

# The characteristics of the title of “Bright Time Review” from the perspective of linguistics

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**Abstract:** The title language of “Guangming Time Review” is close to life, reflecting the importance and freshness of news. From the perspective of linguistics, the study of the title of “Bright Time Commentary” will help us to further understand the current rules and characteristics of the title of “Guangming Time Review”. This paper selects the title of 840 title of “Guangming Time Review” as the basic corpus, and analyzes and discusses the characteristics of the title of “Guangming Time Review” from the aspects of phonetics, vocabulary and grammar.

## 1. Introduction

The commentary is a form of rational, thoughtful, and sensible theory that the communicator uses the means of mass communication or the carrier to express his or her wishes at the first time on the news facts, phenomena, and problems that have just occurred or discovered.” [1] Since the publication of the first commentary in 1904, the commentary has been in China for more than 100 years. [2] “Guangming Time Review” is a news current affairs commentary column founded by Guangming Daily in 2007. Every Monday to Friday, two or three hot news about politics, economy, culture and education are published every day in the second edition of Guangming Daily. Since its inception, it has been the core column of Guangming Daily's brand significance.

In addition to the timeliness and pertinence of the content, the title of each commentary is particularly eye-catching. “With the advent of the information age, the title has become more and more important, and its status has been significantly improved, and its role has increased significantly.” [3] Mr. Lu Shuxiang once pointed out: “The title should be studied as a specialized study.”[4]

The title of “Bright Time Commentary” usually uses a language that is close to life and colloquial, reflecting the importance and freshness of the news, thus increasing the charm of the title itself. The study of the title of the commentary from the perspective of linguistics will help us to further understand the rules and characteristics of the current title of Guangming. In this paper, a total of 840 titles from December 28, 2013 to June 30, 2014 were selected as the basic corpus, and quantitative analysis was used to analyze and discuss the “Bright Time Commentary” from the aspects of phonetics, vocabulary and grammar. The characteristics of the title.

## 2. The voice features

The title of “Bright Time Commentary” is more prominent in speech:

### 2.1 The number of title syllables is large, enhancing the clarity of the title.

In the title of “Bright Time Commentary”, the syllables of the title are different. Although the number of title syllables does not affect the content of the article, in general, in order to make the opinions clear, in order to allow the reader to clearly understand the points to be discussed in the text when they see the topic, the title selected by the commentator It is often a statement with a large number of syllables and a clear semantics, rather than a statement with a small number of syllables and semantic ambiguity. According to statistics, in our existing 840 titles, the titles of 1-5 syllables are not, and the headings of 7-11 syllables are 100, such as in (1), accounting for 12% of the existing corpus, 12- There are 740 titles in 16 syllables, such as in (2), which accounts for 88% of the existing

corpus. The titles above 16 syllables are not found in the existing corpus.

(1) “False rumors” and “true rogues” (2014-03-28)

(2) What is the determination to control the population of megacities (2013-12-28)

Obviously, when you first look at the title of (1), the reader will think about what is “false rumor” and “really rogue”. Why does the author have a relationship between “false rumors” and “real rogues”? It is not clear that to a certain extent, it will mobilize the readers to find out the curiosity. The title in (2) will not have this layer, and the reader only needs to read the “how” determination from the text.

## **2.2 Clever use of homophonic to improve headline attention**

Schramm said: “The message should attract people's attention before it can cause anything else to happen.” [5] As Schramm said, an excellent commentary, the author will attract readers' attention. Use a homophonic sound on the title. This can increase the interest of the title while attracting the attention of the reader, such as the following title of “Bright Time Commentary”:

(3) “Na” is also a warm “Spring Festival Evening” (2014-01-28)

(4) Can't wait for the vegetable market “Jiang Youjun” (2014-04-04)

This “Na” in (3) is not the same as “the one”. Why? Readers must think about it. In recent years, when people see the word “Na”, it is natural to think of Li Na, a tennis champion who is glory for the country. This is a trophy for the Australian Open Daphne. After Li Na went home for the New Year's Eve, the commentary author thought that as a celebrity, Li Na's “that” was a warm-hearted move by the public to understand and support. In (4), the “Ginger You Army” mentioned in the article, in fact, when the Chinese chess is a victory, it should be “General”. Here, “Ginger” and “Wang” are the same, and the author subtly puts social life into life. The situation in which the price of ginger has risen all the way up in chess terms has brought together the issue of ginger price and the issue of people's livelihood, which not only increases the interest of the title, but also plays a role of inspiring.

## **2.3 The rhythm is relatively neat, reading the topic is catchy**

The Chinese have been immersed in the poetry atmosphere since ancient times, and have a deep understanding of the rhythm. Therefore, if a title is relatively easy to catch up and relatively neat, let the readers have a sense of rhythm, then quickly attract readers' interest. Sex is high. For example, in the title of “Lighting Review”:

(5) Traditional Chinese Year, another kind of “Chinese flavor” (2014-01-30)

(6) Wenshan will not be removed, please ask for more people (2014-03-30)

In (5), the title is that both the rhythm and the rhyme can be said to be doing very well, and not to say that the words before and after the words are the same, the words of the selected words are neat and tidy, and even more rare is the two sentences before and after the Pingyi. It can also be neat and tidy. The first sentence is “Ping Ping Ping Ping Ping”, and the latter sentence is “Ping Ping Ping Ping”, so that readers will have a rhythmic aesthetic and a happy feeling, so that they will read “What is different?” “. In (6), The title in the middle is not as accurate as the title in (5), but overall, the first sentence is “flat and flat”, and the latter sentence is “ze ping ze ze ze ze”, which is still read. Rhythm.

## **3. The lexical features**

The author of the commentary not only clarified the things that the people did not understand, but also caused the general public to think deeply about some issues through their own discussions, or called on the government to pay attention from the perspective of the people. The opinions and attitudes of the reviewers are often seen from the title, and the words selected by the authors play a prominent role. From the more than 800 titles of the Guangming Time Review we collected, we can really feel this.

### **3.1 Metaphor has deep meaning, and the text is coming out**

Schramm and Porter said: “One of the secrets of effective communication is the ability to keep a person's language at an Abstract. level that the listener can adapt, and the ability to change the level of

Abstraction within an Abstract. scope, so that they can be discussed on a concrete basis. The more Abstract.content allows readers or listeners to move from simple and familiar images to Abstract.themes or generalizations without difficulty, and then return to the original image when necessary.” [6]

In the title, the author of “Bright Time Commentary” will use metaphors to express some real problems through simple and visual vocabulary, which will arouse the reader's resonance. For example, the following headings:

(7) Appropriate public expectations for the “Naked Officials” (2014-01-17)

(8) “O” card is cleared, and it is necessary to clear the privilege (2014-04-18)

In (7), the headings have typical noun metaphors, which are “tightening curse” and “severe winter”. People are familiar with the specific things that these two nouns refer to, but here they have another new meaning. Through these nouns, the author has made a very vivid and humorous metaphor for the related phenomenon. The “tightening spell” is a strict constraint that is set on the head of the grandson of the monkey to be applied to the naked official, so as to better manage these cadres. In (8), the middle headline has a typical verb metaphor. The “clearing” is the author's hope that while the “O” card is cancelled, the privilege thoughts of some people can be removed as well, and the privilege is completely removed.

### **3.2 Negative words, highlighting right and wrong**

There are many articles on public opinion supervision and awkwardness in the commentary, which has formed a characteristic of implied criticism of social bad atmosphere. Professor Zhao Zhenyu, director of the Center for Journalism and Criticism of Huazhong University of Science and Technology, believes that the article “Guangming Time Review” is “in time, sharp Comment on the current national events.” Reflected in the title of “Guangming Time Review” is the overall view, there are more negative words. According to our statistics, there are 123 articles in the title of 840 “Bright Time Commentary” with negative words, accounting for 15% of the total number of headlines. Negative words mainly include: elimination, no, no, no, no (let, hit, take), no, no, no, no, no. Such as:

(9) Don't let state-owned enterprise expenditure become a “three no matter” corner (2014-03-22)

The intensity of “not necessary” negation is relatively high in terms of other negative words, and there are some suggestions for it.

The negative words in the title of “Guangming Time Commentary” openly and explicitly let the reader understand the author's views and opinions on some issues, and also guide readers to think deeply about social issues, so that people can clearly understand which behaviors are unreasonable and which viewpoints there is a problem. For example, “Don’ t let the expenditure of state-owned enterprises become the title of “three nostalgia”, that is, the current state-owned enterprise expenditures are too arbitrary, and the “three no matter” issue that the regulatory authorities can’ t manage, unwilling to manage, and uncontrollable can be discussed. The word “beyond” indicates that the author has a negative attitude towards this phenomenon, and the author also guides the reader to think about the causes and solutions of this phenomenon.

### **3.3 Apply buzzwords to enhance affinity**

“Using the spoken language of the masses often increases the charm of the title and makes the reader feel cordial” [7]. The commentary authors use the popular words in the past for the title, which can show a strong sense of the times and fashion on the one hand, and can also show great affinity on the one hand to attract readers. For example, the title of “Guangming Commentary”:

(10) a. The low price of vegetables is really a curse for the market? (2014-04-15)

b. The old name “to youth”, not only by nostalgic style (2014-04-08)

In (10), the title a is applied to the song title “It is the disaster of the moon.” After the song caused a strong reaction, “The blame of XX” has become a format for many titles. In the title b, the novel “Towards the Youth We Will Die” (referred to as “To Youth”) is applied.

#### **4. The grammatical features**

The title of the commentary only maximizes the appeal of the readers, and can maximize the task of supervising public opinion and the shortcomings. The grammatical performance of the title of “Bright Time Commentary” is a good accomplishment of this task.

##### **4.1 There are many rhetorical questions, and the meaning of thinking is strong.**

In order to better guide readers to think, it is more common for the authors of Guangming Times to choose rhetorical questions. The commentator usually chooses the method of adding a question mark at the end of the statement, or uses special questions such as “**谁**” and “**who**” to guide the rhetorical question to express the emotions such as “surprise”, “doubt” and “discontent”. In addition to attracting the reader's attention, it can also inspire readers to think, hope to get the corresponding feedback while attracting the reader's attention, and can also strengthen the depth of thought expression of information. In our 840 title of “Bright Time Commentary”, 153 are such rhetorical questions, accounting for 18% of the entire corpus, such as:

- (11) a. Bowing to dissuade the bad habit of running a red light depends on humble influence
- b. Punishing the administrative fees and charges can not be done (2014-02-12)

In (11), both of the sentences express dissatisfaction with some phenomena in the society through the form of rhetorical questions. The commentary authors believe that they should not rely on “squatting” to discourage bad behavior, but should be managed according to law, as stated in the commentary. Only by advancing the legislative process of administrative fees as soon as possible and using laws to frame and standardize the names and standards of various fees can we solve the problem of administrative charges.

##### **4.2 Explicit structure saves clauses, implicit meaning is more prominent**

In the title of “Bright Time Commentary”, there is also a title that omits the entire clause that should appear in the explicit structure. We analyze that this situation is affected by many factors: one is the version occupied by the title and the space is limited, it is impossible to use the whole sentence as the title; the second is that the author of the time review intends to do it, in order to cause Reader's reading interest. Such as:

- (12) Shao Yifu rewrote not only the movie (2014-01-08)

In (12), the headings are more typical, and the core information highlighted by such headings is often in the latter clause without explanation. The title is just a primer, which is to lead to the more important meaning behind it. The text written in the text “Shao Yifu not only rewrote Hong Kong movies, he also rewrote many things other than Hong Kong movies.”

##### **4.3 There is a empty vocabulary in the stream, and the sense of language jump is strong.**

Danny Bell said: “Contemporary culture is becoming a visual culture” [8] In order to improve the reader's interest in reading the original text, the review authors will use unconventional word order to create visual and linguistic vacancies. The effect of the undulating jump is achieved in semantic expression. The empty vocabulary is “the position of a word in the headline of the news headline, but no text appears.” [9] Generally speaking, the empty vocabulary has two forms: unmarked and marked. The empty vocabulary with signs is a certain form of mark, such as the use of spaces, transitions, colons and quotation marks, etc., no mark is no explicit mark. The empty vocabulary appearing in the “Lighting Review” is basically marked, such as:

- (13) Chinese football, there is no shortage of hope in the difficult future (2014-01-22)

In (13), the middle headline uses a comma as a sign of the empty vocabulary. The complete statement of the title should be “Chinese football, although facing a difficult future, is not lacking in hope.” It can be seen that the proper use of the empty vocabulary shifts the visual jump to the slight fluctuation of the sense of language during reading, thereby achieving the effect of strengthening the tone and emphasis.

## 5. Conclusion

In the news topic and title, “Bright Time Commentary” can adhere to public opinion and guide public opinion supervision, while being close to reality, close to life, close to the masses, and representative in party newspapers. [10] From the perspective of linguistics, the title of “Guangming Time Review” has distinct characteristics in terms of pronunciation, vocabulary, and grammar. It has the value of further research, and as mentioned above, these characteristics are It has played a different role in attracting readers. Therefore, the “Bright Time Commentary” has responded quite well to readers in recent years. In addition to the wisdom of selecting materials, language expressions, especially the performance of title selection and production, are also indispensable.

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