THE DEEP STRUCTURES OF THE SELECTED NEWSPAPER HEADLINES: A TGG ANALYSIS

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ABSTRACT:

This study is aimed at (1) generating the all possible deep structure and (2) describing what type of transformation applied to the selected newspaper headlines. This is a qualitative research since it involves analyzing and interpreting the selected newspaper headlines. The analysis in this study is thus interpretive rather than statistical. Purposive sampling is used in this study since the selected newspaper headlines published by *'The Jakarta Post'* in the period of May 4 – July 1, 2013 are suited to the intent of the study. The findings show deletion transformation is frequently applied to them. Every single headline contains of words deletion making them ungrammatical. The headline writer applies this type of transformational process in order to attract the readers' attention so that they are curious to know the contents of the whole story. To conclude, applying TGG analysis can provide an adequate explanation about how the deep structures of the selected newspaper headlines are generated into their surface structure.
Keywords: TGG, Newspaper Headlines.

ABSTRAK

Penelitian ini bertujuan untuk (1) menguak seluruh Deep Structure dan (2) mendeskripsikan tipe-tipe transformasi apasajakah yang digunakan pada beberapa headline koran yang telah diseleksi sebagai sample. Penelitian ini menggunakan pendekatan kualitatif karena menganalisa dan menginterpretasi beberapa headline koran tersebut. Untuk teknik sampling, peneliti menggunakan teknik purposive sampling karena sample yang berupa beberapa headline koran yang diterbitkan oleh 'The Jakarta Post' pada periode 4 Mei - 1 Juli 2013 sangatlah sesuai dengan tujuan penelitian ini. Hasilnya, setiap headline mengalami proses transformasi yakni penghilangan beberapa kata yang menjadikan headline tesebut tidak sesuai dengan aturan gramatika yang ada. Penulis headline-lah yang sengaja melakukan hal tersebut dengan maksud untuk menarik minat pembaca sehingga mereka menjadi penasaran untuk membaca isi dari seluruh berita yang disajikan. Berdasarkan hasil dari temuan tersebut dapat disimpulkan bahwa analisa TGG mampu memberikan penjelasan yang cukup memadai terkait bagaimana deep structure ditransformasikan menjadi menjadi surface structure.
Kata Kunci: TGG, Headline Koran.

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INTRODUCTION

It is extremely difficult to imagine a world where people receive the new news by the word of mouth, in speech but not in writing. People having responsibility to announce the news walk through the village or town and give information about local government issues such as legislation, politics, social events, and investment policies. In ancient Rome, news was posted throughout the city in written notes. These notes were called *Acta Diurna*, or "Daily Events." *Acta Diurna* announced social events and politics (Hamilton, 2005:6). Over time, the way to present news initially from the word of mouth significantly improved and developed based on the social need. These improvement and development led it to the next form of presenting news, the printed media.

Through the emersion of a new technology newspaper became one of regularly printed news media. Throughout the history of the newspaper, technology has influenced its style and content (Conboy, 2010:137). As such, it means that technological developments reshape its style and content that are strongly concerned with the language of newspaper to maintain the readers' loyalty.

Newspaper has several common elements. A headline that is printed in large type has become the important element. It is the earliest thing that the readers notice in newspaper. Newspaper additionally has the limit space to present a lot of events around the world. This limitation brings headline written in a short form. It, in fact, breaks the common core sentence rules to grab the readers' attention. As a consequence, the readers frequently find difficulties to interpret the meaning of the headline itself.

Further, the language of newspapers has their own style. In this instance, Pape and Featherstone provide a clear explanation on this matter saying:

> "...the language of news is a particular discourse with its own vocabulary, style and rhythm that has emerged over time and, while news stories need to be topical, informative, interesting and, sometimes, entertaining, they are generally required to follow a well-defined formula"
> (Pape, Featherstone, 2005:49).

From this quotation we know that the language of newspaper has a particular formula to report the news. It is caused by the journalists' point of view to decide the words to present the facts to the readers. Consequently, the same event can be reported in many different ways.

In relation to the topic discussion, it is worth to consider the five important communicative functions as proposed by Leech (1981:40). They are (1) expressive, (2) phatic, (3) informational, (4) aesthetic, and (5) directive. In newspapers, the language is unquestionably used to inform events to the readers. The language in newspaper has thus informative function. In addition, it has expressive function since it expresses the writers' feelings and attitudes. Besides, the readers can also maintain social links through the newspaper by, for instance, giving announcement about social events. Thus, it has phatic function

as well. The directive function of language in newspaper can be witnessed when, for example, one read an article about recycling. It implicitly commands the readers to recycle paper, plastic, or etc. so that they can be reused.

Transformational Generative Grammar (TGG) as proposed by Chomsky (1957, 1965), introduces two levels of syntactic structures, deep structure and surface structure. The initial term refers to an abstract level of structural organization in which all the elements determining structural interpretation are represented. The latter term, on the other hand, is the syntactic form they take as actual English sentences (Yule, 2006:87-88). Jacobs & Rosenbaum (1968:18) define them clearer saying that the meaning of a sentence is conveyed by its deep structure while the form of a sentence is given by its surface structure. In other words, the deep structure represents the meaning of the sentence; while the surface structure represents the forms used in communication. To take this matter further, they note the relationship between the deep structure and the surface structure in the following diagram:

TRANSFORMATION

DEEP STRUCTURE	⟹	SURFACE STRUCTURE
Meaning		Form used in communication
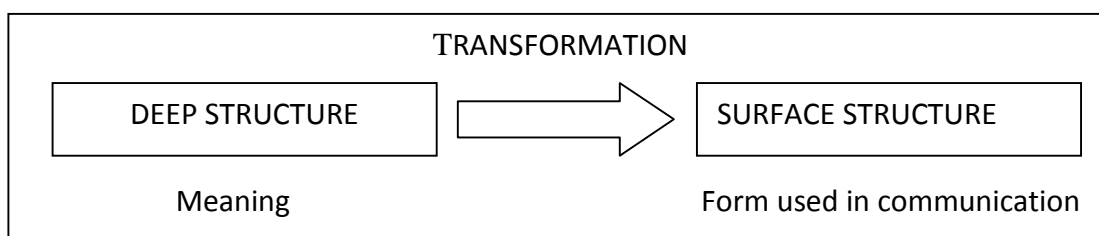
This illustrates that a deep structure becomes a surface structure via transformation. That is the process of converting a deep structure into surface structure or, in other words, changing one grammatical structure into another by adding, deleting and rearranging the sentence constituents. More specifically, there several transformational types: extra position, deletion, affix-shift, do support, etc. (Lumbanraja, 2005:143).

Finally, based on the points above-mentioned, through the TGG analysis, this study is intended to (1) generate the all possible deep structure of the selected newspaper headlines and (2) describing what type of transformation applied to the selected newspaper headlines. Hopefully, it will provide a deep analysis and an adequate explanation about the transformation applied to the selected newspaper headlines.

METHOD

This is a qualitative inquiry since it involves analyzing and interpreting the selected newspaper headlines. In this study, the writer, as the key instrument, uses purposive sampling because, according to his personal judgment, the selected newspaper headlines as the samples are suited to the intent of this study. On the other words, the selected samples are deemed representative to present in-depth data the writer seeks to study. Hence, in this way, the writer does not want to select this sampling technique to accurately represent a population. Rather, the goal is to achieve in-depth understanding of the samples selected to help the writer to answer research questions. In collecting and

analyzing the data, the writer uses document analysis since this study analyzes written materials. In so doing, the writer (1) reads and rereads the selected newspaper headlines in order to be familiar with them, (2) analyzes and presents the deep structure of each headline, and finally (3) describes the structural changes of each headline applying TGG analysis.

FINDINGS AND DISCUSSIONS
Analysis of Data 1: "Silk Air to fly to Semarang and Makassar". (*The Jakarta Post*, May 4, 2013:14).

Headline 1 is actually ill-formed. It lacks of auxiliary to complete the main verb. It basically derives from this following sentence:

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                              S
         ┌────────┬───────────────────────┐
        NP       Aux                      VP
         │        │           ┌────────────┴────────┐
         N        │           V                     PP
         │        │           │            ┌─────────┴────────┐
      Silk Air  is going to  fly          to Semarang and Makassar
         1        2    3      4                    5
```

$$\underline{DS} \quad : 1\ 2\ 3\ 4\ 5$$
$$\underline{SS} \quad : 1\ 2\ 3\ 4\ 5 \longrightarrow 1\ \emptyset\ 3\ 4\ 5$$
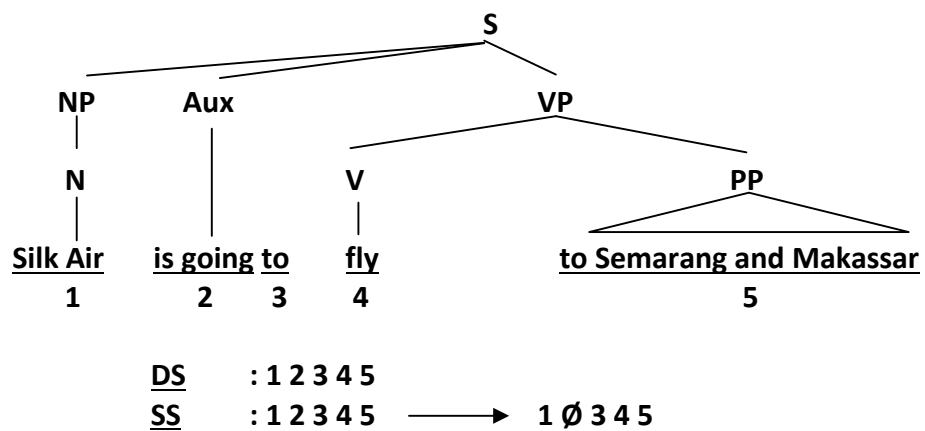
Silk Air to fly to Semarang and Makassar.

This tree diagram indicates that there is a deletion applied to it; that is, the auxiliary 'be going' that expresses activity in the future. The headline writer only writes 'to infinitive' (to fly) to make this headline as brief and interesting as possible.

Analysis of Data 2: "Dortmund, Bayern to rehearse CL final match". (*The Jakarta Post*, May 4, 2013:19)

To understand the meaning of headline 2 well, let us highly consider to its deep structure described in this following diagram:

```
                                    S
                   ┌────────────────┼────────────────┐
                  NP               Aux               VP
            ┌──────┼──────┐         │          ┌──────┴──────┐
            N     Conj    N         │          V            NP
            │      │      │         │          │          ╱────╲
            │      │      │         │          │         ╱      ╲
        Dortmund  and  Bayern   are going  to rehearse  CL final match
            1      2      3         4      5     6            7
```
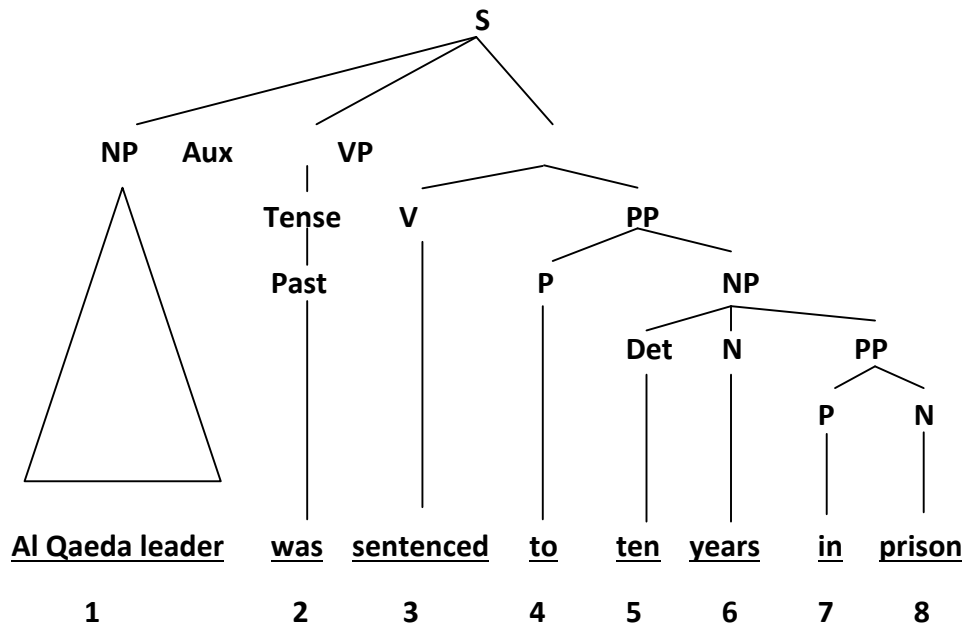
DS   : 1 2 3 4 5 6 7
SS   : 1 2 3 4 5 6 7 ⟶ 1 Ø 3 Ø 5 6 7
Dortmund, Bayern to rehearse CL final match
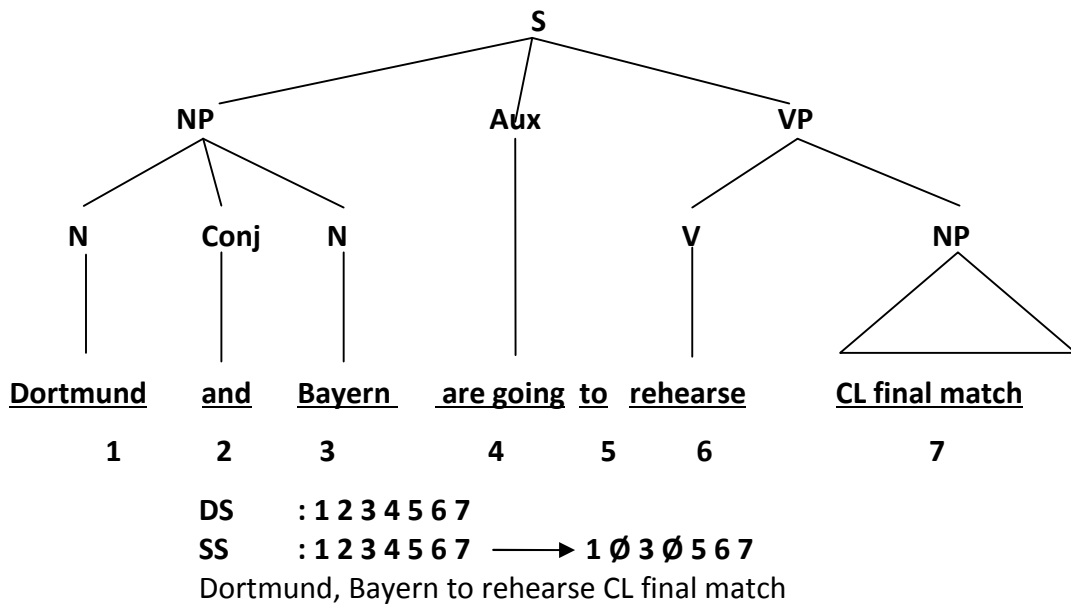
In headline 2, deletion is also applied to conjunction 'and' and the future tense. The conjunction 'and' is replaced by a comma. This deletion occurs because there is no room for conjunction 'and'. Similar to headline 1, the word "are going" which refers to the future tense is also omitted by the writer of the headline. It is only written in the "to infinitive form" ('to rehearse'). This occurs because the headline writer wants to write a brief and interesting headline to attract the readers' attention. In addition, this headline uses initials to describe the name of Champions League (CL).

Analysis of Headline 3: "Al Qaeda leader sentenced to ten years in prison". (*The Jakarta Post,* June 27, 2013)

We often see the past tense or the past participle in headlines. However, it is hard to distinguish the past tense from the past participle if the form of the past tense is the same as the past participle. In fact, most of them are not past tense but past participle. It basically consists of a subject, an aux, a main verb, and an object. The passive voice costs extra words and often makes a headline too long to fit the space available for it. Headline writers, therefore, delete helping verbs such as is, are, was, and were. This omission can save space and punches up the headline. We can thus say that this headline is derived from "Al Qaeda leader (was) sentenced to ten years in prison".
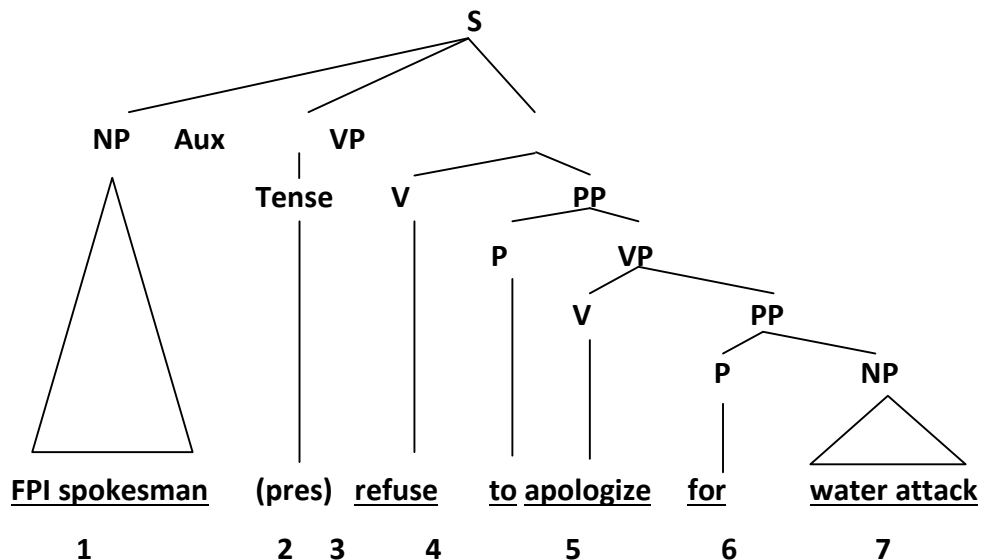
The tree diagram of this headline is, in more details, presented as follows:

```
                              S
         ┌──────────┬─────────┴──────┐
        NP         Aux              VP
         △          │        ┌───────┴──────┐
                   Tense     V              PP
                    │        │         ┌─────┴─────┐
                   Past      │         P          NP
                             │         │      ┌────┼────┐
                             │         │     Det   N    PP
                             │         │      │    │   ┌┴┐
                             │         │      │    │   P  N
                             │         │      │    │   │  │
    Al Qaeda leader         was    sentenced  to  ten years in prison
         1                   2        3        4   5    6    7   8
```

DS: 1 2 3 4 5 6 7 8
SS: 1 2 3 4 5 6 7 8 ⟶ 1 Ø 3 4 5 6 7 8
Al Qaeda leader sentenced to ten years in prison

The following is the analysis of headline 4, headline 5 and headline 6.
Analysis of Headline 4: "FPI spokesman refuses to apologize for water attack". (*The Jakarta Post,* June 29, 2013)

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                              S
         ┌──────────┬─────────┴──────┐
        NP         Aux              VP
         △          │        ┌───────┴──────┐
                   Tense     V              PP
                    │        │         ┌─────┴─────┐
                    │        │         P          VP
                    │        │         │       ┌───┴───┐
                    │        │         │       V      PP
                    │        │         │       │    ┌──┴──┐
                    │        │         │       │    P    NP
                    │        │         │       │    │     △
    FPI spokesman  (pres)  refuse     to   apologize for water attack
         1           2       3         4      5        6    7
```

DS: 1 2 3 4 5 6 7
SS: 1 2 3 4 5 6 7 8 ⟶ 1 Ø 3 4 5 6 7 8
FPI spokesman refuses to apologize for water attack.

Analysis of Headline 5: "Neymar wins Golden Ball Award at Confed Cup". (*The Jakarta Post,* July 1, 2013)

```
                            S
        ┌───────────────────┼──────────┐
       NP                  Aux         VP
        │                   │      ┌────┴────────┐
       PN                   V                    NP
        │                   │            ┌────────────────┐
     Neymar             (pres) win   Golden Ball Award at Confed Cup

        1                   2    3              4
```
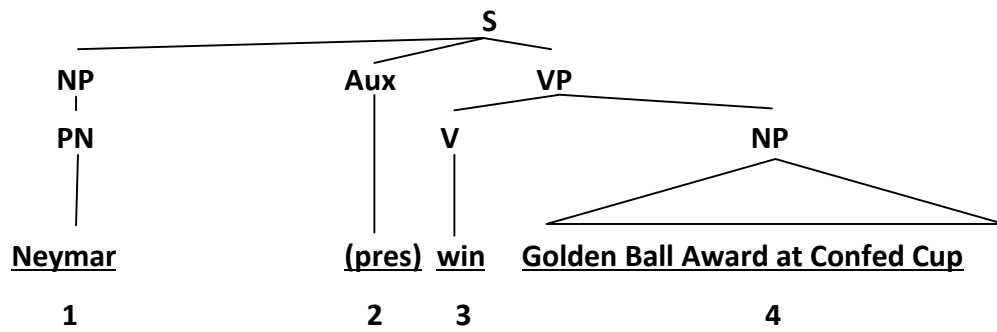
DS: **1 2 3 4**
SS: **1 2 3 4** ⟶ **1 Ø 3 4**
Neymar wins Golden Ball Award at Confed Cup.

Analysis of Headline 6: "Rio Haryanto finishes second at Silverstone". (*The Jakarta Post,* July 1, 2013)

```
                            S
        ┌───────────────────┼──────────┐
       NP                  Aux         VP
        │                   │      ┌────┬────┬────────┐
       PN                   V      NP            PP
        │                   │      │
        │                   │      N
        │                   │      │            /\
   Rio Haryanto         (pres) finish second  at Silverstone

        1                   2    3    4            5
```
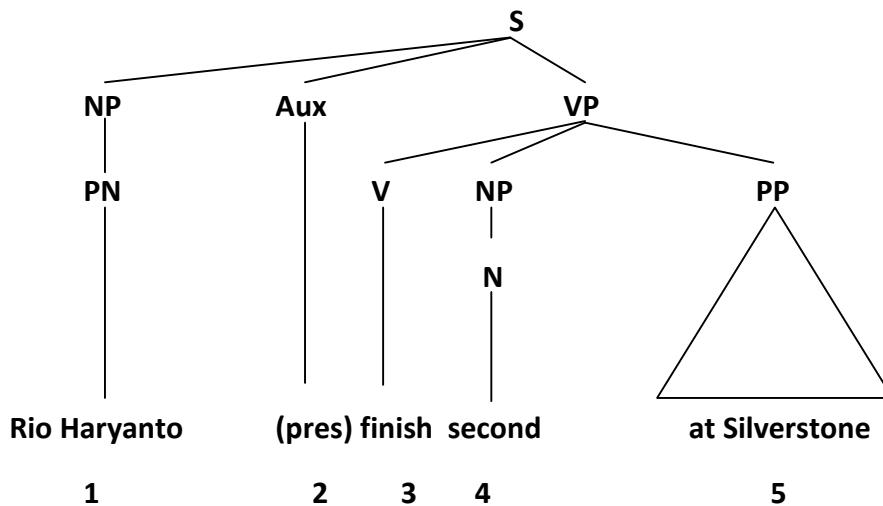
DS: **1 2 3 4 5**
SS: **1 2 3 4** ⟶ **1 Ø 3 4 5**
Rio Haryanto finish second at Silverstone.

What is written in the news is, actually, just a report of something that happened in the past since, at the time the news is written, the event has already happened. Generally, when we write a story that already happened, we use simple past tense instead of simple present tense. From those headlines, we can see that the use of simple present tense in reporting the news is to convey a feeling of immediacy; even if the story reports something that happened in the recent past. In other words, the headline writer uses simple present tense to emphasize the reality of the events and maintain the strong effect of the incidents to the readers though the incidents have happened.

Analysis of Headline 7: "Vietnam to work with RI to build ASEAN Community".
(The Jakarta Post, July 1, 2013)

Similar to headline 1 and, headline 7 is also incomplete. Since the ASEAN community has not been built yet, we can interpret that the verb 'to work' as refers to the future "is going to work with". The possible deep structure of this headline is thus "Vietnam (is going) to work with RI to build ASEAN Community". In this case, again, deletion transformation is applied to the auxiliary preceding the verbal. To make it clearer, the deep structure of this headline is described in the following tree:

DS: 1 2 3 4 5 6 7
SS: 1 2 3 4 5 6 7 ⟶ 1 Ø 3 4 5 6 7
Vietnam to work with RI to build ASEAN Community.
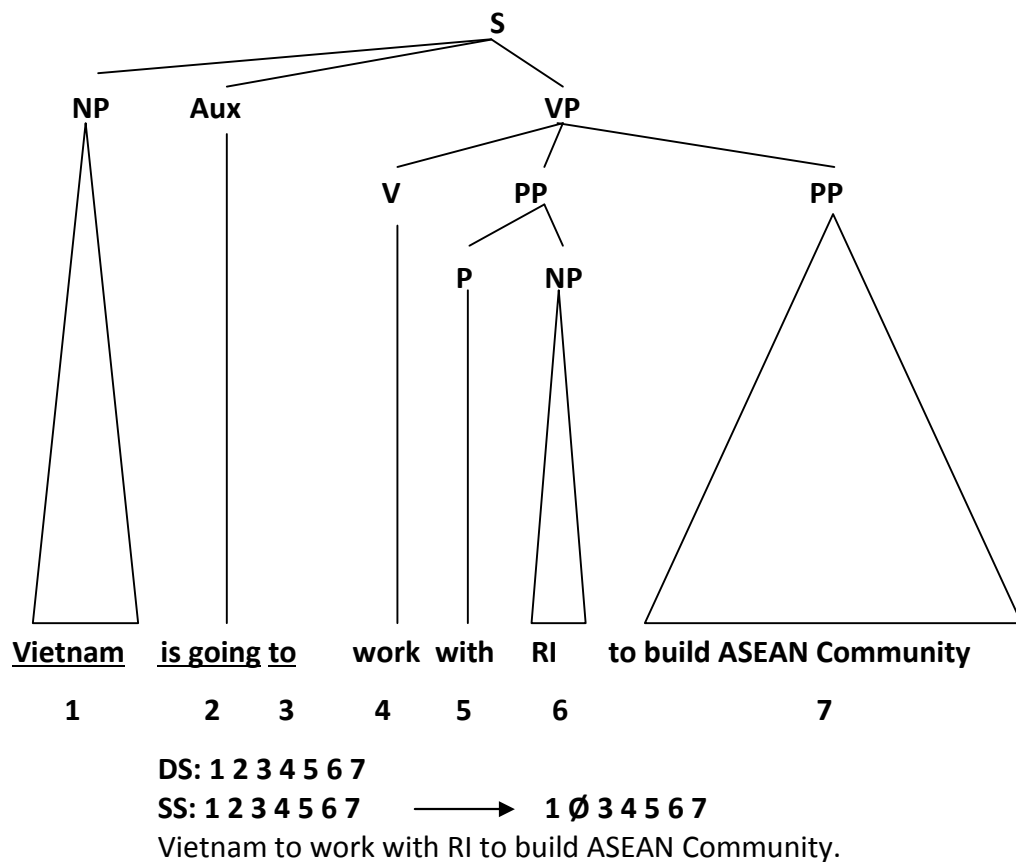
CONCLUSIONS AND SUGGESTIONS
Conclusions

Thus, from the discussion above, it can be concluded that all the newspaper headlines analyzed have syntactic similarities. Headline 1, 2 & 7 use simple future tense with the deletion of the verb so that the verb used is only 'to infinitive'. In short, infinitive is used in place of the future. This deletion makes the readers freely interpret their meaning that, sometimes, makes them confused. In addition, in headline 2 the headline writer has replaced the conjunction "and" with comma because there is no room for it. For headline 4, 5 & 6, the headline writer uses simple present tense, instead of simple past tense, to express an immediate past events. In this instance, the headline writer wants to provide a vivid impression to the readers. In headline 3, the headline writer

uses passive clause with no agent or, in other words agent deletion, and delete the passive auxiliary "*be*".

Briefly, the deep structures of the selected newspaper are presented as follows:

No.	Headline	
	Surface Structure	Deep structure
1.	Silk Air to fly to Semarang and Makassar.	Silk Air (is going) to fly to Semarang and Makassar.
2.	Dortmund, Bayern to rehearse CL final match.	Dortmund (and) Bayern (is going) to rehearse CL final match.
3.	Al Qaeda leader sentenced to ten years in prison.	Al Qaeda leader (was) sentenced to ten years in prison.
4.	FPI spokesman refuses to apologize for water attack.	FPI spokesman (present) refuse to apologize for water attack.
5.	Neymar wins Golden Ball Award at Confed Cup.	Neymar (present) win Golden Ball Award at Confed Cup.
6.	Rio Haryanto finishes second at Silverstone.	Rio Haryanto (pres) finish second at Silverstone.
7.	Vietnam to work with RI to build ASEAN Community.	Vietnam (is going) to work with RI to build ASEAN Community.

Based on the table, the writer found that all headlines do not use auxiliary verb ('is going' and the passive auxiliary "*be*"). In addition, a comma is used to replace the conjunction 'and'. Thus, it can be concluded that the type of transformation applied to those selected newspaper headlines is the deletion transformation.

Suggestions

Most of the selected headlines analyzed contain of avoiding words making them ungrammatical. It therefore forces us to be more sensitive in interpreting them. To avoid misinterpretation, it is highly suggested that one should be familiar with the structure of newspaper headlines. This study proves that TGG is suitable to analyze newspaper headlines since it can provide a satisfactory description about how the DSs are generated into their SSs. In short, TGG analysis makes huge contribution to reveal the underlying messages contained in headlines.

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