TRANSLATION
AND
NEWS HEADLINES:
ENGLISH TO TELUGU

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Dissertation submitted to the University of Hyderabad in partial fulfilment for the degree of Master of Philosophy in Translation Studies.

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DECLARATION

I hereby declare that the work presented in this dissertation entitled TRANSLATION AND NEWS HEADLINES: ENGLISH TO TELUGU has been carried out by me under the supervision of Prof.B.R.Bapuji, and Prof.J.Prabhakara Rao, CALTS, University of Hyderabad, in partial fulfillment of M.Phil in Translation Studies. I also declare that this dissertation has not been submitted to any other University for any degree or diploma.

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CERTIFICATE

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MALUKARJUNA REDDY.I

Dedicated
to the fond memories of
Late, Dr.G.V.K.S.NARAYANA REDDY (NARI)

Beloved senior,
a true friend,
above all,
a great human being,
who was always with me
in my need, and shall
remain in my memories
forever and ever.

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CHAPTER - 1

CHAPTER - I

TRANSLATION: A DISCUSSION OF DEFINITIONS AND METHODS

INTRODUCTION:

Translation is an activity of enormous importance in modern world. The theory of translation established a relation between languages and is therefore considered as a branch of contrastive linguistics. Translation is human activity of great antiquity, long before the invention of writings. Communication between linguistically divergent groups must have been facilitated by bilinguals who acted as interpreters. Translation in the 20th century has become extremely important activity. With some 5000 languages in the world and ever-increasing international communication and extreme specialisation in disciplines is calling for professional and amateur translators and language teachers.

Translation has often been condemned as an act of violence, parasitic and subservient to creative act. This was

because creativity has been considered a sacred act and translation, as it comes to us appears as second hand product ignited by an already existing work, an extension of a creative exercise. Translation therefore has been argued to be the work of a disappointed or a failed writer. However, if closely examined translation is a creative work in its own right, because translation is a way of reading, interpreting, criticizing and *in* the same process creating a new text for those who have no access to literature in the alien language system.

The difficulty and challenge involved in the effort of translation emanates from the fact that it requires expertise in two languages. As Lew (1963) puts it "a translation is not monistic composition, but an inter-penetration and conglomerate of two structures. On the one hand there are the semantic content and formal contour of the original, on the other hand the entire system of aesthetic features bound up with language of the translation.

For translation we need two languages. The language from which translation is done is the source language and the other is the target language or receptor language.

There are some principles of translation, which are keenly followed to make the task of translation meaningful and resourceful. However, the principles of translation have been subjected to significant changes in various periods owing to changes in technological structures, social requirements and increased communication. These factors have enabled translation as any other branches in literature to evolve its own history. George Steiner divided history of translation into four periods. The first period is characterised by immediate empirical forms, that is the statements on theories, that arose in this period were the direct result of the practical work of translation. The central characteristic of the second period is the theory and Hellenistic inquiry with development of a vocabulary in approaching translation. The third period is a period in which structural linguistic communication theory was introduced into the study of translation. The fourth period was characterised by a reversion to hermeneutic, almost metaphysical inquiries into translation and interpretation (George Steiner 1975; 238).

In the wake of Christianity, translation had acquired another role, that of spreading the Gospel. The history of the bible is the miniature representation of the western culture. The New Testament was translated into Modern

English for the first time by the William Tyndnl in 1926. In his translation Tyndal made use of the principles of translation employed by Luther that made his work accepted as a basis for later English translation of the New Testament.

The concept of translation was used in the medieval education system as a writing exercise and also as a means of improving oratorical style and the imaginative powers of the students.

With the invention of printing in the 15th century, the role of translation had undergone many significant changes. Serious attempts were made to formulate a theory of translation. Dolet (1509-40) was the first writer to formulate a theory of translation.

The principle of translation underwent significant changes during the 20th century due to such factors as

1) The development of communication theory.

2) The expansion of the field of structural linguistics.

3) The application of linguistics to the study of translation and the out growth of machine translation.

When it comes to India, Sanskrit was the dominant source language. The leading intellectuals of the Indian Language translated the Sanskrit texts into local languages. Most of the translations were free renderings, which suited the native language better.

There are two schools of thought when it comes to translation.

First school believes that the translator has to be true and as close as possible to the original, that the translator has no right to deviate from the original, that any such deviation is a case of violation of the basic text and its style of composition. The other school clings on to the view that translator cannot and should not blindly stick to the original if it cramps his natural style, that he can take liberty with the text.

The old translation is the general term referring to the transfer of ideas and thoughts from one language to another. Translation is the replacement of text in one language by an equivalent text in other language.

Translation is an operation performed on languages, a process of substituting a text in one language for a text in another. (Catford, 1965)

There are some other words like transference, transliteration and transcription close to the word 'translation'. The word transference refers to an operation in which the target language or parts of target language text have values set up in the source language carrying the meanings and essence of source language text. Transliteration in an effort, which involves the replacement of each source language letter by a target language letter on the basis of a conventionally, established set of rules. Transcription is a representation of phonological unit.

1.1 Definitions of Translating:

There are numerous definitions of translation, but there is certain diversity in the definitions of translation. This is because of the differences in the materials to be translated, and also the purpose of translation.

1.1.1, NIDA (1947, 1964, 1974).

According to him, translating consists, in reproducing RL (receptor language) closest natural equivalent of the SL (source language) message, first in terms of meaning and secondly in terms of style. According to him, the basis to any discussion of principles and procedures in translation is a thorough acquaintance *in* the manner in which meaning is expressed through language as communication code. He gives importance to the communicative aspects of translation. His views on translation are essentially discourse oriented with a focus on the various socio-linguistic variables, which determine the nature of the translation. He propounds a pragmatic theory of translation by considering the connotative or pragrammitic as the central focus in transforming the message from the source language to the receptor language.

He says, "basic to any discussion of principles and procedures in translation is a through acquaintance in the manner *in* which meaning is expressed through language as a communication code - first in terms of parts which constitute such a code; secondly, the manner in which the code operates; and thirdly, how such code as language is

related to other codes. Nida in his theory of translation gives importance to the communicative aspect of translation. His view of translation is essentially discourse oriented with focus on the various socio-linguistic variables, which determine the nature of the translating. The role *of* the receptor is central to his theory of translation.

Nida attempts to study translation process in an analytical and descriptive mould. Nida has taken illustrations primarily from biblical materials because he believes that biblical translations with over 1200 translations has had a long history involving many different languages.

Nida also talks about old focus and new focus in translation. While the old focus was on the message of the receptor, the new focus in on the response of the receptor.

Underlying all the complications of translation is the fundamental fact, according to Nida, that languages differ from each other drastically. Further the fact that the translator has the challenging task of reconciling the conflict between form and meaning, letter and spirit to reproduce the tone, feeling and usage of the text. Further,

the need of the translator to deal with medium of communication which is dynamic and constantly evolving is of utmost importance to make the work socially serviceable.

Nida feels that a thorough acquaintance with the manner in which meaning is expressed in the language is central to understanding the procedures and principles *in* translation. The words of a language constitute what are generally called symbols. There are different kinds of symbols and signs and there are also diverse kinds of contexts in which such elements occur. Meaning of a text or of a word can be equated in some manner with the 'mental image' associated with the symbol. Nida however points out to the various divergences of opinion regarding the approach to the meaning.

Languages, according to Nida consist of more than meanings of the symbols and combinations of words; it is essentially a code in operation, therefore the dynamic dimension of message transmission is to be analysed. Five important phases of communication were identified by Nida, which must be considered by the translator.

(1) Subject matter

(2) The participants who engage in the communication. In written communication, the author and the audience both are to be considered.

(3) Process of writing or art of speech.

(4) Code used or language in question with all its dimensions.

(5) The message Nida feels that a really successful translating judged through the response from the audience for which it is designed must incorporate newness in form, new ways of rendering old truths, and new words in fresh combination, (as Summarised in Lakshmi, 1993:58)

Nida feels that translator is the focal element in the process of translation and he can not be totally ignored of personal subjectivity, since he is a part of the cultural context in which he lives. Cultural differences between societies widely separated by time and radically divergent degree of cultural diversity in the contemporary society entail the need for the translator to be completely bilingual in source and receptor language participating at the same time *in* more than one cultural world. Nida then goes on to deal with the qualities of a good translator at length:

thorough knowledge of the languages and subject matter. He says that empathy should be combined when working with the source language and the translator should also have capacity for literary expression and stylistic facility in receptor language.

Nida then enumerates different types of translation. Traditionally, he says translation has been divided into two types. Free or paraphrastic translation contrasted with close or literal ones. Differences in translations can generally be accounted for by three basic factors in translation. They are,

(1) The nature of the message.

(2) The purpose or purposes of the author and of the translator.

(3) The type of the audience.

According to Nida, fundamentally, there are two types of equivalence; formal and dynamic equivalence. Formal equivalence focuses on the attention of the message itself in both form and content while the dynamic equivalence is based upon "the principle of equivalent effect" where the relationship between the message and the receptor should

be substantially the same as that which existed between original receptor and the message. Nida feels that there has been an increasing emphasis on dynamic equivalence.

Nida's theory of translation gives importance to the communicative aspect of the process of translation. Nida says that in translating, one must seek to find closest equivalents, as there are no absolute equivalents. Nida identifies three fundamental criteria for the evaluation of translation work. These are

(1) General efficiency of the communication process.

(2) Comprehension of the content.

(3) Equivalence of the response.

If the translation satisfies the above criteria it can be generally termed as a good translation.

In this work, Nida places more importance on the receptor. The efficiency and correctness of a translation depends on the understanding of the average reader for whom translation is intended. He feels that comprehension of the message is the true test of a translation work.

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Likewise Nida defines translation as a process "consists in reproducing in the receptor language the closest natural equivalent of the source language message, firstly **in terms** of meaning and secondly in terms of style".

Nida says that there are essentially two different models of translation process.

(1) Direct method in which the source language gets translated into receptor language through a universal linguistic structure.

(2) The second system which consists of three stages is a more acceptable one. They are,

a) Analysis of the text for meaning and combinations of word as also grammatical structure.

b) Transfer.

c) Restructuring to make the receptor language text more acceptable.

Nida made communicative aspect central or crucial to his theory of translation. So translation according to him is a socio-linguistic exercise with a focus on the receptor. Nida's approach is pragmatic and is end- oriented.

1.1.2 CATFORD (1965)

Catford defines translation as the replacement of textual material in one language (Source Language) by equivalent textual material in other language (Target Language). Translation according to him is always unidirectional (from source language to a target language).

Catford's 'A linguistic theory of translation' is an analysis of the process of translation. It is a discussion of the problems a translator might encounter in his effort. In his work Catford attempts to evolve a theory of translation, which is directed to answer general or specific problems that may arise when any translation is undertaken. He discusses briefly on the languages and categories of general linguistics. His theory is based on the linguistic theory developed by Halliday. According to Catford the theory of translation branches out of comparative linguistics since it

pertains to relationship between languages which make it essentially a theory of applied linguistics.

Various issues involved in translation process like extent, meaning, and level of languages, phonological and graphological translation etc were examined by Catford to evolve his theory of translation. Catford stresses on the term 'equivalence' when he talks about translation. He says the central task of any translation is to find out the Target language' equivalents. Defining the nature and conditions of 'translation equivalence' is the main aim of a translation theory.

While discussing about translation equivalence, Catford makes a distinction between translation equivalence as an empirical phenomenon (which can be discussed by comparing source language and Target language text) on the one hand and the other hand the underlying conditions or what he calls "justifications" of translation equivalence.

Treating translation equivalence as an empirical phenomenon led Catford to make a further distinction

between textual equivalence and formal correspondence. A textual equivalence is defined as "any target language text or portion of text which is to be equivalent of a given source language text or portion of text. A formal correspondent is defined as "any target language category which can be said to occupy, as nearly as possible, the same place in the economy of the target language as the given source language category occupies in the source language. Catford uses the process of communication for discerning textual equivalence. Through communication systematic changes are to be introduced in the source language text and the consequent changes in the target language text are to be observed. Formal correspondence between the source language text and target language text can be established at relatively abstract levels. Catford uses an example to explain this concept: he identifies two languages (English and French) which operate with grammatical units at given ranks and concludes that there is formal correspondence between the two hierarchies of units. This correspondence is to be used as a frame of reference for identifying correspondence at lower levels. It is to be realized that formal correspondence operates at abstract level only with approximation. However Catford feels that formal correspondence is an essential basis for the discussion of problems which are important for translation theory and necessary for its application.

Conditions for translation equivalence is said to occur when a source language and a target language text or item are relatable to (at least some of) same features of substance. Catford feels that these conditions for translation equivalence demands that source language and target language text should be relatable to the same features of substance.

Catford defines some broad types or categories of translations relating to extent, levels and ranks of translation. Based on extent of source language text which is subjected to translation, he distinguishes between full translation, where every part of source language text is replaced by target language text material through translation and partial translation where some parts of source language text are left untranslated and or incorporated in the target language text. Secondly, based on levels of language involved in translation, Catford differentiates between total translation-which involves translation at all levels viz., grammar, Lexis, phonological and graphological levels and partial translation, which involves translation at one or two levels. Finally based on rank, Catford makes a distinction between rank bound

translation and unbounded translation. Unbounded translation is also called literal translation and is rank free.

Catford analyses the importance of 'meaning' in translation. Meaning captures the essence of the text and meaningful translation also can transfer the essence. Meaning is defined as "total network of relations entered into by any linguistic form". Catford discusses two kinds of relations entered into by the formal linguistic units of grammar and Lexis. These relations are (1) formal relations and (2) contextual relations. The relations between one formal item and others in the same language are called formal relations. Contextual relations according to Catford are the relationships of grammatical or lexical items to linguistically relevant elements in the situations in which the items operate in texts. Catford states that the formal and contextual meaning of source language and target language items can rarely be the same. Each language carries with it its own meaning since message is the property of a language. Catford thus proceeds into making a distinction between transference and translation. In transference there is an implantation of source language meaning into target text. In translation, there is

substitution of target language meaning for source language meaning.

While discussing the limits of translatability, Catford makes it clear that translatability is a function of many factors. It is conditioned by role of language varieties. He feels that there cannot be a clear-cut dichotomy between translatability and untranslatability because the source language texts are more or less translatable rather than absolutely translatable or untranslatable.

The limits of translatability are difficult to state, as the limits that are accounted for are difficult to understand due to linguistic ambiguities which may be functional or cultural. Polysemy of a source language item is the target language is a condition of untranslatability. Similarly oligosemy which means that some specific items in the source language, which convey a narrow constricted meaning with no lexical item correspondingly in the target language also leads to untranslatability.

1.1.3 Newmark's contribution:

Newmark defines translation as "a craft counting in the attempt to replace a written and / or oral statement in one language by the same message and / or statement in another language. His contribution to the theory of translation is the detailed treatment of semantic v/s communicative translation. Translation theory according to him must be concerned with the full range of text types and their corresponding translations. "Approaches to Translation" (1981) of Newmark is generally considered an improvement over the theory of translation propounded by Nida. Following Nida, Newmark also placed excessive importance on the concept of communicative treatment of the translation i.e., he placed emphasis on the receptor, his role and his comprehension. His other concern uses the semantic treatment of the original text. Newmark based his theory of translation on Buhler's statement of the function of language.

Newmark says that translation, as a process is a complicated operation with various forces operating in various directions. Often operating in opposite directions also; an example of this fact may be the divergent cultural traits of the source language and the receptor language.

However, he feels that translation can act like a bridge between the divergent cultures and can help in transmitting cultural value, truths etc. In this way, he brings out the dynamics of translation as a process which can operate to assimilate within its stride even divergent processes and societal institutions. Thus, Newmark makes translation both a semantic and communicative exercise.

Translation theory according to Newmark should firstly, identify and define a translation problem. Secondly, it has to indicate all the factors that have to be taken into account in solving the problem. Thirdly, it has to list out all the translation procedures and finally, to recommend the most suitable procedure and an appropriate translation.

Translator has to make a distinction between a literary and a non-literary text. In a non-literary text, the translator should look for an 'underlife' and he should realise that denotations of a word usually come before the connotations. But, in a literary text, he has to give precedence to its connotations. The translator should also take note of cultural aspect of the source text. The translator should also divide as the likely setting of target language, type of target language readership and also the

intention of the translation. Apart from these, the translator also should make an intuitive search for the intention of the text and there should be an attempt to characterize the readership of the original.

According to Newmark, translation procedure starts with choosing a method of approach. Secondly, translation should operate with four levels more or less conscioushy in mind.

1) Source language text level- level of language, which is to be maintained throughout.

2) Referential level- visualization of the objects and build up which is essential first for proper comprehension and finally for efficient reproduction.

3) The cohesive level which encompasses both comprehension and reproduction and

4) Level of naturalness- to see the deviations, if any, between the author's level he is pursuing and the natural level.

Newmark says that there are two approaches to translation, which are basic. However, there might be many compromises between them. First approach is to translate sentence by sentence for a considerable extent to get the feel and tone of the text and then review the position and then translate rest of the text. This approach according to Newmark is useful for literary translation. The second approach is to read the whole text two or three times, find the intention, tone, and mark the difficult words and passages and start translation only when the translator properly comprehends his intentions and task.

Regarding translation methods, Newmark says that semantic translation is used for expressive texts and communicative translation for information and vocative texts. However based on the emphasis, translation can be source language emphasized or target language emphasized.

Source language - emphasized:

Word for word translation

Literal translation

Faithful translation

Semantic translation

Target language - emphasized:

Adaptations

Free translation

Idiomatic translation

Communicative translation,

Newmark places emphasis on equivalence effect as the important guide for efficiency in the effort at translation. He says that the purpose of his theory of translation is to be of service to the translator acting as a link between translation theory and practice.

1.2 **Methods**

Methods of translation were debated more than any thing else. This pertains to the extent of literal translation and free translation. Up to the beginning of 19th century, many writers followed free translation. From the turn of 19th century, translation was asked to be as literal as possible. By far, Newmark gave the most systematic clarification of methods. It is as follows.

Word for Word Translation:

Methodologically, word for word translation focuses on formal correspondence, where in the specific form of the source text is seen as its most important feature and seeks to produce a counterpart in a receptor language whose form corresponds to the original text as nearly as possible.

To achieve this aim, a word in the source language is reproduced as far as possible in correspondence with a word in receptor language. Whenever possible, both word order and syntactic structure are preserved.

The source language word is maintained and the words are translated to the nearest meaning in the receptor language out of context. The main use for word for word translation is to understand the mechanisms of source language and translate word for word translation, a difficult text as a pre translation exercise.

Communicative translation:

It attempts to produce on its readers an effect as close as possible to that obtained on the readers of the original. Communicative translation addresses itself to the second reader, does not anticipate difficulties or absentities, and would expect a generous transfer of foreign elements into his own culture as well as his language where necessary. Basically, a communicative translation is simple, clear, more direct, more conventional, conforming to a particular register of language, tending to under- translate. However, in communicative, as in semantic translation, word for a

word is not only the best, it is the only valid method for translation. In communicative translation, the translator is trying in his own language to write a little better than the original, unless he is reproducing the well established notices or correspondence. Communicative translation is concerned mainly with the receptors, usually in the context of language and cultural variety. Most non-literary writings, journalism, informative articles and good text book reports. Scientific and technological writing, non-personal correspondence, popular fiction etc., are the materials, which suit communicative translation.

Semantic Translation:

Semantic translation attempts to render, as closely as the semantic and syntactic structures of the second language. It allows the exact contextual translation of the original. Semantic translation remains within the original culture and assists the reader only in its connotations if they constitute the essential human message of the text. Semantic translation is more informative but less effective. It tends to be more complex, more detailed, more concentrated and process the thought-processes rather than the intention of the translator. It tends to over translate, to be more specific than the original, to include

more meanings in its search for **one nuance** of meaning. Original expression, where **the** specific **language** of **the** speaker or writer is as important as **the content. Whether it** is philosophical, religious, political, scientific, **technical** or literary it needs to be translated semantically.

Literal Translation:

The grammatical constructs in the source language are translated to the nearest equivalence in the target language, but the lexical words are translated simply, out of context, this method is used to solve the problems, as a part of a pre-translation process.

Faithful Translation:

A faithful translation is done reproducing the exact contextual meaning of the original within the limitations of the target language's grammatical structures. It transfers the cultural words and preserves the degree of grammatical and lexical deviation from source language **in** the

translation. Effort is made **to** stick faithfully **to the** intentions and text-realisations of the writer in source language.

Adaptation:

This method is considered to be the 'freest' form of translation. Adaptation is mostly used for comic plays and poetry preserving the themes, characters, plots, the source language culture converted to the target language culture and the text rewritten.

Free Translation:

This method by some is not considered as translation at all. It reproduces the matter without the manner, on the context without the form of the original. Usually it is a parasite different and much longer than the original, as so-called 'intra lingual translation' after lengthy-complex and presentations.

Idiomatic Translation:

Many scholars consider this method as a form of lively and natural translation. Idiomatic translation reproduces the message of original but twist the subtitles of meaning by preferring idioms and colloquialisms which do not exist in the original source text.

CHAPTER - 2

CHAPTER - 2

NEWS HEADLINES: NATURE AND FUNCTIONS

2.0 INTRODUCTION

The headline is a phrase, which provides a brief summary of the text, which is in detail in any print media. In Telugu headlines are generally referred as 'Siirshikalu'. Headlines are used to give an idea or brief account of the content of the news or information that is in detail. We often come across advertisements of various products. These advertisements are featured colorfully and figuratively in magazines, journals and various other print media by business concerns with a view to sell their product. For example: Tooth Paste, Cycle, Motor Cars Soaps etc. If the idea behind such advertisements is to sell the product, headlines are used to sell the newspapers, i.e. the headlines attract the buyers (readers) of the newspapers.

In newspapers we find lot of news. They are printed in a uniform type and font size. They divide and exhibit various news separately for the convenience of the readers. They follow various methods. They divide every page into vertical, rectangular/ boxes of news, put headlines in between these boxes so as to enable the reader to identify the news of his/her interest.

2.1 NATURE OF THE HEADLINES:

Headlines do not have more than one or two sentences. To

take a rapid glance at the news, headlines are very helpful. The usage of bigger fonts for the headlines makes news more attractive and look ornamental in between uniform news columns. But their main aim is to help the reader to get an idea about the news within few seconds since large number of the readers may not spend more time for details. Headlines provide faster and clear idea about the detailed news in the newspaper.

The headlines in newspapers do not resemble cut captions or symbols. A headline that is not properly featured is as good as being non-existence, as many journalists believe. Every story or news does not need an introduction. But a headline is necessary. To write a good headline the following characteristics arc necessary.

a) Usage of language symbols should be described and the news content has to be increased.
b) Commonly heard contemporary words should be effectively used.
c) The connotative and denotative meanings of the words used in the headlines have to be properly gauged.
d) Words that are used should be understood easily by the maximum number of the readers.
e) Effective utilization of space is necessary and at the same time the headline should be attractive and as short as possible.
f) Sentences that are formulated should be clear and concise.

In a printed text, headlines are read by many people, if they arc clear and bold enough to **catch the** attention of **the** readers. They are usually different from the language used in the printed text, as it has its own structure and contents. Headlines occupy less space as they are short lengthwise and hence consume less time so that they can be read at a single glance as *they* are printed in bold letters and large in size.

Garst and Bernstein (Mardh 1980, as cited in Bharani, 1996:) stated, "that headlines are governed essentially by the requirement of utility". In creating interest and curiosity among the readers, headlines play a crucial role, as their language has its own grammar. It can also provide a brief summary of the text. It is the choice of the reader, whether to read the whole text or not.

Straumann (Bharani, 1996:) called headlines 'block language' includes various other natural languages like posters, labels, and telegrams. Block language has grammatical units lower than that of a sentence or clause. Headlines are, in a sense, the results of the ellipsis since they are modified and limited to noun phrases. For example there is omission of articles, various forms of copula verb 'be', and other model auxiliaries *in* English.

Headlines too have the feature of economy of grammar, like pidgins, child language, and telegraphic language. They are

economical and effective in communication with their extreme brevity.

Our discussion of the nature and functions of headlines in this chapter is largely based on Narravula Subbarao (1969), Alberta Sutton (1971), Budaraju Radhakrishna (1995).

2.1.1 FORMS **OF HEADLINES:**

In view of the news story it accompanies, a headline may consist of one or more parts, which could otherwise be called as units, each of which deal with different facts drawn from that story. All these units together make up a complete headline. Each of the individual parts, which are made of one or more lines are separated either by a white space or a dash which is called a 'deck'. These decks are used to put forward the facts according to their importance. Only one deck may be employed in a headline, but if necessary two or more can also be used. Subsequently the larger deck is the important deck while the smaller decks become subordinate decks.

The first step in planning the headlines is deciding upon the form or forms, of headlines, that are to be used in the English and Telugu newspapers. There are several styles and forms that can be used in writing headlines. Most of the popular newspapers use certain forms of headlines more frequently. According to Narrala Subbarao (1996: p.59). most of the Telugu newspapers commonly use banner heads for their best news. Whereas

American newspapers have been found using pyramid, inverted pyramid, flush left, flush right very often. Such a usage some times gives an identity to newspapers. Some of the popular headline forms are mentioned below. However, we do not find some examples in Telugu due to factor of writing system and printing technology.

a) The cross-line: This is one of the simplest forms available. It basically consists of a single line and one or more columns in width. It may run flush on both sides or words and is centered in measure. Many newspapers commonly use this type. When headlines have one or more columns, cross line is employed to give variety. It is used frequently to give a formal look. However, this is not a popular headline today.

EX: English Victory for PM

Telugu: మొండిపట్టు వీడని బాబు

b) The Drop-line: This type is also known as the 'step line' or 'step head' because the lines in this type are indented and step down uniformly and progressively from the left. It usually consists of two or three lines. The drop line form is used as the main headline as the top deck, when the news has two or more decks.

Ex: English: Factionists

Open fire

One injured

Telugu: ఎస్సీ, ఐజీల

ఖాళీల భర్తీకి

సర్కార్ కసరత్తు

c) **The Inverted pyramid:** This form is usually employed more as a subordinate deck in a headline. It generally consists of three lines, write the top line exceeding all the way across the column. The next two lines are set to be shorter than the one above, with words centered according to the count or measure. It is one of the difficult forms of headlines as it takes more time of the sub-editor's time in setting. Still it is one of the most widely used forms of headlines. It is mostly used as a subordinate deck.

Ex: English: After the Bad Guys,

CVC to name the

Good Guys

Telugu: వీరప్పన్ చెరనుంచి

తప్పించుకున్న
నాగప్ప

d) The Hanging intention: The desire to include more lines into the headlines have resulted in this type of headline. Like most of the smaller types of headlines, this type is also used as a subordinate deck. The first line is set to flush on both the sides; and the other lines that follow are indented from the left with an even amount of space.

Ex: English: IB Unearths Plot

•To assassinate

Chief Minister

Telugu: విమానాల హైజాక్‌కు పాకిస్తాన్

కుట్ర ఎయిర్‌పోర్టులకు

కేంద్రం హెచ్చరిక

e) The Flush left: It is one of the modern headline forms. It is simple in its design and provides for a lot of freedom in writing headlines. In this type there are one or more lines

and the lines are always set to flush to the left hand side of the column. There is no hard and fast rule that any one of the lines should be longest but that a uniform style has to be maintained for better results. In most newspapers it is used as the top deck and also as a subordinate deck. There may be certain modifications *in* this form. Some of them have been named as 'modified flush left' or 'square indention' etc. It has gained huge popularity and is widely used. This is because it is very easy to write and provides lot of flexibility in unit count. This headline gives a greater feeling of airiness and freedom to the page through white spaces.

Ex: English. Center acts on

Postal Strike

Calls it illegal

Telugu:

ఎసిబి దాడుల్లో పదిళ్ళు,

23 ఎకరాల భూమి, రెండు రైస్‌మిల్లులు,

బ్యాంక్ అకౌంట్లు పెద్దమొత్తంలో ఆస్తులు

f) The Spread: A headline or deck, which extends over two or more columns in length, is known as the 'spread'. The

flush-left, the drop-line and the cross line are the most common headlines used in the spread.

The above-mentioned forms of headlines are very popular and most commonly used in most of the newspapers and magazines. There are various other headline forms or styles, which are used less commonly used or out of use. Some such forms of headlines arc listed to know the variety in headline forms.

Ex: English:

Gore disagrees with court verdict,

Accepts defeat; Clinton pats both

Telugu:

సినీ తారలనుంచి ఏడుకోట్లు స్వాధీనం

ఐటి అధికారులు పేర్ల పెల్లడికి నిరాకరణ

a) The Flush line: The unit count in this form of headline must be exact in order to avoid, unwanted amount of white space between the letters or words. Hence, sub editors take great care while writing these headlines. It is the flush-left form taken to it extremes. The amount of white space is reduced between the words to a minimum and the headline looks crowded and uninviting. In most of the newspapers this headline is replaced by the flush-left due to its greater

simplicity.

Ex: English:

Bush to work for
Kashmir Peace
Seeks help China

Telugu:

చాంపియన్స్ ట్రోఫికి దూరమైన భారతదేశం

ఫైటిల్ పోరు ఫైనల్‌లో కొరియా, నెదర్లాండ్స్

హాకీలో భారత్‌కు దక్కింది కేవలం ఆరోస్థానం

b) The Astonisher: It belongs to one of the recent trends in headlines. In this type, a smaller line is set *in* a smaller type above the main deck. This smaller typed line is a striking statement or facts or idioms, which are intended to gain the attention of the reader. Occasionally it reads into the main deck. This is also called the 'read in' headline, 'over line' headline. Or 'whip-lash'.

Ex: English: Crime on Wheels

Black Yamaha gang scores
51 fits in a year

Telugu: ప్రణాళికా సంఘం వ్యాఖ్య

తగ్గిపోతున్న వ్యవసాయోత్పత్తి

తిరోగమనంలో విద్యుత్ సంస్థలు

c) **The Rocket:** In the rocket **style** of headline, the lead itself starts with a headline and takes the reader into the story. It is the most unorthodox form of headlines. It is called so because of the 'stream-lined' principle involved. Making use of the flush-left, the first word is capitalized and all the others, which follow, are handled the way they appear in ordinary composition writing. To write such headlines reporters require training and rewriting leads to different stories that will make the headline impractical.

This type headline not seen in the Indian Newspapers both English and Telugu.

Ex: English: **Great trouble**
has developed
In view country
Over the naming of
New officers who are
To handle distribution

Of funds collected for use in
Feeding and clothing victims

Of the recent storms and floods Which swept over the area two weeks ago

Telugu: నూతన సహస్రాబ్దిలో భారతదేశం పేరును
సగర్వంగా చాటిన రెండు అపూర్వ సందర్భాలు.
వీటి వెనుక ఒకరు మిస్ యూనివర్స్ 2000
లారాదత్తా. మరొకరు సిడ్నీ ఒలంపిక్స్‌లో
కాస్య పతకం సాధించిన కరణం మల్లీశ్వరి

వీరిలో ఎవరు గొప్ప అన్నటువంటి ఆసక్తికరమైన విషయానికి
సమాచారం రాబట్టడానికి 'ది హిందూస్తాన్ టైమ్స్' పత్రిక
చేపట్టిన సర్వేలో పాల్గొన్న 80 శాతం మందికి పైగా మల్లీశ్వరి
సాధించిన విజయమే అపూర్వమైనదని అభిప్రాయపడ్డారు. కేవలం
12 శాతం మంది మాత్రమే లారాదత్తా అభిమానులకు మైమరచారు

d) The Jump **head:** Long articles or stories make it difficult, sometime to print the stories in the same page. This becomes more difficult if we want a pleasing page-design. Most papers carry their stories over the other pages in order to pass the reader inside the paper. When part of the story is continued to another page, it is accompanied by what is

called a hump head to help the reader to find the material carried over.

Ex: English: **Night riders**

Storm City

Streets

(continued from page 1)

Telugu: మంత్రికి ఎదురుదెబ్బ

(మొదటి పేజీ తరువాయి)

e) Boxed heads: Borders or lines are drawn around **a** headline to give it prominence. Such deadlines are called boxed heads. Box heads are loosing their importance, as there is heavy stress in using headlines, which are as simple as possible. But still in some newspapers we find usage of box heads. If lines on all four sides do not surround the headline, then it is called the 'modified Box head'. To separate a story from another story box head is used in a same column.

Ex: English :

Vajpai to expand ministry

2 Between the Lines

by Mushruff

3 Congress draws First blood

4 Congress men alone Can clarify

: Naidu

Telugu: హైదరాబాదు నగరంలో.....

2 మూడవదెబ్బని హత్య చేసిన వారిని పట్టుకొంటాం!

హోంమంత్రి

3 స్పెయిన్స్ కేసులో నోందితుడు దారుణంగా ఎట్టకేలకు పోలీసులకు లొంగుబాటు

4 వరల్డ్ కప్ పోటీలకు బయలుదేరిన

భారత్ జట్టు

f) Folo heads: Folo head is used when news, which relates to the main story needs additions. This is done when various

related materials about the main story are put together in the same columns. Some use flush-left, box heads, small type size heads etc., for folo heads.

Ex: English:

George E. Buner of amden, CIOPAC backed democrat, said shortly before that on the basis of unofficial returns he considered Smith's election.

WEST VIRGINIA

Charlesston, W, V.A, November 5 United states Sen. Kilgore, whose bid for reelection was the subject of a vigorous campaign fight by the national democratic administration, was engage in a close battle with Republican Thomas B.Sweeney with almost two-thirds of the West Virginia election ballots reported tonight.

Note: There is no example in Telugu newspapers

g) Sub heads: To break up long columns of big stories

subheads are used for every two or three paragraphs to throw some light on the importance of various aspects of the story. The most common type of sub-head is single straight line with capital letters, set centered in between the column.

Ex: English: King size fan

Morocco's red-hot favourite for the 1500 m Hicham El guenai got some top level support before his run in the semi final last night. The north African country's king Mohammad VI rang El Guerrouj, whose hopes of gold in Atlanta four years ago were sluppered by a fall when he was spiked, "the king rang me to wish me good luck" said El

Guerroj.

Telugu: వింతలోన్లో వింత

ఏ నిముషానికి ఏమి జరు
గునో ఎవరనాచి చెపరు
ఆని ఒక్కొసారి ఆశ్చర్యపోవ
లసి ఉంటుంది ఆశ్చేలియనా
లోని చెప్తెలో నివసిస్తున్న లిం
చ్చే పాపిల్ ముఖవారం జ్వ
రం వచ్చిందనే అనుమానం
తో తన భర్త జోసఫ్ జాన్సన్
తో జాన్సలప్ ఆస్పత్రికి వె
ళ్ళింది. డాక్టర్ను కలిసేముం
దు ఆమె టాయిలెట్ రూమ
ుకి వెళ్ళింది. అక్కడే ఫాపె
ల్ చిన్నను ప్రసవించింది
అప్పటివరకూ తను గర్భం
ధరించినట్లు ఆమెకు తెలి
యనే తెలియదు. ఫాపెల్ భర్త
కు ఆ సంగతి తెలియదు.
వారి కుటుంబ వైద్యుడు జోర్డన్
జాన్సన్ ఆరోగ్యంగా ఉన్నాడు.

2.1.2 SELECTING TYPE FOR HEADLINES:

There are several considerations in selecting the type of headline. Any type that is chosen should be easier to read, and be attractive and novel. Above all they should be well fitted to the purpose for which the headlines are needed i.e., announcing and summarizing the news in a manner that readers can grasp the meaning of the news with a quick look at the headlines.

There are many families of types from which one can choose the desired headlines. E.g.: Old style Roman, Modern Roman, Cheltenham, Caslon, Century, Gothic etc. But the best results are only possible when one selected type is properly harmonized with the other type.

According to Alberta Sutton (1971:289) there are three kinds of harmony. They are

a) Monotypographic harmony
b) Adjacent harmony
c) Complementary harmony

Monotypographic harmony involves choosing the type form from only one family. It is the simplest and easiest harmony in headline building. The use of two or more families of type together, which are very similar in design, and, which fall only next to one another in type harmony wheel, is known as adjacent harmony. For instance old Roman can be used with Modern Roman, Modern Roman with a Square Serif design and a Square-Serif with a type from Gothic race. Greatest contrast can be obtained by employing types that result in complimentary harmony. This happens when families that live opposite to each other on the type harmony wheel are used. For example a Gothic design could be used complementarily with more decorative old style Romans such as Caslon, Goudy or Garamond.

From among the three harmony kinds discussed, the

monotypographic harmony is the simplest and the safest. But while using adjacent harmony and complementary harmony, great care has to be taken in selecting the types, for it may result in undesirable effects. The greater problem may arise in the case of too many families of type in the same headline schedule.

Excellent results can be obtained by using two or three families of type in a headline schedule. In every instance, close attention must also be paid to the selection of type families that possess common characteristics, since the degree of harmony depends upon similarities in design. Most commonly used designs in newspapers are Modern Roman, Gothic, Square Serif and Bodoni etc.

EX: Example: 1 **Haz committee fixes exchange rate**

2. City Group announces 1 million grant to ISB

Telugu: ప్రభుత్వాన్ని ఇరకాటం పెట్టడానికి ప్రయత్నిస్తున్న కాంగ్రెస్ నాయకులు : చంద్రబాబు

విద్యు త్ చార్జీలను పెంచి ప్రజలను ఇబ్బంది పాలు జేస్తున్న

2.1.3 LEGILIBILITY OF HEADLINES:

Legibility of headlines is very important, if the legibility is absent, then the very aim of headlines is negated. Most of the headlines *in* newspapers are generally one column in width and this column width is a very small place to accommodate large size fonts. Despite this restriction, the types used must be large enough and bold enough to command attention of the reader.

Most of the newspapers have tried to come over this problem by using condensed faces in their headlines, which were usually set in capital letters. Such a practice is still on in the print media in most of the countries. Many tests have shown that the readability of the condensed faces is much more difficult than the regular faces and that they greatly effect the reading spread. Accordingly now-a-days most of the newspapers have replaced these condensed faces with more legible faces.

Through scientific investigations, leading type-founders and manufacturers of typecasting machines have introduced new condensed typefaces, which are specifically meant for headlines. Such fonts could increase the readability and legibility of the headlines.

Setting the headlines in full-caps is a poor practice. A person in his lifetime reads more of printed material that is set in

caps and lower-case. As this type is very familiar to him he prefers it the most. Lines written in caps and lower-case are much faster to read and this is done with great ease. If at all full caps are to be used, it should be restricted to those occasions, where a special emphasis is needed.

Another important criterion that is to be remembered in connection with legibility of type is that sufficient spacing should be given between the words and lines. Frequent mistakes and retardation of speed in reading headlines is caused with over crowding of words and lines in headlines.

Ex: English: PANCHAYAT MEET

IN CITY

FROM DEC 8

Face - to - Face

Turn in to Farce

Telugu: 'జా'కు అధిదిగా మరో 'పెదపులి'

2.1.4 FITTING TYPES AND HEADLINE FORMS:

Another important phase in a headline design, which is as important as any other phase, is fitting the type chosen to the

farm or forms, to which they are best, adopted. If we consider four most commonly used headlines namely, the Flush-left, the Hanging Indention, the Drop line and the Inverted Pyramid, we can conclude upon certain fitting types to suit them. For instance, Gothic Square-Serif type is the best suited to Flush-left because of their extreme plainness. Bodoni, with its classic geometric design, there and straight line Serifs and their clear-cut appearance can also be well fitted for a Flush-left. Similarly Century and Cheltenham, which are members of Mixed Roman group, are best for Hanging Indention, since it also is a plain design in which straight-line effects predominate.

For Drop-line or Inverted Pyramid headline forms, which contain a lot of variations, the best types would be those, which are more decorative in nature. Old style Romans, which has Scanting Serifs, off balance shadings and curved design is well suited for Drop-line or Inverted Pyramid. Goudy, Garamond, Caslon and more decorative scripts and cursives fall into this category.

The choice forms of headlines should be regulated by the nature of the design of the types that are to be used in the headline schedule. Forms, which are plain and simple, should be placed with types with similar characteristics and forms, which have a wide range of variations, should be placed with types, which are more decorative. The width of the given type of design also plays an important role. For example Caslon, which has a wide face cannot be used for a headline that is one column in

width, as the space is insufficient. However, Bodoni in which the letters are closely knit and are small is well suited for letters space of a column.

2.1.5 UNIT COUNT IN HEADLINE:

A sub-editor must work rapidly and produce a copy of the headline with out any delay and send it to the operator on the typecasting machine or a computer. If the headlines have to be readable and uniform, the lines, the words and the letters must contain the right amount of spacing.

In order to meet these requirements a reliable guide has been formed. Such a guide which is used in writing headlines is referred to as 'counting in' of headlines. All though a single system cannot be adopted without modification for all typefaces, copy editors and printers have devised general plan for 'counting in' of headlines.

The formula is based upon an assumption that most of the fonts used are of the same width and considered as one unit. Any other fonts that are either narrower or wider than the letters of average width are given values proportionate to their variance. This system has two parts.

a) One that applies for capitals and lower-case letters.

b) One that applies for all-capital letters.

While designing the headlines a count for caps and lower case

headlines **is available in English newspapers. Whereas such a count or measure is not available in Telugu newspapers because** in Telugu capital **letters** are **absent and the capitals are denoted** only by size. A totally different method based on assumption and common sense is used in designing headlines **for** Telugu newspapers.

Ex: English:

Lower-case letters i, f, l, j, and **t**	1/2 unit
Lower-case letters m and w	11/2 units
All other lower-case letters	1 unit
Capital I	1 unit
Capitals M and W	**2 units**
All other capital letters	11/2 units
Punctuation marks	1/2 unit
Figure 1	1/2 unit
All other figures	1 unit
Spaces between words	1 unit

Application of this system to **a** typical drop-line headline would be made in the following manner:

SONIA ASKS TO =11

EXPLAIN LEGAL =14

SOMER SAULT =1O1/2

A different count is necessary for headlines set in all-caps. The method generally followed is:

Capital	**1/2 unit**
Capitals M and W	**11/2 units**
All other letters	**1 unit**
Punctuation marks	**1/2 unit**
Figure **1**	**1/2 unit**
All other figures	**1 unit**
Spaces **between words**	**1/2 unit**

A drop-line headline set in all caps would be counted thus:

FLOOD VICTIMS 11.

YET TO GET RELIEF 13.

SAYS BJP PARTY 12

In headline forms like the Drop-line of the Inverted Pyramid, the extreme care in unit-count is necessary if a good symmetrical design is to be maintained. Once the count for a headline is accomplished care should be taken to stay in the limits indicated.

Each form needs an individual treatment. For instance, the

number of lines in a line in the Flush-left form need not necessarily be exact since this form itself lends to a more informal treatment. Crowding of lines should also be avoided. Proper spacing and white spaces have to be given to avoid a spotted image of headlines. The only safe plan to write a good headline is to follow the unit counts established for each headline for the schedule.

Every sub-editor should always mind that headlines cannot be shrunk or extended according to his whims and fancies and for a pleasing headline design, everything depends upon his ability to prepare headline that conforms to the adopted system of unit count.

In English there are 26 letters in two varieties known as *Capitals* and *Small letters*. But in Telugu many letters can be drawn including *stresses*. For instance: *£o)i$je6J°i$* £> <3 & £>

పండ్యాలు మృతి: బిడ్డ క్షేమం

In the above Telugu sentence there are so many *Stress* can be found like త ల్లి . In this particular word " ల్లి " could be counted twice, in the same manner, there will be a great number of letters. Hence it will be very difficult to count the units in Telugu language as we could do in English in a easy way.

In Telugu there are more or less 50-60 letter styles are there in Telugu newspapers. For Example:
Hemalatha, Harshapriya, Vennela, Godavari, Krishna,

Nannaya, Tikkana, Gurajada will be used rapidly in Telugu newspapers. Hence *in* Telugu newspapers there are no particular rules. They have kept some rules as we mentioned above, but according to their convenience with the development of electronic media, so many improvements can be seen in regional languages. And still some researches are being done in this regard. Nevertheless we can not escape from some of the typical problems especially in this particular case.

2.1.6 THE HEADLINE SCHEDULE:

A headline schedule is simply the collection of all the headlines used by a newspaper. It consists of examples of every form and style of headlines in a large sheet for a handling convenience. The unit counts of the headlines are also mentioned in the schedule. Copies of the headline schedule are provided to editors, sub-editors, machine/ computer operators and all other personnel who have any thing to do with the type and the make of the newspapers.

Every headline in the headline schedule is given separate identity and complete specifications as to the type employed, its size and column width etc. The unit counts help the operator to glance at the headline schedule and determine the exact style to be followed in setting it.

Such a system as headline schedule is very valuable as the work in every department is simplified and coordinated. A

lot of time is saved and chances of errors are minimized. Though strict adherence to the headline schedule cannot be over emphasized, it becomes a duty of every employee to know about the headline styles: the kind and size of types employed, the problems involved in headline production etc.

Every newspaper, in order to preserve its individuality always tries to build a headline schedule that is different from other newspapers. As there is no standard formula followed in deciding upon a headline schedule there are various schedules for various newspapers. Some are very simple, some are only one type family, selection of styles of headlines is more in some and some have a very small number of headlines. Whatever plan is decided upon, harmony of the elements, simplicity of the design, legibility of the forms etc, should always be taken care of by a headline writer. Though there is great variety in headline schedules, newspapers follows almost a same pattern in many respects, since the purposes are fundamentally the same regardless of the styles that are employed.

Headlines included in schedule may be classified according to the uses for which they are intended and the kind of job that they have to perform. In general, they fall into the following groups.

a) Large headlines, Banners and Spreads.
b) Top heads.
c) Secondary heads.
d) Subordinate heads.

e) Contrast heads.

f) Special feature and departmental heads.

a. BANNER HEADS:

When the best and the strongest possible display is desired the banner heads are used, as their width extends the way across the page and can be set in very large, bold type of fonts. The size factor of the types used comes into picture keeping in view the importance of the story. The range of the Banner heads extends forms 72 points to 120 points, or even larger in certain instances. Bolder, larger, open-faced types are usually used in banner heads, since the banner holds the best position on the page and it should be strong and bold. Any weakness in such headlines is unwanted and undesirable.

In view of their important position in the page the types used to banner heads are generally set in Bodoni Bold, Bodoni Bold Italic, Gothic face types such as Tempo, Spartan and Railroad Gothic etc. The usage of bold and italics depends upon how many banners are there in the page. If there is only one banner bold face Roman or Gothic are used. If there are two banners, the first being bold, the second line is general set in italics of the same face or in a face that harmonizes satisfactorily.

Another important aspect in writing headlines is the question of lower case Vs all caps. It has already been mentioned that headlines set in lower case and all caps are more legible, and most desirable from the standpoint of the reader.

However some newspapers are **still** using **all caps for** major headlines like Banner heads. When **two** heads exist in the same banner then both should not be set in all-caps. The best possible style here would be to have the first line set in bold and the second in italics. The second line could be little smaller typed in size than the first line.

A common practice in newspapers is to have banners read out into the last column which is also termed as 'turn' column when it is followed by one or more decks which carry the reader on down into the story. Some times a deck of two or more columns is used for this purpose or the first deck may be two columns wide and the second deck one column wide, which look graded down into the news gradually. However there are no established rules in writing the stories along with their head. The stories could be carried into another page according to the desirable page make-up. Various newspapers follow their own methods of Banner heads, their decks and the story, which continues these heads.

To separate one banner from the other many newspapers simply use white space and some use a long dash or a cut-offline between banners. Care should be taken in cutting the banners with the line, where this line is to be as simple as possible so that it will not distract the readers' attention from the headlines it accompanies.

Ex: English : 1. **Hizb, lashkar reject**

Ceasefire offer

2. KARUNANIDHI WARNS AGAINST SECESSIONIST FORCES

T.N. revives STF operations

Telugu:

1. మాధవరెడ్డి దారుణ హత్య హంతకుల కోసం పోలీసుల గాలింపు
2. రాజ్‌కుమార్ కిడ్నాప్, వీరప్పన్‌కై కర్నాటక తమిళనాడు పోలీసులు కుస్తీపట్లు

b. SPREAD HEADS:

For important and heavy display purposes after the banner comes the spread or spread heads. They display the biggest news of the day with the banner heads. Generally the spread heads that are found in the schedule are of the two column and the three-column variety. They may consist of one or more decks with different widths depending on the importance of the story and the effects that are desired on the page.

In a two column head, the first deck ordinarily consists of 24-30-, Or 36 points type. The second deck is generally set in 14 point, which provides good gradual decrease down into a smaller body-type of the story, which follows. The width of the heads differs invariably affecting the number of decks it has and their width.

Another type of spread head is one which spreds across several columns under the banner head. It consists of a single line, which stretches across columns. If the banner ends in the Eighth column then the spread opens in the first column. The decks of these spread heads vary accordingly *in* number and width.

Some times two or three spreads may be featured beside each other in a single page. They are 2 or 3 columns in width and their decks fall under them which are in smaller type and narrower in width.

Many other combinations of spread heads could be found in most of the newspapers because of their adaptability to many situations, which need special treatment. Because of its extreme versatility some papers make the mistake of mixing too many forms with it in one complete headline and end up in confusion and a design that is not pleasing.

Speaking for the spreads, many writers say that it reduces the necessity of running large banners everyday in the newspapers. Prominent display can be given to more than one story through the spreads. Through spreads more play can be awarded to important stories of the day. Reducing or increasing their column width and the number of lines to the deck can control its size. By using the spread-heads news can be displayed in a very clear cut and directed manner and strong

emphasis can be obtained when the occasion demands unless and until the news is smashingly important. The banners are not that useful, but spreads could be used more frequently depending upon the occasion. The advisability of banner headlines every-day, regardless of the importance of the news is only needed when there is heavy competition. But properly used spreads, can often prove very useful and effective in the long run.

Ex. English: **BJP chief takes exception to CMs remark against centre**

Telugu: చాంపియన్స్ ట్రోఫీకి దూరమైన భారత్ ఫైనల్లో దక్షిణ కొరియా, నెదర్లాండ్స్

c. TOP-HEADS:

From the standpoint of display Top-Heads come after the banners and spreads. They are called Top-Heads because they feature on the top of the page over some of the biggest and important stories of the day. It is difficult to find uniformity in the newspapers as to the number of decks or styles of the forms used in these Top-Heads. However from the general study of newspapers we may find three types of Top-Heads, namely:

(a) Multiple deck headline,

(b) Two deck headline,

(c) Single deck headline.

For multiple deck Top-Heads, the form combined is four or sometimes more than four. In this particular style of head the top most deck casually consists of three to four times. The letters used are generally of the bold face type, which are set in about 30 to 36 points. The second deck is smaller than the first and may vary in the type used. This deck is generally set in 14 point bold face. The third deck ordinarily set in larger type than that in the second and the fourth decks, which might be set in 18 point bold face.

Many newspapers have turned to two decks Top-Heads for their top stories. It occupies less space down the column and creates space, good enough for heads to give a good summary of the news. Wherever the two deck headlines are used the first deck generally consists of three times in 30 point larger type and the second deck may be 14 point. This variation may differ from one newspaper to another. During the world war II several newspapers in order to conserve space had only one deck for their Top-Heads. Such heads had a single deck set in 30 point type or larger. Such an arrangement causes a great contrast on the page since, the difference in size and boldness from the headline to the body type is large and no smaller decks are provided to give tone gradation down towards the reading matter.

Ex: English: Dravid Tendulkar flay Zimbabwe attack

Telugu: రాష్ట్ర ఆర్థికస్థితి అధోగతి : వైయస్

d. SECONDARY HEADS:

There are various other stories which need prominence in display other than top stories which fall under top-heads. Such headings and stories are placed above the fold, and they are referred to as secondary heads.

In the headline schedule of most of the newspapers there are one or two types of secondary heads and some may have three or four. Such a provision gives the sub-editor considerable freedom in selecting headlines that will assure a good design on the upper half of the page. Usually the same style and method is used in secondary heads as in the top heads. The secondary heads may have one to two decks. The top deck may consist of two lines or in some instances 3 lines. The second deck consists of 3 to 4 lines and their size and type is same as that of the top heads' second deck. If two secondary heads are included, the no. 3 headline, each consisting of two lines, with the first deck set in 24-point type and the second in 12 or 14-point type.

The secondary heads have an important place in the daily news headlines. They brighten up the center area of a page. When there is an abrupt drop from major headlines, which are huge and strong, to smaller structures, the page may appear to be grey and weak. To overcome such an unwanted effect good usage of secondary headlines will help the sub-editor. Secondary

headlines are of prime importance in inside-page makeup. Here they are ordinarily used in place of top heads, which frequently are reserved for the front-page use **only.** They are also used as main heads for stories *in* the inside pages. In the interest of the good design and makeup of the newspaper two or three types of good secondary headlines should be provided, with appropriate sizes and styles of types and fonts.

Ex: English: HMWSSB failed to fulfil

Objectives, alleges Cong.

Telugu: తెలుగు వైభవాన్ని చాటుదాం: బండారు

e. SUBORDINATE HEADS:

For smaller and less important stories headlines in type sizes from 18 point downward to 12 point are used. Sometimes down until 8 point. Such headlines are known as subordinate heads. In most of the newspaper we find that subordinate heads have 1 or 2 decks with 2 or 3 lines. The headline forms that are used are often flush-left or drop-line and generally they are written in bold face or bold face Italics.

For example: English

India should agree to tripartite talks

India should agree to tripartite talks

There is no Telugu example in italic letters.

In many instances we find cross-line and inverted pyramids being used. However, cross-line form of head in subordinate headlines is not advisable because it is too small to admit a sufficient number of words in it. Usage of larger sizes in subordinate heads is necessary as one can be assured that greater attention value and sufficient tone is present to break up the dull mass of body type in a color. Though there is a necessity of using several subordinate head it should always be remembered that their usage should not be indiscriminate. Even though arrangements such as usage of more number of subordinate heads provide for a larger number of stories on the page, such a practice is a great mistake. The resulting page designs are grey, dull and uninteresting. So usage of subordinate heads has to be done with lot of caution so that the page design does not get spoiled.

f. CONTRAST HEADS:

Any headline that is used to add some variety and liveliness to the page are called "feature" or "contrast heads". Placing two headlines of the same type and sizes beside each other in adjoining columns may not be so appealing to the page design. To present such inevitable usages contrast heads are very useful. If 2 heads are arranged in the manner mentioned above tend to make up a single unit as **far** as tone value is concerned. Greater contrast it is believed, will make the resulting effects less monotonous and more interesting.

Contrast heads are generally **set** in italics **or** any **other** type which can bring a wide contrast and make it different from the types used in the main headline dress. About two or there lines are used in a single column in width and size, depending upon the effect that is desired. Many headline schedules have box-heads or partially boxed heads as the contrast heads. Contrast heads can be of one deck or two decks according to the importance of the stories that are featured in the newspaper. Common sizes used in contrast heads vary from 18 point, 24 point, to 30 point fonts. The 'Astonisher' type of headline is a good example of a contrast head.

Ex: English:

KARUNANIDHI WARNS AGAINST SECESSIONIST FORCES

T.N.revives STF operations

Telugu: ఉపాధ్యాయుని అవతారమెత్తిన ముఖ్యమంత్రి

g. CUT-LINES:

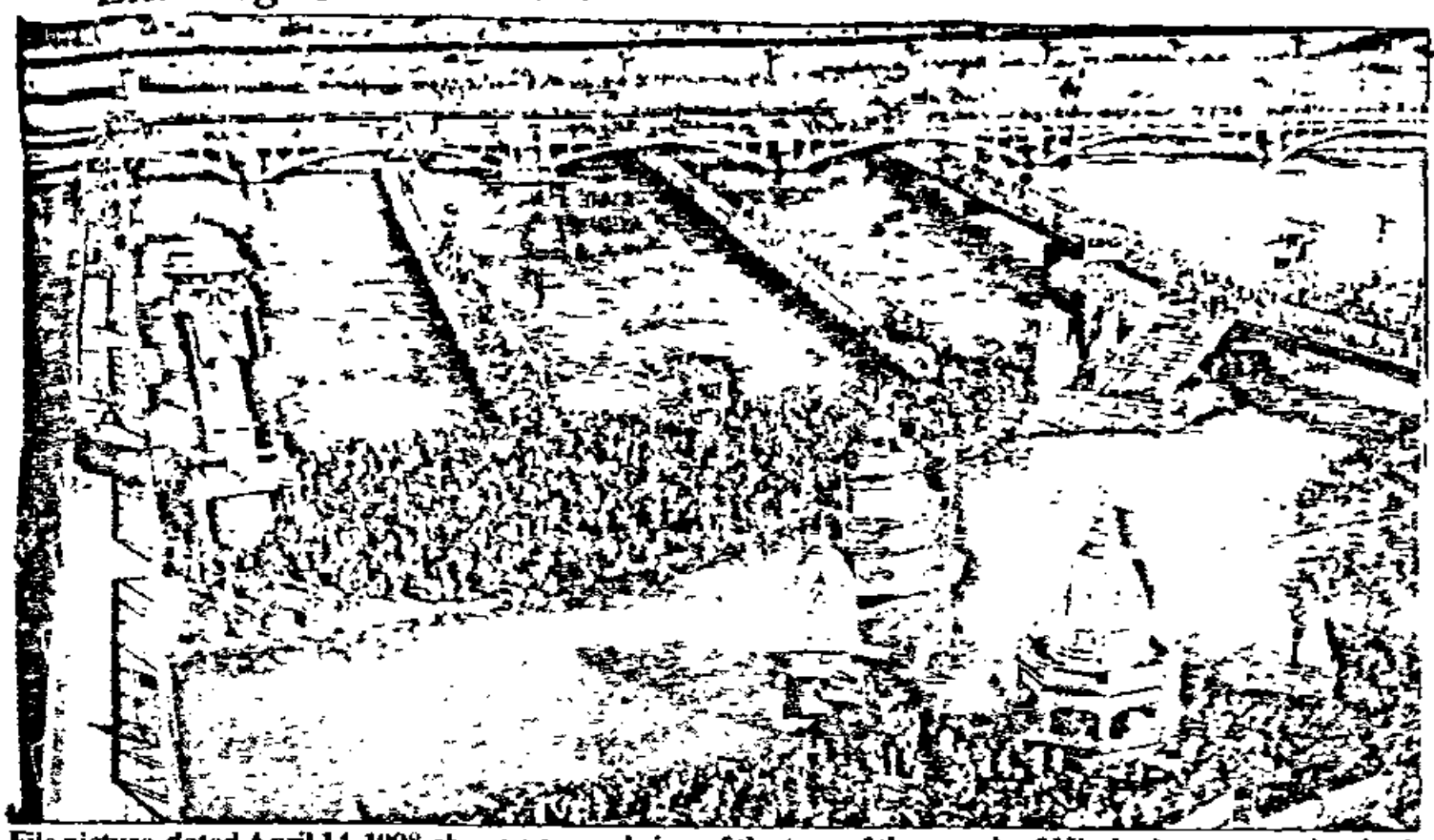
Like the headlines there are various types of heads, which accompany pictures, and are basically used to display and advertise the news as well as enlarge upon it. Such types of heads should also be included in the headline schedule. Lines that are used to explain or to help tell the news involved in an illustration or a picture are called cut-lines. A line, which is placed over or above the picture, is called "over-line" or "caption", and the lines of type that are placed beneath or under the picture

are called as "underlines". These over-lines and underlines together are called cut-lines. Newspapers use cut-lines either ways i.e. over and under the picture according to their convenience and page design.

Generally bold face types and Italic faces are used for cut-lines. The bold ones are more preferred as they have a stronger design and more contrast is shown. Flush-left form or over-line flush-left form are more often used in this case. Some times these pictures are given titles, which form a part of the cut-lines. These titles can feature either above or below the picture. Another common plan that is used in cut-lines is that, first few words in the first line of the under-lines acts as a title. These words are usually set in capitals. Ordinarily 14 or 18-point type is used over pictures of one column in width and 18 or 24-point type are used for picture in two-column width. When cuts are from one to three columns *in* width, the under-lines usually run the full length of the printed picture. If the picture or illustrations exceed 4 or more columns, cut-lines should be set in two or more columns depending upon the size of the picture. Such an arrangement for larger pictures is necessary because it is difficult to read lines that are longer than three columns.

Square-Serif, Gothic, Roman types are commonly used for cut-lines. Some newspapers prefer to box the caption over the picture, and others let the first few words of the cut-line to serve as a caption. Added emphasis could be created by making captions or some times the underlines to feature in capitals or

Ex: English: Photos



File picture, dated April 14, 1998, shows a general view of the tens of thousands of Hindu devotees as they bath in the Ganges during the yearly Maha Kumbh mela festival in Hardwar.

Israeli Likud leader Ariel Sharon grimaces as he visits an army outpost along the Israel-Jordan border on Wednesday.

EX : TELUGU CUT LINES

2.1.7 FUNCTIONS OF HEADLINES:

There are certain important functions that headlines perform. Namely

a) To divide the news in the pages clearly and make it easier for the reader.
b) To create a sense of interest in the reader by projecting the news.
c) To create an index of the various news printed in the papers.
d) To highlight the news according to fields they belong to. For example: politics, reports, culture etc.
e) To give a brief outline of the news making it to the point, quick, easier and concise.

2.1.8 RULES FOR WRITING HEADLINES:

According to Budaraju Radhakrishna (1995:126-129) one of the most important functions of a sub-editor is to write headlines. Writing the headlines is considered of prime importance because it is these headlines that make the news appear more interesting. According to him there are certain essential points, which are to be taken note of while writing headlines.

a) The main points of the stories sent by the reporters are to be grasped and understood carefully by the sub-editor as quickly as possible and develop a headline.
b) The headline should be written in such a manner that it is properly fitted into the space allotted to it.
c) Usage of articles should be avoided.

d) Active verbs could be used because their usage becomes necessary.

c) Usage of auxiliary verbs like 'is', 'are', 'was', 'were', ' to be' etc, should be avoided.

f) The units of the letters and their type sizes should be taken note of while writing headlines. Proper count of units of letters is very important to utilize the space provided for headlines.

g) Good editing of the report is necessary, which provides the sub-editor to give a good headline.

h) The headlines have to be written with considerable clarity, which makes the reader understand the inner content of the story easily.

i) It should always be noted that there should be good relation between the headline and its content.

j) Small and simpler words should be used in headlines. Ex: 'go' or 'left' is better than 'departed', 'saw' is better than 'witnessed', 'talks' is better than 'consultations' and 'start' or 'begin' is better than 'commence'.

k) Different forms of headlines should be used according to the page makeup so that an attractive page could be worked out.

1) Exclamation marks and question marks should be avoided as far as possible.

m) The headline should not be started with the verb.

n) The headline should always feature in active voice.

Thus inorder to capture the fascination of the readers the

newspapers both Telugu and English try their best to design the headlines. With regard to headlines they try to give some variety of headlines. Comparatively American headlines are more attractive that of Indian since its been advanced in mam" ways in electronic media.

In Indian Newspapers too, many changes could be noticed. And yet we can not find the same tempo on attraction every day since 'advertisements' are the main sources for any newspaper these days hence when there are more ads, the sub editor does not give much importance to headlines. He gives only plain headlines without any sort of shape. Popular headlines like Pyramid, Inverted Pyramid, Flush left, Flush Right, etc., consume a lot of time and space. For the daily newspapers time factor is more important since they lack time and the flow of the news will be more. That is why the sub-editor tries to give the best but in the deadline time. The sub editor must give a suitable title for that he must have mood as well as patience. Hence patience and mood also play a significant role in the world of newspapers.

CHAPTER - 3

CHAPTER - 3

A NOTE ON EARLIER STUDIES:

This is an effort to review a few of earlier research dissertations undertaken at a comparative level to assess the translation discrepancies in reaching different target people. Translation plays an important role in Journalism especially when the same publishing house publishes newspapers in two languages. There are various challenges in this regard: Translators have to take care of two important aspects while translating. Firstly, they will have to capture the essence of the item which they have to translate and present it without distortion. Secondly, they will have to reach out to the target people making the item coherent, intelligible and appealing to them. Faced with these dualities, the role of a translator becomes very important and crucial.

There have been studies on some aspects such as headlines, advertisements etc., There were also efforts to investigate the language used in journalism, study of translation procedures and major problems *in* the

process of translation like under-translation or over-translation.

Vijaya narayana (1985) *in* his work, compared Telugu and English in the aspect of the treatment of time in translation from Telugu to English and Vice versa.

Ramachandra Reddy (1987) in his work, pointed out some problems in English to Telugu translation with regards to source language connotations, idioms, compounds and sentence structures.

Sri Laxmi's (1991) work is useful, as it presented various equivalents for single item and for possible evaluations. She studied the problems of translating cultural items, idiomatic expressions and proverbs from Telugu to English.

Rajya Rama (1990) dealt with translation problems in the advertising literature from English to Telugu. She took note of various structural adjustments while transferring.

Selva Kumar (1992) examined the transfer of headlines, through translation and paraphrase, one-to-one translation etc. in the Tamil version of 'India Today' from the "English Version'. He compared figuratives and non-figurative expressions from the original to the translated.

N. Ramesh (1992) worked on Some Aspects of Tamil in the Language of Advertisements. He studied the structure of Tamil Language in Tamil Advertisement and identified unnaturality and deviations *in* the Tamil Language structure because of direct translation from corresponding English advertisements. Tamil language used *in* advertisements differs substantially from day to day usage. Differences at various levels viz. Lexical, syntactic and semantic are found. This specialized form of Tamil Advertisements' language is found to be unfree or uncreative translation. So serious consideration was given to advertising literature in Tamil.

T. Bharani (1996) examined the Problems of Transfer: Translation of Headlines, Captions and Intros (with special reference to Telugu and English versions of 'India Today'). She collected 300 headlines, 60 captions

and 64 intros and Telugu versions of 'India Today' published between July 1993 and June 1995. The headlines, captions and Intros were selected with an eye on the various aspects of both the source language and the receptor language. Further, semantic and structural adjustments in transfer were kept in view. Original English headlines, captions and intros were compared with that of Telugu (word to word) translation. This enabled the analysis of various changes in the gist, essence, form and meaning of the items while transferring messages from English to Telugu. Five parameters were considered for understanding the nature of transfer like constituent structure of the constructions in Headlines and captions, length of headlines and captions, functional types like statements, commands etc., expressions in headlines and finally translation types to determine the way message was transferred.

G. Padma Sree (1997) worked a Translation of Middles - An Analysis (with special reference to Eenadu Newspaper). Middles (a journalistic term) are one of the widely read items of newspaper. Various translation procedures and problems in them were studied.

Additions (of words and sentences), deletions (of words and sentences), modulation (changes in perspectives, viewpoint i.e. shift in the lexical element) were analysed and possible reasons for the same were examined. Further major problems in translation process like-over-translation leading to extra-explanation and thus diversions-or presence of excessive English usage in translation were also studied. After presenting an analysis of the problems in Middles translation which might arise due to failure to captures irony, technical and cultural terms, lengthy and complex sentences, presence of acronyms, idioms etc. The researcher has identified various procedures followed by translators to solve some of their problems. This study is limited to little middle, which if extended can be helpful in evolving a more standard theory of translation processes.

SCOPE OF THE PRESENT STUDY:

Newspapers aim to communicate, transfer, and spread the day to day happenings in the contemporary society covering local, regional, national, international news to the readers. So it is important that the newspapers carry the best of information in the best possible form. Maximum information should be fitted into the newspaper to maintain its daily outflow of news. This large content of news in the newspaper should be placed in a systematic manner, which is possible only through headlines. Headlines play an important role in displaying the news in the newspaper systematically, clearly and attractively. Hence the study of headlines is of utmost importance to editors and sub-editors.

Most of the raw information that the newspapers receive can be in different languages. It is in the hands of the sub-editor to translate that news and give a proper headline to it. It is the headline that attracts the reader towards the news as well as the newspaper. Translating the news and Writing good headlines is vital to any newspaper.

The present study involves an examination of the process of translation undertaken in a select Telugu and English dailies with special reference to headlines. An attempt is made in the **study** to understand the nature of translation, various **processes involved and consequent** problems with reference **to** translation pertaining to news

headlines from English to Telugu. The study is exclusively centered on English dailies namely, New Indian Express, Deccan Chronicle and News Time. The Telugu dailies in the study are Andhra Prabha. Andhra Bhoomi and Eenadu. For a comprehensive comparison of the data collected, English and Telugu dailies of the same publishers were selected. New Indian Express

Majority of the Indian population happens to be illiterate or partially literate and do not have access to every kind of news in print media. But substantial sections of population are curious to know the day-to-day happenings in the contemporary society in terms of social, political, economic development and cultural aspects have limitations of access either to the headlines or verbal transmission of headlines of a particular day. It is very important to know that this major segment of population though is limited to the headlines alone, but never has the access to the content of the text i.e. presentation of news, facts, arguments. In this respect, it is significant that the headlines play a major role in influencing, regulating, psyche of such readers who are value free of their judgements are carried away by the headlines.

Therefore it becomes important to understand the dynamics involved in effective translation of the headlines from English to Telugu, as there are various methods to be followed to

retain the original content, meaning, and syntactic structure of the headlines.

OBJECTIVES OF THE STUDY:

In the light of the above mentioned aspects the objectives of the study are as follows:

(1) To study the presentation of the issues in the form of news headlines in the dailies, New Indian Express-Andhra Prabha, Deccan Chronicle-Andhra Bhoomi and Newstime-Enadu.

(2) To obtain a comprehensive understanding of the news headlines and its transfer, a systematic review of earlier studies is carried out so as to examine the grammatical nature sentence length and semantic functions.

(3) To emphasize on metaphor, idioms, figurative expressions that are present in two language versions in the above said news papers.

CHAPTER - 4

CHAPTER - 4

CLASSIFICATION OF HEADLINES

The data presented below consists of 600 headlines both in English and Telugu, and is collected from 6 newspapers- l.New Indian Express, Andhra Prabha, 2. Newstime, Eenadu and 3. Deccan Chronicle, Andhra Bhoomi - which are published by three leading publishing houses, during 1st January 2000 to 30th March 2000.

The basis for the news item originally is written in English. However, headlines are given by the respective sub-editors of the two languages separately and independent of each other. All these headlines are largely based on the lead given in the originally composed news item that comes from a reporter, to the sub-editor. However, the reporter may or may not, give the headline while sending the news item.

For my data both English and Telugu of the same publication pair, 6 newspapers have been taken into account. Here number of differences could be observed in the same publication and at same time there are many differences in some of the English and Telugu newspapers. I have prepared three tables which project different columns such as: Language of the headline both English and Telugu, the semantic function of the sentence: whether figurative or non-

could be viewed in terms of verb phrases and noun phrases. With regard to sentence function, we have given the nature of the sentence: whether it is declarative, exclamatory, or interrogative. The length of sentence could be observed in terms of long or short. Sentence with less than five words is regarded as short sentence and a sentence with more than five words regarded as long sentence.

In each table, 100 headlines both English and Telugu have been given. For each newspaper three tables have been prepared under the tables: Master table 1, Master table 2 and Master table 3.

Master table 1 relates to the headlines of the **New Indian Express** and **Andhra Prabha.**

Master table 2 relates to the headlines of Deccan **Chronicle** and **Andhra Bhoomi.**

Master Table 3 relates to the headlines of **Newstime** and **Eenadu**

Master Table: 1

Analysis of headlines in New Indian Express and Andhra Prabha (English to Telugu)

Sl. No	Language of the headline	Semantic Function of the Headline		Grammatical Nature of the Head line	Sentence Function of the headline	Sentence length of the headline
		Figurative	Non-figurative			
1	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
2	English	✔	—	VP	D	Short
	Telugu	—	✔	VP	D	Short
3	English	✔	—	VP	D	Short
	Telugu	✔	—	VP	D	Short
4	English	✔	—	NP	D	Long
	Telugu	✔	—	NP	D	Long
5	English	✔	—	NP	D	Short
	Telugu	✔	—	NP	D	Short
6	English	—	✔	NP	D	Long
	Telugu	✔	—	NP	D	Short
7	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	E	Short
8	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
9	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
10	English	—	✔	NP	D	Short
	Telugu	—	✔	NP	D	Long
11	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	E	Long
12	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	E	Short
13	English	—	✔	NP	D	Long
	Telugu	✔	—	VP	D	Short
14	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short

15	English	✔	—	NP	D	Long
	Telugu	✔	—	VP	D	Short
16	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short
17	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
18	English	✔	—	NP	D	Short
	Telugu	✔	—	NP	D	Short
19	English	—	✔	NP	D	Long
	Telugu	✔	—	NP	D	Short
20	English	✔	—	VP	D	Short
	Telugu	✔	—	VP	D	Long
21	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
22	English	✔	—	NP	D	Long
	Telugu	✔	—	NP	D	Long
23	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short
24	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
25	English	—	✔	NP	D	Long
	Telugu	—	✔	VP	D	Short
26	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
27	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
28	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short
29	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
30	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
31	English	✔	—	NP	D	Long
	Telugu	✔	—	NP	D	Short
32	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short

33	English	✔	—	NP	D	Long
	Telugu	—	✔	NP	D	Long
34	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	I	Short
35	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
36	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
37	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
38	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
39	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
40	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
41	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long
42	English	—	✔	NP	D	Short
	Telugu	✔	—	VP	D	Long
43	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Long
44	English	✔	—	NP	D	Long
	Telugu	✔	—	NP	D	Long
45	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
46	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	I	Long
47	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
48	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
49	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
50	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short

51	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short
52	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
53	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
54	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
55	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
56	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short
57	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
58	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
59	English	✔	—	NP	D	Long
	Telugu	✔	—	NP	D	Short
60	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
61	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	I	Short
62	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
63	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
64	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
65	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
66	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
67	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
68	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Long

69	English	—	✔	NP	D	Short
	Telugu	—	✔	NP	D	Short
70	English	—	✔	NP	D	Short
	Telugu	—	✔	NP	D	Long
71	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Short
72	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	D	Short
73	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
74	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
75	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
76	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
77	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
78	English	—	✔	NP	D	Long
	Telugu	—	✔	VP	D	Short
79	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
80	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	D	Short
81	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
82	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Long
83	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
84	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
85	English	✔	—	NP	D	Long
	Telugu	—	✔	NP	D	Short
86	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long

87	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	D	Long
88	English	—	✔	NP	D	Long
	Telugu	—	✔	VP	D	Long
89	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Long
90	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	D	Short
91	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
92	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
93	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
94	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
95	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
96	English	✔	—	VP	D	Long
	Telugu	✔	—	VP	D	Short
97	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
98	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	I	Short
99	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
100	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short

If we observe the above table i.e., Table 1 relating to the headlines in New Indian Express and Andhra Prabha, we find 200 headlines. However each pair of headlines is given one row. The English headline is considered as source text. And Telugu headlines as target text.

The analysis of the headlines may be briefly and numerically presented as follows:

English Headlines

English Figurative Headline	52
English Non-Figurative Headline	42
English headlines verb phases as	72
Noun phases as	18
Headlines in declarative	100

It may be noted that Exclamatory and Interrogative headlines are not found in English newspapers, which we considered.

Long Headlines	72
Short headlines	28

Telugu Headlines:

Figurative Headlines	52
Non-Figurative headlines	42
Verb Phases as headlines	19
Noun phases as headlines	81
Declarative Headlines	93
Interrogative Headlines	04
Exclamatory headlines	03
Long headlines	31
Short headlines	69

This table indicates lot of differences between English and Telugu headlines. Though figurative and non-figurative headlines in both languages are almost equal in number, a great difference can be viewed with regard to Verb phases and noun phases. In respect of sentence function in Telugu.

there are three exclamatory and four interrogative headlines only. The rest are declarative. But it is not so in the case of English, since one could hardly find exclamatory and interrogative.

Master Table 2

Anasysis of headlines in Deccan Chronocle and Andhrabhoomi

Sl No	Language of the headline	Semantic function of headline		Grammatical Nature of the Head lines	Sentence Function of headlines	Sentence length o headlines
		Figurative	Non-figurative			
1.	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
2.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
3.	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Long
4.	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
5.	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
6.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
7.	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long

8.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
9.	English	—	✔	NP	D	Short
	Telugu	✔	—	NP	D	Short
10	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
11.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
12	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	E	Short
13	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
14	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
15	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
16	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
17	English	—	✔	NP	D	Long
	Telugu	—	✔	NP	D	Short
18	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
19	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
20	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
21	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	E	Short
22	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
23	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
24	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short

25	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
26	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
27.	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
28.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Long
29.	English	—	✔	VP	I	Short
	Telugu	✔	—	NP	D	Long
30.	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Long
31.	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
32	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short
33	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Long
34	English	✔	—	VP	I	Short
	Telugu	✔	—	NP	D	Short
35	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	E	Long
36	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	E	Short
37	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	E	Short
38	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
39	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
40	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
41	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
42	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short

46	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
44	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	E	Short
45	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	I	Long
46.	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	I	Short
47.	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
48.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
49.	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Short
50	English	✔		NP	D	Short
	Telugu	✔	—	NP	D	Short
51.	English	✔	-	VP	D	Short
	Telugu	✔	—	NP	D	Short
52	English	✔	-	VP	D	Short
	Telugu	—	✔	NP	D	Short
53	English	✔	-	VP	D	Long
	Telugu	✔	—	NP	E	Long
54	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short
55	English	✔	—	VP	D	Short
	Telugu	✔	-	NP	D	Short
56	English		✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
57	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
58	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	E	Short
59	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short

60	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
61	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
62	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
63.	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
64.	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
65.	English	✔	-	VP	D	Short
	Telugu	✔	—	NP	D	Short
66.	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
67.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
68	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Long
69	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
70	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
71	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
72	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
73	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
74	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
75	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
76	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short

77.	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
78	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
79	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	E	Short
80	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
81.	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
82.	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
83.	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
84.	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
85.	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
86	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
87.	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
88	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
89	English	✔	—	VP	D	Short
	Telugu		✔	NP	D	Short
90	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
91	English		✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
92	English	✔	-	VP	D	Short
	Telugu	✔	—	NP	D	Long
93	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
94	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short

5	English	—	✔	VP	D	Short
	Telugu	✔	—	VP	D	Short
6	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
7	English	✔	—	VP	D	Long
	Telugu	—	✔	VP	D	Short
8	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
9	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
10	English	✔	—	NP	D	Short
	Telugu	—	✔	NP	D	Short

if we observe the above table 3 relating to the headlines in Deccan Chronicle and Andhra Prabha, we find 200 headlines. However each pair headlines is given in one row.

The analysis of the headlines may **be briefly and numerically presented as follows.**

English headlines

English figurative headlines	60
Non figurative words	40
Verb phases as headlines	97
Noun phases as headlines	3
Declarative headlines	98
Interrogative interrogative headlines	2
Exclamatory headlines	0
Long headlines	47
Short headlines	53

Telugu headlines

Figurative headlines	**57**
Non figurative headlines	**43**
Verb phases as headlines	3
Noun phases as headlines	97
Declarative headlines	90
Interrogative headlines	02
Exclamatory headlines	08
Long headlines	**22**
Short headlines	**78**

Master Table 3

The analysis of Headlines in **Newstime** and **Eenadu (English - Telugu)**

Sl No	Language of the headline	Semantic function of headlines		Grammatical Nature of the Head lines	Sentence Function Of headlines	Sentence Length of headlines
		Figurative	Non-figurative			
1	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
2	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
3	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Short
4	English	—	✔	VP	D	Short
	Telugu	✔	—	VP	D	Short
5	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	E	Short

6	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Short
7	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	E	Long
8	English	✔	—	VP	D	Short
	Telugu	✔	—	VP	E	Long
9	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
10	English	✔	—	VP	D	Short
	Telugu	—	✔	VP	E	Short
11	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
12	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short
13	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long
14	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
15	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
16	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Long
17	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Long
18	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long
19	English	-	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
20	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
21	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
22	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short

23	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
24	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Short
25	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
26	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
27	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
28	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Long
29	English	—	✔	VP	D	Long
	Telugu		✔	NP	D	Short
30	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
31	English	—	✔	VP	D	Long
	Telugu	✔		VP	D	Short
32	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
33	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Short
34	English	✔	—	VP	D	Long
	Telugu	—	✔	VP	D	Short
35	English	✔	—	NP	D	Short
	Telugu	✔	—	VP	D	Long
36	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
37	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
38	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
39	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long

40	English	✔	—	VP	E	Long
	Telugu	✔	—	NP	D	Short
41	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
42	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Long
43	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Short
44	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
45	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Short
46	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
47	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long
48	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
49	English	—	✔	NP	D	Long
	Telugu	✔	—	NP	D	Short
50	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Long
51	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Long
52	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Long
53	English	—	✔	VP	D	Short
	Telugu	—	✔	VP	D	Short
54	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
55	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	E	Long
56	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long

57	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
58	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short
59	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
60	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
61	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
62	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
63	English	✔	—	VP	D	Long
	Telugu	—	✔	NP	D	Long
64	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
65	English	✔	—	VP	D	Long
	Telugu	—	✔	VP	D	Short
66	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
67	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Long
68	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Long
69	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Long
70	English	—	✔	VP	D	Short
	Telugu	✔	—	NP	D	Long
71	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
72	English	✔	—	NP	D	Long
	Telugu	—	✔	NP	D	Short
73	English	✔	—	VP	D	Long
	Telugu	✔	—	NP	D	Short

74	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Short
75	English	—	✔	NP	D	Short
	Telugu	—	✔	NP	D	Short
76	English	—	✔	VP	D	Long
	Telugu	—	✔	VP	D	Short
77	English	—	✔	VP	D	Short
	Telugu	—	✔	NP	D	Short
78	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	I	Long
79	English	—	✔	VP	D	Long
	Telugu	✔	—	VP	D	Long
80	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	D	Short
81	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
82	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
83	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
84	English	✔	—	VP	D	Short
	Telugu	✔	—	NP	D	Short
85	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Short
86	English	✔	—	VP	D	Long
	Telugu		✔	NP	D	Short
87	English	✔	—	VP	D	Long
	Telugu	—	✔	VP	E	Short
88	English	—	✔	VP	D	Long
	Telugu	—	✔	NP	D	Short
89	English	✔	—	VP	D	Short
	Telugu	—	✔	NP	D	Long
90	English	—	✔	VP	D	Long
	Telugu	✔	—	NP	E	Long

KM

Interrogative headlines **01**
Exclamatory **00**

Long headlines 49
Short headlines 51

Telugu headlines

Figurative headlines 41
Non-Figurative headlines 59

Verb Phases as headlines 23
Noun phases as headlines 77

Declarative headlines 91
Interrogative 08
Exclamatory 01

Long headlines 34
Short headlines 66

Table - 4

ame f the ews aper	No. of figurative headlines	No. of non-figurative headlines	No. of noun phrase headlines	no. of verb phrase headlines	no. of declarative headlines	no. of interrogative headlines	no. of exelamatory headlines	no. of short headlines (less than 5 words)	No. of long headlines (more than five words)
lew ndian xpress	52	48	18	72	100	--	--	28	72
Andhra Prabha	52	48	80	20	93	04	03	69	31

in New Indian Express there are 52\100 figuratives while *Andhra Prabha* also gives the same number of figurative headlines i.e.. 52/100. In New Indian Express there are 100 out of 100. But in *Andhra Prabha* they arc 93 out of 100. Interrogative are nil in English. But in Telugu 4 interrogatives are found. There are no exclamatory headlines in English. But in Telugu there are 3 exclamatory headlines. In English short headlines are 28\100. But in Telugu they are 69\100. Long headlines in English are 72 out of 100 and in Telugu there are 31 out of 100. Compared to the rest, this particular paper New Indian Express gives 72 long headlines.

In the second pair of Deccan Chronicle and Andhra Bhoomi, there are 60/100 figuratives and non-figuratives are 40, 100. In Andhra Bhoomi there are 57/100 figuratives and 43/100 non-figuratives. In Deccan Chronicle there are 03/100 noun phases and 97/100 verb phases. In Andhra Bhoomi there are 96/100 noun phases and 04/100 verb phrases. In Deccan Chronicle there are 98/ 100 declaratives and 02/100 interrogatives. But exclamatory are nil. In Andhra Bhoomi there are 90/100 declaratives, 02/100 interrogatives. and 08/ 100 exclamatory. In Deccan Chronicle there are 53/100 short headlines and 47/ 100 long headlines. In Andhra Bhoomi short headlines are 78/100 and 22/100 are long headlines.

In the third pair, namely Newstime and Eanadu, there are 46/100 figuratives and 54/100 non- figurative in Newstime. In Eanadu are figurative 41/100 and non-figurative are 59/100. In Newstime there are 04/100 noun phases and 96/100 verb phases. But in Eanadu there are 76/100 noun phases and 24/ 100 verb phases. The number of declaratives in Newstime are 99/100 while interrogatives are only 01/100. But Exclamatory sentence are nil. In Eanadu there are 91/100 declaratives, 08/100 interrogatives and 01/100 Exclamatory. In Newstime the short headlines are 51/100 and long headlines are 49/100. In Eanadu there arc 66/ 100 short headlines and 34/ 100 long headlines.

On the whole in English newspapers it is evident that there are no exclamatory sentences. In all the English newspapers the number of verb phrases are more in number but in Telugu noun phrases are more in number. Declarative are more in number in all the newspapers irrespective of the language. With regard to short headlines, Telugu has more short headlines. In English long headlines are more in number. This may be due to the stylistic preferences of the journalists of the respective languages. These are the differences, which we may observe in this table.

Table - 5

Sl No	Replacement of English Headline by Telugu Headline	
1	Figurative headlines of English -- figurative headlines of Telugu	98 300
2	Non-figurative-non-figurative	80 300
3	Figurative headlines -non Figurative	58 300
4	Non-figurative headlines - figurative headlines	64 300
5	No. of noun-phrase in English headlines in No. of noun-phase in Telugu headlines	27.300
6	No. of verb-phrase in English by no.of verb phrase in Telugu	40 300
7	No. of noun-phrases in English headlines by no.of verb phrases in Telugu headlines	10 300
8	No. of verb-phrase in English by no.of noun-phrase in Telugu	223 300
9	Declarative in English by declarative in Telugu	269 300
10	Declarative in English by Exclamatory in Telugu	19 300
11	Declarative in English by interrogative in Telugu	07 300
12	Exclamatory in English by Exclamatory in Telugu	02 300
13	Exclamatory in English by Declarative in Telugu	01 300
14	Exclamatory in English by interrogative in Telugu	00 300
15	Interrogative in English by Interrogative in Telugu	00 300
16	Interrogative in English by Declarative in Telugu	02 300
17	Interrogative in English by exclamatory in Telugu	00 300
18	No. of short headlines English --- no. of short headlines Telugu	94 300
19	No of long headlines in English by No of long headlines in Telugu	52 300
20	No. of short headlines in English by no of long headlines in Telugu	32 300
21	No. of long headlines in English by no. of short headlines in Telugu	122 300

This table is a summary of all the four tables: 1,2,3, and 4. These four tables have been summarised into one single table i.e.. table 5. This table also gives a complete picture of all the four tables in a summary fashion. In the present table three English papers and three Telugu papers have been taken. In each column 300 headlines have been taken.

I. Semantic Function: This table shows how figurative headlines of English are replaced by figurative headlines of Telugu. Such function is known as 'Semantic function of headline . The details of figurative and non-figurative headlines in all the 6 news papers are given below.

Englsih figurative by Telugu	figurative	98/300
English non-figurative by Telugu	non-figurative	80/300
English figurative by Telugu	non-figurative	58/300
English non-figurative by Telugu	figurative	b4/300
	Total:	**300/300**

If we observe this table, we may observe that figurative English by figurative Telugu is more in number. But least in number are figurative English by non-figurative Telugu. i.e 58/300.

II. Grammatical nature of headline: This column projects the grammatical nature of the headlines and the replacement of English noun-phrases and verb phases by Telugu noun phases and verb phases.

The following is the numerical summary **of the table**

English verb phases by Telugu verb phases 40/300
English noun phases by Telugu noun phases 27/300
English verb phases by Telugu noun phases 223/300
English noun phases by Telugu verb phases 10/300

Total: 300/300

In the Telugu headlines the number of verb phases are very few. While English verb phases figured more in number.

This table also shows the following replacements in particular:

English noun phases by Telugu noun phases 27/300
English verb phases by Telugu noun phases 223/300

Here English verb phrases have been replaced in Telugu by noun phrases and they arc 223 in number. In English noun phases are replaced by Telugu verb phases in 10 instances.

III.Sentence Function: The following is the numerical summary of replacement of sentence function of English by Telugu headlines.

English Declarative by Telugu Declarative 69/300
English Declarative by Telugu Exclamatory *19/300*
English Declarative by Telugu Interrogative *07/300*
English Exclamatory by Telugu Declarative *01/300*
English Exclamatory by Telugu *Interrogative* *00/300*
English Exclamatory by Telugu *Exclamatory* *02/300*
English Interrogative by Telugu Declarative *02/300*

English Interrogative by Telugu Exclamatory 00/300
English Interrogative by Telugu Interrogative 00/300

Here the number of English declaratives replaced by Telugu declarative is 69. But comparatively English declaratives replaced by Telugu Exclamatories are rather less and are 19. Telugu newspapers have shown more interrogative usages i.e., 07. Exclamatory is only 1. Replacement of English exclamatory by Telugu Interrogative 0. Replacement of English exclamatories by Telugu exclamatories are only *2*. This replacement is equal. Replacement of English interrogative by Telugu declarative 2, which are less in number. Replacement of English interrogative by Telugu exclamatory is o, Replacement of English Interrogative by Telugu interrogative 0. The above ones are not found both in English and Telugu headlines where they are replaced.

IV. Sentence length of English and Telugu Headlines: It shows the sentence length of English and Telugu headlines in terms of replacement.

English short headlines by Telugu short headlines 94/300
English Long headlines by Telugu long headlines 52/300
English short headlines by Telugu long headlines 32/300
English long headlines by Telugu short headlines 122/300

In 94 instances English short headlines have been replaced by Telugu headlines and 52 English long headlines are replaced by Telugu long headlines. In English long headlines are found in large number while there are less in Telugu. With regard to replacement of English short headlines by Telugu long headlines there are 32 instances. Finally English long headlines are replaced by Telugu short headlines in 122 instances. This figure proves that there are more long headlines in English compared to Telugu.

Thus the present table vividly projects the nature of the above 4 tables which explains the grammatical nature in figure as well as figurative etc.

CONCLUSION

CONCLUSION

An attempt is made in this study to understand the nature of translation, various processes involved and consequent problems with reference to translation pertaining to news headlines from English and Telugu. The study is exclusively concentrated on the English dailies (New Indian Express, Newstime and Deccan Chronicle) and Telugu dailies (Andhra Prabha, Eenadu and Andhra Bhoomi). For the sake of comparison of data an English and a Telugu daily of the same publishers hence has been considered i.e., New Indian Express and Andhra Prabha belong to the same publication, similarly Newstime and Eenadu; so also Deccan Chronicle and Andhra Bhoomi. Data has been collected for a period of three months. A total number of 600 headlines have been collected.

The work begins with (chapter 1) an analysis of the importance of translation in the present world of intercultural exchanges. An attempt is made to trace the history of translation, its role and us emergence as a specialised branch of study. Further, various definitions of translation offered by NIDA, Catford and Newmark are discussed. This chapter also enumerate some other aspects of translation, namely, types and methods of translation.

The second chapter deals with various aspects concerning headlines, their functions, forms, nature and other aspects like headline schedule, rules for writing headlines etc.

The third chapter presents an overview of the earlier studies. The earlier studies focused mainly on advertisements. magazines, captions, middles, and intros. The present work is devoted to the study of headlines in dailies which has not been attempted earlier.

In the fourth chapter there is a presentation of the data pertaining to the news headlines. Data has been classsified based on the semantic function of the headline, grammatical nature of the headline, sentence function of the headline and sentence length of the headline. A comparative study of the various headlines in the dailies in English and Telugu brought out by the same publisher has been attempted.

The variables for analysis are as follows.

a. semantic function of the sentence whether it is figurative or non-figurative.
b. The grammatical nature of the headline is viewed in terms of verb phases and noun phrases.
c. The **sentence functions: in** terms **of declarative, exclamatory** or **interrogative.**

d. The length of the sentence whether it is long or short. A sentence with more than 5 words is regarded as long sentence, other wise it is considered short. The data collected is tabulated accordingly.

The findings of the study are as follows

a. Regarding the semantic **function** of the sentence, No significant difference is found. The number of figurative headlines are same in number both in Telugu as well as in English.

b. Regarding the **grammatical nature** of the sentence, a huge gap is observed between the headlines in Telugu and English. Most of the headlines in English are verb phases in nature where as the Telugu headlines consisted of noun-phrases. This is the descrepancy found in our study. This may be attributed to differences in the journalistic styles adopted by English and Telugu newspapers.

c. Regarding the **sentence function,** most of the headlines are in the declarative form where as the number of headlines with interrogative and exclamatory forms are very few in number in both the languages.

Regarding the sentence length, we found that longer headliners are more *in* number in English while Telugu has shorter headlines. This may be due to preference for verb phrases by English journalists and for noun phrases by Telugu journalists.

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APPENDIX

APPENDIX

New Indian Express & ఆంధ్రప్రభ

1 Hillary formally declaves senate run
సెనేట్ కు హిల్లరీ పోటీ

2 Black to leave most VVIPs
ఎన్.కి.ఐ భద్రత కొందరికే పరిమితం

3 Mushraf keeps nuke option open
యుద్ధానికు సిద్ధం.. .. కాశ్మీర్ కీలకం

4 Mumbai humilate Karnataka by an innings and 74 runs
రంజీ సూపర్ లీగ్ లో ముంబై రోజుకే కర్నాటక చిత్తు

5 Karnataka boys annex title
ముంబైపై కు 'నవనీతి' కర్నాటకకు ట్రైటిల్

6 Wireless telephones in the offing telecom CGM
ఇంక ఇంటింటా వైర్‌లెస్ ఫోన్‌లు

7 Pak test fires short-rangemissile
పాక్ క్షిపణి ప్రయోగం, ఉద్రిక్తతలకు ఆజ్యం

8 Govt set to favour 8 pvt firms, say YSR
600 కోట్ల మధుపులు మింగిన బాబు: వై.ఎస్

9 Minister welcomes Sanskrit epics in vernacular
'సకలభాషలకు మూలం సంస్కృతం'

10 Net via sattelite

కైక్కోసాఫ్ట్ నెట్ వర్క్ తో ఉపగ్రహం ద్వారా ఇంటర్నెట్

11 India crash to S Korea
భారత్ కు దెబ్బ మీద దెబ్బ థామస్ కప్, ఉబర కప్

12 All curbs on FDI will go: sinha
లోటు మీద వేటు!

13 Gates to help AP in sue of It in Health, Education
బిల్ గేట్స్ తో బాబు భేటీ

14 Fatal attraction: Battly about Dravid
ద్రావిడ్ పై దండెత్తిన లక్ష్మణ్ లక్ష్మణ్

15 Mehta changes scripts, tune, sets
స్క్రిప్టు సవరణలో చల్లబడిన వాతావరణం

16 Ustad Allarakha khan died
ఉస్తాద్ అల్లా రఖా మృతి

17 Zimbabwe win a clubb-hanger
ఉత్కంఠ రేపిన జింబాబ్వే విజయం

18 Karnataka on roads to victory
ద్రావిడ్ సెంచరీ గెలుపు వాకిట కర్ణాటక

19 18 burnt to death as Punjab mail catches fire
రైలుకు చుట్టు ముట్టిన అగ్ని కీలలు

20 Heyward rocks board President's XI
ఓపెనర్ రాణించి బోర్డు ప్రెసిడెంట్స్ . గెలుపు బాటలో సౌత్ ఆఫ్రికా

21 Five new cops find place, Azharuddin, Mongia recalled
అజర్, మోంగియాలకు చోటు వెంకీ పై వేటు

22 Naxal terror hits M.P. 23 cops killed blast
మధ్యప్రదేశ్ లో వార్ మందుపాతర 23 మంది పోలీసులు, ఒక ఏఎస్పీ బలి

23 PM rebuffs Pak Lahore revival offer
శాంతి పంక్తియుకం ఆదిలోనే ఎంసపాదు

24 Sachin Tendulkar to step down after SA series
టెస్ట్ సిరీస్ తరువాత కెప్టెన్సీకి సచిన్ గుడ్‌బై

25 7 cops died in Naxal attack
పోలీసు టాప్ పోస్టుపై నక్సల్స్ మెరుపుదాడి

26 Net backbone to link 35 cities
మాన్సీ ఆపరేషన్ 45 పట్టణాలకు ఇంటర్నెట్

27 Mongia braves injury, salvages draw
హోర్డ్ కెవెన్ పరువు నిలిపిన వెంగీదూ, మోహంతి

28 Sridhar to quit first-class cricket
క్రికెట్ కు 'గిన్నిస్ వీరుడు' శ్రీధర్ గుడ్‌బై

29 Czechs stun south Korean men
పెనల్టీ టీటీ లోఛ్నాన్స్ కు లైవాన్ షాక్

30 Woman abducted, confirmed in BJP MLAs residence
లక్నో లో కీచక పర్వం . బీజేపీ ఎమ్మెల్యే బంధువు అరెస్ట్

31 Telugu Desam's corporate image for a toss
'దేశం' తమ్ముళ్ల వీరంగం

32 Bollywood takes the sheen out of hollywood

బాలీవుడ్ టూ .. .. హాలీవుడ్ షాప్

33 Volte-face by srikanth advantage to home-site
భారత్ కు అనుకూలమైన వికెట్ల పైనే కొస్టే మ్యాచ్ లు శ్రీకాంత్

34 Govt defeats move to hike Petrolium product prices
పెట్రోలియం 'మంట' పక్షం రోజులు వాయిదా ?

35 PM rules out tax on farm income
ఈసారీ కరిన బడ్జెట్ లేదు శాంతించండి

36 Finance company dupes deposits of Rs 50 crores
వెయ్యి కోట్లకు మించిన ధనాదా వెలుగుచూసు

37 Cong workers attack 40 MLAs house
కాంగ్రెస్ కార్యకర్తల కేష్ట్రించకాండ

38 Rebels in BJP warned of Disciplinary action
'ఇంటిదొంగలకు' దెబ్బలం కోసం బిజెపి ఆనేషణ

39 RSS rukes rocks LS,Rs
ఆర్.ఎస్.ఎస్. 'మంట' లో పార్లమెంట్

40 Train fares freight rates may go up
మరోసారి బడ్జెట్ లో చార్జీల వెలుగ?

41 Kargil report blames RAW
కాపరుడే మన మిషా కళ్ళు . ఇంటలిజెన్స్ గురుత్వ మిత్ర కార్గిల్ పై
నివేదిక

42 Special drive against Islamic fundamentalists
అణచివేస్తాం.. అంతంచూస్తాం బాబు

43 Freedom-fighters threaten Jalasamadhi for VSP

స్టేట్ ప్లాంట్ కోసం మార్చి 1 న జలసవూధి

44 Indian bating : same villians; same script, same ending
సచిన్ సెంచరీ 'మిస్' 225 కు ఇండియా 'క్లోజ్'

45 Pak approach boycott over coaching post
విదేశీ కోచ్ కోసం పాకిస్తాన్ వేట

46 Mamta shows Mamta to rail passengers
వ్యాపారులపై కురిసిన 'మమత' జల్లి చల్లదీ .. రవాణా చార్జీ

47 Lallo is a big surprise in election results
ఓటిచ్చి, చూడ్డానికెళ్తే ఎన్నికల్లో లాలూ

48 Bowler Sachin bamboozles SA but Indian batsmen falter again
మరోసారి విఫలమైన భారత బ్యాట్ ఆర్డర్

49 For smiling Laloo, last laugh in on hold
ఓటర్ లో ఎగిరి లాస్ట్ వాల్

50 Heavy rain likely in coastal AP
కోస్తా ప్రాంత కనీసపు 'వర్షాలు'

51 'I chased him for three years, for me it was either him or no one else'
రాజకీయ ప్రత్యర్థమన్నపుడు లో సచిన్‌నే మీరెలాను ఎవరు

52 South Africa hand out home' humiliation to India
మనదేశంలో మన్ 'ఫుల్డ్' లో సౌతాఫ్రికా ఎట్టు చిన్నబ్

53 India bag bronze and fair play trophy: Pak retain title
పాకిస్తాన్ కు ఆసియా పా కప్ భారత్ కు మూడోస్థానం

54 Pak shot out chiefly
శ్రీలంక చేతిలో ఓడిన పాకిస్తాన్

55 CM sets up two ..... to make arrangements for Clinton's visit
మరపురాని సన్నివేశంగా క్లింటన్ పర్యటన

56 LTTE cadre practices suicide dummy runs on live animals
తమ్మాళుతో శలభాలకు శిక్షణ యిలా.. ..

57 Mumbai pull off exciting win over Delhi
ముంబాయి, తమిళనాడు భారీ విజయాలు

58 De silva hits ton as Lanka consolidate positions
ఆరవింద సెంచరీ శ్రీలంక ఆధిక్యత

59 Odds against Laloo in numbers game
పిలుపు లేక మిలుపు లేని లీడర్

60 High deficit has dragged down growth
లోటుపై కోటుకు కరిన విద్వదూలు

61 Cut in fertilisers subsidy likely
ఎరువుల సబ్సిడీ కి ఎగనామం ?

62 Paes sails past panja
చాలెంజర్ పెస్సీ లో ఫేస్ లో లి గెలుపు

63 Mediation if India, Pak want: Clinton
కొస్తే మధ్యవర్తిత్వం లో మధ్యవర్తిత్వానికి క్లింటన్ తహతహ

64 Babu takes up 'alien' issue
బిదేశీ పై సమీక్ష చంద్రబాబు సూచన

65 10 killed in Bihar, 60 P.C turnout
బీహార్ లో రెండవ విడత పోలకు 11 మంది బలి

66 Sec justifies challenging govt decision on PR polls

ప్రభుత్వ సహకారంతోనే పంచాయితీ ఎన్నికలు

67 Congress first list contains 18 names
19 మంది తో కాంగ్రెస్ జాబితా

68 Govt set to favour 8 private firms, says YSR
600 కోట్ల మముడుపులు మింగిన బాబు : వై.ఎస్

69 First Cryosenic test fails
క్రయోజనిక్ ఇంజన్ వైఫల్యం

70 DD exit poll
టీడీపీ లో ఎన్డీపీ కు 118 మాత్రమే ఎగ్జిట్ పోల్ వెల్లడి

71 'Main Hindi seekh loonga': Babu
హిందీ నే లక్ష్యమని నేను చెప్తా: బాబు

72 Pregnant tribal woman raped by two engineers
గిరిజన మహిళపై అత్యాచారం

73 Mushraf's plane tapes as witnesses for Sharif
షరీఫ్ తరపు సాక్ష్యంగా ముషార్రఫ్ విమానం టేపులు

74 Windows 2000 opens to the world
ప్రపంచం ముందు మైక్రోసాఫ్ట్ విండోస్ 2000 విడుదల

75 We are stronger this time
మాదే మళ్ళీ అధికారం - కాంగ్రెస్

76 sunil Joshi grabs 6 wickets as Karnataka take command
సునీల్ జోషి ధాటి వికెట్లు

77 Anti-Statute panel slogans amuse Venkatachalaiah

[illegible]

78 Uma Bharathi, Giriraj Kishore Arrested: Bjarang Dal's bid to hold meet foiled
[illegible]

79 Clinton rejects suggestions for special envay
[illegible]

80 4-hrs power cut from today
[illegible]

81 The states are a mess, and the deficit is back to square one
[illegible]

82 10 Jawans killed in blast
[illegible]

83 Passport office works overtime to help ailing girl
[illegible]

84 All curbs on FDI will go: Sinha
[illegible]

85 Congress raking up non-issues, says BJP
[illegible]

86 Bleach 5 Latvians convicted in arms drop case
[illegible]

87 Veteran actor K N Singh dies
[illegible]

88 159 die as Kenyan plane crashes

సముద్రంలో కూలిన కెన్యా విమానం 169 మంది మృతి

89 right to life extends to foreign tourists: SC
విదేశీయులకైనా జీవించే హక్కు ఉంది సుప్రీంకోర్టు తీర్పు

90 Modified list soon on CVC Website
సీవీసీ వెబ్‌సైట్ జాబితా సవరణ

91 Gates to help AP in use of IT in health, eduction fields
బిల్‌గేట్స్‌తో బాబు భేటీ

92 8-year It plan on the anvil
సాఫ్ట్‌వేర్ ఎగుమతుల సాధనకు ఎనిమిదేళ్ల ప్రణాళిక మహాజన్

93 Sundaram festeners sales spival
సుందరం ఫాస్టెనర్స్‌కు 11 కోట్ల లాభం

94 M and M Q3 net profit, sales aoar
మహీంద్రా నికరలాభం 23 శాతం వృద్ధి

95 Anand finishes joint second
ఆనంద్‌కు రెండో స్థానం

96 Satyanarayana stars in Andhra's win over Rajasthan
రెండవ ఓటమితో నాకౌట్ దిశగా ఆంధ్ర

97 Parliamentary system to stay
వారంలోగా రాష్ట్రంలో నమీక్ష

98 Azhar Masud's anti- India speech cassettes
హైదరాబాద్ లో మసూద్ క్యాసెట్లు ?

99 Venkatachalaiah to head Panel
రాజ్యాంగ కమీషన్ చైర్మన్ వెంకటాచలయ్య

100 India may strike terrorist camps in Pak. CIA chief

కాశ్మీర్ పై మళ్ళీ యుద్ధం

Newstime & ఈనాడు

1 More blood spill in Bihar
బీహార్ లో 13 మంది మృతి

2 Panel should study origin issue: CM
విదేశీయులపై సమీక్ష సబబే

3 Mantur MLA quits
పార్టీకి, పదవికి గొట్టిపాటి రాజీనామా

4 Stop 'Deepam' govt told
'దీపం ఆపండి'

5 See awaits HC order on MPP, ZPP polls
ఎమ్పీటీసీ, ఎంపీటీసీ ఎన్నికలు అసంభవమే!

6 Cong releases first of 18
కాంగ్రెస్ తొలి జాబితా విడుదల

7 24 conductors dismissed for defrauding RTC
నకిలీ వారంట్ల స్కాం: ఆర్. టీసీకి టోపీ!

8 Babu 'bole hindi mein'
మీ రంతే నేర్చుకోండి! రాష్ట్రపతికు సేవ చేస్తా: బాబు వ్యంగ్యం.

9 Reforms must to curb money power: PM
ఎన్నికల సంస్కరణలు అత్యవసరం: వాజ్‌పేయి

10 India tough customers at home Cronje
పటిష్టమైన జట్టుతో వచ్చాం... సత్ఫలితం సాధిస్తాం.

11 Churchill beat Bagan 1-0

బగాన్, చర్చిల్ బ్రదర్స్ మ్యాచ్ డ్రా

12 Malasia upset Germany
మలేషియా చేతిలో కంగుతిన్న జర్మనీ

13 Peas crashes out
కంగుతిన్నఫ్రెంచ్ : సెమీస్ లో ఘోరోష్

14 Gopi abin give Koreans a fight
కోరియా చేతిలో భారత్ ఓటమి

15 Babur goes down fighting
పోరాడితో బాబర్ ఓటమి

16 CRC to focus on poll malpractices, graft Venkatachalaiah always fears of BCs, others
సమీక్షపై నజర్ పెట్టనున్న

17 Centre asked to give Rs.16,000 cr to States
రాష్ట్రాలకు ఆదుకోలి

18 Swiss minister contests Babu's tall claims
బాబు స్విస్ మంత్రి 'మిస్'

19 9 jawans killed in Kashmir landmine blast
కాశ్మీర్ లో మందు పాతరలు 9 మంది జవాన్ల మృతి

20 3 Pak embassy staff expelled
పాకిస్థాన్ పాక్ రాయబార ఉద్యోగులు బహి

21 Vidyadhar refutes YSRs charges
వైఎస్ ఆరోపణలు వాస్తవదూరం: విద్యాధరరావు

22 England record narrow win

తతీకష్టం పై నెగ్గిన ఇండియా

23 Karnataka on verge of outright win
విజయానికి చేరువలో కర్ణాటక

24 Board President's XI faces a severe test
నిప్పుతో చెలగాటానికి బోర్డు ఎలెవన్ రెడీ

25 Indian men make it to semis
సెమీస్ లో భారత్

26 18 dead as 6 bhogis of Panjab mail catch fire
పంజాబ్ మెయిల్లో ఆగ్ని ప్రమాదం 18 మంది మృతి

27 7 cops, Naxal killed in fierce encounter
వార్ మెదక్పు దాడి

28 State's financial position betterthan that of other states
ఆంధ్ర ఆర్థికస్థితి భేష్

29 Cong releases third list of candidates
31 మందితో కాంగ్రెస్ మూడో జాబితా

30 SEBI to unveil code tomorrow
కార్పొరేట్ గవర్నెన్స్ మార్గదర్శకాల జారీ రేపు

31 Development issues to dominate new WTO round
దుబ్బాయిం చర్చల్లో అభివృద్ధికి పెద్దపీట వేయాలి

32 India laboured to beat Canada
ఉజ్బాల్ దా హాకీ: కెనడాపై భారత్ విజయం

33 South Africa struggle against spinners
స్పిన్నర్లకు సహకరించని 'బోర్డు' ఫీల్డింగ్: దక్షిణాఫ్రికా

34 Haiden steers Australia to five-wicket victory
వరల్డ్ రికార్డ్ కు చేరువైన ఆసీస్

35 Srilanka crush Pakisthan, clinch series
పాక్ పరాజయం వరిష్ఠార్థం: లంక క్లీన్ స్వీప్

36 India, Thailand fight for final round berth
భారత్ ఓటమి ఫైనల్లో చైనా, కొరియా

37 Tendulkar denies conspiracy to keep Azharuddin out
అజహర్ తో విభేదాల్లేవ్ : సచిన్

38 23 cops killed in MP blast
మధ్యప్రదేశ్ లో బాంబ్ పంది పొతర.

39 Clinton arrives on historic visit
భారత్ పర్యటనకు క్లింటన్.

40 Hey Ram! It's free for all at 'Gandhi' bhavan
తప్పిదాల ఎంపిక పక్కాయం: పోరెత్తిన గాంధీ భవన్

41 Fire in Tirumala
శ్రీవారి ఆలయంలో తగ్గి పక్కపాదం

42 IT raids
పస్త్ర దుకాణాలపై ఐ.టి. దాడులు: రూ కోటి పరుకు స్వాధీనం

43 Karnataka Cong MLA shot dead
కర్ణాటక ఎమ్మెల్యే కాల్చివేత

44 Tendulkar to step down after Tests
అజహర్ అనుభవానికి విలువిచ్చిన సెలక్టర్లు

45 Indian fly in to final round
ఫైనల్ రౌండుకు క్వాలిఫై

46 Pakisthan Toy with Newzealand
న్యూజిల్యాండుపై పాక్ గెలుపు

47 Hayward rocks board XI innings
పట్టు బిగించిన దక్షిణాఫ్రికా

48 Hick steers England to series victory
హంటాబ్యేతో మూడో వన్డేలోనూ ఇంగ్లాండ్ ఘనవిజయం

49 Resentment among TDP rank & file: civic polls
ఎంపికలపై లుకలుకలు

50 Tight security for State polls
రాష్ట్రపోరుకు పటిష్ట ఏర్పాట్లు: 4 రాష్ట్రాలలో నేడే పోలింగ్

51 6 convicted in Purulia case
పురూలియా ఆయుధాల కేసులో ఫ్లీక్ తో సహా 6 గురిపై దోషనిర్ణ

52 All accused discharged in Hawala case
హవాలా కేసు కథ కంచికి నిందితులందరికీ విముక్తి

53 PM accepts Bharathi's resignation
కేంద్రమంత్రి ఉమాభారతి రాజీనామా ఆమోదం

54 Babu for devolution of financial power
రాష్ట్రాలకు మరిన్ని అధికారాలు ఉండాలి : బాబు

55 169 die in Kenyan plane crash
నవుద్యంలో కూలిన కెన్యా విమానం 169 మంది మృత్యువాత.

56 Raging fire over 'Water'
తడుపుకో ఆదేశాలు వరకూ 'వాటర్' మూవింగ్ బంద్

57 Visa curbs on Indians : UK warned
వీసా చట్టంలో దక్షిణాసియా వాసులపై వివక్ష లేదు : బ్రిటన్

58 Rigid thinking cost India dear news
దృఢ దృక్పథాలను ఎంచగట్టాలి

59 Ganguly, Dravid head averages
మళ్ళీ ఆ ఇద్దరే కీలక ఆట

60 Dara walks into police trap
దారాసింగ్ అరెస్ట్

61 Govt decides on constitution panel
11 మంది తో రాజ్యాంగ కమిషన్

62 Clinton's 5 day visit to begin on March 20
మార్చ్ 20 నుంచి క్లింటన్ భారత పర్యటన

63 Alaska Jet crashes, 88 feared dead
అలాస్కా విమానం కూలి 88 మంది మృతి

64 Sachin, Kapil stress on policy of persistence
సరైన వ్యూహాలిక దూకుడుని చూపకపోవడమే చతికిలపడ్డాం: కపిల్, ;

65 Pak aim to exact cup revenge
ఆసీస్, మాకే తొలి ఫైనల్ బెర్త్

66 Jail for Jaya in Hotel case
జయకు ఏడాది జైలు

67 Bleach, 5 Latvians sentenced to life in arms drop case

పురాతియనా ఆయుధాల కేసులో బ్లీచ్ తో సహా 6 గురికి చుక్కెదురు

68 Protesting AIADMK men burn 3 girls alive
అన్నాడీఎంకె కార్యకర్తల ఏరంగం మంగళం విద్యార్థినులు సజీవ దహనం

69 Babu to utilise IT to achieve total literacy
లక్ష్యంలో పట్టు పట్టేందుకు ఐ.టి: చంద్రబాబు పథకమిది

70 Top militant escaped
పోలీసులకు దొరికి కొద్ది గజ ఉగ్రవాది పరారు

71 Two naxalites killed
ఎన్‌కౌంటర్ లో ఇద్దరు మావోలు నక్సల్స్ మృతి

72 Fresh nod to 'Water'
'వాటర్' సిన్మాకు మళ్ళీ ఓకె.

73 Australia go one-up with crushing win
రెండవ టెస్టులో ఆస్ట్రేలియా ఘనవిజయం

74 Tendulkar, Agarkar opt out of match against Karnataka
కర్ణాటక మ్యాచ్ కు సచిన్ దూరం

75 Cullinan, Ntini given suspended sentences
క్రికెట్ ఆటగాళ్ళు కు సస్పెన్షన్ : తమలు మాయా

76 Salgaocar beat East Bengal in exciting match
బెంగాల్ పై సాల్గాకర్ గెలుపు

77 Orissa draw with services
ఒరిస్సా డ్రా : సాకోత్ చేసిన సర్వీసెస్

78 India must unveil plan: General Sharma
ఉగ్రవాదానికి మన జవాబేమిటో?

79 5 held for TN mob violence
దగుబాటునున్న తమిళనాడు : 5 వేల మంది అరెస్ట్

80 Tabla Wizard Ustad Allahrakha Khan dead
తబలా విద్వాంసుడు అల్లారాఖా కన్నుమూత

81 Uncertainty prevails over filming of 'Water'
వాటర్ షూటింగ్ పై అనిశ్చితి

82 India starts favourites against Lebanon
భారత్‌కు 'డ్రా' అనుకూలాంశం: ఫేస్ కు ఇతగా ఫజల్

83 Jimbabve beats South Africa
దక్షిణాఫ్రికాను కంగు తినిపించిన జింబాబ్వే

84 Tendulkar, Srinadh backout
చాపెంబర్ ట్రోఫీ కి సచిన్, శ్రీనాథ్ దూరం

85 Hillary launches senate bid
సెనేట్ కు హిల్లరీ పోటీ

86 Mushraf climbs down, wants meet Vajpai
మెట్టుదిగి వచ్చిన ముషార్రఫ్ అభిలాష

87 Prospects of Clinton's visit to city brighten
క్లింటన్ రాక ఖరారైనట్లే

88 Two week ban clamped on 'Water'
వాటర్ మూవీంగ్ పై 22 దాకా నిషేధం

89 Pande Okays Laloo's Prosecution
లాలూ పై ప్రాసిక్యూషన్

90 Harper defends decision against Tendulkar
సచిన్ పాల్పర్ ఔటో ..... సబబే!

91 India tough customers at Home: Cronje
సొంతగడ్డపై మనోళ్లతో మరీ .. .. పరేషానే: క్రోనే

92 Malasia upset Germany
మలేషియా చేతిలో కంగుతిన్న జర్మనీ

93 Advani shocked
అద్వానీ షాక్ .

94 Afgan plane on London Airport
లండన్ లో ఆఫ్గన్ విమానం

95 As India talks Piece, ultras move down 35 sikhs
35 మంది సిక్కుల్ని మాయంచేశారు

96 LPG, Kerosine prices hiked
భగ్గుమన్న మంటలు, కిరోసిన్ పై రూ. 3 లీటరుకు పెంపు

97 Wah! Clinton! Wah! Taj, A new raga
వాహ్.. క్లింటన్! వాహ్! తాజ్! కొత్త రాగమందుకున్నారెందరో

98 Ruthless South Africa burst Indian bubble
భారత ఆశలను నీరుగార్చిన బ్రాడ్ మెన్

99 Air force one - most glamorous, luxurious

ఆకాశంలో 'సైటానిక్'

100 Despite loss, Saurav's confidence surges
నష్టాలున్నా మంచుపై లేస్తున్న గ్యాంగీ నిష్ర్కమ

ఆంధ్రభూమి & Deccan Chronicle

1. 6 convicted for Purulia arms drop
   పురులియా కేసులో ఆరుగురు దోషులుగా నిర్ధారణ

2. Hawala chapter comes to an end
   కంచికి చేరిన హవాలా కేసు

3 Subversives in city: Raw
   హైదరాబాద్‌లో ఐ.ఎస్.ఐ. కార్యకలాపాలు: రా హెచ్చరిక

4 Naidu bytes with Gates at Davos
   దావోస్‌లో మైక్రోసాఫ్ట్ అధినేతలకు బ్రేక్‌ఫాస్ట్ ఇచ్చిన బాబు

5 Rs 4 crore worth fake drafts ceased
   4 కోట్ల విలువ చేసే నకిలీ డ్రాఫ్ట్ల కేసులో నలుగురు అరెస్ట్

6 Anand finds some joy with second spot
   కార్ల్‌సన్‌కు కొరకరాని కొయ్యగా: రెండో స్థానంలో ఆనంద్

7 Satyanarayana dazzles again
   సత్యనారాయణ మరో మ్యాజిక్ క్యాచ్‌తో మైమరపించాడు

8 3 girls burnt alive by Jaya mob
   పెట్రోల్ పోసి తమ్ముడి కార్యకర్తలు ముగ్గురు విద్యార్థినులు సజీవ దహనం

9 1 year rigorous imprisonment for Jayalalitha
   జయకు ఏడాది జైలు

1 Two women naxals killed
   ఇద్దరు మహిళా నక్సల్స్ ఎన్‌కౌంటర్

11.Karnataka plays foul, charges AP
మీగుులు జలాలకై కర్ాటక శుష్క వాదనలు

12.We will use IT to root out poverty, says Naidu
దావోస్ పర్యటన ఖాసీమాస్ కాదుు బాబు

13.Centre clears Dipa script
స్క్రిప్టులో మారుులతో 'వాటర్ సినిమాకు అనుమతి

14.Top Kashmiri ultra gives the slip to cops
పోలీసు కస్టడీ నుంచి తప్పించుకున్న ఆగ్రశ్రేణి కాశ్మీర్ ఉగ్రవాది

15.Clinton says us must engage with India closely
భారత్ తో సంబంధాలకు ప్రాధాన్యత : క్లింటన్

16 Australia swats Pakisthan to go one-up
మ్యచ్లోనూ మళ్ళీ తొలి ఫైనల్లో పాక్ చిత్తు : ఆరు వికెట్ల తేడాతో ఆసీస్ ఘన విజయం

17 Suspended sentences for Daryll Cullinan, Ntini
కల్లినాన్, ఎన్టినిలకు సస్పెన్షన్ వాయిదా

18 Tendulkar, Agarkar opt out of oper
రంజి మ్యాచ్లకు సచిన్, అగార్కర్ 'గుడ్బై'

19 Indian team to be named on Feb 20
దక్షిణాఫ్రికా సిరీస్ కు భారత్ జట్టు ఎంపిక 20 న

20 SI suspended for stripping 3 women in police station
ముగ్గురు పోలీసుల దుశ్శాసన పర్వం

21 Hawala case may be reopened

[illegible] కేసును తీరగదోడటం సాధ్యమే

22. Naxals kill Sarpanch
[illegible]

23. Cop killed as riffle goes off
[illegible]

24. Congress seeks judicial probe
'ఆపరణ' భోక్తలపై న్యాయవిచారణకు పిసిసి [illegible]

25 Sonia threatens agitation on review of statute
[illegible]

26 Australia clinches series in style
[illegible]

27 Panjab routs Hyderabad 2-0
[illegible]

28 South, North to fight it out
[illegible]

29 PM gives Pak N-warning
[illegible]

30 Hijacked Afgan plane in Moscow
[illegible] 165 [illegible]

31 Bangalore not on list, Whitehouse team in city today
[illegible]

32 UP stops shooting of 'Water'
[illegible]

33. ISI to ultras: set up attacks
భారత్ లో జోరుగా ఉగ్రవాద చర్యలు

34. Swiss Minister snubs Babu
కోతల బాబుకు స్విస్ మంత్రి వాత

35. Deepam stirs women's ire
దీపం సిలెండర్ల కోసం మున్సిపాలిటీని ముట్టడించిన మహిళలు

36. BJP denies rift in NDA over Bihar hot seat
సారథ్యం పై దీపావళి లో దీపాలు !

37. A test by fire for President's men
ఆజాద్, ఆజాద్లు, పైలాగీదారులకు అగ్నిపరీక్ష

38 Lakshman, Pratap slam tons
లక్ష్మణ్, ప్రతాప్ సెంచరీలు హైదరాబాద్ విజయం

39 Attack jails and free colleques : ISI direct ultras
కాశ్మీర్ లోయ పై ఐ 'ఐఎస్ఐ' దళాలు

40 Vajpai collegues shower praise, promise on Naidu
పొగడ్తలతో బాబు పెనవేసి

41 Officials banter as hitech meet falters
ఉపకారుల పొలం పాపం పుష్పగిరి

42 Indians dazzle in Malasian drizzle
కాస్మో కోసం చిలో నిలిచిన భారత్

43 Politicians, officials gun for CVC
దక్షిణ ఒప్పందాలపై దర్యాప్తునకు అధిక ప్రాధాన్యత : సివిసి

44.Officials apathy costs state crores
'స్వల్ప వ్యవధి విమ్మతో' పై ఎంత దెబ్బ!

45.BJP to rebels: opt out or face action
దొత్తు లాభం కంటే తిరుగుబాట్ల నష్టం ఎక్కువ

46.Kargil panel fixes no responsibility
గుణ్ణాచారుల కంటే గొప్ప కావరులు నయం

47.Lawyers take on police at Delhi ralley, 50 injured
శ్వేత లక్ష్మణ లాయర్ల నకెళ్ళ

48.Sonia says PM is insincere, assails Parivar terrorism
మాటతప్పిన రెండునాల్కల ధోరణి : సోనియా వ్యాఖ్య

49 Desam and BJP warned rebels of stringent action
దారితప్పిన తమ్ముళ్ళ తప్పుకోండి

50 Tendulkar misses ton, Indians struggle
వెనక్కి ధాటికి కుప్పకూలిన భారత బ్యాటింగ్

51 Nominations stall traffic
మూడు మోర్చాలకా మునిపటి మునకలు

52 We will win hands down. YSR
ఘనవిజయం లా చూడ్తుంది వ్యతిరేకతే : వై.ఎస్.ఆర్

53.Sinha toofan ends in thin air
దక్షణకు బాటే బాటా .. మటి కే పెద్ద మీట

54 Budget affect CM
ఉద్యోగ పై బాబు పూటకో మాట

55.Uniskhan leads Pakisthan fight back
యూనిస్ ఖాన్ సెంచరీ రనవట్టు లో తొలి కొస్మ

56.Srilanka won in one day match
ఒంటి ఒంటికే ఉత్సంక విజయం శ్రీలంక వెంట

57.South Africans make Indians hop
దక్షిణాఫ్రికా పేస్ బౌలింగ్ కు తలవంచిన భారత్

58 Pandey installs Nitish as Bihar CM
పదవి కు పట్టం.. బిగ్గవనన్న విపక్షం

59 South Africans in a dover
భారత్ స్పిన్ మంత్రం భారీ స్కోరుకు దక్షిణాఫ్రికా యుత్న

60 Newzealand end to Australian winning streak
ఆసీస్ విజయాశ్వానికి కివీస్ కళ్ళెం

61 Now, humiliation at home
దేశంలో మరోసారి కొంపకొల్లేరు అయిన పాక్ పెంచటి

62 Shoyab Akthar caps return with a five-wickets burst
శ్రీలంక 268 పరుగులకు ఆలౌట్

63 Intiyab Alam feels humiliated Pak board
పీసీబీ వ్యవహారం వైరివై ముంతకొచ్చి గరంగరం

64 India hubbs and puffs to victory
లాంఛనాలే పోరుతో భారత్ ఎదురొచ్చి

65 Murali spins Pak's doom
మొన్న సెంచరీ నేడు లంక కైవసం

66. No-confidence, Nitish quits
బలపరీక్షకు ముందే చేతులెత్తేసిన నితీష్

67. Anand has a taste of success atlast
ఎట్టకేలకు ఆనంద్ గెలుపు

68 Aparna lone Indian fray
ఆల్ ఇంగ్లాండ్ బ్యాడ్మింటన్ మూడో రౌండ్ లో అపర్ణ

69. Sampras pulls out with an ailing back
గాయంతో వెనుదిరిగిన సంప్రాస్

70. Desam, BJP retain hold in civic elections
మున్సిపల్ సమరంలో సైకిల్ జోరు

71 Rabri sworn in, NDA sulks
దీదీ గైర్హాజరు మంత్రి దీక్ష

72 Brett lee breaths fire as Aussies take control
కీపర్ ను ఔటుచేసి తీసిన టెస్టు

73 Police failed to scan roads for mines provide security
పోలీసు బాంబులను పట్టించలేదు

74 Sourav leads from the front with a ton
సౌరవ్ సెంచరీ భారత్ విక్టరీ

75 Aussies grab vital first innings lead
రసవత్తర తొలి టెస్టు

76 BJp fields losers and defectors
ఓడిన వారితోనే రుద్దు, పైళ్లో దించాడు

77 Kiwi hopes hinge on cairns, Mcmillan
రసకందాయంలో ఆసిస్ కివీస్ తొలి టెస్టు

78.Murali menaces Pakisthan again
227 పరుగులతో శ్రీలంక ఆలౌట్

79.Clinton has only 3 hrs fro city
క్లింటన్ దూత్ర మూడుగంటల ముచ్చట!

80.Sonia candidates find it tough to get 10 supporters
పది లేక తలపడిన కాంగ్రెస్ ఎమ్మెల్యేలు

81.CM forced to flout his own guidelines
దేశం తప్పదర్శుల ఎంపికలో ప్రొద్యోమా

82.Jawans left in mourya's dirt
మనిషైట్ హోటల్ గా మారుతున్న మౌర్య షెరటాన్

83.Indians aim to seal series
మీయుం కోసం తుదిపోరాటానికన్న భారత్

84 Injumam puts Pak on top
ఇంజమామ్ సెంచరీ : పాక్ మియాదకాలు

85 Hyderabad has an edge
రసవత్తరంలో హైదరాబాద్ ఎదోడా మ్యాచ్

86.Naxals will be put down firmly, says Governor
పాలపాలకు గవర్నర్ కొత్త పల్లవి

87 Allies raise stink on urea
ఎరువుల ధరలపై మిత్రపక్ష మంత్ర పక్షాలు

88 Kirsten, Cronje script SA victory
ఎన్నో సీరీస్ లో భారత్ కు తొలి.ఓటమి

89.Pakisthan scores a consolation win
శ్రీ లంక పై పాక్ విజయం

90. Srinadh adds sting as India aims to for the kill
శ్రీనాధ్ చేరికతో బలపడ్డ భారత్

91. Award given away to sitar Maestro
భారతరత్న పండిట్ రవిశంకర్ కు పద్మవిభూషణ్

92. Indian scrambles to 4-wicket victory
క్షణక్షణం ఉత్కంఠ భారత్ కు సీరీస్ వంట

93. windies strikes early blows
విండీస్, జింబాబ్వే తొలి పోరుకు వర్షం దెబ్బ

94. Gulab, Sunitharani, hog the spotlight
సునీతారాణి, దివ్యశ్రీ హాట్ టాపిక్స్

95. Clinton arrives in India today
భారత్ లో క్లింటన్ పర్యటన : క్లింటన్

96. Flower bloomes on rain-hitday
జింబాబ్వే ను ఆదుకొన్న లంచ్ ఫ్లవర్

97 Alshammar, frolander make a huge splash
ఫెరెన్ వ్యవంచ రికార్డ్

98 South Africa wins match, losses series
వెస్ట్ ఇండీస్ ఆటగాళ్ళు తడబడి వికెట్ బదులుతో ఓటమి పాలైన భారత్

99 Davenfort sinks Hingis in Wells final
వింబుల్డన్ ఓటమి డావెన్‌పోర్ట్ కు మాస్టర్స్ కైవసం

100. Anand's rapid blunder
మూడో రౌండ్ లో ఆనంద్ ఓటమి