

NEWS VALUES AND EVALUATIVE LANGUAGE IN ENGLISH AND ROMANIAN HEADLINES. A CORPUS-BASED ANALYSIS

Conf. univ. dr. Crina HERȚEG
Universitatea „1 Decembrie 1918” din Alba Iulia

Abstract: *This paper provides insights into the news values in headlines by comparing and contrasting the roles and realisations of news values. The analysis was conducted using the corpus-based approach, which refined the analysis; the two corpora were processed using LancsBox. The paper combines two methods of analysis: the quantitative method, which was based on the corpus approach, and the qualitative method, which relied on the manual inspection of the headlines. The stylistic analysis drew on language resources, such as the connotations of the negative and positive lexis, their stylistic features and stylistic varieties.*
Keywords: *headlines; corpus linguistics; media linguistics; news values.*

1. Introduction

Headlines encapsulate the message of the article and need to attract the readers' attention, as readers browse through numerous newspaper articles in the pursuit of an article to read. Furthermore, headlines are conceived by journalists in order to convince the audience and to inform the target readers. Therefore, diverse strategies are used to attract the readers' attention and to capture their interest. In order to achieve these strategies, journalists use a large array of linguistic means which portray the event introduced by the news values as negative, superlative or positive.

In this paper, I discuss news values in English and Romanian broadsheet headlines by comparing and contrasting the lexical, grammatical and syntactical realisations of evaluative language, as well as the similarities and dissimilarities in expressing news values. Three of the news values that Bednarek¹ proposed are investigated in this article, namely negativity, positivity and superlativeness. The role of negativity in headlines is to portray negative events and phenomena via the use of negative lexis. Positivity is aimed to highlight positive aspects in business journalese, and superlativeness relies on presenting an event as positive.

The analysis revealed similarities and dissimilarities in terms of the frequency of the two news values in the English and the Romanian corpora, the roles of context and stylistic variation, and the pragmatic elements that influence the use of negativity, positivity and superlativeness.

I followed Bednarek and Carr's² tenet; the authors considered that the researcher should be well-versed in multidisciplinary research before embarking on the analysis of the language used in the media.

¹ Monika Bednarek, *Voices and values in the news: News media talk, news values and attribution*, „Discourse, Context and Media”, 11, 2016, pp. 27–37.

² Monika Bednarek & Georgia Carr, *Computer-assisted digital text analysis for journalism and communications research: Introducing corpus linguistic techniques that do not require programming*, „Media International Australia”, 181(1), 131–151, 2020, <https://doi.org/10.1177/1329878X2094712>.

2. Literature Review

The complexity of the analysis combined the interplay of a stylistic analysis, a pragmatic analysis and a media linguistics analysis. Thus, the stylistic analysis revealed stylistic variations within the evaluation parameters proposed by the author, as well as the stylistic devices embedded in the headlines. The stylistic analysis was complemented by the pragmatic analysis, which brought the role of pragmatic elements in the construction of the headlines into focus.

The quantitative analysis of the data was conducted using corpus-based methods and instruments. The perspective of an analysis using a corpus-based approach enables us to expand the analysis to larger datasets instead of being confined to small stretches of text. In addition to extending the analysis, corpus linguistics has the advantage of eliminating intuition from the interpretation of the data³. Another argument in favour of using corpus linguistic methods, as McEnery and Gabrielatos proposed⁴, is the speed of analysis, as automated processing is faster than is a manual analysis.

Bednarek⁵ analysed the expression of opinion in news discourse and accounted for the study of evaluation and its role in the press. In this book the author focused on the print media in British English tabloids and broadsheets. Bednarek⁶ gave three reasons which accounted for understanding the research on evaluation. A first reason Bednarek⁷ relied on was the fact that evaluation was underexplored within linguistics, a second reason was represented by the fact that evaluation occupied an important part in people's lives, interaction between human beings was pervaded by evaluation and characterisation. A third reason which Bednarek⁸ mentioned was related to the lack of linguistic research on the language of the media. Bednarek's analysis was based on corpus: she analysed the way in which ten topics were reported in ten newspapers. The methods used by Bednarek⁹ combined quantitative analysis (calculations) with qualitative analysis. Bednarek¹⁰ highlighted the importance of context in undertaking evaluation analysis and opined that evaluation in news discourse was closely connected with context, therefore as the author stated, in order to interpret and analyse evaluative language we need to look at the context. In the chapter titled *The news story in its context*, Bednarek¹¹ enumerated and analysed the main approaches to media language. The author inventoried the most important approaches to the study of the media which included both linguistic and non-linguistic approaches and observed the diversity of research devoted to the study of the media. Bednarek¹² also analysed the main features which characterised newspaper discourse and the layers of perspectives forwarded in news discourse: editors, journalists and readers' feedback in digital newspapers as well as the features of

³ Tony McEnery & Costas Gabrielatos, *English corpus linguistics*, in Bas Aarts & April McMahon (Eds.), *The Handbook of English Linguistics*, Blackwell Publishing Ltd., 2006, pp. 33-71.

⁴ *Ibidem*.

⁵ Monika Bednarek, *Evaluation in media discourse: Analysis of a newspaper corpus*, Bloomsbury Publishing plc, 2009.

⁶ *Ibidem*.

⁷ *Ibidem*.

⁸ *Ibidem*.

⁹ *Ibidem*.

¹⁰ *Ibidem*.

¹¹ *Ibidem*.

¹² *Ibidem*.

newspaper language. In the chapter *Delimiting evaluation*, the author looked in more detail at what evaluation really was and shows how it contrasted with other approaches that overlapped with it. The author analysed the notions connected to evaluation: affect, subjectivity, hedging, evidentiality and established a number of parameters which facilitated the analysis of evaluation, namely, affect, subjectivity, hedging, evidentiality, the markers which signal the parameters were analysed and several classifications were proposed, and two new notions were introduced: stance and appraisal¹³. The author identified similarities and dissimilarities existing between evaluation and subjectivity. Evaluation and subjectivity relied on different linguistic phenomena, subjectivity was a broader concept, and it encompassed evaluation. She also highlighted the complexity of the concept of modality as well as manifold types of modality. Bednarek¹⁴ discussed two definitions of evidentiality: the narrow one which relies on Roman Jakobson's theory (1957) and a broader one proposed by Chafe (1986), as the author explained, her evaluative framework relied on the narrow definition of evidentiality proposed by Jakobson.

In the chapter titled *A new theory of evaluation*, Bednarek¹⁵ introduced the main features of a new parameter-based theory of evaluation and proposed nine parameters with the help of which speakers can evaluate.

Bednarek¹⁶ divided the parameters of evidentiality into core evaluative parameters and peripheral evaluative parameters and exemplified their lexical realisations with parts of speech and positioned them on an intensity scale. According to Bednarek¹⁷ some parameters were well-established and did not need further methodology, while others needed further methodology and research, and she included in this category parameters of possibility, necessity and reliability. Core evaluative parameters analysed by Bednarek¹⁸ involved evaluative scales, while peripheral evaluative parameters brought into discussion the concept of style and its variations: neutral, declarative. All these parameters and factors were discussed in the second part of the book applied to the language of newspapers. Bednarek¹⁹ also discussed the discourse functions and combinations of core and peripheral evaluative parameters. In addition to expressing evaluation, these parameters also played discourse functions, in the sense that they measured the degree of reliability as high or low, displayed a degree of intensity as high or low, emphasised or de-emphasised language. The book authored by Bednarek combined theoretical and practical issues pertaining to the theory of evaluation and established new avenues for future research. In the practical chapters of the book the author focused on the distinction between British broadsheets and tabloids and the type of evaluation which characterised these two publications, the parameters which prevailed in these publications. The theoretical part was complemented with examples, Bednarek embedded her own comments as well. One main idea highlighted by Bednarek²⁰

¹³ *Ibidem.*

¹⁴ *Ibidem.*

¹⁵ *Ibidem.*

¹⁶ *Ibidem.*

¹⁷ *Ibidem.*

¹⁸ *Ibidem.*

¹⁹ *Ibidem.*

²⁰ *Ibidem.*

throughout the book was the importance of context in the analysis of evaluation, coupled with the importance of large-scale research on the basis of corpus. The author concluded by saying that broadsheets and tabloids were characterised by different evaluative styles.

Bednarek²¹ discussed the range of issues surrounding analyses of discursive news values that have been relatively unexplored thus far. Bednarek²² proposed nine news values, namely timeliness, consonance, negativity, impact, proximity, unexpectedness, superlativeness, personalisation and eliteness. She then compared and contrasted the nine values proposed in the paper to those proposed and recognised by other linguists. Bednarek²³ also touched on the linguistic construction of news values, which encompass rhetorical strategies as well as the emphasising and de-emphasising role of news values. She also demonstrated how Discourse News Values (DNVA) can be combined with the analysis of attribution.

Bednarek and Carr²⁴ acknowledged the research avenues that digital humanities could provide and touted the merits of digital technology by considering its tremendous potential for conducting linguistic analyses. The authors discussed the advantages and limitations of corpus linguistic techniques, and illustrated a series of methods and techniques that could facilitate the analysis of media; amongst the advantages that the authors mentioned was that corpus linguistics enables the analysis of a wider range of data in comparison to manual analyses. Bednarek and Carr²⁵ described the constraints entailed in manual analyses of large texts, such as time and the limitation of the analysis. The authors highlighted that the use of corpus-based methods has extended beyond linguistics, and many other scholars have begun to use corpus methods to expand the scope of their analyses. In the chapter entitled “Introducing corpus linguistic software”, Bednarek and Carr²⁶ provided an inventory of corpus linguistic programmes, identified their features and advantages, and explained their functionalities. In general, the advantages of corpus linguistic software include the analysis of word frequency and the comparison of frequency lists across two databases; furthermore, word preference can be captured via a collocation analysis. Bednarek and Carr²⁷ advocated for a combination of automated and manual methods when undertaking research and analyses.

Luginbühl²⁸ explained the connection between the expansion of media linguistics and the emergence of digital media. The author compared the content and layout of printed and electronic newspaper texts, and identified numerous differences between the two versions. The differences that Luginbühl²⁹ identified included the embedding of visual images in texts, the use of static photos in printed newspapers compared to

²¹ Monika Bednarek, *Voices and values in the news: News media talk, news values and attribution*, ed. cit.

²² *Ibidem*.

²³ *Ibidem*.

²⁴ Monika Bednarek & Georgia Carr, *Computer-assisted digital text analysis for journalism and communications research: Introducing corpus linguistic techniques that do not require programming*, ed. cit.

²⁵ *Ibidem*.

²⁶ *Ibidem*.

²⁷ *Ibidem*.

²⁸ Martin Luginbühl, *Medial linguistics: On mediality and culturalty*, in *10plus1: Living Linguistics*, Issue 1, *Media Linguistics*, 2015, pp. 9-26.

²⁹ *Ibidem*.

interactive infographics in digital newspapers, and the fact that the audience can react to the content of digital newspapers by adding a comment or a like, whereas readers of printed versions do not have the option of reacting immediately to the content of an article. Another difference was the segmentation and contextualisation of the articles in the printed and electronic versions of a newspaper.

3. Data and Methods

As a second layer of analysis, stylistic analysis exploits language resources via the connotations of the negative and positive lexes, their stylistic features and their stylistic varieties.

The results of a corpus-based analysis are more refined. The larger the sample of texts analysed, the more sound the results of the analysis.

In this paper, I opted for a combination of methods: the quantitative method, which was based on a corpus, and the qualitative method, which relied on the manual inspection of the headlines. The approach adopted in this paper was contrastive. Two sub-corpora, one in English and the other in Romanian, were used for this analysis. The sub-corpora rely on two larger corpora which covered similar content and were similar in length. On the basis of the two corpora, which consisted of newspaper articles that were retrieved from four British broadsheets and four Romanian broadsheets, two sub-corpora consisting of the headlines of the articles were compiled. For the British corpus, the headlines and the articles were retrieved from the following British broadsheets: *The Economist*, *The Financial Times*, *The Telegraph* and *The Independent*; for the Romanian corpus, the data were obtained from *Adevărul financiar*, *Business Magazin*, *Capital* and *Ziarul financiar*. The articles included in both of the sub-corpora were written during the timespan 2013-2016. The newspapers selected as a source and the headlines are representative for the English and Romanian business newspapers. The processing of the two sub-corpora combined electronic processing and manual inspections. The quantitative analysis was conducted with the help of LancsBox and the qualitative analysis was carried out manually. Thus, LancsBox was used for identifying the frequency of headwords, while manual analysis was used in the analysis of the headwords. Frequency and collocation lists were compiled, compared and contrasted, and the findings were analysed. The similarities and dissimilarities characterising the headlines in the two corpora were captured via qualitative research, while the frequencies and the number of hits were identified via quantitative research.

The English sub-corpus consists of 26599 tokens, 6686 types and 6126 lemmas, while the Romanian sub-corpus consists of 19961 tokens, 5656 types and 4801 lemmas. In total, 815 headlines from the English corpus and 800 from the Romanian corpus were processed.

4. Interpretation of the Results

4.1. Negativity

In the next section of the article, I will discuss the way in which negativity was expressed in the two corpora. The way in which negativity was expressed revealed the contrast between the English and the Romanian corpora. The corpus evidence revealed that the English headlines had more diverse ways to express negativity compared to the

Romanian headlines. This statement was supported by the extensive diversity of linguistic ways of expressing negativity combined with the frequency within each of the mentioned categories.

Thus, in the English headlines, negativity was realised via:

- a. negative lexis; that is, lexis that has negative connotations and negative evaluative language;
- b. negative prefixes;
- c. negation, and
- d. negative lexis combined with context.

Negativity is also expressed by a series of words with negative connotations in the same headline:

- (1) (EN) ‘Bank of England **warns of risks** over buying coco bonds
Investors ‘underestimating’ the likelihood of **losses**’³⁰

The grammatical categories of the negative lexis identified in the English corpus included nouns, adjectives and verbs.

The table below shows the frequency of nouns conveying negative force in the English headlines that were analysed:

1. Nouns	2. Frequency
1. crisis	14 occurrences
2. death	1 occurrence
3. decline	3 occurrences
4. collapse	3 occurrences
5. danger	1 occurrence
6. disaster	4 occurrences
7. damage	4 occurrences
8. fraud	2 occurrences
9. default	1 occurrence
10. dispute	1 occurrence
11. fury	1 occurrence
12. fears	7 occurrences
13. failure	3 occurrences
14. crackdown	1 occurrence
15. nerves	1 occurrence
16. threat	3 occurrences
17. nightmare	3 occurrences
18. conflict	1 occurrence
19. struggle	1 occurrence
20. battle	6 occurrences
21. bomb	1 occurrence
22. attack	3 occurrences
23. rival	7 occurrences
24. accusation	1 occurrence

³⁰ „The Financial Times”, June 26, 2014.

25. shot	2 occurrences
26. dispute	2 occurrences
27. fight	1 occurrence
28. corruption	5 occurrences
29. frailties	1 occurrence
30. worries	3 occurrences
31. failings	2 occurrences
32. slowdown	6 occurrences
33. scandal	13 occurrences
34. fall	12 occurrences
35. drawback	1 occurrence
36. stagnation	3 occurrences
37. evil	1 occurrence
38. recession	9 occurrences
39. slider	1 occurrence
40. chaos	1 occurrence

Negativity is conveyed by nouns pertaining to common core vocabulary, as well as by specialised lexical units which are characteristic to business English. Negative evaluation in the English headlines is expressed by means of nouns in the plural with figurative uses: frailties, fears, worries, failings. In addition, I observed a balanced distribution of nouns which convey negativity. The nouns which express negativity display a high stylistic variation: concrete nouns, abstract nouns, figurative nouns in the plural, phrasal nouns.

Table 2. Adjectives which convey negativity

1. Adjectives	2. Frequency
1. nervous	2 occurrences
2. dangerous	1 occurrence
3. negative	4 occurrences
4. weak	2 occurrences
5. little (less)	1 occurrence
6. worried	1 occurrence
7. terrible	1 occurrence

The range of adjectives expressing negativity is very limited in comparison to the nouns.

Table 3. Verbs which convey negativity

1. Verbs	2. Frequency
1. to crack down	2 occurrences
2. to refuse	3 occurrences
3. to deny	5 occurrences
4. to hit	23 occurrences
5. to fail	2 occurrences

6. to fall	20 occurrences
7. to stagnate	1 occurrence
8. to slide	5 occurrences
9. to reject	3 occurrences
10. to downsize	1 occurrence
11. to face defeat	1 occurrence
12. to attack	6 occurrences

Table 4. Negative prefixes

1. Negative prefix	2. Frequency
1. un-	10 occurrences
2. mis-	3 occurrences
3. im-	1 occurrence
4. in-	2 occurrences
5. il-	1 occurrence
6. non-	1 occurrence
7. dis-	2 occurrences

Negation is encountered eleven times in the English headlines. In addition to the above-mentioned grammatical realisations, conceptual metaphors clustered around different conceptual categories were identified in the corpus.

A glance at the corpus evidence indicates that negativity is differently expressed in the Romanian corpus and at the same time it is less frequent. As numbers indicate, the findings from the English corpus stand in contrast with the findings retrieved from the Romanian one.

Table 5. Negativity in the Romanian corpus

1. Category	2. Frequency
1.nouns	38 occurrences
2. verbs	23 occurrences
3. idiomatic expressions	10 occurrences
4. negation	11 occurrences
5. negative prefixes	5 occurrences
6. quantifiers (puțin, little)	2 occurrences
7. adjective (periculos, dangerous)	1 occurrence

Table 6. Nouns which convey negativity

1. Nouns	2. Frequency
1.faliment (bankruptcy)	5 occurrences
2. criza (crisis)	9 occurrences
3.depreciere (depreciation)	2 occurrences

4. prăbuşire (collapse)	1 occurrence
5. scădere (decrease)	3 occurrences
6. pericol (danger)	1 occurrence
7. victimă (victim)	2 occurrences
8. panică (panic)	1 occurrence
9. încetinire (slowdown)	1 occurrence
10. atac (attack)	1 occurrence
11. insolvenţă (insolvency)	5 occurrences
12. coşmar (nightmare)	2 occurrences
13. îngrijorare (worry)	1 occurrence
14. divorţ (divorce)	1 occurrence
15. rău (evil)	1 occurrence
16. cutremur (earthquake)	1 occurrence
17. colaps (collapse)	1 occurrence

Table 7. Verbs which convey negativity

1. Verbs	2. Frequency
1. a pierde (to lose)	8 occurrences
2. a stagna (to stagnate)	2 occurrences
3. a scădea (to decrease)	2 occurrences
4. a distruge (to destroy)	3 occurrences
5. a se prăbuşi (to collapse)	2 occurrences
6. a aluneca (to slide)	1 occurrence
7. a condamna (to sentence)	1 occurrence
8. a închide (to close)	2 occurrences
9. a asalta (to assault)	1 occurrence
10. a rata (to fail)	1 occurrence

Table 8. Idiomatic expressions which convey negativity

1. Verbs	2. Frequency
1. a fi pe minus (to be in the red)	1 occurrence
2. a spune adio (to say goodbye)	1 occurrence
3. a (nu) ajunge la liman (not to accomplish one aim)	1 occurrence
4. a da ţeapă (to scam)	1 occurrence
5. a pune frână (to put on the brake)	1 occurrence
	1 occurrence

6. a (nu) da semne (not to give signs of)	1 occurrence
7. a trage în jos (to push downwards)	1 occurrence
8. a nu vedea cu ochi buni (not to see with good eyes)	1 occurrence
9. a băga bețe în roate (to make things difficult for someone)	1 occurrence
10. la pământ (to put down)	

The analysis revealed that events and actors on the economic arena were perceived as negative. In both corpora negative evaluation is related to the negative impact of economic phenomena. Negativity is often associated with inflation, bankruptcy, economic and financial crises, bribery, corruption. Additionally, the negative forces which act upon a country's economy include natural phenomena:

(2) (EN) 'El Nino threatens to boost India inflation'³¹

(3) (RO) 'Cutremur iminent pe piața asigurărilor'³²

The negative impact of social media on families falls into the category of negativity:

(4) (EN) 'Social networks

Unfriending mum and dad

Fears that teenagers are deserting Facebook are overblown'³³

In order to convey negative evaluation, it is not necessary for a headline to encompass negation or a negative prefix, lexis related to downward movements conveys negative evaluation, especially in conceptual metaphors. Example of lexis that expresses downward movements includes: *fall, slowdown, decline, slide*.

In the English headlines negativity is conveyed by lexis pertaining to war: *struggle, battle, rival, conflict, accusation, dispute, attack, bomb, shot, fight, to hit*. Lexis used to express downward movement: *slide, strike, slowdown, fall, decline* fall into this category. On the other hand, lexis which refers to upward movement expresses positivity. Lexis which pertains to war is also encountered in the Romanian headlines: *a amenința* (to threaten), *război* (war), *victimă* (victim), *a distruge* (to destroy), *vânătoare* (hunt), *a lovi* (to hit), *lovitura* (hit), *război* (war).

(5) (RO) 'Atac kamikaze european în războiul valutar'³⁴

³¹ „The Financial Times”, April 25, 2014.

³² „Capital”, February 4, 2015. Imminent earthquake on the insurance market [Trad. n. C. H.].

³³ „The Economist”, January 4, 2014.

³⁴ „Capital”, January 26, 2015. European kamikaze attack in the foreign exchange war. [Trad. n. C. H.].

(6) (RO) ‘Semnal de alarmă. **Recesiunea** economică **lovește** în mediul de business. Se înființează mai puține afaceri decât în criză!’³⁵

Both the Romanian and the English headlines comprise lexis referring to diseases which trigger negative evaluation: *to hurt, to suffer, ail*.

Negativity is also conveyed by journalese sensationalism:

(7) (EN) ‘Mexico’s economy

Pass the tequila

Two decades after the peso crisis, **Mexico faces new shocks**’³⁶

Negativity is also expressed by negative lexis combined with lexis used figuratively:

(8) (EN) ‘Greek markets hammered as fears grow over new government

Investors take fright over looming liquidity crisis’³⁷

(9) (EN) ‘Austria’s Raiffeisen Bank hit by Ukraine conflict

Vienna-based lender set to report full-year loss’³⁸

(10) (RO) ‘Bursa a înregistrat cea mai mare scădere începând din luna martie, trasă în jos de piețele externe’³⁹

(11) (RO) ‘Un IMM din trei moare în primul an de la înființare’⁴⁰

Considering the genre of the headlines, I observed that the headlines analysed do not construct negativity by resorting to emotions.

The headlines in the Romanian corpus are mainly informative, they inform the target readers about the events which happened in the Romanian economy and about how to deal with certain economic aspects: how to set up a successful business, what to invest in, types of mergers and transactions that worth investing in. The headlines in the Romanian corpus are written following a certain pattern and structure.

In the Romanian corpus negativity refers to the Stock Exchange, economic and financial crises, capital markets.

The headlines in the English corpus display a critical attitude formulated by the journalists, as compared to the headlines in the Romanian corpus which are more informative and less critical. Additionally, the headlines are differently constructed in the two corpora, the English headlines display a more complicated structure and syntax, while the Romanian ones are shorter.

³⁵ „Capital”, November 13, 2014. Alarm signal. **The economic recession hits** the business environment. Fewer businesses are set up than during the crisis period. [Trad. n. C. H.].

³⁶ „The Economist”, December 13th, 2014.

³⁷ „The Financial Times”, January 28, 2015.

³⁸ „The Financial Times”, September 23, 2014.

³⁹ „Financiarul”, October 16, 2014. The Stock Exchange recorded the highest decrease since March, being taken down by external markets. [Trad. n. C. H.].

⁴⁰ „Capital”, September 18, 2013. A SME out of three dies within a year since it was set up. [Trad. n. C. H.].

Thus, the stance conveyed in the English headlines is negativity, while the stance conveyed in the Romanian headlines is informative.

4.3. Positivity

A third value proposed by Bednarek⁴¹ is analysed in the following part of the article. Positivity is generally expressed by means of lexical units which display positive connotation, grammatically positivity is realised by means of nouns, adjectives and adverbs. In the English corpus positivity is also expressed by means of the prefix re- (to reinvent) and by conceptual metaphors.

Table 9. Nouns which convey positivity

1. Nouns	2. Frequency
1. renaissance	1 occurrence
2. optimism	1 occurrence
3. success	6 occurrences
4. growth	11 occurrences
5. boost	7 occurrences
6. recovery	12 occurrences
7. hope	5 occurrences
8. boom	3 occurrences
9. progress	4 occurrences
10. victory	3 occurrences

Table 9 shows the distribution of the nouns from the English corpus which convey positivity.

Table 10. Adjectives which convey positivity

1. Adjectives	2. Frequency
1. strong	8 occurrences
2. vigorous	1 occurrence
3. optimistic	1 occurrence

Table 11. Verbs which convey positivity

1. Verbs	2. Frequency
1. to win	7 occurrences
2. to grow	11 occurrences
3. to expect	7 occurrences
4. to believe	1 occurrence
5. to imagine	1 occurrence
6. to rise	12 occurrences
7. to boost	11 occurrences

⁴¹ Monika Bednarek, *Voices and values in the news: News media talk, news values and attribution*, ed. cit.

8. to gain	5 occurrences
9. to stabilise	3 occurrences
10. to boom	3 occurrences
11. to bolster	2 occurrences

The Romanian headlines maintain the same lexical and grammatical realisations.

Table 12. Positivity in the Romanian corpus

1. Category	2. Frequency
1.nouns	56 occurrences
2. verbs	14 occurrences
3. idiomatic expressions	1 occurrence
4.adjectives	7 occurrences

Table 13. Nouns which convey positivity

1. Nouns	2. Frequency
1. optimism (optimism)	2 occurrences
2. succes (success)	4 occurrences
3. speranță (hope)	2 occurrences
4. creștere (increase)	23 occurrences
5. profit (profit)	21 occurrences
6. revenire (recovery)	3 occurrences
7. încredere (trust)	1 occurrence

Table 14. Verbs which convey positivity

1. Verbs	2. Frequency
1. a crește (to rise)	3 occurrences
2. a revitaliza (to revive)	1 occurrence
3. a urca (to climb)	5 occurrences
4. a sări (to jump)	1 occurrence
5. a măjora (to increase)	4 occurrences

Table 15. Adjectives which convey positivity

1. Adjectives	2. Frequency
1. puternic (strong)	4 occurrences
2. pozitiv (positive)	1 occurrence
3. prosper (prosperous)	1 occurrence
4. ridicat (high)	1 occurrence

Lexical units which carry a positive meaning do not convey positivity in association with negative economic phenomena: increase of inflation, increase of unemployment.

Furthermore, the combination of positivity and negativity within the same headline is also encountered:

(12) (EN) ‘Companies and geopolitical risk
Profits in a time of war
Death, chaos, destruction. They’re not as bad for companies as you might think’⁴²

In many headlines positivity is acquired by means of the collocation. Thus, the verb *to boost* conveys positivity in association with nouns such as *profits*, *technology*, *energy*. Likewise, the verb *to win* is used to express positivity, it also has two instances in the English corpus when it expresses eliteness: *to win a Nobel prize*.

The verb *to expect* expresses positivity in association with nouns such as *growth*, *increase*, *rise*, in many contexts it carries a neutral meaning. In the English corpus the headlines which portray negative phenomena outnumber the ones which portray positive phenomena.

4.4. Superlativeness

Superlativeness is realised linguistically by:

a. quantifiers: hundreds of thousands, hundreds of investors, tens of, thousands of, billions of, tens of billions

b. intensifiers: adjectives and adverbs: EN: huge, tumultuous, sharp, stunning, dramatic, sparkling, vibrant, extremely

RO: dramatic (dramatic), uriaş (huge), extrem (extremely)

c. comparison and double comparison

(13) (EN) ‘**The good, the bad and the ugly**: sustainability at Nespresso’⁴³

(14) (EN) ‘**Over-optimism** sparks profit warnings. A report by EY found that there were 30pc more profit warnings in the fourth quarter than during the same period last year. Overall, profit warnings fell to a three-year low last year, with 255 issued by companies listed on the main markets and AIM, compared with 287 in 2012’⁴⁴

d. intensifying lexis: nouns: colossus, giant, client exodus, corporate exodus

(15) (EN) ‘General Electric. A hard act to follow. It has taken GE’s boss, Jeffrey Immelt, 13 years to escape the legacy of his predecessor, Jack Welch, and to steer the industrial **colossus** in a new direction’⁴⁵

Examples of intensifying lexis in the Romanian corpus include: nivel record (record level), în top (on top), vedetă (star).

e. repetitions

(16) (EN) ‘Internet mergers and takeovers. **Platforms upon platforms**. Tech giants are finding lots of bolt-on acquisitions to splash out on’⁴⁶

⁴² „The Economist”, September 20, 2014.

⁴³ „The Guardian”, May 27, 2015.

⁴⁴ „The Telegraph”, January 26, 2014.

⁴⁵ „The Economist”, June 28, 2014.

⁴⁶ „The Economist”, May 25, 2013.

(17) (EN) ‘The **rise and rise** of Domino’s Pizza’⁴⁷

f. metaphor:

(18) (EN) ‘Trillion pound **cash mountain** to the rescue? It’s unwise to bank on it’⁴⁸

(19) (EN) ‘Elite funds prepare for reflation and a **bloodbath for** bonds. All the stars are aligned for an end to the deflationary supercycle, yet \$6 trillion of bonds trade at yields below zero’⁴⁹

(20) (RO) ‘**Piețele de capital „euforice”** au pierdut contactul cu realitatea, avertizează banca băncilor centrale’⁵⁰

g. simile:

(21) (EN) ‘Steel. **An inferno of** unprofitability. The world’s overcapacity in steelmaking is getting worse, and profits are evaporating’⁵¹

(22) (EN) ‘The return of moderation. **Sea of tranquillity**. Volatility has disappeared from the economy and markets. That could be a problem’⁵²

(23) (EN) ‘JGBs offer investors unexpected **oasis of calm**. Gaps between yields on Treasuries and JGBs at highest levels in two years’⁵³

(24) (EN) ‘UK construction industry growth slows after **bonanza year**. Housebuilding helps boost the sector and cap off the best year for British construction for over 18 years. The UK’s booming property market helped British builders have a bumper year in 2014’⁵⁴

(25) (EN) ‘Royal Mint **falls into the red** as sale looms. Mint makes pre-tax loss of £2.24m on sales of £254m in the year to March 2013 despite potential uplift offered by London Olympics and Queen’s Diamond Jubilee. The 2013 issue of the Royal Mint’s Sovereign, containing approximately one quarter of a Troy ounce of gold’⁵⁵

h. prefix:

(26) (EN) ‘2015: the year of **hyper-transparency** in global business’⁵⁶

Bednarek⁵⁷ proposes context as one of the main factors in assessing evaluative language. The analysis of the context is facilitated by the tools corpus linguistics operates with. Corpus-based analysis is fast reliable and enables the linguist to look at the context.

Quantitative analysis corroborated with qualitative analysis unveil the large array of stylistic means which express superlativeness. Furthermore, the means of expressing the news value of superlativeness go beyond conventionality, as they exploit the figurative layer of language. By the dint of exploiting the figurative layer of language, headlines make use of figures of speech. Examples of conceptual metaphors cherry-picked from Romanian and English headlines meant to convey superlativeness adduce further evidence in this direction.

⁴⁷ „The Guardian”, January 9, 2014.

⁴⁸ „The Telegraph”, February 25, 2013.

⁴⁹ „The Telegraph”, November 24, 2015.

⁵⁰ „Financiarul”, June 30, 2014. **The ‘euphoric’ capital markets** lost contact with the reality, the bank of central banks **warn**. [Trad. n. C. H.].

⁵¹ „The Economist”, July 6, 2013.

⁵² „The Economist”, May 24, 2014.

⁵³ „Financial Times”, June 25, 2013.

⁵⁴ „The Telegraph”, January 5, 2015.

⁵⁵ „The Telegraph”, December 7, 2013.

⁵⁶ „The Guardian”, February 2, 2015.

⁵⁷ Monika Bednarek, *Evaluation in media discourse: Analysis of a newspaper corpus*, ed. cit., 2009.

- (27) (EN) ‘Underpinning the plan, ministers believed, would be a **vibrant new market** in care insurance that would meet costs up to the new cap’⁵⁸
- (28) (EN) ‘United Cacao **makes sweet progress** in Peru’⁵⁹

5. Conclusions

In both corpora negative evaluation is present in headlines which depict negative economic phenomena. Furthermore, the negative effects economic measures have on a country’s economy contribute to expressing negativity in headlines. The English headlines also convey journalists’ criticism. The English headlines embed the journalists’ voice, while the Romanian headlines are more neutral. The factors which were considered by the journalists in conceiving the headlines included target readers and the linguistic resources used to convey the message.

The analysis of the two sub-corpora reveals the fact that metaphors were used as rhetorical devices in order to convey positivity, negativity and superlativeness. Thus, negativity, positivity and superlativeness are realised by means of conceptual metaphors and lexis used figuratively both in the English headlines and in the Romanian ones.

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⁵⁸ „The Financial Times”, January 19, 2015.

⁵⁹ „The Telegraph”, June 30, 2015.