper headlines are particularly built to fundamentally pass on data to the readers. The content heads, as content words (Radford, 2009), are progressively equipped for passing on data to people in general or the readers of the newspaper.

It is also found that structural heads more frequently occur in the headlines of Urdu newspapers as compared to the English newspapers. The percentage of structural heads in Urdu newspapers is 5.89% while on the other hand, it is only 3.18% in English newspapers. The results show that Urdu newspapers are more descriptive in nature. Moreover, all the headwords are found to be logically connected with one another.

To conclude, this investigation underscores that heads are commonly critical in newspaper headlines. They are anticipated to uncover the principle features of the news in the newspaper. Content heads, for example, nouns depict the newsagents/participants; the action words portray the activity/movement in the headlines. The nominal heads frequently catch political figures, big names, and crooks or blamed, unfortunate casualties or witnesses, government authorities, open figures and different classes of individuals generally as the newsagents. Structural heads, for example, inflection heads illuminate the readers about the worldly setting (past or present) are utilized in the headlines to give the reason behind specific activities in the news stories caught in the headlines. Consequently, content and structural heads are significant components of Pakistani Urdu and English newspaper headlines.

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