

Chapter 5

ANALYSIS OF HEADLINES AS TEXT

2002-2010

5.1. THE TIMES OF INDIA, 2002

1. Senegal's lions maul defending champs
2. Ireland keen to bury the Roy saga
3. African debutants stun defending champions in World Cup opener; Unlucky France denied twice by the post, Senegoooooooooooooooooooooooooooooooooooo aaaaaa!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
4. Dessert warriors not overawed by Germany
5. Spain-full debut for Slovenia
6. Batistuta's head scripts tail
7. Veron could destroy US: Beckham
8. Brazil sizzle, stumble, steal show
9. All eyes on Figo as golden boys chase greatness
10. Spain thirsting for revenge
11. Koreans set to attack aristocratic Italian
12. Douala has 'blue heaven' weeping
13. Italian club may fire Korean hero-Ahn
14. AFC chief stands by 'lord of the rings'
15. Brazil's three renowned R's revived 'art soccer'

Discussion

As per the scope of the study, the researcher here tries to analyse the text of the headlines that were published by The Times of India during the coverage of the Football World Cup in 2002 and the Football World Cup in 2010. Headlines assume a very important function in the narrative structure of a news story. Sport journalists make use of many language tools such as *metonymy*, *metaphor*, *analogy*, *irony*,

simile, personification, hyperbole and colloquialism to persuade the readers of their text.

To understand how this change from a pre-digital to digital age affected the language of the newspaper, the researcher has undertaken a comparative text analysis of the coverage of 2002 Football World Cup vs 2010 Football World Cup as a part of the study.

Hyperbole

An analysis of the headlines of the 2002 World Cup shows that The Times of India employed hyperbolic expressions in headlines such as *'US ambush Portugal'*, *'Spain thirsting for revenge'*, *'Fight to death'*, *'Judgement day for Japan'*, *'Agony for Argentina, ecstasy for England'*, *'Ronaldo toe terminates Turkey'*, *'Pauleta piles on the agony'*, *'Irish bailey leaves Saudis dizzy'*, *'Meanest defence vs potent strike force'*, *'Ireland keen to bury the Roy saga'*, *'Bafna bafna' blow away Slovenia's chance'*, *'Veron could destroy US'*, *'Croatia clip Azzuri wings'* and *'Ballack missile, Kahn floor US'* which gives the stories a dramatic effect.

There are also other examples of using exaggerations such as *'Douala has blue heaven weeping'*, *'Danes leave French black and blue'*, *'Senegal- breath of fresh African air'*, *'Belgium waffles as Brazil goes nuts'*, *'Irish bailey leaves Saudis dizzy'*, *'US vs Korea - father of all Matches'*.

Military words

The textual analysis also found various military words such as *'ambush'*, *'revenge'*, *'bury'*, *'blow away'*, *'strike force'*, *'missile'* and *'destroy'* used in the headlines, which are targeted to arouse a sort of nationalistic feelings in the readers to catch their attention. Other similar examples used by The Times of India during its coverage of the 2002 World Cup are *'battles'*, *'face-off'*, *'missile'*, *'scattergun'*, *'fire'* etc which clearly seems an attempt by The Times of India to evoke emotions in the mind of the sports fans.

Metonymy and Metaphor

The study also showed how the national daily used various metonymic expressions such as *'Desert warriors'*, *'Senegal's lions'*, *'Irish delight'*, *'Great Danes'*, *'Golden*

Table No. 37

<i>Keane-ly</i>	'keen' and 'Keane' (surname of Ireland footballer Robbie Keane)
<i>Zahovic-less</i>	Slovenia's decision to expel Zahovic after a bitter row with coach Srecko Katanec
<i>Spain-full</i>	Spain + painful

5.2. THE TIMES OF INDIA, 2010

1. The Safari Begins: South Africans pull out their brightest to match happy rush
2. Spain, Portugal sound early warning
3. Duniya Goal Hai: The world's most watched sporting event kicks off today
4. Starting tonight AFRICARNIVAL
5. Time for Bafana Bafana to show they are men
6. Capello's weapon: falcon victoria!
7. Tshabalala! Africa's Cup gets off to a perfect start – almost
8. MESSI-MERISING DAYS: We're ready for take-off, Diego
9. Serbia, Ghana meet in must-not-lose clash
10. Germany hand 10-man Oz hard lesson with 4-0 win
11. Gladiators in a deadlock: Drogba, Cristiano fail to inspire their teams to victory
12. Swiss knife at work: Euro champs Spain show the skills but underdogs make the decisive cut
13. Red Hot Chile peppers
14. Serb & volley stun Germany - Jovanovic nets winner after Klose sees red in 1st half
15. A Bradley needed point for the US
16. Mexico wave drowns France
17. Oranje army on prowl: Dutch unlikely to field Robben against Japan
18. Portugal's seven wonders Three goals in seven minutes destroy hapless North Korea

19. David, the Goalith
20. Donovan brings US back from the dead
21. It's a Slo death for Italy. Defending champs knocked out. Slovakia Paraguay advance Vittek scores twice to end Azzurris' miserable run
22. Beautiful boys finish ugly: Portugal advance to last 16, Brazil top group after scrappy draw
23. Elephants fail to pull off miracle
24. Mueller shots kill the Lions
25. Tevez lights up Argentina's night Scores twice to set up QF clash with Germany
26. Dutch of Arjen Supremacy Striker's characteristic goal sets tone for Oranje Army; Slovakia put up gritty fight
27. Samurais succumb in shootout Latin Americans dash Asian hopes in tiebreaker after goless draw
28. Where there's villa, there's a way: Striker nails Portugal, takes Spain to QF
29. Spanish Armada sets sail European champions show their class in triumph
30. Argentina on all fours: Maradona's dreams shattered as team drubbed by Germany

Discussion

A textual analysis of the headlines of 2010 Football World Cup as reported by The Times of India showed that the sports journalists considered catchy and engaging expressions in the main headlines, which was followed by a strap line providing more information on the news stories. The headlines comprised for a few words and are similar to the captions used by news channels and websites.

Hyperbole

Expressions such as *'The Safari Begins'*, *'MESSI-MERISING DAYS'*, *'Gladiators in a deadlock'*, *FIGHT CLUB REOPENS'*, *'Swiss knife at work'*, *'Barry good news'*, *'Oranje army on prowl'*, *'Portugal's seven wonders'*, *'Argentina on all fours'*, *'No. 10 is a curse!'*, *'Hard task for 'hard men'*, *'Shock 'n' Oranje!'*, *'The fall of Europe'*, *'Dutch of Arjen Supremacy'*, *'Capello's weapon: falcon victoria!'* are some examples

which points to the hyperbolic and colloquial pattern used in the headlines by The Times of India to create a more dramatic effect which is so reminiscent of Television and Web journalism.

The analysis also shows sports journalists in The Times of India employing persuasive techniques in the headlines which borders around sarcasm and mocking. For examples, *'Time for Bafana Bafana to show they are men'* and *'Donovan roars, Rooney whimpers'*. Here the writer makes a deliberate attempt to instigate the South African by the expression *'show they are men'*, while in the next headline the writer plays with words like *'roars'* and *'whimpers'* to create an emotive response from the readers.

Metonymy and Metaphor

During the study, the researcher also found an increasing usage of metonymic expressions such as *'Danish Dynamite'*, *'desert foxes'*, *'Bafana Bafana'*, *'Red Army'*, *'blues'*, *'Oranje army'*, *'Samurais'*, *'Latin Americans'*, *'the Lions'*, *'Elephants'*, *'Samba flair'* and *'Mexican wave'* which were used to describe the different teams.

Table No. 38

Metonymic Terms	Its meaning
Danish Dynamite	Denmark football team
Desert Foxes	Algeria football team
Bafana Bafana	South Africa football team
Red Army	Spain football team
Blues	France football team
Orange Army	The Netherlands football team
Samurais	Japan football team
Latin Americans	Paraguay football team
The Lions	Cameroon team
Elephants	Ivory Coast football team
Samba	Brazil football team
Mexican wave	Mexico football team

The metonymic expressions thus used otherwise common ideas and objects related to the teams to give it a profound meaning and draw readers' attention.

Neologism

The analysis also throws light at the increasing coinage of new words which gives the text a colloquial style which is chatty and friendly in their headlines by The Times of India. Expressions such as ‘Starting tonight AFRICARNIVAL’, ‘No Rossi picture this’, ‘Swiss fear Spainful start’, ‘Can Uruguay duo stop Ghana Bajana?’, ‘Villa ‘Kloses’ in on golden boot’, ‘Where there’s villa, there’s a way’, ‘It could be Dutch & go’, ‘ and ‘Roo or die for England’ uses various neologism such as ‘AFRICARNIVAL’, ‘Rossi’, ‘Spainful’, ‘Ghana bajana’, ‘kloses’, ‘villa’, ‘Dutch & go’, ‘roo or die’ to grab the attention of the readers. More examples of neologism was found in headlines such as ‘It’s a Slo death for Italy’, ‘A Bradley needed point for the US’, ‘Barry good news’ and ‘Serb & volley stun Germany: Jovanovic nets winner after Klose sees red in 1st half’.

Table No. 39

Here below are few striking words found in the above headlines which have been formed by joining two words:

<i>AFRICARNIVAL</i>	Africa + Carnival
Rossi	Instead of <i>Rosy</i> , the writer used <i>Rossi</i> referring to Italian footballer
Spainful	Spain + painful
Ghana bajana	<i>Gaana bajana</i> is a hindi term which means playing song and fast beat music. Here <i>Ghana</i> was used in place of <i>Gaana</i>
Kloses	Refers to German footballer <i>Miroslav klose</i> . Here instead of <i>closes</i> , <i>kloses</i> was used.
<i>Villa</i>	<i>Will</i> was replaced by <i>Villa</i> (<i>David Villa</i> is the name of a Spain footballer)
<i>Dutch & go</i>	Instead of <i>touch and go</i> , the writer used <i>dutch and go</i>
<i>Roo or die</i>	Here <i>Roo</i> refers to Wayne Rooney. The writer used <i>Roo or die</i> instead of the expression <i>do or die</i>
Slo death	Here <i>Slo</i> was used instead of <i>Slow</i> referring to Slovenia which beat Italy in the World Cup.
Bradley	<i>Bradley</i> was used instead of <i>Badly</i> referring to American footballer <i>Michael Bradley</i> .
Serb & volley	Instead of <i>serve and volley</i> , the writer used <i>Serb & volley</i> , referring to Serbian footballer Milan Jovanovic’s own goal against Germany.
Barry good news	Instead of <i>very</i> , the writer used <i>Barry</i> referring to English footballer <i>Gareth Barry</i>
KO punch	<i>KO</i> is a pseudo-neologism referring to <i>Knock out</i>

Intertextual Reference- Films/Music/Novels/Literature:

The textual analysis also revealed how writers sometimes use intertextual references from films, literature, novels and music while writing the headlines. Expressions such as '*Achtung Baby*' and '*Euro War*' are a couple of examples. Here '*Achtung Baby*' refers to the seventh studio album by Irish rock band U2, while '*Euro War*' is a nickname for a broad subgenre of war film that emerged in the mid-1960s, so named because most were produced and directed by European co-productions, notably Italians. These headlines have been discussed by the researcher in the following paragraph:

Achtung Baby! What a heady mix Transformation of the German society is beautifully mirrored in its multi-ethnic, hip, new-look football team

'*Achtung Baby*' is inspired from the German reunification in 1990 in which the German Democratic Republic (East Germany) had joined the Federal Republic of Germany (West Germany) to form the reunited nation of Germany. Here the story is about Germany national football team which had a mix of multi-ethnic players which is a reflection of the transformation of the German society. Hence the writer uses *Achtung Baby* to connect with the readers.

Euro war, part two second semi final: solid Spain face buoyant Germany

Here the story is about two European countries Spain and Germany playing in the second semi final. The first semi-final was also between two European countries Uruguay and the Netherlands. Hence the writer uses '*Euro War part two*' to implies it a second match between two European nations at the semi finals of the World Cup 2010.

Pun and Colloquialism

The researcher also came across a few headlines which uses pun to grab the attention of the readers such as '*Tshabalala! Africa's Cup gets off to a perfect start – almost*' and '*Forlan's double leaves South Africa forlorn*'. Here in the headline, the writer plays with the name of two footballers -- Lawrence Sipiwe *Tshabalala* (South Africa) and Diego Forlán (Uruguay) to create a sort of pun which the readers can

connect with. It was also found by the researcher that expressions like *'Duniya Goal Hai'* were also used by The Times of India during 2010.

Alliteration

The textual analysis of the 2010 World Cup Football showed various uses of alliteration in headlines such as *'Scandalous Sneijder on the road to redemption'* and *'Samurais succumb in shootout'*, *'Solid Spain face buoyant Germany'*, *'Ozil gunning for glory'* and *'Spanish Armada sets sail'* to grab the attention of the readers.

In pursuit of writing attention-grabbing headlines, journalists add a punchy or emotive word in the form of adjectives to the teams. The study shows various such examples such as *'solid Spain'*, *'hapless Korea'*, *'buoyant Germany'*, *'Mighty Netherlands'*, *'spirited Uruguay'*, *'toothless Samurai'*, *'Lethal Eto'*.

The analysis also points towards a predominantly violent or negative connotation in the headlines during the coverage of the Football World Cup in 2010. The Times of India uses some powerful emotive words and expressions in headlines such as *'Donovan brings US back from the dead'*, *'Three goals in seven minutes destroy hapless North Korea'*, *'Marquez keen to erase 4-year-old grudge'*.

Some are bordering on jingoism such as *'Old foes to renew cold war: Maradona & Huh face off as Argentina meet S Korea'*, which tries to evoke a strong emotion from the fans of the two teams who have a history of rivalry. In the headline, *'Can Portugal breach red wall?'*, North Korea is described as the *'red wall'* due to its communist rule.

Findings

The comparative textual analysis of the headlines of 2002 and 2010 Football World Cup as reported by The Times of India indicate a significant difference in the language employed between the two years. The researcher found that the sports journalists used many literary devices such as military terms, alliteration, hyperbole, pun, colloquialism, neologism and intertextual references from films/literature/novels/music in both the years. But in the digital age, the usage was almost doubled.

4. Ronaldo of old returns to lift Brazil
5. All eyes on Figo as Portugal take on US
6. Portuguese men of war ambushed in US raid
7. Diao the hero and villain for Senegal
8. Eto'o gives Saudi marching orders
9. Argentina v England: At war on the football field as well
10. Spain have revenge on their mind
11. Crash landing for Super Eagles
12. Samba sorcery continuous
13. SA end Slovenia's misery
14. New Sun rises over Japan
15. Park's spark fires Brazilians ahead
16. Korea-US tie could be volatile affair
17. Grudge match ends all square
18. World Champions France bite the dust
19. Senegal roars as Taranga Lions make history
20. Lethargic England survive to fight another day
21. Turkey keep date with history
22. Shock exits thrill as fatigued stars fall
23. Fired-up England douse Danish flame
24. Ireland out to dent Spain's reputation
25. African Lions ready for the feast
26. Camara shoots golden picture of Senegal
27. Brazil show little sympathy for the Devils
28. Korea script red letter day for Asia
29. Turkey crash into host's party

30. Nightmare returns to haunt Italy
31. Beckham or Ronaldo: Who'll bury ghosts of 98?
32. Samba gets a new beat -- Ronaldiinho!!
33. USA Kahn't get past the Germans
34. The red tide swells to new heights
35. Ilhan's golden strike lights up Turkey's path
36. Can German stop the red tide?
37. Germany Ballack out Red dream
38. Ballack strike ends Korean fairytale

Discussion

To explore the change in language in the coverage of Football World Cup by The Hindustan Times in 2002 and 2010, a textual analysis was conducted on the headlines over the period of the tournament.

Hyperbole

The researcher found several striking hyperbolic expressions in headlines such as *'Argentina move from solo to symphony'*, *'Portuguese men of war ambushed in US raid'*, *'Captain Beckham rallies the troops'*, *'Eto'o gives Saudi marching orders'*, *'Argentina v England: At war on the football field as well'*, *'Spain have revenge on their mind'*, *'Crash landing for Super Eagles'*, *'New Sun rises over Japan'*, *'African Lions ready for the feast'*, *'Nightmare returns to haunt Italy'* and *'And the world is at Ronaldo's feet'*.

Military words

Most of these headlines also give an impression of war rather than a football tournament with expressions such as *'marching orders'*, *'revenge'*, *'ambush'* and *'raid'*. Some other headlines such as *'Sub-text in Korea: Payback for colonialism'* and *'Turks plot revenge on Brazil for Rivaldo play-acting'* also gives a similar impression.

Sub-text in Korea: Payback for Colonialism: The headline here is drawn from the history of Japan occupying the Korean Peninsula from 1910 to 1945. In 2002 World Cup, South Korea reached the semi-finals for the first time even as Japan exited in the round of 16. Hence, if the Korean could have gone on to reach the finals and won at Yokohama, it would have been viewed by many as a payback for the colonial past.

Intertextual Reference from films/novels/literature/music

The analysis of the headlines also show that sports journalists have drawn a few reference from films as is evident in these examples: '*Prepared for the battle of pride and prejudice*', "*A bridge 'two' far: Can faltering champs cross it?*" The analysis of the headlines has been done by the researcher in the following paragraphs:

Prepared for the battle of pride and prejudice

Pride and Prejudice was a novel by Jane Austen which was first published in 1813. Here the story is about the match between US and South Korea. Ahead of the match, Government and FIFA had announced highest security alert for the US team as there were fears of an attack on US. Anti-US song had spread on internet before the match. Hence, the writer used the novel 'pride and prejudice' in the headline, drawing from this background.

A bridge 'two' far: Can faltering champs cross it?

A Bridge Too Far is a non-fiction book by Cornelius Ryan published in 1974, which was later made into a landmark film in 1977 by director Richard Attenborough. The story is a preview of France's match against Denmark. Here the writer discusses France's faltering campaign in World Cup. Ahead of the match, France needed to beat Denmark by two-goal margin in their final game match to reach the next stage. Thus the writer replace 'too' with 'two' in the popular film 'A Bridge Too Far' which was used in the headline. The writer implies it will be a tall task for France to bridge the gap.

Metonymy and Metaphor

During the study, the researcher also found usage of Metonymy and Metaphor in some of the headlines. For example: '*Lethargic England survive to fight another day*', '*Fired-up England douse Danish flame*' and '*Now, red-hot Koreans target cool*

Germans, ‘*Germany Ballack out Red dream*’, ‘*Can German stop the red tide?*’, ‘*African Lions ready for the feast*’, ‘*Senegal roars as Taranga Lions make history*’, ‘*Crash landing for Super Eagles*’ and ‘*Samba sorcery continuous*’ shows metonymic expressions such as ‘*fired-up England*’, ‘*red-hot Koreans*’, ‘*Cool Germans*’ ‘*red dream*’, ‘*red tide*’, ‘*Super Eagles*’, ‘*samba sorcery*’, ‘*Taranga Lions*’.

Table No.40

Metonymic Terms	Its meanings
<i>Danish flame</i>	Denmark team
<i>Red dream</i>	South Korea team
<i>Red tide</i>	South Korea team
<i>African Lions</i>	Cameroon team
<i>Taranga Lions</i>	Senegal Team
<i>Super Eagles</i>	Nigeria team
<i>Samba sorcery</i>	Brazil team

The analysis shows how Metonymic and Metaphor are used by the writers to create a powerful and vivid expression in the headlines. There are also usages of assonance in headlines such as ‘*Park's spark fires Brazilians ahead*’. Here ‘*Park*’ and ‘*Spark*’ creates internal rhyming within the sentence which is again one of the language tool used by the writers.

Alliteration

The use of alliteration as a literary tool was found in the headline: ‘*World watches as Ronaldo's genius is reborn*’. Here letters ‘W’ and ‘R’ were repeated in ‘*World Watches*’ and ‘*Ronaldo reborn*’ to create a mood and rhythm to help the readers remember the headline.

Pun/colloquial

There were also some unique examples of using pun in headlines such as ‘*Camara shoots golden picture of Senegal*’, ‘*Samba gets a new beat -- Ronaldinhooo!!*’ and ‘*Officials sweat over Milu's god-like status*’. The first referring to Senegal footballer Henri Camara’s golden goal in World Cup which earned Senegal a quarter-final

World Cup, while the second uses Ronaldino’s name to grab attention and third headlines seem to make colloquial usages ‘god-like’.

Neologism

The study also showed a few examples of neologism in headlines such as ‘USA Kahn't get past the Germans’, ‘Germany Ballack out Red dream’ and ‘Ronaldo on top, no one Klose’ which refers to German footballers Oliver Kahn, Michael Ballack and Miroslav Klose respectively. The connotations are ‘can’t’, ‘black out’ and ‘close’. Here new words - Kahn't, Ballack, Klose -- have been created by blending i.e a word formed by joining the beginning of one word to the end of another. Here ‘Kahn and can't’, ‘Ballack and black’ and ‘Klose and close’ have been joined to form the neologism. This shows how the headline writers use neologism to create humour which gets the readers hooked to the news stories.

Table No. 41

USA Kahn't get past the Germans	German footballers Oliver Kahn + can't
Germany Ballack out Red dream	Michael Ballack + Black
Ronaldo on top, no one Klose’	Miroslav Klose + close

5.4. THE HINDUSTAN TIMES, 2010

1. F-word catches Rooney offside
2. Hold your breath...ALL SET: World gets ready to party as the Cup kicks off today
3. Fired by Forlan, Uruguay dark horses to win?
4. Old Azzurri up against Latin heat Test Begins: Coach Lippi's ageing squad could face a tough opening challenge in their title defence against a confident Paraguay
5. Orange squash Danes Self goal and a Kuyt strike help Holland overcome Danish dynamites
6. A North block awaits Samba Tunes: brazil open their campaign against a North Korean side high on confidence

7. Soccerroos hop, skip and falter
8. High on Higuain trick Destructive : With a little help from Messi, the striker dazzles
9. England face desert storm. Must win: Capello's men go into the game vs Algeria having never lost to an African opponent
10. Yankee boys will fancy a win against Slovenia. All-thrill: USA will look to turn their dubious result into an emphatic victory
11. Time for total football Group Leaders: The attacking Dutch will look to seal the deal against Japan
12. Clash of the continents G-Spot: Five-time world champs Brazil meet Africa's most potent side Ivory Coast to decide group leaders; Drogba may start
13. Three Lions whimper England put up an insipid display to split points with Algeria
14. Greek test awaits Perfect score: Argentina look to move to the second round with a win in their last group tie
15. Reining in the ruins Outside chance: A French team crippled by internal strife takes on hosts SA
16. C -saw battle: Last Chance for England's Lions
17. Gritty Slovaks sink ageing Italian ship Azzurri's defending champions exit after failing to win a single game; Slovakia advance into the knockout stage
18. Colonial cousins to battle for pride
19. Group of Death ends with a dead match Damp squib: Much anticipated Brazil-Portugal clash ends in a goalless draw
20. Battle Europa in Africa Germany and England look to leave behind mixed league form in do-or-die encounter
21. Mexico block Diego's march Latin Heat: Mexico face Argentina in the pre-quarters in a repeat of Germany 2006, looking to avenge their 1-2 defeat
22. Ghana crush American dreams, deliver African joy

23. Pass-masters in the limelight Continental heat: South American giants Brazil aim for a sixth World Cup title; take on Chile in the Round of 16 clash
24. Super Saturday Chartbuster Argentina set up another WC quarters clash with Germany
25. Oranje samba on Friday Calculating Brazil show South American compatriots Chile the door, face Holland in the quarterfinals
26. Oranje squash Brazil Latin Losers Own goal, red card... Samba boys lose after lead
27. African heartbreak...Costly miss Suarez puts up a 'divine hand' for Uruguayan win; Gyan allows in human nerves for Ghanaian loss
28. Shooting stars: Forlan powers Uruguay's dreams
29. Battle of Durban: Final countdown Equals clash: European heavies vie for a spot in the final
30. Ole! It's Spain's night It's over: Africa bids World Cup farewell in a haze of dance, music and Mandela

Discussion

Eight years after the Football World Cup moved to South Africa, a lot has changed in the media landscape. A textual analysis of the headlines of The Hindustan Times during its coverage of the 2010 World Cup shows some fascinating facts, which underlines the changing attitude of the national daily in terms of how it approached the news stories.

Hyperbole

Several hyperbolic expressions used in the headlines include: *'Hold your breath...ALL SET'*, *'The WORLD WAITS'*, *'Hosts bridge Mexican gulf.'*, *'A North block awaits Samba Tunes'*, *'D-Day'*, *'Three Lions whimper'*, *'French dis-connection'*, *'C -saw battle'*, *'Group of Death ends with a dead match Damp squib'*, *'Battle Europa in Africa'*, *'Super Saturday Chartbuster'*, *'Pass-masters in the limelight'*, *'Battle of Titans'*, *'Battle of Durban'*, *'3-2 ... A 32-year Dutch wait ends'*, *'What keeps flying Dutchmen grounded Mind It'*, *'Puyol ecstasy'*, *'Like versus like in battle against*

history World Cup, *'Oriental passion meets occidental precision'*, *'Ole! It's Spain's night*, *'Portugal in seventh heaven'*, and *'Ghana crush American dreams'*.

The analysis also shows how newspaper headline writers are pushing the envelope when it comes to reformulating the language in this changing media landscape.

Metonymy and Metaphor

The textual analysis also shows how sports journalists used metonymic expressions to describe a team during the 2010 Football World Cup. Some of the expression include: *'Uruguay dark horses'*, *'Three Lions'*, *'Samurai onslaught'*, *'Danish dynamites'*, *'Orange squash'*, *'Samba Tunes'*, *'Samba Boys'*, *'Mexican wave'*, *'Yankee boys'*, *'Flying Kiwis'*, *'England's Lions'*, *'Italian ship'*, *'The Elephants'*, *'Blue Samurai'*, *'Soccer giants men in Orange'*, *'South American giants Brazil'*, *'Big Fight Samba Boys'*, *'Germany's young Turks'* and *'Dynamite Dutch'*.

Table No.42

Metanomic Terms	It's meaning
Dark horses	Uruguay team
Three Lions	England team
Samurai onslaught	Japan team
Danish dynamites	Denmark team
Orange squash	The Netherlands team
Samba Tunes	Brazil team
Samba Boys	Brazil team
Mexican wave	Mexico team
Yankee boys	USA team
Flying Kiwis	New Zealand players
England's Lions	England players
Italian ship	Italy team
The Elephants	Ivory Coast team
Blue Samurai	Japan Team
Soccer giants men in Orange	The Netherlands
Young Turks	Turkey team
Dynamite Dutch	The Netherlands

Here the sports journalists employed the metonymic expressions keeping in mind, the colour of national flag, jersey, animal, mood, among other things.

Alliteration

Some of the headlines used alliteration such as '*Spick & Spain: All eyes on the ball*', '*Gabriel's gift to God*', '*Swiss shock for Spain*', '*Reining in the ruins*', '*Japan jive to Honda Jazz*', '*High on Higuain trick*' and '*Anti-climax Annihilation*' to draw attention to the particular line of text in the headline.

Military terms

A strong element of persuasion is also evident in headlines such as '*Lions ready for Samurai onslaught*', '*Wesley sniper on target*', '*Red hot Chile look to breach Swiss guard*', '*No retreat, No surrender Fitness a concern for German coach in a must-win encounter against Ghana*' and '*Allied Powers win*'. Use of military terms such as '*onslaught*', '*sniper*', '*breach*', '*retreat*' and '*surrender*' in these headlines evoke a kind of nationalistic feeling that pushes the readers to read the story and find out the details of the news story.

Similarly, words such as '*clash*', '*battles*', '*attack*', '*annihilation*', '*blitzkrieg*', '*sharp shooter*', '*crush*', '*sink*', '*humiliate*', '*avenge*', '*marshal*', '*knife*' show that the game of football tends to be portrayed in terms of warfare and with changing times such words have become a part of journalistic lexicon as is evident from their excessive usage in the coverage of a sport.

Slang/Pun

The expressions '*F-Word*' and '*G-spot*' in the headlines – '*F-Word catches Rooney offside*' and '*G-Spot: Five-time world champs Brazil meet Africa's most potent side Ivory Coast to decide group leaders; Drogba may start*' shows that sports journalists in India too are certainly drawing to these slang words because they are crispy and grabs eyeballs immediately. While slang has its place in a conversation and creative writing, mainstream professional journalists using it shows the change in trend.

Intertextual Reference from films, music and literature

The intertextual references have been discussed by the researcher in the following manner:

Dial M&M for Argentine magic. Coach speak: Looking at the boys, I feel immense pleasure says Maradona; Argentina to go all out with three strikers

Dial M for Murder is a 1954 American Film Noir directed by Alfred Hitchcock. Here M&M refers to Diego Maradona and Lionel Messi, the two most prominent names associated with the Argentina football team. The writer uses the popular film name to create an intertextual connect with the readers.

Hosts bridge Mexican gulf. Almost famous: SA punch above their weight; hold the fancied Mexicans to a 1-1 draw

Almost famous is a comedy-drama film written and directed by Cameron Crowe in 2000. Here the story is about how hosts South Africa drew with Mexico, a team which reached the quarter-finals in 1970 and 1986 World Cups. It was something which no one expected and the result made them famous briefly in the eyes of their fans. So the writer uses this popular film to grab attention.

Finding Netherlands: Big Fight Samba Boys hope to quell Dutch attack in the first match of the quarterfinals

Finding Neverland is a 2004 American semi-biographical film directed by Marc Forster. The Netherlands have always been a good team. They reached the finals twice in 1974 and 1978 but could not win the World Cup. So the writer implies that The Netherland will have to find themselves ahead of their big match against Brazil, who has won the World Cup five times. Hence the writer replaces 'Neverland' with 'Netherlands' and creates an intertextual connect with the readers.

The few good men The best: Mueller, Ayew in line for youth players top award

A Few Good Men is a 1992 American legal drama film directed by Rob Reiner. The story is about Germany's Thomas Mueller and Ghana's André Ayew who were in line for the youth players' top award at the World Cup. So the writer tweaked the name of the popular film 'A few good men' into 'The few good men' to describe the two players.

England's Rooney tune. Lethal Weapon: Captain Gerrard says the striker will "define" the World Cup

Lethal Weapon is a 1987 American action film directed by Richard Donner. Here *Lethal Weapon* refers to England's Wayne Rooney, who was in sizzling form coming into the world Cup. The story describes how Captain Steven Gerrard praises Rooney and considers him to be their best player, who can earn them the world cup. Hence the writer uses the popular film to grab eyeballs.

Cold play in South Africa and fans shiver in football fest

Coldplay is a British rock band formed in 1996. It was cold weather in South Africa when they hosted the World Cup 2010 and there were speculations that it was having an adverse effect on the quality of football. Hence the writer uses '*cold play*', which gained a lot of popularity by then in India, in the headline to appeal to the readers.

Les Miserables: Part II kockout: Umimpressive and uninspiring, Domenech's men stare at an early exit

'Les Miserables' is a French historical novel by Victor Hugo. 'Les Miserables' is one of the greatest novel which follows the lives and interactions of several characters, particularly the struggles of ex-convict Jean Valjean and his experience of redemption. During the World Cup, France was struggling with their infighting and player's revolt and it reflected on their performance. Thus France team, who were known as '*Les Blues*', has been described as '*Les Miserable*' by the writer to ignite emotions.

French kiss cup goodbye

French Kiss is a 1995 film directed by Lawrence Kasdan. The story is about France national team, the former world champions, bowing out of the tournament after losing 1-2 to hosts South Africa in their final group game in Bloemfontein. Hence the writer uses pun in the headline to grab the attention of the readers.

Colonial cousins to battle for pride

Colonial Cousins is an Indian duo, formed by singer Hariharan and singer-composer Lesle Lewis, whose first album hit platinum in sales in India alone and consistently

headed the Indian music charts in 1996. By '*colonial cousin*', the writer tries to dig out the history between the two nations Brazil and Portugal. From the 16th to the early 19th century, Brazil was a colony of Portugal. Hence ahead of their match, the writer describes the two team as 'colonial cousins' to imply their colonial past as well connect with the audience with this popular band.

First among equals. Midfield generals: Xavi and Schweinsteiger hold key to their team's progress to the final

First Among Equals is a 1984 novel by British author Jeffrey Archer. Here the story is about Germany's Bastian Schweinsteiger and Spain's Xavi, who were considered to be key players for their respective teams ahead of their match. Hence the writer used this popular novel to describe how it will be a match between equals and one who comes out first will see the team through to the finals.

Vamos Espana! The Last Men Standing: Iniesta's extra time goal seals it for Spain in a battle devoid of flair

Last Man Standing is a 1996 American action thriller film written and directed by Walter Hill. Here Spain football team was referred to as '*last men standing*' after they won the world cup. The writer uses this popular film to connect with the audience.

Neologism

The study also brings to light certain neologism such as '*Fabi-go!*', '*Portugalled*', '*Socceroos*' and '*Portu-guessing*' which otherwise doesn't exist in the lexicon. Headlines such as '*Here's a Loew down on German success*' and '*United States hope to take Landon bridge to next round*' are also interesting examples which shows the coinage of new words.

Table No 43

<i>Fabi-go</i>	<i>Here the call for sacking England coach Fabio Capello have been shortened into a new word Fabi-go, Portugalled : Here Spain's win against Portugal have led the writer for coining the word Portugalled.</i>
<i>Portu-guessing</i>	<i>It is again a derivative from how Ivory Coast kept Portugal guessing till the end to split points in their match.</i>

<i>Loew down</i>	<i>Here the writer replaces 'low' with 'Loew' referring to Germany coach Joachim Loew and his contribution to the team</i>
<i>Landon bridge</i>	<i>Here the headline speaks about United States' desire to carry the good work and reach the next round. 'Landon bridge' here refers to USA footballer Landon Donovan, whose late winner had helped them to register a 1-0 victory over Algeria in the previous match.</i>
<i>Socceroos</i>	<i>It is a typical blended neologism which joins soccer with Australian national animal 'Kangaroos' to define the Australian football team</i>

Findings

A comparative textual analysis of the headlines, words and phrases of 2002 and 2010 Football World Cup as reported by The Hindustan Times indicate a striking change in the usage of language tools such as military terms, alliteration, hyperbole, pun, colloquialism, neologism and drew references from films and literature between the two years.

The researcher found that the sports journalists made extensive use of the literary devices in the era of digital age compared to the year 2002. Similar to The Times of India, The Hindustan Times too used single line headlines during its coverage of the World Cup in 2002 but in contrast, in 2010, the sub-editors used mostly double-decker headlines, in which catchy and engaging expressions were used in the first line, followed by a strap line providing more information on the news stories.

During the textual analysis of 2010 World Cup, the researcher found more striking headlines, words and phrases in the text and also the usage of hyperboles and metonymy had increased exponentially.

While war-inspired words such as '*marching orders*', '*revenge*', '*ambush*' and '*raid*' were used in 2002, the writers went for '*onslaught*', '*sniper*', '*breach*', '*retreat*', '*annihilation*', '*crush*', '*sink*' and '*surrender*' during the coverage of the 2010 World Cup.

The researcher also found that writers drew more reference from films and literature in the year 2010 which is evident from expressions such as '*Dial M&M for Argentine*

magic, *Cold play*, *First among equals Midfield generals*, *Les Miserables* compared to just two such references – *Prepared for the battle of pride and prejudice* and *A bridge 'two' far: Can faltering champs cross it?* in the year 2002.

The use of neologism in 2002 was limited to usages such as *Kahn't*, *Ballack*, *Klose* but in 2010, the writers went for words such as *Fabi-go!*, *Portugalled*, *Soccerooos* and *Portu-guessing* which are much more striking and uses humour and pun to grab the attention of the audience. The analysis also showed the usage of foreign words such as *Ole* and *Vamos Espana* as a part of the headline in 2010.

The researcher also found unique usages such as *F-Word* and *G-spot* in the headlines of 2010. Also the social media websites such as Twitter and Facebook also found a mention in the headlines of The Hindustan Times in the digital age.

In fine, the comparative textual analysis of the 2002 and 2010 Football World Cup shows a significant change in the use of various language tools to grab the attention of the readers, who are gradually losing their patience and has a gradually diminishing attention span. The fact that audience are now more exposed to broadcasting media and internet has pushed the sports journalists to go for headlines which not only informs but also entertains.

In fact, it won't be wrong to say that the inclination is more towards entertainment than information. Nowadays, headlines need to reflect the smell, colours and sounds of the sporting action. It needs to conjure up a vivid image of the sports in the eyes of the audience and so the sports writers have to consider the political and sporting history of the competing teams and delve deep into the psyche of the audience more than they ever did in the past while writing a headline.

5.5. THE INDIAN EXPRESS, 2002

1. Back home the Brazilians are off to a carnival mood-Time to tune in to Samba Music
2. Zidane-less France look to opening blues opening match: Old wounds are likely to be ripped open as the reigning champions launch their title defence against Senegal
3. Danish dynamite ready to explode

4. Biggest upset: Defending champions lose face in a sensational start against their former colony. The Empire's strike leaves France reeling
5. Argentina's most feared hit man gets preference over Herner Crispo in the upfront against the Nigerians
6. Witch Doctor' offers mid-field solution
7. Bora's Red Army want victory
8. Brazil give rivals cold Turkey
9. Kings of heart steal the show
10. Hired soldiers on the battle field
11. A revenge duel on the cards
12. Beckham finds nirvana on its trip to the east
13. Brazilians in china shop
14. Mexican wave set to ride into the last 16 stage
15. Mexican wave blows away evador
16. Alen koreans live the day
17. Panetta's rain dance leaves out poles
18. French Revolution comes to an end
19. Turkey seek salvation against depleted China
20. Heavyweights take off kid gloves in round two
21. Black magic: The dark continent's golden hour
22. Next change: Star Wars II at Shizuoka
23. Uncle Sam's boys bully their neighbours
24. Korea land on the moon after sunset in Japan
25. Davala serves a Turkish delight on Thanksgiving
26. Asian soccer keeps date with history as Korea
27. Splash of genius comes in handy
28. Waiting for the God to sit on the team's bench

29. Samba dance to a different tune
30. Kahn spills, Ronaldo kills, Brazil thrills

Discussion

The Indian Express is more than eight decade old newspaper which have stood witness to the change of the media scene over the years. As part of the study, The Indian Express was the third national daily which was considered for textual analysis to explore the change in language tools before and after the digital age. Here the researcher conducted the textual analysis on the headlines of the news stories which were published by the newspaper during its coverage of the 2002 and 2010 Football World Cup.

Hyperbolic

The study shows how The Indian Express used various hyperbolic expressions in their headlines to grab the attention of the readers. Some of the examples are as follow: *'Korea land on the moon after sunset in Japan'*, *'Beckham finds nirvana on its trip to the east'*, *'Spain take the bull by its horns'*, *'Brazilians in china shop'*, *'Japans punkish pack brings rainbow in the cloudy sky'*, *'Korea wave red flag at Spanish matadors'*, *'French Revolution comes to an end'*, *'Turkey grooves to Samba beat'*, *'German sucker punch just before the bell'*, *'Earthshaking saga follows the tremor'*, *'Splash of genius comes in handy'*, *'Asian football surge ahead on the Red wave'*, *'This Sunday the Gods will have to wait'* and *'Senegal runs into red brick wall as Turks find the hole'*.

Metonymy and Metaphor

The researcher also observed several types of metonymy in the headlines that was connected with the nickname of sports teams. These names seem to have been drawn from their perceived or desirable characteristics of the teams. Expressions such as *'Asian tigers'*, *'Bora's Red Army'*, *'Kings of heart'*, *'Mexican wave'* and *'Turkish delight'* gives us a glimpse of the sort of metonymy that has been used by The Indian Express.

Table No.44

Asian tigers	Japan team
Bora's Red Army	China team
Mexican wave	Mexico team
Danish dynamite	Denmark team
Lions	Senegal team
Samba beat	Brazil team

Military words

An analysis of the 2002 World Cup coverage by The Indian Express shows usage of some powerful emotive words and expressions in headlines such as '*Old wounds are likely to be ripped open*', '*Saudis have plans to blow up*', '*Danish dynamite ready to explode*', '*Defending champions lose face in a sensational start against their former colony. The Empire's strike leaves France reeling*', '*Hired soldiers on the battle field*' and '*A revenge duel on the cards*'.

Expressions and Words such as '*old wounds ripped open*', '*blow up*', '*explode*', '*former colony*' and '*revenge*' could be best used to describe a war but their usage to cover a sports event shows the gradual acceptability of such words in a football match.

Colloquial

An informal or colloquial usage such as '*Zidane-less France*' which otherwise would not be a part of written text also finds a place in the headlines. But the colloquial usage in The Indian Express is far less in number compared to The Times of India or The Hindustan Times.

Inter textual reference to films/novel

The intertextual reference to films and literature has been discussed by the researcher in the following manner:

Robbie- the last action hero

Last Action Hero is a 1993 American film directed and produced by John Mc Tiernan. The story is about Ireland's Robbie Keane scoring an injury time equaliser to

draw against Germany, one of their greatest results in their soccer history. Hence, the writer uses *'The last action Hero'* to connect with the audience.

'Lord of the rings' vows to fight back

Lord of the rings is an epic high-fantasy novel written by English author J. R. R. Tolkien. Here the writer refers South Korean footballer Ahn Jung-Hwan as *'Lord of the Rings'*. He came to be known as the "Lord of the rings" because of the way he kisses his ring after scoring a goal. In the fantasy novel *'Lord of the rings'*, a master ring was created to rule the other Rings of Power as the ultimate weapon. Here the story is about Ahn Jung-Hwan making a vow to find a better team and championship after being sacked by Italian side Perugia. Hence, the writer uses this popular novel to create a link with the readers.

Superman's touch sets up the phantom final

Superman is a fictional superhero appearing in American comic books published by DC Comics. The story is about the final between Brazil and Germany. Here *'superman'* refers to Ronaldo after his goal against Turkey took them to the finals. Phantom Zone is a prison dimension featured in the Superman comic books and the writer here describes the final as *'phantom final'*. The writer through these usages tries to appeal to the readers.

5.6. THE INDIAN EXPRESS, 2010

1. Irreversible tiredness could blunt Messi threat
2. Japan faces goal draught ,game ends 0-0
3. Heinze gives Argentina nervous wind over Nigeria
4. Brazil does a Sambha, beat north Korea 2-1 in opener
5. Germany stunned by Serbias 1-0 victory
6. Mexico sent sorry France to brink off exit
7. Jury out on Capellos abject England team
8. Smeijder strike gives Dutch 1-0 win over Japan
9. Yesterday once more-Portugal ,North Korea set to relive great clash

10. Bielsa no super hero despite Chile world cup run
11. Germany thrash England to reach last eight
12. Tevez's magic puts Argentina in last eight
13. Gaint killers Slovakia see Oranje next
14. Paraguay pip Japan, break Asian hearts
15. Villa on fire subdued Rolando out
16. German world cup patriotism still touchy issue
17. Uruguay beat brave Ghana after shootout
18. Germany seek revenge for euro 2008
19. Puyol's goal is his sweetest send off for Spain
20. Finesse and flair-the final is a classic
21. England on brink of elimination after draw against Algeria
22. After take off, Japan ready to soar
23. Fighting off sensational first half pulsating encounter
24. Yesterday once more-Portugal ,North Korea set to relive great clash
25. Mutiny in the air as world cup bounty frays nerves
26. Portugal thrash north Korea with 7-0 win
27. Terry talk -Capello slams 'loose cannon'
28. It will be a sin to rest Messi, says Maradona
29. European soccer powers fight to survive
30. Edgy Germany must shrug off Serbia shocker

Discussion

The textual analysis of the headlines of The Indian Express during the 2010 Football World Cup also shows many language tools which ranges from hyperbole to colloquialism, metonymy and metaphor.

Hyperbole

The study shows use of numerous hyperboles in headlines such as *'Portugal vs Brazil promises football feast'*, *'Chile have a mountain to climb against Brazil'*, *'Klose banishes demons with come back'*, *'Villa on fire subdued Rolando out'*, *'Forlan, Suarez could crush Africas dream'*, *'Finesse and flair-the final is a classic'*, *'Red or orange-world cup finalever mounts'* and *'Messi in search of scoring touch'*

Intertextual reference to films, music and literature

The intertextual reference to films and literature has been discussed by the researcher in the following manner:

Flying Dutchman face never-say-die Uruguay

The *'Flying Dutchman'* is a legendary ghost ship that can never make port and is doomed to sail the oceans forever. Here the story is about The Netherlands who have reached the finals of the World Cup twice in 1974 and 1978 but never could win the trophy. Here the writer compares the Netherland team with the *'Flying Dutchman'* ahead of their tough match against Uruguay.

Maxmuller -young bold and beautiful

'The Bold and the Beautiful' is an American television soap opera created by William J. Bell and Lee Phillip Bell. Here the story is about German footballer Thomas Maxmuller, who was taller, fitter and young and was making an impression at the World Cup. The writer uses the popular Television series to connect with the readers.

Metonymy and Metaphor

The study also shows metonymic ways of expression in sports newspaper headlines used by writers to pursue the readers to the story. A few examples are as follow:

Here words such as *'Edgy Germany'*, *'Toothless Swiss'*, *'Giant Killers'*, *'Oranje'* and *'Flying Dutch'* are metonymic ways of expression used by the writer in the headlines.

Table No.45

Metonymic Terms	It's meaning
Oranje	The Netherland team
Flying Dutch	The Netherland team
Edgy Germany	A team which lost 0-1 to Serbia
Toothless Swiss	A team which could not score goals
Gaint killers Slovakia	A team which beat Italy, drew with New Zealand to reach knockout stage first time

Findings

The comparative textual analysis of the headlines between 2002 and 2010 World Cup as reported by The Indian Express shows that even though the national daily did employ various language tools to give the headlines, the emotional touch which can interest the readers, it was much more conservative in its coverage of the 2010 edition compared to The Times of India and The Hindustan Times.

The researcher didn't find a striking change in the usage of language tools between the two years, indicating that the quotient of sensationalism was much less in The Indian Express. It is evident firstly from the single line headlines which were used by the writers in both the years. Unlike The Times of India or The Hindustan Times, The Indian Express didn't go for flashy double-decker headlines; rather their approach was still more or less traditional.

While war-inspired words and expressions such as '*old wounds ripped open*', '*blow up*', '*explode*', '*former colony*' and '*revenge*' were used in 2002, the writers went for '*fired*', '*crush*', '*shootout*', '*spark*', '*battle*', '*revenge*', '*sinking*' during the coverage of the 2010 World Cup.

Though in 2002, the writers used hyperbole, metonymy, metaphor and pun to grab the attention of readers, the usage didn't drastically change in the 2010 coverage of the World Cup. The researcher found a couple of intertextual references from films and literature but there was no striking usage of neologism in 2010, which clearly indicates The Indian Express' decision to stick to its traditional approach despite the challenges faced from new media and Television channels.

5.7. THE HINDU, 2002

1. Argentina wary of African ambush
2. Klose becomes a big 'headache' for Saudis
3. Batistuta heads Argentina to perfect start
4. Stirring display by Japan
5. Change of philosophy England's only hope
6. Uruguay gives France a jolt
7. Senegal calls the shots in drawn match
8. It's payback time for England
9. Spain outwits Paraguay; enters second round
10. Italy expects Croatia to come out firing
11. Olic, Rapaic leave Italians gaping
12. Inamoto is the toast of Japan
13. Portugal alive and kicking
14. England gears to fight complacency
15. Ignominious exit for the French
16. Brazilians run riot
17. Park sends Portugal crashing out
18. Senegal snaps Sweden's stay
19. Brazil rides on Ri-Ro strike force
20. Brazil and England revive rivalry
22. Brazilian magic spells England's doom
23. Mansiz serves up a Turkish delight
24. Asian exuberance vs Teutonic resilience
25. Germany erupts with joy
26. 'Aristocrats' show that pedigree still counts
27. Brazil is the 'penatcampeao'

Discussion

As per the scope of the study, the researcher here tried to analyse the text of the headlines that were published by The Hindu during the coverage of the Football World Cup in 2002 and the Football World Cup in 2010.

Hyperbole

An analysis of the headlines of the 2002 World Cup shows that The Hindu employed hyperbolic expressions in headlines such as '*Klose becomes a big headache for Saudis*', '*Argentina wary of African ambush*', '*Italy expects Croatia to come out firing*', '*Brazilian magic spells England's doom*' and '*Mansiz serves up a Turkish delight*'.

Military words

The textual analysis also found various military words such as '*ambush*', '*erupts*', '*strike force*' and '*firing*'.

Alliteration

The study shows the use of alliterations in headlines such as '*Senegal snaps Sweden's stay*', '*Brazil and England revive rivalry*', '*Argentina wary of African ambush*' and '*Brazilians run riot*'.

Neologism

Here '*Ri-Ro*' is a neologism which is formed by the combination of Brazilian footballers Rivaldo and Ronaldo.

5.8. THE HINDU, 2010

1. Ghana edge past Serbia thanks to Asamoah Gyan penalty
2. Honda strike helps Japan upset Cameroon
3. Netherlands powers past Denmark
4. Klose helps Germany ease past Australia
5. David Villa raises the roof as Spain push past Portugal
6. Ruthless Argentina sends Mexico packing

7. Germany aiming for emphatic win over Australia
8. Heinze goal gives Argentina half-time lead over Nigeria
9. Dutch take on Brazil for semifinal place
10. Villa and Ronaldo: A tale of two sevens
11. Luis Fabiano – Brazil’s goal machine
12. Brazil's beautiful game now has spine of steel
13. 50-goal Klose comes alive — again at World Cup
14. Thomas Mueller – the star of young German team
15. Spain's kaleidoscopic talent can prevail against Holland
16. Germany beats Uruguay in five-goal thriller
17. Bloemfontein prepares for heavyweight clash
18. A feast for the fans as cultures blend
19. Germans not afraid of Argentina
20. Torres and Ronaldo in clash of the unfulfilled
21. Germany tears down England defence
22. Riotous celebrations as Spain wins first World Cup
23. Spain lifts FIFA World Cup
24. Dutch dejection - third World Cup loss sinks in
25. Germans overwhelmed by Spanish dexterity

Discussion

Hyperbole

An analysis of the headlines of the 2010 World Cup shows that The Hindu employed hyperbolic expressions in headlines such as ‘*David Villa raises the roof*’, ‘*Villa and Ronaldo: A tale of two sevens*’, ‘*Luis Fabiano – Brazil’s goal machine*’, ‘*Brazil's beautiful game now has spine of steel*’ and ‘*Germany tears down England*’ which gives the stories a dramatic effect.

Military words

The textual analysis also found various military words such as *'blasts, 'blazes', 'erupts', 'tear down', 'clash'* used in the headlines, which are targeted to arouse a sort of nationalistic feelings in the readers to catch their attention.

Metonymy and Metaphor

The study also showed the following metonymic terms to describe the various teams.

Table No. 46

White Eagles	Serbia football team
Potential Dark Horses	Serbia football team
Black Stars	football team
African goodwill	Cameroon football team

Alliteration

The study shows the use of alliterations in headlines such as *'Netherlands powers past Denmark', 'David Villa raises the roof as Spain push past Portugal', 'Brazil's beautiful game now has spine of steel' and 'A feast for the fans as cultures blend'*.

Findings

The comparative textual analysis of the headlines between 2002 and 2010 World Cup as reported by The Hindu shows that even though the national daily did employ few language tools to give the headlines expressivity, its language didn't change much compared to The Times of India, The Hindustan Times and The Indian Express.

The researcher didn't find many striking change in the usage of language tools between the 2002 and 2010, indicating that the quotient of sensationalism was minimalist. It is evident firstly from the single line headlines which were used by the writers in both the years. Unlike The Times of India or The Hindustan Times, The Hindu didn't go for flashy double-decker headlines; rather their approach was most traditional compared to the other three papers.

While war-inspired words and expressions such as *'ambush'*, *'erupts'*, *'strike force'* and *'firing'* were used in 2002, the writers went for *'blasts'*, *'blazes'*, *'erupts'*, *'tear down'*, *'clash'* during the coverage of the 2010 World Cup.

Though in 2002, the writers used hyperbole, metonymy, alliteration there was no pun or intertextual references to films or literature. The coverage of The Hindu didn't drastically change in the 2010 coverage of the World Cup. In fine, The Hindu still remains the most traditional newspaper in terms of its language despite the emergence of new media.

2003-2011

5.9 THE TIMES OF INDIA, 2003

1. Minnows wary of Matara Marander
2. It's all about money, honey
3. Zimbabwe- disappointed, disillusioned, dangerous
4. India, Australia to hammer it out at centurion today. It's crunch time, mate
5. Lanka de-vaas-tate Bangladesh
6. Abracadab-Lara. West Indies revives innings after Pollock's early blows
7. New Zealand, Lanka set for a 'cerebrawl'
8. Joy-Asuriya is Sri Lanka's pride, Styris century in vain for New Zealand
9. Que lara lara....
10. Aussies favourite in wanderers wonder-clash
11. Ready for orange squash
12. Symonds ko's Pak in the bull thing
13. Warne - Dr.Jekyle or Mr. Hyde
14. Cup opener is Delhi boys' show. Trio avenges loss to Bangla in '07 edition
15. One-day Mataram: Double V for India: Viru, Virat slam tons to fashion 87-run victory over Bangladesh

Discussion

One of the aims of the researcher was to explore the change in language from the pre-digital age to the digital age. Hence as part of the study, the research conducted a textual analysis of the coverage of Cricket World Cup in 2003 and 2011 by The Times of India. The results are as follows:

Hyperbole

The study showed the use of hyperboles in headlines such as *'Brian sets the calypso rhythm with Larns theme'*, *'Flower siblings promise sizzler at Harare'* and *'The gladiators and the cup of good hope'*.

Metonymy and Metaphor

Here the researcher found various use of metonymic expression in headlines such as *'Minnows wary of Matara Marander'*, *'The game, the gladiators and the cup of good hope'*, *'Flower siblings promise sizzler at Harare'*, *'Rawalpindi Express' targets Sachin'*, *'Brian sets the calypso rhythm with Larns theme'*, *'Men in blue, inspired by orange, white and green'*, *'Ready for orange squash'*, *'Symonds ko's Pak in the bull thing'*.

Table No. 47

Metonymic Terms	It's meaning
Minnows	Lower-ranked teams
Gladiators	Batsmen
1983	India's win in 1983 world cup
Sizzler	Exciting game
Rawalpindi express	Shoaib Akhtar
Calypso rhythm	West Indies team
Men in blue	Indian ODI team
Orange squash	Defeat of Netherland
Bull thing	Bull fighting i,e the match

Alliteration

During the study, the researcher found the use of alliteration and rhyming in many headlines such as *'Minnows wary of Matara Marander'*, *'It's all about money,*

honey, ‘Zimbabwe -- disappointed, disillusioned, dangerous’, ‘Cyclone Chaminda de-Vaastates Bangladesh’, ‘The game, the gladiators and the cup of good hope’, ‘Camaderie before the confrontation’, ‘Lessons to learn for India from South Africa shocker’, ‘Aussies favourite in wanderers wonder-clash’, ‘Century at centurion-may be’, ‘Play or pay - England to decide today’, ‘Unique opening reveals colours of change’ and ‘Dropping Daniel Vettori proved costly’.

Military term

The study shows use of military terminology in headlines such as ‘Mbeki blasts Aussies, English and Kiwis’, ‘Trio avenges loss to Bangla in '07 edition’ and ‘India, Australia to hammer it out at centurion today’. Here ‘blasts’, ‘avenges’ and ‘hammer’ are military terms used to ignite emotions in readers.

Colloquial

During the study, the researcher came across many colloquial elements in headlines such as ‘It’s all about money, honey’, ‘Que lara lara...’, ‘One-day Mataram. Double V for India: Viru, Virat slam tons to fashion 87-run victory over Bangladesh’ and ‘Go for it guys’. Here ‘honey’, ‘lara lara’, ‘mataram’, ‘guys’ seems to be colloquial usages.

Intertextual References to films and literature

The textual analysis showed that the writers drew intertextual references from films, literature and music while framing the headlines. The researcher found the following example: ‘Que lara lara...’ and ‘Warne - Dr.Jekyle or Mr. Hyde’.

Que lara lara...

Que Sera Sera is a popular song written by the Jay Livingston and Ray Evans in 1956. The song was used in films such as The Man Who Knew Too Much (1956), Please Don't Eat the Daisies, Heathers, and The Glass Bottom Boat. It was used in 2002 Hindi movie Pukar directed by Rajkumar Santoshi. A popular song, it was used by the writer to describe West Indies batting legend Brain Lara, replacing ‘sera’ with ‘lara’.

Warne - Dr.Jekyle or Mr. Hyde

Strange Case of Dr. Jekyll and Mr. Hyde is a novella written by Scottish author Robert Louis Stevenson that was first published in 1886. It was made into a film in 1931. A very popular novel, it talks about the rare mental condition often called 'split personality'. Here it is a story of Australia spin legend Shane Warne, who failed a drug test during the World Cup. The writer uses 'Dr. Jekyle or Mr. Hyde' to sensationalise and give the impression that probably Warne himself doesn't know if he had taken the drug or not.

One-day Mataram. Double V for India: Viru, Virat slam tons to fashion 87-run victory over Bangladesh.

Vande Mataram is a poem written by Bankim Chandra Chatterjee in 1882 novel Anandamath. Here the writer rephrases this popular poem and song, replacing Vande with 'One-day'. Vande Mataram was the anthem of the patriot in pre-partition India. So, the writer uses this phrase to ignite the nationalistic feeling of the Indians, who considers cricket as a religion.

Neologism

Here, the study revealed neologism in headlines such as 'Cyclone Chaminda de-Vaastates Bangladesh', 'Lanka de-vaas-tate Bangladesh', 'Abracadab-Lara. West Indies revives innings after Pollock's early blows', 'Joy-Asuriya is Sri Lanka's pride styris century in vain for New Zealand'.

Table No.48

De-vaastates	Devastate + Vaas (Sri Lankan pacer Chaminda Vaas)
<i>Abracadab</i>	Derived from <i>Abracadabra</i> , an incantation used as a magic word in stage magic tricks
<i>Joy-Asuriya</i>	Joy+ (Sanath) Jayasuriya
<i>Mataram</i>	Derived from <i>vande mataram</i>
<i>cerebrawl</i>	Cerebral + Brawl

5.10. THE TIMES OF INDIA, 2011

1. Scorer to worry: MS Dhoni's men in Blue may have to bat out of their skin to cover up for inadequacies in fielding and bowling
2. Hurt Lankans look for Kenyan kill. Little chance of 2003-like upset as hosts look to bounce back
3. Giant killer on loose, India watch out!
4. In the line of Ire: Indian team not taking chances after Ireland's sensational upset of England
5. Afridi takes Pak out of jail: Skipper takes 5-23 as Pakistan survive Canada scare
6. Desperate Times: All four teams in action today would like to ensure smooth passage into last 8.--Zimbabwe draw inspiration from Irish uprising
7. New Lads In Town: England win has taken the Irish to next level
8. All over in just ninety minutes ! Shocker: Bangladesh skittle out for 58, WI win by 9 wickets
9. Clash of might riders: Lanka take on Aussies in Heavyweight contest
10. Orange's squash on India's menu: MSD & Co eye big win to top table and gain 'easy' access to the quarters
11. Taylor-made for NZ: Birthday Boy Ross batters Pakistan into submission
12. Sweet win after sour chase: India make heavy weather of modest Dutch target on way to quarters
13. SL look for rhythm: Sanga & Co need to show top form against Zimbabwe before their key clash against Kiwis
14. Birthday Boy: Ross strikes purple patch with lady luck smiling
15. The ego clashes begin here: India need to win this one for the bigger battles ahead
16. The choke is on India: Hosts lose way with bat, let SA off the hook to lose thriller in Nagpur
17. Slaughter on the cards: Aussies keen to strut their stuff against lowly Kenya

18. Kenya steal the show in Aus win: Collins Obuya's unbeaten 98 makes this odd match an even contest
19. Tigers look for Dutch feast: Bangladesh on a high after England win
20. Kiwis leave Canada dry: Mc Cullum (101), Taylor (74) put bowlers to the sword
21. Swann sings new tune- England are the new castle united of world cricket
22. Davison's last hurrah: Game vs Oz will be Canadian opener's Final outing
23. Heat is on, MSD gets a cold Captain opts out of practice; Sehwag takes a break too
24. Lanka sing Sanga song: Skipper's first world cup ton guides team to 112-run win over NZ
25. Pakistan look for Leeds encore: Oz for supremacy, Rain may ruin Marquee clash
26. A battle for standings: Viru's injury a worry as India take on Windies in last league tie
27. Group-toppers Proteas crush listless Bangladesh, SA dominate as Shakib's men are bowled out for 78
28. Pak vs WI: Clash of the unpredictable
29. Moment of reckoning: SA aim to shrug chokers tag as they take on Kiwis
30. FARE WELL, YOU LEGENDS: Sachin, Murali lock horns in battle of Giants

Discussion

As part of the study, a textual analysis was conducted on the Cricket World Cup coverage by The Times Of India when India hosted the mega-event after 15 years in 2011. The aim of the study was to understand the change in language in traditional media at a time when internet and broadcast media has become an important part of everyday life for the people.

The most prominent thing that the researcher observed during the analysis was the usage of double-decker headlines by The Times of India during its coverage of 2011 Cricket World Cup. The writers used a headline which comprised of a few words, followed by a strapline that explained the news story further.

The study revealed some striking expressions such as *'Hurt Lankans look for Kenyan kill'*, *'In the line of Ire'*, *'Afridi takes Pak out of jail'*, *'Desperate Times'*, *'New Lads In Town'*, *'All over in just ninety minutes'*, *'Clash of might riders'*, *'Giants vs Giant-killers'*, *'The power of seven'*, *'Proteas choke on chase'*, *'Battle of evens'*, *'Oranje's squash on India's menu'*, *'Taylor-made for NZ'*, *'Sweet win after sour chase'*, *'SL look for rhythm'*, *'Birthday Boy'*, *'The choke is on India'*, *'Slaughter on the cards'*, *'Kenya steal the show in Aus win'*, *'Tigers look for Dutch feast'*, *'Kiwis leave Canada dry'*, *'Swann sings new tune'*, *'Davison's last hurrah'*, *'England alive & kicking'*, *'Heat is on, MSD gets a cold'*, *'Lanka sing Sanga song'*, *'Pakistan look for Leeds encore'*, *'A battle for standings'*, *'No Need to be aus-struck'*, *'Clash of the unpredictable'*, *'Milestones and Motera'*, *'Moment of reckoning'*, *'Choke continues to suffocate SA'*, *'They could turn Eng turtle'*, *'It's A friendly neighbourhood cup'*, *'An easy ride for Lanka'*, *'The big Q'*, *'Eleventh hour job'*, *'Kiwis could rock SL world'*, *'War and peace'*, *'Afridi steals the thunder'*, *'Two mavericks on the sidelines'*, *'Pak drop the Cup with awful catching'*, *'3rd time lucky'*, *'Mohali serves up Mumbai masala'*, *'Lankas set for final fling'*, *'Fitting Finale'*, *'A Nation holds its breath'*, *'Farewell, you Legends'*.

The analysis of the headlines also revealed increasing usage of numerous literary devices such as hyperbole, metonymy, metaphor, alliteration, references to films and literature to appeal to the readers.

Hyperbole

The textual analysis showed numerous hyperbolic expressions in headlines such as *'Zimbabwe whip Canada'*, *'Hurt Lankans look for Kenyan kill'*, *'Sober Shoaib is a potent weapon'*, *'Giant-killer on loose, India watch out!'*, *'Afridi takes Pak out of jail'*, *'Johnston's chicken dance for the Irish soul'*, *'Oranje's squash on India's menu'*, *'Slaughter on the cards: Aussies keen to strut their stuff against lowly Kenya'*, *'Pakistan train guns on Aussies now'*, *'Kiwis could rock SL world: Kiwis hope to banish the semis curse'*, *'A Nation holds its breath, A legend bats for ultimate glory on home ground'*, *'Stars, planets, numbers & punter all back India'*, *'Making History: First hosts to win Cup with highest-ever run chase in final'*, *'The World at our feet'* and *'Kings of all they survey: India are No 1 in ODIs, Tests'*.

Metonymy and Metaphor

Here during the course of the study, the researcher discovered few metonymic expressions in headlines such as *'Scorer to worry-MS Dhoni's men in Blue may have to bat out of their skin to cover up for inadequacies in fielding and bowling'*, *'Giantkiller on loose, India watch out!'*, *'Afridi takes Pak out of jail: Skipper takes 5-23 as Pakistan survive Canada scare'*, *'Zimbabwe draw inspiration from Irish uprising'*, *'Oranje's squash on India's menu'*, *'Tigers look for Dutch feast'*, *'Kiwis leave Canada dry'*, *'Swann sings new tune- England are the newcastle united of world cricket'*, *'Pakistan look for Leeds encore: Oz for supremacy'*, *'They could turn Eng turtle: Murali-Mendis threat looms large over English batsmen'*, *'India tigers troop into Mohali... As Pak get down to business'*, *'War and peace: Blue vs Green in a match that's red hot'*, *'Pak drop the Cup with awful catching'*, *'Beat The Sanga Parivar-- India on song, Pak' riaz just not enough'*, *'From ball boy to champ: Little kid of 1987 set for big tie in 2011 on home turf'*

Table No. 49

Metonymic Terms	Its meaning
<i>Men in Blue</i>	Indian ODI team
<i>Giantkiller</i>	Ireland ODI team
<i>Jail</i>	Threat to lose against Canada
<i>Irish uprising</i>	Ireland ODI team
<i>Oranje's squash</i>	The Netherland team
<i>Leeds</i>	Pakistan's 10-wicket win over Australia in 1999 World Cup Group Match
<i>Turtle</i>	Sri Lankan spinners turning England upside down
<i>India tigers</i>	Indian ODI team players
<i>Blue vs Green</i>	Indian team vs Pakistan team
<i>Drop the Cup</i>	Missed catches
<i>The Sanga Parivar</i>	Kumar Sangakkara's team
<i>Little kid of 1987</i>	Sachin Tendulkar

Alliteration

The textual analysis showed many alliteration usages in the following headlines: *'Sober Shoaib is a potent weapon'*, *"Giants vs Giant-killers: India rely on 'Magnificent seven' to tame Ireland"*, *'Proteas choke on chase: Anderson, Broad*

script incredible fight back to keep England afloat, *'Talismanic Tamim talks of making history'*, *'Birthday Boy: Ross strikes purple patch with lady luck smiling'*, *'The ego clashes begin here: India need to win this one for the bigger battles ahead'*, *'Swann sings new tune- England are the new castle united of world cricket'*, *'Lanka sing Sanga song: Skipper's first world cup ton guides team to 112-run win over NZ'*, *'Milestones and Motera: Sachin 45 runs short of 18,000'*, *'Motera, Mohali, Mumbai?'*, *'Mohali serves up Mumbai masala: Indian halt Pak charge on road to final against Lanka'*, *'Fitting Finale: World's greatest batsman vs greatest bowler Sachin takes on Murali in the last World Cup match for both legends'*.

Military words

The increasing use of war-inspired terminology is another striking feature of the coverage of the 2011 World Cup as is evident from the following headlines:

*'Hurt Lankans look for Kenyan **kill**. Little chance of 2003-like upset as hosts look to bounce back'*, *'Zimbabwe draw inspiration from Irish **uprising**'*, *Sober Shoaib is a potent **weapon**'*, *'Proteas choke on chase: Anderson, Broad script incredible **fight** back to keep England afloat'*, *'Broken bat inspires **brutal** Taylor **assault**'*, *'Taylor-made for NZ: Birthday Boy Ross **batters** Pakistan **into submission**'*, *'**Slaughter** on the cards: Aussies keen to strut their stuff against lowly Kenya'*, *'Pakistan **train guns** on Aussies now'*, *'Yuvraj is King as India **avenge** defeat at Ponting's hand 8 yrs ago: Next, Stop Pakistan'*, *'Choke continues to **suffocate** SA: Oram, Ryder help Kiwis win thriller'*, *'India tigers **troop into** Mohali... As Pak get down to business'*, *'An easy ride for Lanka: Tharanga, Dilshan slam tons to **bury** England'*, *'Spin to remain Lanka's **weapon**'*, *'India, Pakistan get ready for showdown with dew respect'*, *'**War** and peace: Blue vs Green in a match that's red hot'*, *Mohali serves up Mumbai masala: Indian **halt Pak charge** on road to final against Lanka'*, *'Who'll win the **battle** of the keeper-captains?'*, *'FARE WELL, YOU LEGENDS-Sachin, Murali lock horns in **battle** of Giants'*

Here, the bold words show how in the digital age the usage of military words have gone up by several notches, which is an indication of the challenges posed by round the clock broadcast channels and internet driven new media.

Pun

The analysis also shows the use of some interesting language tools in headlines such as ‘*In the line of **Ire**: Indian team not taking chances after Ireland's sensational upset of England*’, ‘*Cup record in India's favour: Hosts ooze with confidence after **Oz** triumph.*’ and ‘*India, Pakistan get ready for showdown with **dew respect***’. Here *in the line of fire* has been twisted into *in the line of ire* (Ireland), while *Oz* is the short form of Australia team and ‘*due respect*’ has been written as ‘*dew respect*’ considering the dew factor at Mohali ahead of the match.

Colloquial usage

The researcher also found few instances of colloquial usage in headlines such as ‘*Two mavericks on the sidelines: A poor over each cost Akhtar and **Sree** dearly*’, ‘*Lankas set for final fling: Team takes flight to Mumbai **ASAP***’, ‘*Beat The Sanga Parivar-- India on song, Pak' **riaz** just not enough*’.

Here the bold parts show the abbreviated use of India pacer S Sreesanth’s name in the first headline, while the second headlines shows the abbreviated ‘*ASAP*’ which means ‘*as soon as possible*’ and is an informal usage. The third headline shows an intended pun where the writer played with the name of Pakistan fast bowler Wahab Riaz. *Riaz* is also a Hindi word which means practicing vocal music. Here the word goes with ‘*India on song*’. The phrase ‘*Sanga Parivar*’ here means Kumar Sangakkara’s team but at the same time, it is a play of word on ‘*Sanga Parivar*’, which refers to the family of Hindu nationalist organisations which have been started by members of the Rashtriya Swayamsevak Sangh (RSS).

Intertextual Reference to films, music and literature

The textual analysis showed the use of various references from films, literature and music in headlines such as ‘*New Lads In Town: England win has taken the Irish to next level*’, ‘*Giants vs Giant-killers: India rely on 'Magnificent seven' to tame Ireland*’ and ‘*Trust 'Magnificent 7' Phenomenal Depth in batting gives India an edge over Lanka*’. The headlines mentioned in this section has been further analysed by the researcher in the following manner:

New Lads In Town England win has taken the Irish to next level

'New Kid in Town' is a song written by the Eagles from their 1976 album Hotel California. Here the story is about how Ireland's victory over England has taken them to the next level. So the writer here replaces 'kid' with 'lad' in the famous Eagle song, implying that the Irish team has become lads from kids and thus connects with the readers.

Trust 'Magnificent 7' Phenomenal Depth in batting gives India an edge over Lanka

The Magnificent Seven (1960) is an American western film directed by John Sturges. Here the writer uses this popular film 'Magnificent seven' to describe the Indian line-up which was set to take on Ireland in a match. The story is about how the Indian team will rely on this 'Magnificent seven'. The writer uses the popular film name to create a connect with the readers.

Neologism

The analysis also showed the coinage of new words with the intention of creating pun which would attract the readers to the headlines. The examples are as follows: 'Taylor-made for NZ: Birthday Boy Ross batters Pakistan into submission', 'No Need to be aus-struck: India are better off facing world champs than Lanka at Motera'.

Table No. 50

<i>Taylor-made</i>	Here <i>Taylor-made</i> is derived from <i>Tailor-made</i> where Tailor has been replaced by (Ross) Taylor
<i>aus-struck</i>	<i>aus-struck</i> is derived from <i>awe-struck</i> where 'aus' refers to Australia.

Findings

A comparative textual analysis of the headlines, words and phrases of 2003 and 2011 Cricket World Cup as reported by The Times of India indicate a striking change in the usage of language tools such as military terms, alliteration, hyperbole, pun, colloquialism, neologism and intertextual references from films and literature between the two years.

The researcher found that the sports journalists made extensive use of the literary devices in the digital age compared to the year 2003. The Times of India, which used single line headlines during its coverage of the World Cup in 2003, went for double-

decker headlines in 2011, where catchy and engaging expressions were used in the first line, followed by a strapline providing more information on the news stories.

During the textual analysis of 2011 World Cup, the researcher found more striking words and phrases in the headline text and also found that the usage of adjectives and emotive words increased exponentially.

While war-inspired words such as '*avenges*', '*blasts*', '*clash*', were used in 2003, the authors went for '*kill*', '*uprising*', '*weapon*', '*assault*', '*brutal*', '*slaughter*', '*guns*', '*bury*', '*avenge*' during the coverage of the 2011 Cricket World Cup.

The researcher found that while the use of neologism and intertextual references from films and literature in 2003 was more or less similar, hyperbolic expressions, metonymy and metaphor were used extensively to grab the attention of the audience.

In fine, the comparative textual analysis of the 2003 and 2011 Cricket World Cup shows a significant change in the use of various language tools to attract the readers, who are turning more and more to the new media websites for news. The fact that audience now no more have to wait for the morning newspapers for information, given the exposure to round-the-clock broadcasting media and internet, has pushed the sports journalists to go for headlines which entertain as much as they inform.

In fact, the analysis indicates the inclination towards entertainment then information. In pursuit to provide something new for the readers, the sport journalists are writing headlines which reflect the smell, colours and sound of the sporting action and recreates images of the live sporting action in the eyes of the audience.

5.11. THE HINDUSTAN TIMES, 2003

1. Playing with the cows come home
2. India first? Dream on.....
3. Murali threat hangs over high-flying kiwis
4. Another thriller in the offing
5. Pak rendered also-rans at wanderers
6. Warne joins club of shame
7. Sachin knock had flair and joy of past

8. Bichels 7, Benams 74 leave Eng praying
9. It's now or never for the host
10. Battle of the minnows
11. Atapattu cracks ton but is it enough?
12. Kiwis await fate after the romp
13. Pak brace up – It's a battle for survival
14. Is it be the final hurrah for tenacious Andy Flower
15. Sachin is a rare gem
16. Pak slip and slide out of cup
17. Home alone- SA party over
18. Sultan failed to swing
19. Kenyans can't stop smiling while SA mourns
20. Ganguly, Sehwag need to fire
21. Kenya bring India back to earth
22. Getting beyond 'the wall'
23. Super Aussies make superb start in Super Six
24. Ganguly; just the coolest one
25. Lanka were blown away
26. Aravinda de Silva shows old habits die hard
27. India smash Lanka, enter semis
28. Bond fires, but Lee has the last laugh
29. INDIAN pros play it by the book
30. It's a day- India shocked and awed

Discussion

As part of the study a textual analysis was also conducted on the coverage of 2003 and 2011 Cricket World Cup by The Hindustan Times to explore the change in language from the pre-digital age to the digital age.

The textual analysis of the 2003 World Cup showed the usage of some interesting expressions such as *'Law of averages'*, *'manic Monday'*, *'clash of centurion'*, *'It's a battle for survival'* as a part of the headlines to grab the attention of the readers.

Hyperbole and metaphor

The study found the increasing use of Hyperbole and Metaphor in the headlines such as *'England face final judgement'*, *'Lara conquers new lands'*, *'Pak slip and slide out of cup'*, *'Kenyans can't stop smiling while SA mourns'*, *'Kenya bring India back to earth'*, *'Lanka were blown away'*, *'No contest- India feast on Lanka'*, *'The man India loves to hate'*.

Some other examples include: *'Bond fires, but Lee has the last laugh'*, *'India's one-man compass'*, *'Indian team can fight fire with fire'*, *'Andy flower, Olonga walk away into a dark sunset'*, *'Lankans live to fight the Aussies'*, *'Kenya vs Lanka final let the pigs fly'*, *'The dream is still not over'*, *'India should be wary of shock therapy'*, *'New frontier for old hands in Kenyan team'*, *'INDIAN pros play it by the book'*, *'20yrs on, another day of reckoning'*, *'It's time to live the dream again'*, *'It's a day- India shocked and awed'* and *'Take heart, our boys are special'*.

Metonymy

The study also throws many examples of metonymic expressions in headlines such as *'Getting beyond 'the wall'*, *'A blaze of yellow leaves India blue'*, *'New frontier for old hands in Kenyan team'* and *'Andy flower, Olonga walk away into a dark sunset'*.

Table No. 51

<i>The wall</i>	India middle-order batsman Rahul Dravid
<i>Blaze of yellow</i>	Australian team which dons a yellow jersey
<i>India blue</i>	India's jersey which is blue and also the feeling of sadness after loss.
<i>New frontier</i>	Uncharted territory. Here it refers to Kenya's maiden appearance in semi-finals of 2003 World Cup
<i>Old hands</i>	The Ten of the 11 players who had played in Kenya's first-ever win over India in 1998
<i>Dark sunset</i>	Retirement

Alliteration

Here the analysis shows how the headline writers made exhaustive use of alliteration in headlines such as *'It's now or never for the host'*, *'Pak slip and slide out of cup'*, *'Super Aussies make superb start in Super Six'*, *'Manic Monday- Murali ahead'*, *'Sehwag , Sachin are chalk and cheese'*, *'Clash of the centurion - can bond be mastered'*, *'Sorry Sourav, Aussies are through to final'* and *'A test of temperament'*. Alliterations help readability of text and also help the readers to remember portion of a text, something which the sports journalists intends to achieve through the headlines.

Military words

The study also showed the usage of some words which are best used in warfare but have been used by the writers in the newspaper texts to create an emotional response from the readers. Expressions such as *'blown away'*, *'assassin'*, *'grudge'*, *'revenge'*, *'weapon'*, *'threat'* in headlines *'Lanka were blown away'*, *"Martyn- the original 'smiling Assassin'"*, *'Grudge game won, revenge taken'*, *'Speed-the new weapon'* and *'Indian paceman could be real threat'* are few such examples which were used by The Hindustan Times during its coverage of the 2003 Cricket World Cup.

Colloquial usage

The study also shows a few colloquial usage in headlines such as *'Ganguly; just the coolest one'* and *'Indian pros play it by the book'*. Here *'coolest one'* is a colloquial usage, something which has its place in conversation but not in written text. Similarly, *'pros'* which is a short form for professions is also an informal usage which the urban generation uses in conversations.

Inter textual Reference to Films, Music and literature

The textual analysis shows how the sports writers draws inspiration and are influenced by films, literature and music while writing the texts of a headline. During the study the researcher came across similar usages in headlines such as *'Home alone-SA party over'*, *'Sultan failed to swing'* and *'Skipper Saurav shows courage under fire'*. These headlines have been further analysed by the researcher below:

Home alone- SA party over

'Home Alone' is a 1990 American family comedy film written and produced by John Hughes and directed by Chris Columbus. The story is about hosts South Africa exit from the World Cup. So the writer uses this famous film 'Home alone' to describe how they are left alone at home after their loss. The writer creates an intertextual link by this usage with the readers.

Sultan failed to Swing

'Sultans of Swing' is a song by the British rock band Dire Straits from their self-titled debut album, which band frontman Mark Knopfler wrote and composed. The story is about how Pakistan pacers failed to put up a good bowling performance and lost the match. Here the writer reverts the famous song 'Sultans of Swing' into 'Sultan failed to swing' to create that effect on the audience.

Skipper Saurav shows courage under fire

'Courage Under Fire' is a 1996 film directed by Edward Zwick and starring Denzel Washington, Meg Ryan. The story is about the captain's knock played by India skipper Sourav Ganguly under pressure. Here the writer tries to sort of equate Ganguly with the protagonist of the film Denzel Washington when he uses the popular film to create an intertextual link with the readers.

5.12. THE HINDUSTAN TIMES, 2011

1. Jet Set: 14 teams, 49 matches. 43 days. We list the basics to help you plan your World Cup
2. Delhi magic in Bangla
Day one: Delhi boys Viru, Virat score tons; Munaf follows up with 4 scalps to give India winning start
3. Slam, bang, thanks
Opening salvo: Sehwag anchors India to a big total in a dominating win
4. Kiwis look to have field day. NZ vs Kenya: Jonty Rhodes has turned the African nation into a crack fielding unit

5. Lankans eye another 'short' work out
6. Nobody wants to see the world champions Damp squib: Australian's world cup opener against Zimbabwe has few takers at Motera
7. Class apart, NZ trample Kenya
8. Jayawardene's blitz buries Canada
9. South Africa threaten to hit rivals with spin
10. Champions still seem down & under
Shaky how: Australia's four-in-a-row bid gets off to a subdued start
11. So near, much too far
Oops! Almost there: Dutch push England to the brink but don't know how to wrap it up
12. Pakistan fix the Kenyans
Emphatic start: Massive total of 317 proves too much for the African minnows
13. Foreign hand works
Proteas Bloom: Pak-born leggie Imran Tahir takes four on debut for SA; AB's ton seals affair
14. Australia flex their pace muscle again
Fast & Furious: Defending champs win their second match comfortably as Johnson and Tair rip through New Zealand batting
15. Colombo surprise
Down and Out: Afridi picks up four wickets as Pak stun hosts Lanka by 11 runs
16. Dead Heat India, England script 4th tied game in World Cup history
338: England = India Cliffhanger: After the Tendulkar show, Andrew Strauss anchors his side to a thrilling tie
17. WI's lethal cocktail: Oranje squash
Rampant Roach: Gets six wickets including a hat-trick; Pollard, Gayle shine with the bat

18. Battle within the neighbourhood
 Uneven contest: England & Ireland have had different Cup experiences but a win for the former will put them on top of group
19. Green brigade set for cakewalk. fast Lane: Umar Gul has led Pakistan attack manfully and is expected to run through Canada
20. Exploring the fifth avenue
 Think Tank: Humiliated by England and Bangladesh batsmen, Dhoni & Co. may go in with an extra bowler against Ireland
21. Bangladesh hedge their bets against WI
 Crucial Contest: Both teams need to win to stay ahead of the other for a spot in quarters
22. As boring as it gets
 Farcical Friday: The West Indies bundle out Bangladesh within 19 Overs and New Zealand thump Zimbabwe by 10-wickets-- the most lopsided day of the World Cup reflects the sorry state of the tournaments so far
23. With fifty & five, Singh is on a song
 All-Round Show: Yuvraj Singh takes five wickets and then scores a patient half-century to take India to a hard-fought victory over giantkillers Ireland
24. Let'em entertain you
 Thrill-A-Minute: England holds their nerve against SA for a 4th straight humdinger
25. Canada, Kenya battle for bragging rights
 Equal: With nothing going their way, Canada and Kenya have everything to play for
26. Taylor's birthday bash floors Pakistan
 Perfect Party: The Kiwis hand Pak their first loss in WC

27. Double trouble
Twice as Nice: record stand between openers Dilshan and Tharanga sets up SL win
28. Big-game hunting: Power struggle starts
Clash of Titans: India square off against SA with group's top spot on their mind
29. Tiger roar, Dutch cringe
Floating Hopes: Despite another emphatic win, Bangladesh keeps their fingers crossed
30. Battle of equals... this is it
The Big One: After 48 matches, India and Sri Lanka are the last two standing. HT deconstructs the strength and weaknesses of both

Discussion

The textual analysis of the coverage of 2011 Cricket World Cup by The Hindustan Times shows a drastic change in the language compared to what the newspaper employed eight years ago while reporting the 2003 World Cup which was co-hosted by South Africa, Zimbabwe and Kenya.

The most striking feature of the coverage was the format of the headlines which was multi-deck. Most headlines consisted of a catchy sentence with few words, a two-worded phrase and a strapline which explained the subject in a detailed manner.

The analysis showed some striking phrases such as *'Slam, bang, thanks; A new England order'*; *'The no nonsense bridge; Champions still seem down & under'*; *'So near, much too far; Familiarity breeds confidence'*; *'Foreign hand works'*; *'338: England = India'*; *'Packing a punch with all-rounders'*; *'Battle within the neighbourhood'*; *'Green brigade set for cakewalk'*; *'All Ain't Well'*; *'Losing the Shine'*; *'As boring as it gets'*; *'Playing up in the air'*; *'Twice as Nice'*; *'Choke's on us'*; *'Big-game hunting'*; *'Ready to Rumble'*; *'Pakistan have the punch'*; *'Clinical Chop-chop'*; *'Brave New India'*; *'Battle of equals'*; *'The Big One'*; *'Cup of Joy'*; *'We're the world and On the Money'*.

The researcher found various other two-worded expressions such as *'Jet set'*, *'Proteas Bloom'*, *'Fast & Furious'*, *'Colombo surprise'*, *'Down and Out'*, *'Dead Heat'*, *'Opening salvo'*, *'Class apart'*, *'Role reversal'*, *'Rampant Roach'*, *'Fielding Blues'*, *'Cliffhanger'*, *'Raw Deal'*, *'Uneven contest'*, *'fast Lane'*, *'Think Tank'*, *'Crucial Contest'*, *'Farcical Friday'*, *'Thumbs down'*, *'Thrill-A-Minute'*, *'Big Clash'*, *'Roach mantra'*, *'Perfect Party'*, *'What's Up?'*, *'Par Avion'*, *'Double trouble'*, *'Yo-Yo'*, *'Post Mortem'*, *'Patient play'*, *'Floating Hopes'*, *'Shuffle Ruffles'*, *'Staying Alive'*, *'Quick Bite'*, *'Knockout Punch'*, *'Sweet revenge'*, *'Demolition Men'*, *'First Casualty'*, *'Swang song'*, *'Good Going'*, *'The Mantra'*, *'Special Feeling'*, *'Captain cool'* and *'Captain Courageous'*.

The above expressions uses various language tools to dish out crisp and catchy texts which grabs the attention of the readers.

Hyperboles

Hyperboles as a language tool has been a part of written text for many years now but the textual analysis of the 2011 World Cup showed that The Hindustan Times made extensive use of this device to create a larger than life impression of the teams, players and match situation.

Some of the striking hyperboles which the researcher came across during the course of the study include: *'Crackers before the fireworks'*, *'In the wilderness, a cricketing oasis'*, *'Jayewardene's blitz buries Canada'*, *'Fire in the belly keeps Price going high'*, *'Irish eyes are smiling'*, *'The lull before the storm'*, *'Kevin completes family album'*, *'Fast and furious still the way to go'*, *'Exploring the fifth avenue'*, *'Icing on the cake for Ross'*, *'Walking away with another grand gesture'*, *'The big guns will blaze early'*, *'Pace spearheads in a race to exorcise ghosts'*, *'Punter's hunting days over'* and *'Zak shakes off shackles of the past'*

Metonymy

The study here found many metonymic expressions such as *'African nation'*, *'African minnows'*, *'Oranje squash'*, *'Green brigade'*, *'Tiger'*, *'Oranje Test'*, *'sub-continent giants'*, *'Black caps'*, *'kiwis'*, *'Proteas'* in the headlines.

Table No. 52.a

Metonymic Terms	Its meaning
<i>African nation</i>	<i>Kenya</i>
<i>African minnows</i>	<i>Kenya</i>
<i>Oranje squash</i>	<i>Holland</i>
<i>Green brigade</i>	<i>Pakistan</i>
<i>Tiger</i>	<i>Bangladesh</i>
<i>Oranje Test</i>	<i>Holland</i>
<i>sub-continent giants</i>	<i>India</i>
<i>Black caps and kiwis</i>	<i>New Zealand</i>
<i>Proteas</i>	<i>South Africa</i>

There are other examples of metonymy in headlines such as ‘*Kevin completes family album*’.

Winning tradition: Irish all-rounder lifts the O'Briens to a higher pedestal, ‘*Pakistan walking a tightrope*’.

All Ain't Well: Plenty on hassled Afridi's plate after surprise drubbing by Kiwis, ‘*Brother Umar set to don Kamran's gloves, India must turn it right before the big ones*’, ‘*Old warhorses carry Pak hopes with a smile*’, ‘*Third-scene delight for Mr. Cricket Call Up: Michael Hussey battles odds to be in the Aussie squad*’, ‘*The big guns will blaze early. Ready to Rumble: The clash between India and Australia will be akin to a final before the final*’.

Here:

Table No. 52.b

Metonymic Terms	Its meaning
<i>Family album</i>	<i>Brendan and his two sons Kevin and Niall – all of whom have played for Ireland</i>
<i>Afridi's plate</i>	<i>Captain Afridi's hands</i>
<i>Kamran's glove</i>	<i>taking over wicket-keeping duties</i>
<i>Big ones</i>	<i>Knockout stage of the tournament where they will play big teams</i>
<i>Old horses</i>	<i>Senior players of the playing XI</i>
<i>Mr Cricket</i>	<i>Michael Hussey</i>
<i>Big guns</i>	<i>Top cricketers of the team</i>

Alliteration

The study showed that the headline writer made extensive use of alliteration to touch a chord with the readers. The following expressions show the use of alliteration: *'Brainstorming over bowling', 'Packing a punch', 'Malinga massacre', 'Farcical Friday', 'Crucial Contest', 'Rampant Roach', 'Role reversal', 'Champions' charge', 'Battered Bangladesh', 'Perfect Party', 'Pollard powers Windies win', 'Patient play', 'Canada crumble', 'Ready to Rumble', 'Clinical Chop-chop', 'Captains cool', 'Good Going date with destiny', 'Captain Courageous' and 'Lessons to learn'.*

Military words

During the study, the researcher came across many words which were used in the headlines which gives a feeling of war rather than a sport. Even though such military words have been used for quite some time, the researcher deemed it fit to include it here as a reminder of the usage of such words to trigger an emotional response from the readers. The words include *'scalps', 'trample', 'buries', 'rip through', 'massacre', 'battle', 'crush', 'avenge'.*

Colloquialism

The study also showed the usage of few colloquial expressions which are the product of the digital era and are mostly used in conversations rather than in written text. For example words such as *'Oops', 'Yo-Yo' and 'Pros'* in headlines such as *'Oops! Almost there: Dutch push England to the brink but don't know how to wrap it up', 'India choke in cliff hanger. Yo-Yo: Sachin's 99th century in vain, South Africa fight back to stay in tournament' and 'Ruthless pros, the new-look Pak'* shows the gradual usage of colloquial terms in newspapers.

Intertextual Reference to films, music and literature

The study also points out the intertextual references which are used by the writers while framing the texts of a headline. Here the researcher found expressions such as *'Fast & Furious', 'V for Vendetta', 'Demolition Men', 'Field of dreams' and 'We're the world'* which were used by the writer in the headlines. The headlines here have been analysed in the following manner:

Australia flex their pace muscle again. Fast & Furious: Defending champs win their second match comfortably as Johnson and Tair rip through New Zealand batting

'*The Fast and the Furious*' (also known as *Fast & Furious*) is an American franchise including a series of action films. The story here is about Australia's win over New Zealand. In the match, Aussie bowlers had run through New Zealand's batting line-up. Hence the writer uses the popular movie franchise to describe the Australia pace unit and appeal to the readers.

Y for Yuvi, V for Vendetta. Sweet revenge: India knock the defending champions out, avenge the 2003 final loss

'*V for Vendetta*' is a graphic novel written by Alan Moore and illustrated by David Lloyd. It was later made into a film in 2006 directed by James Mc Teigue. '*Vendetta*' means a private feud in which the members of the family of a murdered person seek to avenge the murder by killing the slayer or one of the slayer's relatives. Here the story is about how Yuvraj Singh, who was part of the 2003 World Cup squad, helped India to beat Australia, who had beaten India at the finals of the 2003 edition. The writer uses this popular film in the headline '*Y for Yuvi, V for Vendetta*', implying that Yuvraj is that member who took revenge against Australia. The sensational approach is evident here.

Ashes to dust in Sri Lanka. Demolition Men: England's erratic campaign comes to a humiliating end with Dilshan and Tharanga ensuring a 10-wicket win for co-hosts

'*Demolition Man*' is a 1993 American science fiction action film directed by Marco Brambilla. Here the story is about how Sri Lankan openers Upul Tharanga and Tillakaratne Dilshan shared a 200-plus partnership to easily beat England. The writer refers to the two batsmen as '*Demolition Men*'. With this popular film the writer tries to connect with the readers.

Field of dreams at Wankheda On the Money: Criticised for being too slow on the field, India saved their best for the biggest game of their lives

‘*Field of Dreams*’ is a 1989 American film directed by Phil Alden Robinson. Here the Wankhade stadium, which hosted the finals of the 2011 World Cup is referred to as ‘*field of dreams*’, a metaphorical usage. With this popular film, the writer tries to sum up the aspirations of the Indians who have been waiting for 28 years for a world title after the 1983 win.

We're the world Cup of Joy: India thump Sri Lanka to end their 28-year-long wait for the World Cup

‘*We Are the World*’ is a song originally recorded by the super group USA for Africa in 1985. It was written by Michael Jackson and Lionel Richie. The writer uses this popular song to describe the Indian teams as being at the top of the world after winning the World Cup.

Neologism

The analysis of the text showed that the writer played with the word ‘*wright*’ to create pun and attract the readers in two headlines: ‘*Wright dose work for the Black Caps*’ and ‘*The Wright way to do it for the Kiwis*’. Here ‘*Wright*’ refers to New Zealand coach ‘*John Wright*’. The example clearly shows how pun and humour was used by the author to grab eyeballs of the readers.

Table No. 53

<i>Wright dose work for the Black Caps</i>	Wright refers to New Zealand coach John Wright
<i>The Wright way to do it for the Kiwis</i>	Wright refers to New Zealand coach John Wright

Findings

The comparative textual analysis of the headlines of the 2003 and 2011 cricket World Cup as reported by the Hindustan Times shows drastic difference in the usage of language tools such as emotive words, alliteration, hyperboles, metonymy, metaphor and reference to films and literature across the two years.

The researcher found that The Hindustan Times had gone for a more sensational approach when it reported the 2011 Cricket World Cup compared to the 2003 World Cup. The study revealed a large number of striking headlines in 2011 compared to 2003. The most striking difference in 2011 was the use of double-decker headlines which used flashy words and expressions to grab eyeballs.

The Researcher found the use of expressions such as '*Law of averages*', '*manic Monday*', '*clash of centurion*', '*It's a battle for survival*' during the coverage of 2003 World Cup, while during the 2011 World Cup the writers of the national daily used a plethora of attention-grabbing expressions such as '*Slam, bang, thanks*', '*The no nonsense bridge*', '*Fast & Furious*', '*Clinical Chop-chop*', '*Ready to Rumble*', '*Big-game hunting*'. The growing number of such catchy expressions indicates how The Hindustan Times is trying to focus on entertain to grab the attention of readers and increase their reader base.

Military terms was another device used by the paper to appeal to the audience as is evident from words such as '*blown away*', '*assassin*', '*grudge*', '*revenge*', '*weapon*', '*threat*' which were used in 2003 by The Hindustan Times. Similarly, in the digital age, the writers used words such as '*scalps*', '*trample*', '*buries*', '*rip through*', '*massacre*', '*battle*', '*crush*', '*avenge*'. Such words trigger an emotional response among the fans following their respective teams.

The increasing volume of alliteration, hyperbole, metonymy, metaphor and the intertextual references to films and literature found in The Hindustan Times during the coverage of the 2011 World Cup clearly highlights the tabloidization of the national daily due to the rising market pressures in the digital age.

5.13. THE INDIAN EXPRESS, 2003

1. Craig crushes Namibia
2. Rainbow team torn apart by regionalism
3. Salute to Srinath, the Ace of pace
4. Aussies make the most of Dutch treat
5. Dutch magic strikes again at Old Trafford
6. Lankans have a ball
7. Kenya a symbol of cricket's African safari

8. India's worry: Sehwag is yet to get on song
9. Captains' mantle resembles crown of thorns
10. Flying squad up for mission
11. Nehra's six puts India on Cloud Nine
12. Wings spread but take-off on hold
13. Lara runs into trouble, rest follow
14. Kingsmead conqueror fluffs hero's lines
15. Records tumble after down under thunder
16. Lanka hope to drop anchor at Port Elizabeth
17. Aravinda won the war but lost the battle
18. Just a medium-paced pie-thrower?
19. Lanka down Kiwis in mid-flight
20. Cup proves to be skippers' Waterloo
21. War overshadows World Cup till cricket hits back
22. Growing brain with fringe benefits
23. A must win clash for Englishmen
24. Don't knock the Kiwis, terror doesn't exist
25. Fat of the matter: Chicken soup good for cricket
26. Kiwis grounded, ICC awards tie to Kenya
27. Tales of hits and misses from the minnows
28. Roland rubs it in, calls Sachin's knock tame
29. Men with blues go from bad to worse

Discussions

As part of the study, a textual analysis was conducted on The Indian Express to explore the change in language during the coverage of 2003 and 2011 Cricket World Cup. The researcher found the use of various language tools such as hyperbole, alliteration, rhymes, metonymy and metaphor by the authors to grab the attention of the readers.

Hyperbole

The analysis shows the use of hyperbolic expression in headlines such as *'Lanka down Kiwis in mid-flight'*, *'The tigers shine in new coat'*, *'Flying squad up for mission'*, *'Wings spread but take-off on hold'*, *'Lanka hope to drop anchor at Port Elizabeth'*, *'Aravinda won the war but lost the battle'*, *'It's only rock'n'roll, but Doshi loves it'*, *'Kiwis grounded, ICC awards tie to Kenya'*, *'Craig crushes Namibia'* and *'Upbeat Lankans relish easy ride'*.

Metonymy and Metaphor

The researcher found abundant examples of conceptual metaphor or metonymy in headlines such as *'Lanka down Kiwis in mid-flight'*, *'Craig crushes Namibia'*, *'End of the road for Jonty?'*, *'Rainbow team torn apart by regionalism'*, *'The tigers shine in new coat'*, *'Aussies make the most of Dutch treat'*, *'Kenya a symbol of cricket's African safari'*, *'India's worry: Sehwag is yet to get on song'*, *'Captains' mantle resembles crown of thorns'*, *'Just a medium-paced pie-thrower?'*, *'Cup proves to be skippers' Waterloo'*, *'Durban awaits drama under lights'*, *'Upbeat Lankans relish easy ride'*, *'Men with blues go from bad to worse'*.

Table No. 54

Metonymic Terms	Its meaning
Down kiwis	Beating New Zealand
Mid-flight	Middle of their run chase
End of road	Retirement
Rainbow team	South Africa team
The Tigers	Bangladesh team
Dutch treat	Australia's win over Holland team
African safari	Kenya is a cricketing expedition
On song	To start scoring runs
Crown of thorns	Tough job of captaincy
Pie-thrower	Yuvraj Singh, who was called by that name by Kevin Pietersen
Waterloo	One of the greatest battles of history where Napoleon Bonaparte's French army faced defeat
Drama under lights	Match in ODI cricket
Men in blue	Indian team

Alliteration

The researcher found the use of this literary device in the following headlines:

'Aussie bowlers blow Indian challenge away', 'Craig crushes Namibia', 'Our bully-and-batter plan worked: Ponting', 'Salute to Srinath, the Ace of pace', 'Bharat Army 1, Barmy Army 0', 'Reel vs Real: Who are bigger stars in Durban', 'Kiwis back to business after brawl at club'.

Military terminology

The study also showed the use of war-inspired terminology in headlines such as *'Flying squad up for mission', 'Inzy's novel **strike** to recover form', 'A must win **clash** for Englishmen', 'Don't knock the Kiwis, **terror** doesn't exist', 'Aravinda won the **war** but lost the **battle**', 'Kingsmead **conqueror** fluffs hero's lines', 'Aussie bowlers **blow** Indian challenge away' and 'Craig **crushes** Namibia'. Here the bold words are the military usages.*

5.14. THE INDIAN EXPRESS, 2011

1. Fired-up India seek revenge against Bangladesh in Cup opener
2. England vs The Netherlands: Expect a big bang
3. Butterfingers, untidy bowling worry Strauss
4. W Cup: Oz take on New Zealand in Trans-Tasman battle
5. Bangladesh squeezes past Ireland in World Cup match
6. Pakistan-Lanka rivalry promises to spice up World Cup
7. India vs Eng: Spotlight on England bashers
8. Fire & ice: Pak pace's odd couple
9. Gayle crawls back into form
10. Rain gods stay away, run gods arrive
11. Irish add a dash of colour to campaign
12. A ripper runs through it
13. Fireland
14. The curious case of Virat Kohli

15. India seek bowlers to halt Irish charge
16. South Africa's AB sticks to the ABC of batting
17. All hell breaks loose after humiliation
18. Old foes cross swords once again
19. Kenya, Canada clash in battle of pride
20. Hussey over the moon after getting World Cup call
21. Pak sink, drop by drop
22. Veteran Lee still feels the need for speed
23. Spin doctor Mushy bhai wears many hats for England
24. India's bowling worries vs SA's embarrassment of riches
25. Ireland fight for survival
26. Formidable South Africa crush Bangladesh by 206 runs
27. India cross swords with Australia in epic battle
28. World Cup blockbuster: It's India vs Pakistan
29. The Final: Indian tigers chase history, Lankan lions in the way
30. Dhoni strikes six to give India dramatic World Cup 2011 win

Discussion

As part of the study, a textual analysis was conducted on the 2011 Cricket World Cup coverage by The Indian Express to understand if there is any significant change in the language of the text in the digital age.

Hyperbole

Here the analysis revealed various hyperbolic expressions in headlines such as *'Fired-up India seek revenge against Bangladesh in Cup opener'*, *'Fire & ice: Pak pace's odd couple'*, *'Irish add a dash of colour to campaign'*, *'All hell breaks loose after humiliation'*, *'Old foes cross swords once again'*, *'Pak sink, drop by drop'*, *'Ireland fight for survival'*, *'Formidable South Africa crush Bangladesh by 206 runs'*, *'Rain gods stay away, run gods arrive'*, *'Cricket fever touches crescendo ahead of India-*

Pakistan clash, *India vs Pakistan: Calm before the storm* and *Yuvraj Singh: Man with the Midas touch*.

Metonymy and Metaphor

During the course of the study, the researcher came across few metonymic expressions in headlines such as *England vs The Netherlands: Expect a big bang*, *Butterfingers, untidy bowling worry Strauss*, *India vs Eng: Spotlight on England bashers*, *Rain gods stay away, run gods arrive*, *A ripper runs through it*, *Old foes cross swords once again*, *India's bowling worries vs SA's embarrassment of riches*, *SAfrica vs NZ: Bridesmaids eye the altar*, *The Final: Indian tigers chase history* and *Lankan lions in the way*.

Table No. 55

Metonymy Terms	Its meaning
Big bang	High-scoring match
Butterfingers	Fielders who dropped catches
Bashers	Indian team members
Run gods	Run-scorers during the high-scoring drawn match between India and Eng
Ripper	Lasith Malinga for his toe-crushers
Old foes	Australia and Sri Lanka
Embarrassment of riches	The rich talent pool of South Africa
Bridesmaids eye the altar	New Zealand and South Africa who have failed to live upto their expectations
Indian tigers	Indian team
Lanka Lions	Sri Lankan team

Alliteration

Sound devices such as alliteration have been used for many decades by writers to provide an aural appeal to the texts. Here during the text analysis, the researcher came across many usage of alliteration in headlines such as *Incredible Sachin, impossible India*, *England vs The Netherlands: Expect a big bang*, *Mini-battles: Sachin vs Murali, Sehwag vs Malinga* and *Maximum city, maximum joy for Sachin*

Military terminology

Sport, especially football, has been portrayed in terms of warfare for many decades now. It seems the connection between war and football has become increasingly unavoidable. The increasing use of war-inspired terminology has become an important part of sports journalism and now to an extent our understanding of the game depends on its usage.

A few examples which demonstrate this principle are as follows: '*Fired-up India seek revenge against Bangladesh in Cup opener*', '*W Cup: Oz take on New Zealand in Trans-Tasman battle*', '*India seek bowlers to halt Irish charge*', '*India cross swords with Australia in epic battle*', '*India vs Pak: Rs. 250 ticket sells for Rs.24k in battlefield Mohali*', '*Dhoni strikes six to give India dramatic World Cup 2011 win*', '*Mini-battles: Sachin vs Murali, Sehwag vs Malinga*', '*Cricket fever touches crescendo ahead of India-Pakistan clash*', '*Formidable South Africa crush Bangladesh by 206 runs*' and '*Ireland fight for survival*'. Here the bold words represent the military words.

Pun

The analysis shows how humour and pun is used to attract the readers. One such example is *fireland*, which was used to describe the whole feeling of the match. This single word gives an apt idea of the England and Ireland match which was almost single-handedly won by Ireland all rounder Kevin O'Brien, chasing down a victory target of 327.

Colloquial

The study also showed colloquial usages in headlines such as '*Spin doctor Mushy bhai wears many hats for England*'. Here '*bhai*' is a word in Hindi language means '*brother*'. Spinner Mushtaq Ahmed was an assistant bowling coach of Team England during the 2011 World Cup and he was addressed as '*Mushy bhai*' by the team members.

Intertextual Reference to film, literature and popular culture

The researcher came across many intertextual references to films, literature and popular culture in headlines such as '*The curious case of Virat Kohli*', '*Veteran Lee*

still feels the need for speed, *'A ripper runs through it'* and *'Maximum city, maximum joy for Sachin'*. These headlines have been discussed further in the following manner:

The curious case of Virat Kohli

The curious case of Benjamin Button is a 2008 American romantic fantasy drama film directed by David Fincher. Here the story is about the uncertainty of Virat Kohli's place in India's playing XI despite scoring runs as there were other players who were also doing well during the World Cup. Hence the writer uses this popular film to create a link with the readers.

Veteran Lee still feels the need for speed

'Need for Speed' is a series of racing video games by the same name published by Electronic Arts (EA). The story is about Australian fast bowler Brett Lee, who was leading the attack despite being 34 years of age. The story narrates on how he depends on speed and aggression to deliver for his team. Hence, the writer here uses this popular video game to connect with the readers by creating an intertextual link.

Maximum city, maximum joy for Sachin

'Maximum City: Bombay Lost and Found' is a narrative nonfiction book by Suketu Mehta, published in 2004. Here the story is how Mumbai brought a lot of joy for Sachin Tendulkar, who hails for the city, after they won the World Cup at the Wankhade stadium. The writer uses the popular book in the headline to create an effect on the readers.

A ripper runs through it

'A ripper runs through it' is a 15 minute slasher film released in 1999. Here the story is about how Sri Lankan pacer Lasith Malinga earned his second World Cup hat-trick against Kenya. Here the writer describes Malinga as 'ripper' to appeal to the readers.

Findings

The comparative textual analysis of the headlines between 2003 and 2011 World Cup as reported by The Indian Express shows that even though the national daily did employ various language tools to attract the readers, it was much more conservative in

its coverage of the 2011 edition compared to The Times of India and The Hindustan Times.

The researcher didn't find a striking change in the usage of language tools between the two years, indicating that the quotient of sensationalism was much less in The Indian Express. It is evident firstly from the single line headlines which were used by the journalists in both the years. Unlike The Times of India or The Hindustan Times, The Indian Express didn't go for flashy double-decker headlines

While military words such as 'flying squad', 'terror', 'battle', 'blow' and 'crush' were used in 2003, the writers went for 'battlefield', 'epic battle', 'mini-battles', 'fight' and 'revenge' during the coverage of the 2011 World Cup. Compared to 2003, the writers used a lot of metonymy and intertextual references to films and literature to grab the attention of readers.

5.15. THE HINDU, 2003

1. Shaun Pollock's men seem set to deliver
2. Mandela to meet South African team
3. World Cup team and miscellaneous records
4. The game needs to recapture spirit of old
5. Windies wins a thriller
6. Lara flaunts his flair and fluency
7. Cracker of a contest expected
8. Sachin, Lara fascinate fans
9. England keeps decision on hold
10. Mark Waugh sees India as third favourite
11. Aussie tactics
12. Tournament could be as colourful as opening ceremony
13. Left-handers may get it right
14. Baptism by fire for Namibia
15. They still miss Hansie Cronje

16. World's best team
17. Rain dampens Kiwis' hopes
18. Sporting spirit
19. More brothers flower

Discussion

As per the scope of the study, the researcher here tried to analyse the text of the headlines that were published by The Hindu during the coverage of the Cricket World Cup in 2003 and the Cricket World Cup in 2011.

Hyperbole

An analysis of the headlines of the 2003 World Cup shows that The Hindu employed hyperbolic expressions in headlines such as ‘These Kiwis are flying!’, ‘Srinath leaves Lankan lions wounded’, ‘The metamorphosis of Gibbs’, ‘S. Africa hopes to let off steam by thrashing Canada’ which gives the stories a dramatic effect.

Military words

The textual analysis also found various military words such as ‘*dangerous*’, ‘*destroy*’, ‘*fire*’, ‘*hammered*’, ‘*clash*’, ‘*attack*’, ‘*battle*’, ‘*wooden blade*’, ‘*rattled*’, ‘*giant-killers*’, ‘*monsters*’, ‘*fighters*’ are used in the headlines.

Metonymy and Metaphor

The study also showed how the national daily used various metonymic expressions such as ‘*Lankan lions*’ and ‘*Kiwis*’ to describe the Sri Lankan and New Zealand teams respectively.

Table No. 56

Metonymy Terms	Its meaning
Lankan lions	Sri Lankan team
Kiwis	New Zealand team

Alliteration

Alliteration is another language tool which is employed by writers to create text which stays with the readers. The study shows the use of alliterations in headlines such as '*Crass commercialisation - cause of all maladies*', '*Lara flaunts his flair and fluency*', '*Windies wins a thriller*', '*Lara — back with a bang*' and '*Cracker of a contest expected*'.

5.16. THE HINDU, 2011

1. India's fast bowling remains a cause for concern
2. Ponting endorses ICC's view on fewer teams in World Cups
3. 29-match undefeated run in WC matches amazing: Ponting
4. Waqar stresses importance of doing well in WC
5. Decision to promote Pietersen positive: Prior
6. Lasith Malinga rested for Canada encounter
7. Jayawardene stars in Sri Lanka's crushing win
8. Thumping 10-wicket win for New Zealand
9. New Zealand's bowlers too good for Kenya
10. Kenya win toss, elect to bat against New Zealand
11. ICC Technical Committee approves W.Indies replacement
12. India starts World Cup campaign in style
13. Cricket time again at the Kotla
14. Tough to fill Hayden and Gilchrist's shoes: Watson
15. We have a good team: Richie Richardson
16. We are now a well-organised squad: Grant Flower
17. Match against England is crucial: Shastri
18. WC ticketing website crashes
19. We cannot afford any more controversies: Waqar
20. Hussey wanted to prove he was fit for WC: report

21. England opens campaign against unfancied The Netherlands
22. Looking forward to open with Pietersen: Strauss
23. Australia hammers Zimbabwe by 91 runs
24. We were clinical against Canada: Sangakkara
25. Lasith Malinga will be fit for next match, says Jayawardena
26. Australia ready to begin its campaign
27. Gayle — a proven, flamboyant match-winner

Discussion

As per the scope of the study, the researcher here tried to analyse the text of the headlines that were published by The Hindu during the coverage of the Cricket World Cup in 2003 and the Cricket World Cup in 2011.

Hyperbole

An analysis of the headlines of the 2011 World Cup shows that The Hindu employed hyperbolic expressions in headlines such as '*Strauss blasts flat England performance*', '*India and England line up for a compelling face-off*' which gives the stories a dramatic effect.

Military words

The textual analysis also found various military words such as '*fight*', '*conquer*', '*knock out*', '*unbeaten*', '*crash*', '*lashing out*' in the headlines.

Metonymy and Metaphor

The study also showed how the national daily used few metonymic expressions in the headline 'When Mohali roared, Islamabad fell silent'. Here 'Mohali' and 'Islamabad' refers to India and Pakistan.

Table No. 57

Metonymy Terms	Its meaning
Mohali	India
Islamabad	Pakistan

Alliteration

Alliteration is another language tool which is employed by writers to create text which stays with the readers. The study shows the use of alliterations in headlines such as *'Lloyd keeps faith in faltering Windies'*, *'Worried West Indies looking for a win'*, *'Sehwag scintillates'*, *'Stunned Strauss at a loss to explain England poor show'*, *'Rain threat looms large over Colombo ODI'*, *'A perfect finish to a pulsating tie'*, *'Bravo Bangladesh'*, *'Sri Lanka stutters into the final'*

Findings

The comparative textual analysis of the headlines between 2003 and 2011 World Cup as reported by The Hindu shows that the national daily did employ few language tools to steer the readers to the stories. But comparatively, the coverage of The Hindu remains more or less the same during the 2003 World Cup and 2011 World up, which indicates that unlike Times of India and Hindustan Times or Indian Express, there is not much change in the language used by The Hindu to report the event in the digital age. While The Indian Express had a conservative approach, The Hindu remained least affected by the advent of online media in the digital age.

The researcher found that The Hindu went for a single line headline, similar to their coverage in 2003 World Cup and tried to maintain a balance, despite the challenges faced in the ever-changing media landscape.

There were war-inspired words such as *'destroy'*, *'fire'*, *'hammered'*, *'clash'*, *'attack'*, *'battle'*, used in 2003, while the authors went for military terms such as *'fight'*, *'conquer'*, *'knock out'*, *'unbeaten'*, *'crash'*, *'lashing out'* during the coverage of the 2011 World Cup. There were no intertextual references to films and literature, the research also didn't find many striking neologism or colloquial usages in the 2003 and 2011 world cup coverage.

The study indicates that The Hindu used more alliterations and idioms in the headlines to attract the readers, but the paper didn't indulge in overt sensationalism.

In fine, the comparative textual analysis shows that The Hindu is a rare example of a newspaper which has stood the test of time and struck a balance in their usage of the literary tools across the pre-digital and digital age.