



Pragmatic Ambiguity in Selected Newspaper Headlines

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الغموض التداولي في عناوين صحف مختارة

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Abstract:

Ambiguity in language is a quality that makes written or spoken texts open to a number of interpretations. It can be found everywhere. One of the common places where ambiguity can be found is in newspaper headlines. This study examines pragmatic ambiguity in headlines chosen from an issue of the New York Times published in May, 2022. The chosen headlines address various fields (business, travel, art, world, real estate and sport). The study aims to investigate why newspaper editors use ambiguous constructions in writing news headlines and how this ambiguity may be solved to convey not only the actual meaning but also what lies beneath what is written. The study analyzes the chosen headlines pragmatically by means of Yule's model of presupposition (1996). This research is divided into three sections. The first section, which is the introductory, sheds light on the problem of this research, aims, procedures, hypotheses, and limits. The second section is the theoretical background, where a survey has been presented including the discussion of the concept of ambiguity in general and in newspapers in specific with reference to its types. Besides, a separate section is devoted to dealing with pragmatics as the analyses presented based on presupposition, which in turn has been illustrated to clarify the main parts of the model used to analyze the selected headlines in an attempt to solve the ambiguity used in their formulation. The third section presents the methodology and analysis of the chosen headlines to find out the reasons lying behind using ambiguous constructions by news editors, and then present some suggestions for readers in an attempt to enable them understand what lies behind what is written or stated.

The analysis is qualitative as a comprehensive description has been presented for the headlines: their illustrations and analyses. The analyses have revealed that existential presupposition as a pragmatic strategy constitutes the most frequent type of presupposition that has been applied, followed by structural presupposition then lexical presupposition. It has also been found out that newspaper editors use ambiguous constructions intentionally to convey meaning beyond the literal meaning expressed by the apparent words, enrich headlines with different structures which suggest additional information or insinuate subtle messages without explicitly stating them.

Keywords: Newspaper headlines, ambiguity, pragmatic ambiguity, presupposition, existential presupposition.

الملخص

الغموض في اللغة هو صفة تجعل النص المكتوب أو المنطوق متاحاً لعدد من التفسيرات. من الممكن إيجاد الغموض في كل مكان. واحدة من الجوانب الشائعة والتي يمكن إيجاد الغموض فيها هي عناوين الصحف. تتقصى هذه الدراسة الغموض التداولي في عناوين مختارة من إحدى طبعات صحيفة (النيويورك تايمز) والتي طبعت في شهر أيار لعام 2022. تهدف الدراسة إلى تقصي العناوين المختارة مختلف المجالات (كالسياسة، الأعمال، السفر، الفن، الممتلكات والرياضة). تهدف الدراسة إلى تقصي سبب استخدام محرري الصحف للتراكيب الغامضة في كتابتهم لعناوين الأخبار في مختلف المجالات وكيفية التوصل إلى

حل هذا الغموض من اجل إيصال ليس فقط المعنى الحرفي لكن ما يتم تضمينه من خلال الكلمات الظاهرة أيضا. تقوم الدراسة بتحليل العناوين المختارة تداولياً بالاعتماد على مودل يول للافتراض المسبق (1996). يتكون هذا البحث من ثلاثة أجزاء. يسلط الجزء الأول، وهو الجزء التقديمي للبحث، الضوء على مشكلة البحث، الأهداف، الإجراءات، الفرضيات وحدود الدراسة. اما الجزء الثاني فيمثل الجانب النظري للبحث حيث تقدم تغطية نظرية مفصلة نوعاً ما حول موضوع البحث تحت الدراسة من ضمنها مناقشة مصطلح الغموض بصورة عامة وفي الصحف بصورة خاصة مع الإشارة الى انواعه المختلفة. بالإضافة الى هذا تم تخصيص جزء منفصل لشرح علم التداولية لان التحليلات المقدمة مبنية على الافتراض المسبق والذي يشكل أحد الاستراتيجيات التداولية لتوضيح المعنى، والذي تم طرحه أيضاً لتوضيح الأجزاء الرئيسية للموديل المستخدم في تحليل العناوين المختارة في محاولة لحل الغموض المستخدم في تشكيلهم. اما الجزء الأخير من الدراسة فيقدم منهجية البحث وتحليل العناوين المختارة للتوصل الى الأسباب التي تدفع محرري الصحف لاستخدام التراكيب الغامضة في كتابة عناوين مقالاتهم وفي مختلف المجالات ومن ثم تقديم بعض المقترحات لتمكين القارئ من فهم ما وراء ما يكتب او يقدم.

تم اعتماد التحليل الوصفي في تحليل البيانات حيث تم تقديم وصف وتحليل للعناوين المختارة. أظهرت التحاليل ان الافتراض الوجودي، والذي يمثل أحد الاستراتيجيات التداولية، يشكل الجزء الأكبر من أنواع الافتراض المسبق التي تم استخدامها في كتابة العناوين، يتبعها الافتراض التركيبي وبعده اللفظي. كما تم التوصل الى ان محرري الصحف يميلوا الى استخدام التراكيب الغامضة قصداً للتعبير عن معانٍ أكثر من المعنى الحرفي التي يتم التعبير عنه بالكلمات الظاهرة، اغناء العناوين بتراكيب مختلفة والتي تقترح معلومات إضافية او إيصال رسائل معينة بدون ذكرها ظاهرياً.

الكلمات المفتاحية: الغموض، الغموض التداولي، الافتراض المسبق، الافتراض الوجودي.

Section One

Introduction

1.1 Introductory Remarks:

Newspaper headlines constitute a field of language use in which clarity of thought, including the identification of ideas and references, forms a key threshold that drives lexical choices and syntax that constitutes the phrase/clause structure. Such writing requires rapid processing of meaning. Therefore, ambiguity, the possibility of a structure offering multiple interpretations when there is only one, is often avoided by such writing because it can hinder the focus and weight of the title.

People with all backgrounds and interests are now keenly interested in studying the language used in the press, it is no longer just journalists who are interested in this unique form of communication. The language used in the press is of interest to a variety of academic disciplines, including linguists, psychologists, sociologists, politicians, and economics, each of which has specific goals. The growing realization that press language affects our lives profoundly is what spurs this fascination. When people go about their regular lives, they often simply read headlines as their first and only source of information. When creating and organizing newspapers, journalists typically strive to create captivating articles that entice readers to purchase. The first step in doing this is to select attention-grabbing headlines for their stories. They make an effort to keep their headlines brief while still being eye-catching and educational. That is the journalist's trick of the trade (Fayyadh and Abed, 2011: 2)

The present paper will answer the following questions:

- 1- What are the different types of news headlines?
- 2- What is meant by ambiguous headlines?
- 3- How may the use of ambiguity in headlines influence readers' understanding and perception of news events?
- 4-How can readers be helped to infer the hidden meaning lying behind the written headlines?
- 5- How can certain pragmatic devices be used to interpret some hidden meanings in ambiguous headlines?

1.2 The Problem:

Headlines, due to their concise nature, are prone to ambiguity, which can lead to misinterpretations and misunderstandings. Certain pragmatic devices like presupposition, can be employed to help clarify what lies behind the apparent words of certain news headlines because ambiguous headlines can influence readers' understanding of news events and potentially shape their opinions.

1.3 Aims of the Study:

The study aims at achieving the following:

- 1-Clarifying the different types of ambiguous constructions and news headlines.
- 2-Exploring the possible motivations behind the use of ambiguity in news headlines.
- 3- Investigating the potential effects of ambiguous headlines on readers' comprehension and interpretation.
- 4- Choosing a number of news headlines of different interests from *The New York Times*.
- 5- Analyzing the selected instances of news headlines pragmatically to clarify how hidden meaning may be explicated.

1.4 Hypotheses:

It is hypothesized that ambiguities in newspaper headlines are impacted by things like journalistic style, space constraints, and the requirement for attention-grabbing headlines. It is also hypothesized that editors in *The New York Times* uses connotations and assumptions in headlines to create ambiguity, which may affect readers' interpretation of news events.

1.5 Procedures:

The following procedures will be adopted:

- 1-Providing a background overview about the types of ambiguity to show their wide impact on reader's understanding of the full meaning of the newspaper headlines.
- 2- Selecting a number of ambiguous news headlines from *The New York Times* to clarify the hidden meaning lying beyond the given words.
- 3- Conducting a pragmatic analysis based on Yules' presuppositions to clarify how implicit meaning is expressed taking into consideration context and background information.
- 4- Presenting how each type of presupposition is employed in writing news headlines and specifying the most frequent ones.
- 5- Presenting some suggestions and drawing conclusions.

1.6 Limits of the Study:

This research is dedicated to studying pragmatic ambiguity in newspaper headlines only, and thus it is limited to the analysis of certain chosen newspaper headlines from *The New York Times* to show how ambiguity can be explained and resolved to enable readers infer the hidden meaning. The analysis is also limited to explaining ambiguity in the chosen headlines pragmatically using presupposition and background knowledge.

1.7 Significance of the Study:

The study is hoped to be of significance for:

- 1-Researchers:** By examining these ambiguities, researchers can identify patterns, biases, and potential sources of confusion in news reporting.
- 2-Journalists:** The findings could be relevant to journalists, editors, media literacy educators, and anyone interested in the dynamics of language and communication in news media.
- 3- Readers:** Studying ambiguities can contribute to media literacy efforts, empowering readers to critically analyze news headlines and navigate the complexities of modern media.

Section Two

Theoretical Background

2.1 Introduction:

Our lives have been greatly impacted by mass media. Their news reporting, TV stations and newspapers are crucial in this regard. Newspapers use strategically designed and modified headlines to achieve specific goals. The language used must be chosen carefully in order to guarantee that readers will be drawn to the concerns it intends to highlight. Many insights on these beliefs and attitudes may be gleaned from a linguistic examination of the language used to convey these news stories. Accordingly, a pragmatic analysis of the headlines could be a useful tool for demonstrating how important headlines are in establishing and maintaining the desired meanings.

Language does not only serve as a tool for communication and presentation of ideas, but it is also important to understand how language shapes concepts. Texts producers' intentions can sometimes be hidden, which causes the text producer to feel misunderstood. This is where pragmatics can play a crucial role. So, this chapter will initially provide an overview of headlines types and their importance to the reader. Secondly, it will discuss the concept of ambiguity and illustrate how certain pragmatic aspects can contribute to understanding the hidden meaning lying behind the actual written words.

2.2 Newspaper Headlines:

Titles that appear over news stories are called headlines. The main idea of a piece is expressed in the headline. According to Bird and Merwin (1955:177), the headline sums up the important points in plain, concise language. Cotter (2010:26) points out that the font size or typeface of headlines serves as a semiotic stand-in for importance. Headlines are brief and maximally informative. They have become memorable due to the effect they create through language elements (Develotte and Rechniewski, 2001:2).

Newspaper headlines are written in a unique language that has a distinct grammar and vocabulary. The grammar used in headlines is different from that of regular sentences. Fairclough (1995:21) illustrates that "headlines are grammatical oddities because of their distinctive syntactic properties". One special kind of text is the headline. It operates within a range of constraints that restrict the writer's freedom and has a variety of functions that specifically dictate its shape, content, and structure" (Reah, 1998:13–14). In the fewest possible words, it summarizes the article's content and draws the reader in. If it appears on the front page, it also draws the reader into the paper. The writer's limited space and the headline's intended purpose force him to make some linguistic decisions that occasionally leave room for ambiguity.

Newspaper headlines that are compelling enough to draw readers in increase in frequency. Their objective is to briefly and swiftly bring the story to the reader's attention. Usually, the editors, news writers, or page layout designers write them. A news article's headline is essential because it serves as the reader's first point of contact for timely information. The headline will serve as a summary of the entire article that appears below it. Since they tell the reader what the article is about, headlines are the most significant parts of the newspaper. According to Bird and Merwin (1955:178), headline's characteristics—such as its large, bold text and easy-to-read stretch across two or more columns—help draw readers' attention. Davy and Crystal (1969: 174) point out that to attract the curiosity of a reader, who usually scans a page quickly and stops when something catches his eye, headlines must convey a clear and concise message. A strong news headline should draw readers' interest and motivate them to read on. It might provide a crucial advantage for the reader, a response to a query, or a fix for an issue. Thus, word choice should be carefully considered by those who compose news headlines.

2.3 Ambiguity:

Language is rife with ambiguity. It can be found in words, phrases, sentences, and other language units, among other linguistic levels. If any of these units can be understood in more than one reasonable way, they are considered ambiguous. Still, favoring one interpretation over another is arbitrary and unfounded (Conway,2004:12).

Cruse (1986: 53) points out that it is uncommon for the speaker or writer to intend for their words to be understood in multiple ways at the same time. Therefore, it is expected of the hearer/reader to identify the precise intended senses for each ambiguous unit. In order to fully comprehend, the reader must first determine the sentence's meaning, then clear up any unclear language, give context to any expressions that refer to something else, and add any missing information. Therefore, one could draw the conclusion that language alone is not sufficient to understand an utterance. Language ambiguity arises from differences in meaning expressed implicitly.

2.3.1 Types of Ambiguity:

According to Yuzhannikova (2015) ambiguity is classified into linguistic (syntactic and lexical ambiguity) and extra-linguistic (pragmatic), the following sections will be devoted to explaining these types:

2.3.1.1 Syntactic Ambiguity:

Syntactic, structural, or grammatical ambiguity is the term used to describe ambiguity that occurs when words in a sentence can be grouped in different ways (Sevida, 2015). Different factors contribute to syntactic ambiguity:

First, some parts of speech can serve more than one purpose. For example, the -ing form can be used as an adjective or to form a progressive. In the sentence "They are supporting notes," for instance, the word "supporting" could be an adjective or a part of the progressive verb "these notes are supporting." (Salih, 2015).

The inability to clearly divide some sentences into Immediate Constituents (ICs) is the second factor contributing to syntactic ambiguity. Linguists developed an IC system to break down sentences into their component parts or progressively more complex layers (Aarts, 2001:64–65). The sentence "The people who watch the film frequently admired it," for instance, may be cut before or after 'frequently', making it challenging to determine the ICs. It might say "The people who watch the film / frequently admired it" or even "The people who watch the film frequently / admired it". Because they leave room for multiple interpretations, these sentences are therefore regarded as ambiguous.

The usage of compound words is associated with the third factor of syntactic ambiguity. Because compound words are not syntactically governed in their construction, some compound words can be confusing to hearers or readers (Buckeridge & Sutcliffe, 2002).

Fourth, in order to make certain sentences clear, determiners must be used. A determiner can function as the head of a noun phrase or as a sign of (in)definiteness. One potential source of ambiguity in news headlines is the lack of determiners.

Ellipsis is the fifth factor contributing to syntactic ambiguity. It alludes to the use of incomplete sentences, particularly in news headlines, or the removal of certain sentence components. Although ellipsis in news headlines draws readers in and encourages them to read the entire article, it can also be annoying. Readers usually scan the headlines before reading the actual content. As a result, they might not be able to identify the ingredients that have been left out (Al- Janaby & Abed, 2011).

2.3.1.2 Lexical Ambiguity:

A word that can be understood differently within the same construction is said to have lexical ambiguity (Mahadi & Kenevisi, 2012). Homographs, homophones, polysemy, and indexical references are examples of lexical relations that lead to ambiguity in human communication. Words that are homographs have the same spelling but a distinct pronunciation and meaning. For instance, the word "minute" can be understood as an adjective denoting a very small amount of time, or as a noun referring to a time unit, /minit/. When a homograph fails to convey the intended meaning sufficiently, it becomes ambiguous. Homophones are words like *to*, *too*, and *two*, or *waste* and *waist* that sound the same when spoken but have different writing. Because writing conveys the intended orthographic form, homophones are less likely to cause ambiguity than non-homophones. Words with multiple meanings are referred to as polysemy. For instance, the word "bug" can refer to an insect, an annoyance, or a spy gadget (Ovu, 2011).

According to Bertetta et al. (2005), polysemous words have meanings that range from nearly unrelated, like table (a piece of furniture or a figure), to closely related, like paper (paper material or magazine). Indexical references are terms such as "he," "there," and "tomorrow" that relate to individuals, places, or times. Words classified as indexical references are those whose meaning is contingent upon how it interacts with the context in which it appears. Because each indexical reference can have multiple meanings—for instance, "that's he" can refer to several different people—the indexical references are ambiguous. Without the context, its exact meaning would not be apparent (Nunberg, 1993).

2.3.1.3. Phonological Ambiguity:

Phonological ambiguity results from the way language is uttered. Hamidi (2009: 2) points out that this type of ambiguity takes place when a set of sounds may be interpreted in more than one way. Occasionally, people speak too quickly, leaving others uncertain about the meaning or message being conveyed, leaving room for multiple interpretations. For instance:

- Ice cream (ais kri:m) or I scream (I skri:m).

When listeners hear the aforementioned statement, they might interpret "ice cream" to be a particular type of drink or "I scream" to be an action.

2.3.1.4. Extra-linguistic (Pragmatic) Ambiguity:

Extra-linguistic or pragmatic ambiguity refers to non-linguistic aspects such as the uncertainty of the speaker's or writer's intention when speaking or writing, in addition to linguistic system-related issues (Carston, 1998). Saying "it's too hot." for instance, could be an assertion, a request to open the window, or an apology for leaving quickly.

There are various causes of pragmatic ambiguity. It appears when the writer's or speaker's intention is not conveyed clearly or when there is a pause between clear and unclear language, in other words, pragmatic ambiguity occurs when the hearer/reader cannot determine the speaker's or writer's precise intention. A news headline such as "the Police is coming" could convey information, pose a threat, or simply convey relief.

Furthermore, linguistic ambiguity or vagueness that makes it challenging to determine the speaker's or writer's intention can result in pragmatic ambiguity

Some Examples: "Teacher strikes idle kids"

Actual meaning: Kids are idle because their teachers are participating in the strikes (protestations).

Alternative interpretation: A teacher punishes kids who are idle (lazy) (Bucaria,2004:16).

Pragmatic ambiguity, in this study, focuses on analyzing not only headlines which may be interpreted in two possible ways but also headlines which can be interpreted depending on context and shared knowledge between readers and writers, in other words, headlines written in ambiguous ways are used to indicate meanings more than those literally expressed and which cannot be understood without having some background knowledge about the issue in question nor without reading the whole article as the headline is not enough to understand what is intended.

2.3.2 The Effect of Ambiguity in Newspaper Headlines on the Reader's Interpretation and Understanding (Psychological Aspect):

Ambiguity has many negative and positive effects, including structural ones, on readers and since this is the first factor that an uninformed reader is faced with, it is dangerous to listeners of news headlines. Some writers intentionally create ambiguity in the title; however, they still rely heavily on ambiguity to attract attention of readers. News headline writers use ambiguity for a variety of reasons. The use of ambiguity draws readers in, attracts their interest, and produces a hilarious effect. Furthermore, it is possible to express something through ambiguity without really saying it (Awaad, 2017).

Thus, the reader may benefit from the use of ambiguity. On the other hand, certain unclear news headlines might be deceptive. It might make readers confused and make it harder for them to understand the headline. The reader might stop reading as a result (Al Janaby, & Abed, 2011).

Therefore, if we want to draw readers in and keep them interested in reading the material, we need to recognize the kinds of ambiguity that make them confused. On the other hand, misinformation in the actual world frequently takes the form of subtle deception, whereby technically correct information is used to distort the truth. To give an example: It is possible to present accurate numbers or trends in a way that distorts their apparent practical significance. Even in situations where no false information is stated at all, people can be misled by subtle clues, innuendo, framing, word choice, or the relative placement and ordering of different pieces of information. For instance, in the following news headline:

- Police chase driver in hospital.

There are two clear interpretations to this:

The police chased a driver into a hospital, or chased them while they were inside a hospital.

A driver who has been involved in a police chase has ended up in hospital. The second interpretation is most likely to be the intended meaning. What words could be interpreted in multiple ways? The key here is the word *chase*. *Chase* can be a noun or a verb. In the intended meaning, *chase* is a noun which modifies the noun *driver* and is modified by the noun *police*, all within the larger noun phrase *police chase driver*. In the alternative interpretation, *chase* is a verb.

2.4 Pragmatics as a Branch of Linguistics:

One of the most basic uses of language is communication, which determines when people wish to express the meanings that underlie their intentions. It is nearly hard to connect with people and take an active role in a conversation in order to communicate with reference to a specific situation without a language. The study of pragmatics and semantics are closely related because they both focus on the creation and development of meaning. Yule (2014: 110) points out that semantics is the study of meaning in language. It establishes connections between the verbal and the description that generate it in the form of speaking and writing. In contrast, pragmatics studies the "invisible" meaning, or how we recognize what is meant even when it isn't actually said or written' (ibid:126). In pragmatics, individuals engage in understanding the given intended meaning, along with their various objectives, purposes, and the speaker's action. So, speakers or writers, when trying to communicate, must rely on shared assumptions and expectations.

The study of pragmatics focuses primarily on meaning and how role variation is defined in relation to various communicative tasks that the speaker provides for the reader or listener to interpret. Pragmatics is defined as the study of meaning in context. It addresses more than just how a given statement is understood; it also inherently

has to do with the speaker's implied meaning. The goal of pragmatics is to describe the aspects of the speech context that contribute to the identification of the proposition that a particular sentence expresses (Stalnaker 1972: 383). Said another way, a proposition is a function from a potential world into a truth value, and the meaning of a sentence is a function from a context—which includes time, place, and possible world—into a proposition. The relationship between an expression's utterance context and the understanding of its constituent pieces is known as the pragmatic aspects of meaning.

In this study, presupposition has been chosen as a pragmatic strategy employed to disambiguate what is hidden within the actual words used by some headline writers. The selected news headlines will be analyzed depending on Yule's model of presupposition which help to explicate the hidden meaning making use of context and background knowledge as supporting factors aiding to solve pragmatic ambiguity.

2.4.1 Presupposition:

In 1892, the German logician Frege introduced the idea of presupposition. In plain English, to presuppose anything is "to assume it". Presuppositions in language use are the inferred statements that are inherent to the meaning of a statement or a piece of writing. Yule (1996:25) states that presupposition is "something the speaker assumes to be the case prior to making an utterance". According to him, speakers, not sentences have presupposition. He gives the following example: Mary's brother bought three horses. In such a sentence, there is a presupposition that a person called "Mary" exists and that she has a brother. A more specific presupposition is that Mary has only one brother and that she has a lot of money. All these presuppositions are looked forward by the speaker and all of them might be wrong. This notion of presupposition which regards knowledge does not confirm but presupposes by an addressee as part of the background of a sentence. The addressee is already supposed to share certain knowledge with the speaker. Presupposition is the mechanism used implicitly to make assumption in day-to-day language. Because of its significance to meaning, the idea of presupposition is still a topic of interest for researchers from a variety of fields, including linguistics and philosophy.

Yule (2014:133) tests presupposition success by negating the presupposing sentence, i.e. negating the presupposing sentence does not affect the presupposition. This property of presupposition called (constancy under negation). For example: The mayor of Liverpool is not in town today. Still presuppose there is a mayor of Liverpool. Pragmatic presupposition, was produced by the philosopher Robert Stalnaker who confirmed the importance of the context so that an utterance can be correctly interpreted, also with respect to its truth or falsity (Mey, 2001: 185). For example, *the cat is on the mat*, this sentence presupposes that the speaker wants to indicate that there is some cat and some mat. The sentence is uttered in a context which might mean that the speaker is complaining about the cat's dirtying that mat, irrespective of whether or not there is a certain cat on a certain mat, and this what pragmatic presupposition incorporates.

Yule (1996: 27) illustrates that presupposition is associated with using a large number of words, phrases, and structures. These linguistic forms are regarded as 'indicators of potential presupposition' only if they are positioned in context with speakers. The different types of presupposition are mainly based on the functions of linguistic items which trigger presuppositions. These types include:

2.4.1.1 Existential presupposition:

A presumption originates from the presupposition of existence. When someone uses existential presupposition, they typically assume that the statement they are making contains an entity. Yule (ibid:25) uses the example of "Mary's brother bought three horses" to demonstrate this. The speaker then makes the assumption that Mary exists and that she has a sibling. The analyses have shown that existential assumption is frequently expressed in the headlines of newspapers through the use of definite noun phrases, possessive constructions, and the "one" construction.

2.4.1.2 Structural Presupposition

Yule (ibid: 28) argues that "certain sentence structures have been analyzed as conventionally and regularly presupposing that part of the structure is already assumed to be true". He further states that "we might say that speakers can use such structures to treat information as presupposed (i.e., assumed to be true) and hence to be accepted as true by the listener". For instance, the assumption in the following Wh-question, "When did he leave?" taken from Yule (1996), is that "He left". Adverbial clauses, Wh-constructions, parenthetical constructions, relative clauses, counter-factual constructions, comparative constructions, "even" constructions, it-cleft, prepositional phrases, and "given" constructions are examples of sentence structures that presume or assume the truth of their constituent parts.

2.4.1.3 Lexical presupposition

Certain lexical objects or words cause presuppositions to arise. Yule (ibid: 28) states that in lexical presupposition “the use of one form with its asserted meaning is conventionally interpreted with the presupposition that another (non-asserted) meaning is understood”. For example: *He stopped smoking* presupposes that *He used to smoke*.

2.4.1.4 Factive Presupposition

According to Crystal (1997:184), the word "factive" belongs to the class of verbs that take complement clauses, in which the addresser presumes the statement represented in the phrase to be true. Because they (the verbs) assume the veracity or "factiveness" of the complement sentence, they are referred to be factive. Yule (1996) suggests adjectives and noun structures as additional triggers in addition to factive verbs. Verbs like *know*, *realize*, *regret*, as well as phrases including *be* with *aware*, *odd* and *glad* are considered to have factive presupposition. For example: *She regrets telling him* presupposes that *she told him*.

2.4.1.5 Non-Factive Presupposition

This type of presupposition “is one that is assumed not to be true” (ibid: 29). Verbs like *dream*, *imagine*, and *pretend*, are used with the presupposition that what follows is not true. For example: *I dreamed that I was rich* presupposes that *I was not rich*.

2.4.1.6 Counterfactual Presupposition

This type of presupposition means that “what is presupposed is not only not true, but is the opposite of what is true, or 'contrary to facts’ ” Ibid: 29). In general, a conditional structure like that given below is called a counterfactual conditional which presuppose that the information given in the clause is not true at the time of utterance. For example: *If you were my friend, you would help me* presupposes that *you are not my friend*.

Using types of presupposition in analyzing news headlines provides a more nuanced understanding of the underlying assumptions and implications embedded within the text. Instead of solely defining presuppositions, categorizing them into types helps in identifying recurring patterns, themes, and rhetorical strategies used in the news. By categorizing presuppositions, analysts can uncover deeper layers of meaning, ideological biases, and subtle influences that shape the construction of news headlines.

2.5 Previous Studies:

Owing to the significance of news headlines in the media, numerous academics both domestically and internationally have conducted studies in relation to them from a variety of angles. First, some academics focus on the linguistic elements found in news headlines. Second, some academics investigate headline translations. Ding and Tian (2003), for example, compare news headlines in Chinese and English and offer further translation strategies. Thirdly, the analysis of headlines based on theories is the focus of attention. Dor (2003), for example, examines headlines through the lens of relevance theory, which highlights the communication role of headlines and the cognitive process of readers' comprehension.

Al-Hindawi (2018) presented a study entitled ‘*Pragmatic Study of CNN and BBC News Headlines Covering in The Syrian Conflict*’ where he investigates the speech acts used to depict the Syrian conflict in CNN and BBC headlines. Thirty-six headlines from the BBC and twenty-six from CNN were chosen from each of these news outlets. According to this study, headlines can contain a lot of pragmatic meanings that are encoded; thus, it is worthwhile to investigate in order to uncover these kinds of meanings. The period that has been chosen spans from September 2015 to May 2016. The analysis conducted by this study demonstrates that examining the speech acts used in news channel headlines can be an effective means of deciphering the writers' intended meaning. It is discovered that the most common speech actions utilized in CNN and BBC news channel headlines are forceful speech acts. The results also suggest that whereas expressive words are used extensively in BBC news headlines, commissives are used more frequently in CNN news headlines.

Silvyana's (2020) paper entitled ‘*Lexical and Syntactic Ambiguity in The Headlines of Telegraph and Yahoo News*’ aims to address the grammatical and lexical ambiguities in newspaper headlines from Yahoo News and the Telegraph. Thirteen of the thirty statements that were examined in this last task's results included ambiguity. There was syntactic ambiguity in five of the sentences, whereas lexical ambiguity was present in eight.

Another study presented by Develott and Rechniewski (2001) is entitled ‘*Discourse Analysis of Newspaper Headlines : a methodological frame work into national representations*’. The study compares the Australian and French press during the crisis in Franco-Australian relations caused by President Chirac's decision to resume nuclear testing in the South Pacific in June 1995. This study was a part of a larger project called "Xenophobia and

xenophilia in Franco-Australian relations," which was coordinated by Geneviève Zarate of ENS Fontenay/Saint-Cloud and Peter Cryle of the University of Queensland. The project looked at how the two countries were portrayed in various media in the months leading up to, during, and following the crisis. In order to conduct the press study, a corpus of daily Australian and French newspaper articles covering the issue were assembled and then analyzed.

The present study focuses on analyzing ambiguity in news headlines in terms of presupposition, and background knowledge (knowledge shared by readers and writers as members of the same society). The chosen headlines, which are of different interests, will be analyzed pragmatically to solve the ambiguity intentionally used by writers as they know that readers have some shared knowledge concerning the topics raised and thus expect that they are able to interpret what lies behind the written words.

Section Three

Methodology and Analysis

3.1 Introduction:

The importance of news in our daily lives is growing as a result of increased communication in the information age. News headlines serve as the article's "eye" and provide readers with essential information. Numerous areas have been studied in relation to news headline analysis, but little attention has been paid to the assumptions that underlie headlines. In this section, some selected newspaper headlines of various fields will be analyzed. They were chosen from an issue of the *New York Times* newspaper. These headlines will be illustrated and analyzed in terms of presupposition as presented by Yule (1996). It will be clarified how assumptions and implications help achieve brevity, vividness and attractiveness of newspaper news headlines. The analysis provides a new perspective for evaluating news headlines and helps readers understand news deeply.

3.2 Method of Analysis:

The analysis will be based on Goerge Yule's presupposition. George Yule's presentation of the types of presupposition in 1996 provides a systematic and organized way to classify presuppositional elements based on their nature and functions. By categorizing presuppositions into types such as existential, factive, lexical, structural, and non-factive, Yule offers a comprehensive framework for analyzing presuppositions in discourse. This categorization not only helps in understanding the diversity of presuppositional triggers but also aids in determining their rhetorical purposes and discursive functions within news headlines.

3.3 Data Collection and Description:

This research is based on analyzing data selected from an issue of *The New York Times*, a New York City-based American daily newspaper. It is renowned for providing thorough coverage of news, culture, and opinion and is regarded as one of the most prominent and significant newspapers in the world. The issue of the newspaper chosen to select headlines from was published on Sunday, May 1, 2022. *Ten* headlines dealing with various fields (politics, economics, sport, arts, etc. have been chosen for the analysis. They include:

Two Political Headlines

- 1–They Grew Up Legally in the U.S., but Can't Stay After They Turn 21
- 2– Why Republican Insurgents Are Struggling to Topple G.O.P. Governors

Two Business Headlines

- 3– Growth Slows to a Crawl as War and Covid Grip the Biggest Economies
- 4– Arkansas Sues Family Dollar Over Persistent Rodent Infestation

Two Sport Headlines

- 5– Are the Next Global Tennis Stars Among These Tweens?
- 6–For One Man, the N.F.L. Draft's 'Mr. Irrelevant' Meant a Lot

Two Travelling Headlines

- 7–At a Wilderness Resort in Canada, Getting There Is the Only Hard Part
- 8–The Golden Age of Air Travel Gets a Reality Check.

One Art Headline

- 9–Break a Leg but Never Whistle: How Stage Superstitions Live On

One Real Estate Headline

- 10–They Thought Remodeling Could Wait. Then a Tree Fell on the House.

As can be noted, all the chosen headlines almost have the same structure, a declarative sentence consisting of subject followed by verbs in different tenses depending on the time indicated and verbs completed differently depending on their valencies, two questions, and an imperative sentence. Such types of structure have helped a lot in analyzing and identifying the implicit meanings expressed and the types of presuppositions incorporated as they reflect the meanings expressed in well-formed sentences facilitating the process of interpreting the hidden meanings lying behind the actual words used.

3.4. Headline's Description and Analysis:

First headline:

They Grew Up Legally in the U.S., but Can't Stay After They Turn 21:

This headline highlights the plight of young adults who face deportation despite growing up in the U.S. due to legal limitations. In Biden administration, the United States has established a special law for immigrants, which states that while citizens of other countries, like Singapore or India, are granted temporary visas to enter the country lawfully and enjoy all rights, they are not allowed to stay permanently and apply for permanent residency, or the "green card," particularly their kids, that is why they have to go back to their home country after their kids turn 21. The term "legally" here implies that they have abided by the immigration laws during their upbringing in the U.S. In this case, the writer created an implicit contradiction by using an apparent contradiction "but". It becomes evident that after they reach a particular age, there are rigorous regulations preventing them from staying. In this headline there is existential presupposition as there is reference to the existence of young people in the US which can be understood either by further reading the article or depending on writers and hearers' shared knowledge. The headline presupposes the existence of individuals or specifically young people referred to as "They".

There is also lexical presupposition (change the state of the verb) in the verb "grew up". It is assumed that these individuals are immigrants who grew up in the United States and had the opportunity to work and enjoy their rights according to temporary visas given to them by the state, but there is a contradictory position against them, which is a law that prevents them from staying when their children reach the age of 21, and this law may continue.

Second headline:

Why Republican Insurgents Are Struggling to Topple G.O.P. Governors:

This headline explores the challenges faced by the Republicans who were attempting to unseat incumbent governors within their own party.

-Why Republican Insurgents: The use of the term "Republican Insurgents" implies that there are individuals within the Republican party who are rebelling or challenging the established order. The word "insurgents" typically denotes a group of people who are in opposition to the mainstream or established authority. This implies that there is internal dissent or rebellion within the Republican party itself.

-The phrase "Struggling to Topple G.O.P. Governors" suggests that these insurgent Republicans are finding it challenging to overthrow or remove sitting G.O.P. governors from their positions of power. The struggle implied here indicates that despite their efforts, they are facing significant obstacles or resistance in their attempts to overthrow the governors. This means that there is a noteworthy resistance or resilience on the part of the governors who are being targeted.

In this headline there is Existential Presupposition: The headline presupposes the existence of Republican insurgents. It assumes that there are indeed Republican individuals who are dissenting or rebelling against the current leadership within the Republican party. This presupposition suggests that there are actual insurgents with these characteristics in reality.

Also, there is structural presupposition (Wh -Construction) "Why" in this headline suggesting that, for the time being, the effort to topple the Republican Party leaders is still ongoing and unresolved among those within the party who have had prior reasons to rebel.

Third headline:

Growth Slows to a Crawl as War and Covid Grip the Biggest Economies:

This headline reports on the economic slowdown in major countries due to the combined impact of war and the ongoing pandemic. The repercussions of the war, as well as the spread of the Covid disease, lead to a terrible,

critical and noticeable decline in the economy through “Slows to a Crawl” and “Grip”. This implies a significant and worrying slowdown in economic growth, in addition to the strong and continuing impact of both the war and Covid, and it also leads to negative results. This conveys the idea that the simultaneous pressures resulting from the war and the ongoing epidemic exacerbate the challenges on these economies.

In this headline there is Existential Presupposition. It is assumed that there is previous economic growth that affects the largest economies in the country, and if an imbalance occurs, such as the presence of war and the spread of Covid, it will lead to negative, disturbing and critical results. Besides, there is lexical presupposition whereby the writer metaphorically employed phrases like ‘*Slows to a Crawl.....Grip....*’ to depict the situation and change happened there in an attractive and expressive way.

Fourth headline:

Arkansas Sues Family Dollar Over Persistent Rodent Infestation:

This reports on a lawsuit filed against Family Dollar stores in Arkansas due to a recurring rodent problem. There is a judicial conviction for a company, Family Dollar, and this implicitly indicates that it is negligent in management and does not adhere to hygiene standards, and that the word “Sues” indicates the existence, hence existential presupposition, of a serious conflict between the state and the company, which has escalated into a legal battle. The word “rodents” implies that there is a serious health problem, a violation of established health regulations, and failure to work and adhere to them. This constitutes a negative impact on consumers, and this lawsuit will lead to a scandal for the company’s reputation.

In this headline there is also lexical presupposition. This assumes that there has been repeated negligence by the company in the past (*Persistent Rodent Infestation*), and it has been legally condemned several times. This negligence poses a danger to consumers due to the spread of diseases in the stores of this company.

Fifth headline:

Are the Next Global Tennis Stars Among These Tweens?

This explores the potential of young tennis players who may become future stars in the sport. This implies that there is astonishment or disbelief at the process of searching for elite players who are teenagers and what the fate of the selection of these teenagers might be. The term "tweens" typically refers to individuals between the ages of approximately 10 to 12, implying that the focus is on young and potentially emerging talents rather than established players. By questioning whether the next global tennis stars are among these tweens, the headline implies that there is a possibility that exceptional talent may be identified at a young age within this particular group. The headline implies a sense of looking towards the future by suggesting that the individuals in the tween age group could potentially develop into notable tennis players on a global scale in the upcoming years. There is an implicit suggestion that the tweens being referred to possess certain qualities, skills, or characteristics that make them candidates for future success in tennis, insinuating a form of selection criteria or potential assessment.

In this headline there is Existential Presupposition:(definite noun phrase) in "the Next Global Tennis Stars" and "Tweens ". It is assumed that the Sports Federation is in a continuous search to select new and strong members for its global team and make them stars. It also clarifies that there is a previous assumption or astonishment at the arrival of a new team that is qualified to participate in international matches, but it is a team of teenagers with young ages.

Sixth headline:

For One Man, the N.F.L. Draft’s ‘Mr. Irrelevant’ Meant a Lot:

This tells the story of a football player drafted last in the NFL draft and how the experience impacted him. The term "Mr. Irrelevant" in the context of the NFL Draft refers to the last player selected in the draft, implying that despite being the final pick, this individual holds personal importance or value beyond their draft position. The phrase "Meant a Lot" implies that this particular individual found meaning, pride, or significance in being labeled as 'Mr. Irrelevant', indicating that being recognized even as the last pick had a profound impact on him. The headline conveys an underdog narrative, suggesting that despite external perceptions of being unimportant or insignificant due to his draft position, this man's story holds weight and emotional depth that transcends his label. The headline implies a contrast between how society or the NFL Draft labels someone as 'Mr. Irrelevant' and the actual personal significance and the impact that this title holds for the individual in question, highlighting a discrepancy in external judgments versus internal emotions.

In this headline there is Existential Presupposition:(definite noun phrase). The headline assumes the existence of at least one man who had a significant experience related to the title of 'Mr. Irrelevant' in the NFL Draft. This presupposes that there is an individual to whom this event is attributed. The noun phrase "Mr. Irrelevant" carries the presupposition that there is a designated title within the NFL Draft known as 'Mr. Irrelevant,' suggesting a specific role or label within the draft process.

Also, there is Conventional Item Presupposition. The conventional item 'Meant a Lot' implies the presupposition that something significant or emotionally impactful occurred regarding the man's perception of being 'Mr. Irrelevant' in the NFL Draft, underlying the idea that this event held substantial personal meaning.

There is also Structural presupposition (prepositional phrase) has also been employed in this headline. The prepositional phrase "For One Man" implies that there is a specific man being referred to in the context of the story, linking his identity to the subsequent information about his experience with the title 'Mr. Irrelevant.'

Seventh headline:

At a Wilderness Resort in Canada, Getting There Is the Only Hard Part

This headline describes a remote Canadian resort where the journey to reach it is the biggest challenge. The phrase "Wilderness Resort in Canada" implies that the resort is situated in a remote or secluded area surrounded by nature, that is, it is located away from urban centers or easily accessible regions.

"Getting There Is the Only Hard Part" indicates that reaching the wilderness resort poses a challenge compared to the experience at the resort itself. This suggests that the journey to the destination involves difficulty or obstacles that need to be overcome. This title also implies that the road is dangerous and not easy to reach the resort, so care must be taken when taking this road. It also implies that this place has gained wide fame despite its extremely important road, which even leads to injury to visitors because it requires them to walk. With the advantages of comfort, this is why its fame continues and most people challenge themselves to come for adventurers.

In this headline there is Existential Presupposition (definite noun phrase). The headline contains presuppositions related to the existence of the wilderness resort in Canada, the specific location of the resort, the definiteness of the resort being referred to, the presence of travelers undertaking the journey, the singular challenge being the journey itself, the contrast between the travel and resort experience, and the presupposition of a destination for travelers to reach and enjoy. It is also assumed that the place has previous fame and is known to people.

Eighth Headline:

The Golden Age of Air Travel Gets a Reality Check:

This headline reveals the current state of air travel, contrasting it with a perceived past "golden age." The headline implies a call for adjustments, improvements, or adaptations in the air travel sector to address the disparity between the idealized past and the present reality. This suggests a need for the industry to respond to changing consumer expectations and demands.

The phrase "The Golden Age of Air Travel" implies a sense of nostalgia and romanticism associated with a bygone era in aviation history known for luxurious experiences and glamorous travels. This evokes a longing for the past when air travel was perceived as more elegant and sophisticated. The use of "Gets a Reality Check" suggests a comparison between the idealized perception of the past and the current reality of air travel. It indicates that there is a discrepancy between the glamorous image of the "Golden Age" and the practical challenges or shortcomings of present-day air travel.

In this headline, there is Existential Presupposition. The headline implies the existence of a concept known as the "Golden Age of Air Travel." This presupposition suggests that there was indeed a historical period characterized as a golden age in the domain of air travel.

The phrase "Gets a Reality Check" suggests a presupposition of comparison between the idealized concept of the golden age of air travel and the current reality. This presupposition implies a contrast between the perceived glamour of the past and the practicalities of the present.

Nineth headline:

Break a Leg but Never Whistle: How Stage Superstitions Live On

This delves into the world of theater superstitions and their enduring presence among actors and stage crews. This headline implies that there exists longstanding superstitions in the world of theater that continue to be observed and respected by those involved in stage performances. The phrase "Break a Leg" is a well-known theatrical idiom

used to wish performers good luck, while the advice "Never Whistle" implies a superstition against whistling backstage, which is believed to bring bad luck according to theatrical tradition.

The headline suggests that despite modern advancements and changes in the theater industry, these age-old superstitions and customs have persisted and are still part of the theatrical culture "Live on".

In this headline there is Existential Presupposition (definite noun phrase). There is an underlying assumption that stage superstitions exist and have a presence within the theater community. This indicates the presupposition that there are indeed superstitions associated with the stage. It is assumed that these myths affect the thinking and actions of the actors, and this is also reflected in the audience.

There is also lexical presupposition (Conventional Item). The expressions "Break a Leg" and "Never Whistle" carry the presupposition that these are familiar and established superstitions within theatrical traditions. This implies the presupposition that there are common beliefs, customs, and practices in the world of theater.

Structural Presupposition (WH-Question) is also employed. The presence of the WH-question "How Stage Superstitions Live On" in the headline implies a presupposition that there are specific stage superstitions and that there is an interest in exploring how these beliefs continue to be relevant and maintained over time.

Tenth headline:

They Thought Remodeling Could Wait. Then a Tree Fell on the House.

This headline tells the story of homeowners whose renovation plans were unexpectedly accelerated due to a fallen tree damaging their house. This ensures that an unplanned process takes place, which is the unexpected design of the house. The phrase "Then a Tree Fell on the House" implies an unexpected or unforeseen event occurring after the decision to postpone remodeling. It suggests a sudden and potentially damaging incident that was not anticipated or planned for by the homeowners. The phrase "They Thought Remodeling Could Wait" suggests that the individuals or homeowners in question considered delaying the remodeling or renovation of their house. This indicates a decision to postpone or put off the remodeling project for a later time, possibly due to other priorities or reasons. Non-factive presupposition is also involved in this headline represented by the use of the verb 'thought' which presupposes that remodeling could not wait.

In this headline there is also Existential Presupposition. The headline presupposes the existence of individuals or homeowners referred to as "They" who were contemplating the timeframe for remodeling their house. This presupposition implies the existence of specific decision-makers pondering the timing of the remodeling project. Also, remodeling has implications or outcomes, leading to the significant event of a tree falling on the house, which is presented as a consequence of their earlier decision.

3.6 Discussion and Results:

The analysis of ambiguity in newspaper headlines through the chosen pragmatic devices reveals a complex interplay between language, context, and intended meaning. This study focuses on exploring how presupposition and intended meaning contribute to the creation and interpretation of ambiguity in headlines, aiming to shed light on the ways by means of which journalists utilize such ambiguous structures to engage readers, convey information efficiently, and sometimes even manipulate interpretations.

Our investigation has revealed that ambiguity in headlines is not merely a result of linguistic limitations or stylistic choices. Instead, it often serves as a deliberate strategy employed to achieve specific communicative goals. By examining ambiguities in news headlines in terms presupposition and intended meaning, where meaning extends beyond the literal interpretation of words due to inherent assumptions associated with certain expressions, we uncovered how headlines can suggest additional information or convey subtle connotations without explicitly stating them. Similarly, the analyses presented, which include implicit assumptions that must be true for an utterance to be meaningful, demonstrated how headlines can activate background knowledge and shape readers' understanding of the news.

It is worth noting that the existential assumption occupies the largest part of newspaper headlines, especially 'the definite noun phrase', this is followed by structural presupposition, then lexical presupposition. So, existential presupposition may be employed for these purposes:

1. Grabbing Attention: Definite noun phrases imply familiarity and importance, drawing readers in by suggesting that the topic is significant and worth exploring.

2. Conveying Information Efficiently: Headlines have limited space. By presupposing the existence of something, writers can focus on providing new information or a specific angle without having to explain the basic context.
3. Creating Intrigue and Curiosity: The use of definite noun phrases can pique readers' curiosity by suggesting there's a story behind the presupposed entity.

Besides, there are certain expected effects on the reader himself:

1. A Sense of Familiarity and Relevance: Readers are likely to feel a connection to topics presented as familiar or already established, making them more inclined to read the article.
2. Engagement and Curiosity: The implied existence of something sparks curiosity and encourages readers to delve into the article to learn more.
3. Framing and Perspective: Existential presupposition can subtly frame the reader's perspective on the topic. For example, "The Golden Age of Air Travel" suggests a positive view, while "A Body Bag" evokes a more somber tone.

Presupposition establishes a foundation of shared knowledge upon which the headline builds its meaning. It presents certain information as given and unquestionable, influencing the reader's understanding of the news story.

3.7 Reasons for Using Ambiguous Constructions:

Newspaper headlines play a crucial role in capturing attention, conveying information concisely, and engaging readers. Journalists strategically appeal to using ambiguous constructions to achieve these objectives effectively. Here are the key reasons why writers utilize them in crafting newspaper headlines:

1. Conciseness and Efficiency:

Headlines have limited space to convey information. Ambiguous constructions allow writers to pack more meaning into fewer words, avoiding lengthy explanations and keeping headlines concise and impactful. For example:

"Growth Slows to a Crawl" efficiently implies a significant economic slowdown without needing additional details or statistics.

2. Intrigue and Attention-Grabbing:

- **Curiosity and Engagement:** By implying rather than directly stating, headlines attract readers' curiosity and entice them to explore the full article for a deeper understanding.

- **Subtlety and Suggestion:** Ambiguous constructions can be more engaging than explicit statements, leaving room for interpretation and inviting readers to actively participate in constructing meaning.

"Are the Next Global Tennis Stars Among These Tweens?" creates intrigue and prompts readers to learn more about these young athletes.

3. Humor and Wordplay:

- **Wit and Cleverness:** Ambiguous constructions can be used to create humorous effects or clever wordplay that resonates with readers and makes headlines memorable.

- **Lighthearted Tone:** In some cases, these constructions can inject a touch of humor or lightheartedness into serious topics, making them more accessible and engaging. For example:

- "Break a Leg but Never Whistle" playfully uses a common theatrical idiom to introduce the topic of stage superstitions.

4. Subjectivity and Editorializing:

- **Conveying Perspective:** Ambiguous constructions allow writers to subtly express their opinions or the publication's stance on an issue without explicitly stating it, offering a layer of interpretation.

- **Shaping Reader Opinion:** By carefully choosing words that trigger specific ambiguity, writers can influence readers' interpretations and subtly guide their opinions on the matter. For example:

"Why Republican Insurgents Are Struggling to Topple G.O.P. Governors" implies a particular perspective on the internal dynamics and power struggles within the Republican party.

5. Emotional Impact and Engagement:

- **Evoking Emotions** Ambiguous constructions can be used to evoke specific emotions in readers, such as empathy, outrage, or amusement, further enhancing engagement with the news story and fostering a connection.

- **Connecting with Readers:** By tapping into readers' emotions, headlines with ambiguous constructions can create a stronger connection and make the story more relatable and impactful.

For example: "They Grew Up Legally in the U.S., but Can't Stay After They Turn 21" evokes empathy and concern for individuals facing deportation despite their deep ties to the country.

3.8 Conclusions:

This exploration of ambiguity in newspaper headlines through pragmatics has illuminated the intricate interplay between language, context, and interpretation. We have observed how a range of pragmatic strategies, like presupposition, are employed to convey meaning beyond the literal words, engage readers, and navigate the constraints of brevity. While ambiguity can enrich headlines with layers of interpretation, humor, and intrigue, it also poses the potential for misinterpretations, biased understanding, and manipulation.

1-This research sheds light, through the analysis of ten newspaper headlines taken from *The New York Times Newspaper*, on the fact that there are specific words or phrases through which this ambiguity occurs. The analyses presented operate on the principle that certain words and phrases carry inherent meaning beyond their literal definitions. This additional layer of meaning is not directly stated but is understood through shared cultural knowledge and linguistic conventions.

2- It has been noticed that existential presupposition constitutes the major type of presupposition, especially its type the 'definite noun phrase' in the ten headlines followed by structural presupposition, then, the lexical presupposition due to the fact that a specific noun phrase helps attract the reader's attention and arouse curiosity, as well as convey information efficiently. The other types of presupposition have not been frequently diagnosed as they are mostly associated with using distinct items used to indicate certain presupposed meanings.

3- It has been clear that writers use ambiguous constructions in headlines to condense information, convey subtle meanings, and engage readers in active interpretation. While enriching headlines with layers of meaning, this can also lead to potential misunderstandings and biases depending on the reader's background knowledge and assumption.

4- The findings of this study underscore the importance of pragmatic awareness when interpreting newspaper headlines. Readers must be cognizant of the implicit meanings and assumptions embedded within these concise pronouncements, considering the broader context and applying critical thinking to decipher the intended message. Additionally, headline writers should wield the power of pragmatics responsibly, ensuring that their use of ambiguity serves to enhance understanding rather than misleading or manipulating.

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