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

Maria-Crina Herţeg 🆔

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Abstract

The article compares and contrasts the roles and realisations of evaluative language, as well as the preference for certain types of evaluation in English and Romanian headlines. The analysis which is carried out in order to identify and interpret evaluative language in headlines uses theory and instruments from media linguistics, corpus linguistics and stylistics. The media linguistic layer of analysis foregrounds the use of reporting words in headlines and the leads as a means of conveying the journalists' voices and other voices embedded in the fabric of the headline. The stylistic analysis exploits the resources of language: the evaluative force of the reporting verbs as well as the variation of expressing reporting. The datasets used for this analysis consists of two corpora: one in English and another one in Romanian, the English corpus comprises 805 headlines, while the Romanian one 800 headlines. The corpora are created from two large corpora and are processed by hand. The comparison of the two corpora captures the frequency, role, distribution of the reporting expressions and the prevailing types of reporting, linguistic reporting and mental reporting.

Keywords: Headlines; Corpus linguistics; Reporting expressions; Evaluation.

1 Introduction

The paper discusses the role of evaluative expressions in English and Romanian broadsheet headlines and the linguistic realisation of evaluation language in the two corpora. It mainly focuses on reporting as means of evaluation and it further compares and contrasts the use, the role and the frequency of reporting expressions in the two corpora. The linguistic realisations of the reporting expressions in the two corpora are also compared. The analysis reveals that reporting expressions can be realised linguistically by means of verbs, nouns, adjectives, prepositions. The speakers' intention is woven in the fabric of the headlines by means of reporting verbs and the stance adopted in the headlines elicits the reader to read the entire article. The paper combines several strands of linguistics: it is situated in media linguistics by means of the topic, method, theory and material analysed, it uses

corpus linguistics as a theory, the stylistic layer of analysis captures the evaluative force of the reporting expressions.

2 Theoretical Framework

The theoretical framework of analysis relies on Bednarek (2006), Bednarek (2009), Chovanec (2014), Bednarek and Caple (2017).

Bednarek (2006), Bednarek (2009) and Bednarek and Caple (2017) carry out extensive research in the field of media linguistics. The thread of analysis conducted by Bednarek (2006) and Bednarek (2009) follows the analysis of the way in which evaluation is expressed, Bednarek and Caple (2017) analyses news values. Chovanec (2014) brings a new perspective on the analysis of online news which differs from the grammatical perspective: the pragmatic analysis, he studies the tenses used in headlines. Thus, while Bednarek (2006) and Bednarek (2009) tackle the semantic perspective in the use of verbs, Chovanec (2014) focuses on the temporal perspective. He brings into play coding and receiving time according to pragmatics and discards classical analysis of time operated by grammar.

Bednarek (2006) discusses reporting verbs and their roles in British tabloids and broadsheets. She also touches upon the metapragmatic implications and the evaluative force these reporting expressions carry and their stylistic variations. Bednarek (2006) clusters reporting verbs around categories according to the type of activity they refer to and observes that the same reporting verb can carry different evaluative forces. On the basis of the corpus analysed Bednarek (2006) applies manual pragmatic stylistic analysis and distinguishes the evaluative force of the reporting expressions as well as their frequency.

Bednarek (2009) analyses the expression of opinion in news discourse and accounts for the study of evaluation and its role in the press. The author focuses on the print media in British English tabloids and broadsheets and gives three reasons which account for understanding the research on evaluation. The first reason is the fact that evaluation is underexplored in linguistics, the second reason refers to the fact that evaluation occupies an important part in people's lives, interaction between human beings is pervaded by evaluation and characterisation. The third reason is related to the lack of linguistic research on the language of the media. Bednarek's analysis is based on corpus: she analyses the way in which ten topics are reported in ten newspapers. Bednarek (2009) combine quantitative analysis (calculations) with qualitative analysis. She highlights the importance of context in undertaking evaluation analysis and opines that evaluation in news discourse is closely connected with context. The author inventories linguistic and non-linguistic approaches to the study of the media observing the diversity of research devoted to the study of the media. Bednarek (2009) analyses the main features which characterise newspaper discourse and the layers of perspectives forwarded in news discourse: editors, journalists and readers' feedback in digital newspapers as well as the features of newspaper language. The chapter Delimiting evaluation offers a more detailed

examination of evaluation and analyses the notions connected to evaluation: affect, subjectivity, hedging, evidentiality. It establishes a number of parameters which facilitate the analysis of evaluation: affect, subjectivity, hedging, evidentiality, the markers which signal the parameters are analysed and several classifications are proposed, and two new notions are introduced: stance and appraisal. The author identifies similarities and dissimilarities between evaluation and subjectivity: evaluation and subjectivity rely on different linguistic phenomena, subjectivity is a broader concept, and it encompasses evaluation. She also highlights the complexity of the concept of modality as well as manifold types of modality. Bednarek (2009) discusses two definitions of evidentiality: the narrow one which relies on Roman Jakobson's theory (1957) and a broader one proposed by Chafe (1986), as the author explains, her evaluative framework relies on the narrow definition of evidentiality proposed by Jakobson. The chapter titled A new theory of evaluation introduces the main features of a new parameter-based theory of evaluation and proposes nine parameters with the help of which speakers can evaluate. The author divides the parameters of evidentiality into core evaluative parameters and peripheral evaluative parameters, exemplifies their lexical realisations with parts of speech and positions them on an intensity scale. Some parameters are well-established and do not need further methodology, while others need further methodology and research, this category includes parameters of possibility, necessity and reliability. Core evaluative parameters analysed by Bednarek (2009) involve evaluative scales, while peripheral evaluative parameters bring into discussion the concept of style and its variations: neutral, declarative. Bednarek (2009) also discusses the discourse functions and combinations of core and peripheral evaluative parameters. In addition to expressing evaluation, these parameters also play discourse functions: they measure the degree of reliability as high or low, display a degree of intensity as high or low, emphasise or de-emphasise language. The book authored by Bednarek combines theoretical and practical issues pertaining to the theory of evaluation and establish new avenues for future research. In the practical chapters of the book the author focuses on the distinction between British broadsheets and tabloids and the type of evaluation which characterise these two publications, the parameters which prevail in these publications. The theoretical part is complemented with examples, Bednarek embeds her own comments as well.

In short, one main idea highlighted by Bednarek (2009) throughout the book is the importance of context in the analysis of evaluation, coupled with the importance of large-scale research on the basis of corpus. The author concludes by stating that broadsheets and tabloids are characterised by different evaluative styles.

Chovanec (2014) carries out his analysis on online news as he considered them more dynamic than their printed versions. Furthermore, he intends to shed new light on traditional concepts and offer a novel perspective on online news. Chovanec touches upon the issue of evaluation in news texts and observes that in narratives events are presented chronologically, while this chronology is absent in news texts where the readers see a reversed order: results are presented first, causes are specified later. Chovanec makes reference to Bell (1991) who analyses features pertaining to

narratives and to news stories. Among these features mention should be made of the point of view embedded in telling the narrative or the news story and syntax which is simple in personal narratives and long and complex in news stories.

Chovanec (2014) analyses several headlines and observes that the temporal structure of news texts is affected and influenced by elements such as: background information, quotations, as well as non-chronological presentations of the main event. Chovanec analyses the case of electronic media and focuses on the constant updating of the news texts published in electronic media which leads to the fact that news texts published in electronic media can use main events as text openers. Moreover, online newspapers can also use the package approach and the extracted topics. As a consequence, a cluster of accompanying articles which provide supplementary material is published.

Chovanec (2014) discusses the issue of evaluation in news stories and distinguishes between internal and external evaluation. In news stories external evaluation is achieved by an accessed voice of a news actor who furnishes a commentary or an account on the event. Linguistically this voice can be realised through direct/ indirect/ free direct speech.

In their book Bednarek and Caple (2017) highlight the interdisciplinarity of the research and insist on the multi-methodologies they used which brings together corpus linguistics and multimodal discourse analysis. The book brings together a large array of theories and approaches in the analysis of news values: multimodality, discourse analysis, corpus linguistics. The authors adhere to the definition of discourse as language in use and consider discourse as multimodal.

They analyse and identify elements and aspects that must be taken into account in the investigation of news values which pertain to the quality of the reported event and the people involved in the reported event. The authors indicate Negativity, Impact, Timeliness, Proximity and Eliteness. On the other hand, the authors highlight elements which pertain to the journalistic practice and state that those elements have little to do with the reported event. These elements include consideration of style and the construction of the information. Bednarek and Caple (2017) acknowledge the multi-dimensional perspective of news values: social, material, cognitive and discursive which calls forth their approach from different perspectives. According to the authors, reported speech can be used in order to construct Personalisation, context is very important in the construction of Personalization. Bednarek and Caple make reference to conventions which govern the use of tenses and a precise reference is made to the use of the present tense in headlines even with reference to past or future events. This convention is labelled by the authors as a device used by headlines in order to attract readers. The authors highlight the idea that time references may not construct newsworthiness, they clarify the flow of events. According to Bednarek and Caple Timeliness includes: locating an event, currency, seasonality, newness.

There are many points of contact between Chovanec (2014) and Bednarek (2009). Bednarek (2009) and Chovanec (2014) analyse non-linguistic features: multimodality, typographical conventions.

The authors recommend that for research conducted in other languages than English, or in languages that are not closely related to English it is necessary to develop an inventory of linguistic resources. The authors identify the same resources for newsworthiness used in other news discourses, these resources include quantification and negative lexis. Additionally the authors identify both similarities and differences in the construction of news values.

3 Data and Methods

The media linguistic layer of analysis foregrounds the use of reporting expressions in headlines as a means of conveying the journalists' voice, while the stylistic layer aims at identifying the evaluative force of the reporting expressions. The datasets used for this analysis consists of two corpora: one in English and another one in Romanian. The English corpus comprises 805 headlines, while the Romanian one 800 headlines. The corpora are created from two large corpora and are processed by hand. The analysis pays heed to the reporting verbs and focuses on the frequency of the reporting verbs, their role and their evaluative force.

4 Interpretation of the Results

4.1. Reporting words

The first layer of analysis captures evaluative language in the headlines and the leads, the grammatical category and the frequency of reporting expressions. In the English corpus these encompass verbs, nouns, interjections, punctuation, adjectives, prepositions. As evident from Pie chart 1 which shows the distribution of reporting expressions in the English corpus, the reporting verbs outnumber the other reporting expressions. The analysis pays heed to the use of reporting verbs which prevail in both corpora.
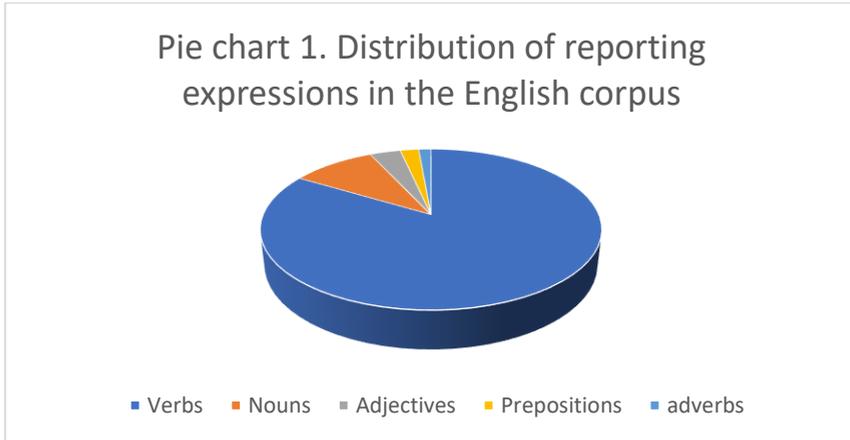
Pie chart 1. Distribution of reporting expressions in the English corpus

■ Verbs ■ Nouns ■ Adjectives ■ Prepositions ■ adverbs

Figure 1. Distribution of reporting expressions in the English corpus

Pie chart 2. Distribution of categories in the English corpus

■ verbs expressing speech acts   ■ verbs expressing cognitive activities
■ verbs expressing showing   ■ verbs of evaluation
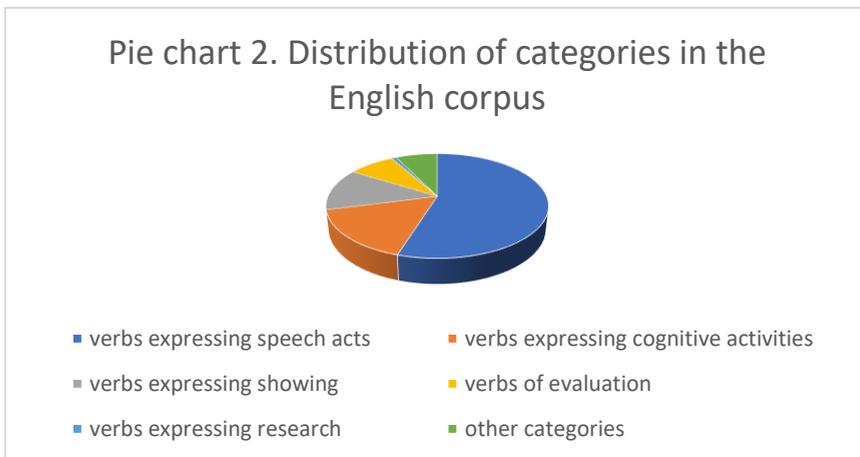■ verbs expressing research   ■ other categories

Figure 2. Distribution of categories in the English corpus

Pie chart 2 shows the categories of reporting verbs identified in the English corpus, they fall into speech reporting verbs and act reporting verbs. As evident from pie chart 2, the category of expressing verbs represents the largest one. It also labeled *verba dicendi* and it encompasses verbs of statement (*to say*, *to tell*, *to talk*, *to answer*, *to voice*, *to declare*); of opinion (*to admit*, *to claim*); verbs expressing orders (*to order)*; verbs expressing explanations, requests, instructions.

Table 1. *Verba dicendi* in the English corpus

1. Verb	2. Frequency
1.to say	74 occurrences
2. to warn	24 occurrences
3. to claim	11 occurrences
4. to tell	6 occurrences
5. to report	6 occurrences

6. to suggest	5 occurrences
7. to admit	5 occurrences
8. to threaten	5 occurrences
9. to argue	4 occurrences
10. to require	4 occurrences
11. to urge	3 occurrences
12. to propose	3 occurrences
13. to deny	3 occurrences

Verba dicendi are the most numerous ones in the English corpus, this category of reporting verbs outnumbers other categories of verbs in the English corpus. As Table 1 shows, the most common *verba dicendi* in the English corpus are: *to say*, *to tell*, *to claim*. Stylistically, the verbs that fall into this category do not have a high evaluative force, the degree of evidentiality expressed by *verba dicendi* ranges from neutral evaluation (*to say*, *to tell*, *to talk*) to declarative force (*to admit*, *to allege, to voice, to claim*) discourse signalling (*to signal*, *to express*), illocutionary force (*to threaten, to promise, to warn*), persuasive force, hedged performatives (to apologise). In general, the verbs pertaining to this category are mainly informative, and function as anchor verbs. The expressing verbs *to say*, *to tell* and *to talk* are more informative and less evaluative than *to claim* which is more evaluative. At the same time, the verb *to say* as a reporting verb carries a neutral force, it is used with an informative role in order to embed the voice of a public actor. Furthermore, compared to other verbs of expression *to say* is more informal, it is mainly encountered in the present tense simple (33 occurrences), followed by the past tense (20 occurrences), present perfect (2 occurrences). The verb *to tell* as a reporting verb is encountered in headlines with simple syntax, it carries a neutral evaluative force and it is encountered in the present tense simple (5 occurrences), infinitive and future (1 occurrence). The reporting verbs *to say* and *to tell* are the verbs which occur most often in subject – predicate inversion. The reporting verb *to claim* carries a stronger evaluative force as compared to the verbs *to say* and *to tell*. The verb *to claim* occurs in concise and short headlines with simple syntax, it is mainly used in the present tense simple. The subject-predicate inversion is possible in case of *to claim* used in the present tense simple. On a scale of neutrality, *to talk* as a reporting verb carries the highest neutrality, it is also the most informal reporting verb from the category of *verba dicendi*. The verb *to admit* used as a reporting verb carries more evaluative force and conveys the idea of certainty. The verbs *to allege*, *to ask* and *to voice* carry a stronger evaluative force, however, they have limited occurrences in the corpus, *to allege* is a declarative verb, *to voice* conveys evidentiality. The reporting verbs with imperative meaning include: *to require*, *to report*, *to demand*, *to declare, to demand*, *to order*.

Table 2. Verbs expressing cognitive activities

1. Verb	2. Frequency
1. to expect	9 occurrences
2. to want	9 occurrences

3. to consider	7 occurrences
4. to believe	2 occurrences
5. to fear	2 occurrences

The verbs which fall into the category of cognitive activities are stylistically very diverse and they are more evaluative than *verba dicendi*. The category of cognitive verbs covers a large repertoire: emotions (*to fear*, *to worry*, *to enrage*); (dis)belief (*to believe*, *to think*); mental processes (*to consider*, *to imagine*); sensory perception; states of mind. Furthermore, the reporting verbs referring to mental activities outnumber the category of *verba dicendi* in the use in the continuous aspect both in the headlines and in the leads. Out of this category the verb *to consider* is the most often used in the continuous aspect. On one hand, the verb *to consider* requires the use of a non-finite form, the gerund. On the other hand, the effect obtained through the use of the gerund placed after the reporting verb *to consider* in the continuous aspect is the concise message conveyed by the headline.

> (EN) (1) 'Indian banks. Lenders of the last resort. India **is considering letting** its business houses run banks. It should think twice' (EC, May 25th, 2013)

The same effect is obtained through the use of a noun phrase after the verb *to consider*, in these headlines the verb is ellipted. The reporting verb *to consider* can embed new information and it is biased, the verb *to expect* conveys a high degree of subjectivity. The verbs expressing emotions are usually encountered in conceptual metaphors. The sub-category of cognitive verbs includes verbs expressing volition and it is represented by the verbs *to want*, *to wish, to aim at*.

Table 3. Verbs expressing evaluation

1. Verb	**2. Frequency**
1.to fail	6 occurrences
2. to avert	3 occurrences
3. to agree	2 occurrences
4. to accept	2 occurrences
5. to reject	2 occurrences

The third category of verbs identified in the English corpus is represented by verbs expressing evaluation. This category has a stronger evaluative force and it conveys both positive and negative evaluation. Other categories of reporting verbs include verbs of showing (*to show*, *to reveal*, *to indicate*), and research reporting verbs (*to find*, *to examine*, *to investigate*).

The verbs that display intense evaluation comprise verba dicendi: *to warn*, *to accuse*, *to threaten*. The reporting verbs with illocutionary force encompass*: to warn*, *to threaten*, t*o accuse*, *to promise*, *to criticise*. They are highly evaluative, they usually express negative evaluation and high intensity, the highest degree of intensity is expressed by the verbs *to warn*, *to threaten*, *to accuse*, *to criticise*.

The illocutionary force of the reporting verbs is doubled either by punctuation or by conceptual metaphors:

> (EN) (2) 'China **fires warning shot** over price-fixing. The gaze of the Chinese authorities is set to move beyond the pharmaceuticals and baby-milk sector to a broad sweep of industries, according to a senior official at the country's pricing regulator.
> China's new competition authority, established in 2008, has intensified efforts to crack down on monopolistic practices and excessively high prices for Chinese consumers in recent months' (*The Telegraph*, August 15, 2013)

In the example below the verb *to warn* has high illocutionary and evaluative force:

> (EN) (3) 'Global wine shortage on the horizon, economists **warn.** Global demand for wine is booming but vineyard production is on the decline.
> Global wine production has been in decline since a 2004 peak, and supply been in balance or shortage since 2006 as makers erode into their excess inventories' (*The Telegraph*, October 30, 2013)

The parameters that facilitated the analysis of evaluation were: affect, subjectivity, hedging, evidentiality. Some sources were evaluated negatively (reporting verbs and nouns with illocutionary force), other positively, neutrally (*verba dicendi*) and emotionally (cognitive verbs). Among the reporting verbs which convey positive evaluation, there are: verbs expressing mental activities (*to hope*, *to believe*, *to expect*, *to imagine*) and verbs reporting evaluation (*to approve*, *to accept*, *to accuse*). The evaluative force of the reporting verbs lies in context, the type of category they pertain to, as well as in connotation. On a scale of intensity, speech acts reporting verbs display the lowest intensity.

The types of evaluation in the English corpus include: neutral evaluation, realised by *verba dicendi* (*to say, to tell*, *to report*), negative evaluation, positive evaluation and emotional evaluation. Emotional evaluation accounts for 7% of the total value of evaluation, it is expressed by means of cognitive verbs and it interferes in conveying the information. Conversely, the neutral evaluative force of the reporting expressions (speech acts nouns and verbs) enhances the reliability of the information conveyed by the headlines. Neutral evaluation is conveyed by means of *verba dicendi* and verbs of showing. *Verba dicendi* represent markers of evaluation and attribution. The category of *verba dicendi* convey neutral evaluation and carry an objective stance. The declarative force of *verba dicendi* and of the verbs of showing conveys a high degree of reliability (to show, to claim, to prove).

Attribution represents a part of evidentiality and it is expressed by means of *verba dicendi* and verbs of showing with different nuances and tones: distance (to claim), endorse (to argue), to acknowledge (to say). The reporting expressions referring to mental and cognitive processes have a more evaluative force.

In brief, the reporting verbs used in the English headlines adopt a plethora of nuances and tones ranging from neutral, affective, reliable to illocutionary. Thus, besides the large array of effects expressed by reporting verbs, they also display a

high stylistic variation which ranges from neutrality (*to say*, *to tell*) to endorsing and distancing evaluation.

There are less instances of nominalisation in reporting in the English corpus: *say* (have a say) with one occurrence, *fear*, *inquiry into*, *warning*, *talk*, *hope*, *accusation*, *question*. The reporting nouns in the English corpus belong to the same categories as the verbs, they are less numerous and have the same evaluative force.

Table 4. Nouns in the English corpus

1. Noun	2. Frequency
1. fears	8 occurrences
2. warning	1 occurrence
3. hope	2 occurrences
4. talk	2 occurrences
5. accusation	1 occurrence
6. question	3 occurrences
7. say	1 occurrence
8. inquiry	1 occurrence
9. claims	2 occurrences
10. promise	1 occurrence
11. approval	1 occurrence
12. response	1 occurrence
13. anxieties	1 occurrence
14. signs	3 occurrences
15. belief	1 occurrence
16. signal	1 occurrence
17. as a result of	1 occurrence
18. concerns	6 occurrences

Other means of evaluation encountered in the English corpus include prepositions (*according to*), adjectives and the construction *As +noun+verb*.

The headlines which realise reporting by means of punctuation are short and characterised by simple syntax. Punctuation is used in headlines and the leads to replace reporting words:

(EN) (4) 'Corporate bonds: Emerging bubble. **Signs o**f distress are appearing in companies' debt' (FT, February 15, 2015)

Reporting by means of compound preposition *According to* is not biased:

(EN) (5) 'Jobseekers snub small businesses. One in 10 jobseekers would never consider taking a role at a small business, **according to a new report**. British jobseekers refuse to work for small companies as they believe it could limit their career prospects' (*The Telegraph*, September 7, 2013)

Adjectives as a means of reporting have only twelve occurrences in the English corpus:

(EN) (6) 'British American Tobacco **accused** of bribing government officials'
(*The Guardian*, November 30, 2015)

In brief, reporting expressions are used in the English corpus: with the role of carrying evaluative force; without evaluative force; with the role of anchor; to characterise the source; attribution. In the English corpus attribution is based on what sayers said/thought.

(EN) (7) 'Germany will have to yield in dangerous game of chicken with Greece' 'You cannot keep on squeezing countries that are in the midst of depression,' **says** President Barack Obama, lining up with the Greeks (*The Telegraph*, February 2, 2015)

Attribution and the evaluative sources are: neutral, illocutionary, declarative, the declarative force of *verba dicendi* conveys a high reliability.
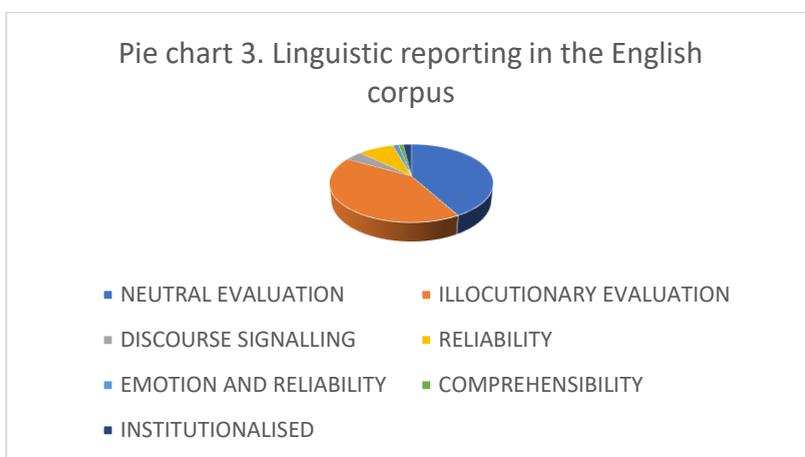
Pie chart 3. Linguistic reporting in the English corpus

- NEUTRAL EVALUATION
- ILLOCUTIONARY EVALUATION
- DISCOURSE SIGNALLING
- RELIABILITY
- EMOTION AND RELIABILITY
- COMPREHENSIBILITY
- INSTITUTIONALISED

Figure 3. Linguistic reporting in the English corpus

Pie chart 4. Mental reporting in the English corpus

- EMOTION
- EXPECTATION
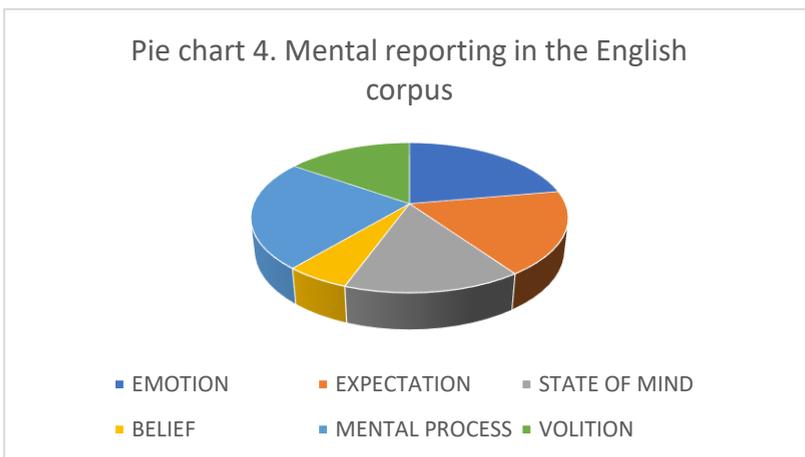- STATE OF MIND
- BELIEF
- MENTAL PROCESS
- VOLITION

Figure 4. Mental reporting in the English corpus

In the English corpus the verbs of expressing carry a neutral evaluation.

The quantitative analysis of the Romanian and the English corpora revealed the fact that the reporting verbs identified in the English corpus outnumber the reporting verbs in the Romanian corpus. In addition to the large number of reporting verbs, the English corpus also displays a rich array of categories and a large repertoire of reporting verbs: speech acts reporting verbs, verbs referring to cognitive activities, verbs conveying positive and negative evaluation. The Romanian corpus displays the following a limited range of categories of reporting verbs: *verba dicendi* and cognitive verbs. Furthermore, in the Romanian corpus the headlines are more informative, less evaluative.
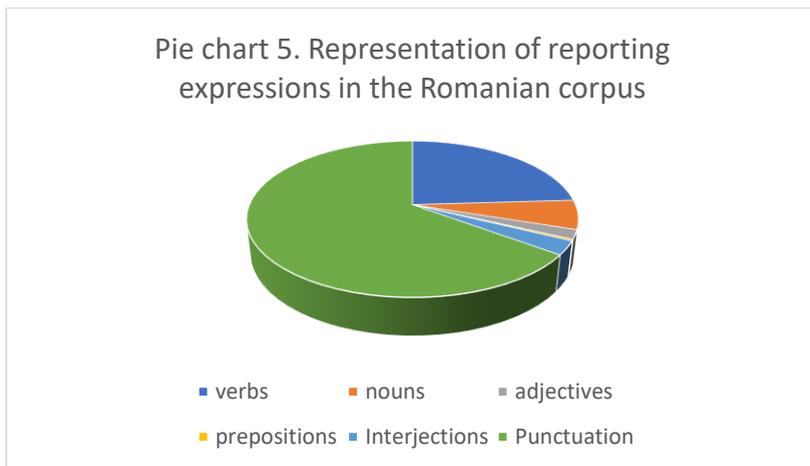

Figure 5. Representation of reporting expressions in the Romanian corpus

The category of verbs referring to mental activities is less diverse than its English counterpart and it includes verbs such as *a spera* (to hope), *a crede* (to believe), *a vrea* (to want), a se teme (to be afraid). The verbs belonging to the category of *verba dicendi* carry an imperative force, illocutionary force. In both corpora *verba dicendi* carry a neutral evaluation. The variation of verbs with imperative force is also very limited in comparison with the English corpus. The category of verbs referring to mental states is underrepresented in the Romanian corpus, while the category of verbs of volition is represented by *a vrea* (to want) with 26 occurrences.
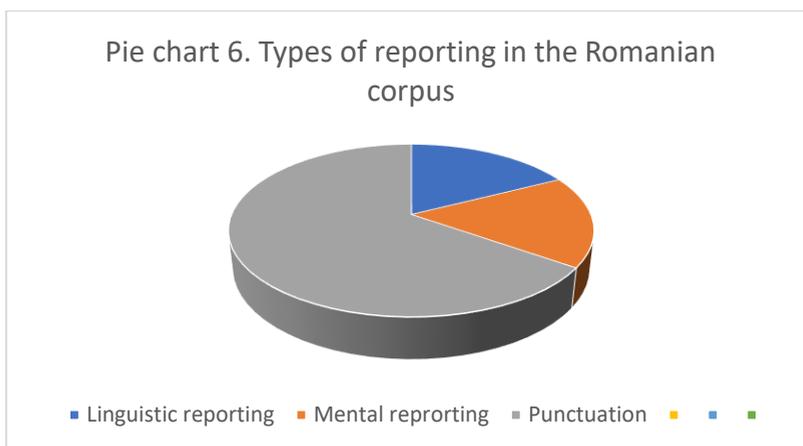
Figure 6. Types of reporting in the Romanian corpus

As evident from Figure 6, in the Romanian corpus mental reporting has the same ratio as linguistic reporting, while in the English corpus linguistic reporting prevails. In comparison with the English corpus, the Romanian corpus is grammatically more diverse, as it encompasses interjections and punctuation. Both the stylistic variations and the evaluative force are limited in the Romanian corpus. The number of reporting verbs which express distancing are more frequent in the English corpus.

Reporting verbs fall into several categories which overlap both in the English and in the Romanian headlines. Furthermore, they display similar syntactic and stylistic features. In the Romanian corpus evaluation is linguistically realised via nouns, interjections and prepositions:

> (RO) (8) 'Șoferii plătesc prea mult pentru RCA, chiar și cu 50% în plus. Este **concluzia** unei investigații inedite a ASF' (AF, November 21, 2015)
> 'Drivers pay too dearly for the mandatory car insurance policy, even up to 50% more, according to the **conclusion** of a novel investigation carried out by The Financial Supervisory Authority'

> (RO) (9) **ECE** piața imobiliară! România, în urma Poloniei, Rusiei și Cehiei' (AF, January 06, 2015)
> '**CEE** the real estate market! Romania lags behind Poland, Russia, and the Czech Republic'

> (RO) (10) BCP va vinde Millennium Bank România, **potrivit** planului de restructurare avizat de Comisia Europeană' (ZF, September 2, 2013)
> 'BCP will sell Millenium Bank Romania, **according to** the restructuring plan approved by the European Commission'

The more evaluative reporting verbs are: *a promite* (to promise), *a vrea* (to want), *a crede* (to think). The less evaluative verbs are: *a raporta* (to report), *a anunța* (to announce), *a vorbi* (to talk). The reporting verbs which have a high reliability are: *a*

considera (to consider), *a confirma* (to confirm), *a raporta* (to report), while the reporting verbs with low reliability are: *a spera* (to hope), *a promite* (to promise).

The headlines from the Romanian corpus display more diversity in terms of means of expressing reporting, while in the English corpus the frequency of the reporting verbs is higher. In addition, the evaluative force of the reporting verbs from the English headlines as well as the categories they belong to outnumber the ones in the Romanian headlines.

The headlines in the Romanian corpus are shorter, more informative and less evaluative. Furthermore, the Romanian headlines prefer action verbs to evaluative verbs, nominal headlines which convey information prevail in the Romanian corpus.

As evident from the analysis, the reporting expressions in both languages are clustered around similar categories and convey similar types of evaluation: neutral, emotional, negative, illocutionary, imperative. Evaluation is similarly realised from a linguistic point of view in both corpora. Furthermore, in both corpora evaluation is realised via linguistic reporting and via mental reporting, the frequency of reporting expressions is different in the corpora analysed.

5 Conclusions

The headlines convey the message of the article, encapsulate the types of evaluation. The role of the reporting words in the headlines and the lead is to reinforce and to repeat the information provided in the headline, to embed a different voice, to evaluate, to inform, to explain.

In the broadsheet *The Economist* the headlines are short, more condensed and less evaluative. They mainly comprise noun phrases with the following structure: noun + of + noun, binomials noun + and+ noun; noun in the plural +and + noun. The verbs used in headlines are non-finite. They also contain the largest number of conceptual metaphors. In *The Financial Times* the headlines comprise verbs in the present tense simple and they are short and concise. In *The Guardian* the reporting verbs outnumber *The Financial Times* and *The Economist* and they are more evaluative. Furthermore, they display a large variety of tenses: the present continuous tense, the future, non-finite forms. In *The Telegraph*, the headlines are longer, the Indirect Speech and the backshift are encountered.

The comparison of the headlines in the English and Romanian headlines pinpoints both similarities and dissimilarities.

The dissimilarities refer to:

1.the frequency of evaluation expressions, the English headlines richer in hits as compared to the Romanian ones;

2. the stylistic diversity of evaluative language;

3. the degree of evaluation in the two corpora: the English headlines are more evaluative, while the Romanian ones are more informative;

4.The English headlines embed the journalists' voice, while the Romanian headlines are more informative;

5. the distribution of the evaluation expressions is different in the English and Romanian corpora;

6. the style of the English headlines is more formal, while the style adopted by the Romanian headlines is less formal;

7. the length of the headlines also impacts on the use of evaluative parameters, the English headlines are longer, while the Romanian ones are shorter.

On the other hand, the similarities arising between the analysis of evaluation expressions in the headlines are as follows:

1. the evaluation expressions are clustered around similar categories;

2. the syntactical realisations are similar in both corpora: Indirect Speech, Free Indirect Speech.

The data reveal the fact that the headlines from the Romanian corpus are more informative and less evaluative. Furthermore, evaluation in English and Romanian headlines is conveyed by means of reporting verbs, while news values aim to emphasise or de-emphasise certain effects. Reporting expressions trigger positive, negative, emotional, illocutionary evaluation.

I observed a discrepancy and an unbalanced distribution of evaluation expressions in the corpora, the English headlines outnumber the Romanian ones in all the categories analysed. Evaluation expressions are embedded in the stylistic fabric of the headline. The English headlines display a preference for neutral evaluation, which is maintained in the Romanian corpus to a lower proportion. The headlines in the English and Romanian broadsheets share stylistic variations of the evaluation expressions used, the degree of variation is higher in the English headlines.

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