

# News Discourse in South Korea

## Unit 2 - Headlines

### 한국 신문의 기사 제목과 부제

Susan Strauss, The Pennsylvania State University  
Jongoh Eun, Defense Language Institute

Materials for Advanced Learners



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Center for Advanced Language Proficiency Education and Research  
The Pennsylvania State University  
Web: [calper.la.psu.edu](http://calper.la.psu.edu)

## News Discourse in South Korea

**Introduction.** The units in this set focus on Korean news discourse from South Korea in newspapers, television news, and online news. News discourse is an essential area of study in the foreign or second language classroom.

We read the news in papers. We hear it on the radio. We watch it on TV. And we simultaneously read and listen to and watch news stories online. News informs us of events in the world, of happenings in our countries and cities and towns. It keeps us abreast of controversies and outcomes, of rivalries and victories and losses, of victims and survivors. Whether in politics or sports, in international relations or in everyday life, the news keeps us informed and updated. And the news shapes our views and our understanding of the events and people and places and nations that we read about and hear about.

“News discourse” in any language or from any culture is not simply an instance of non-fiction story telling or the documentation of the most recent and most poignant political clashes. It is not a chronological list of issues or developments that result in newsworthy coverage. It is not simply a structural framework of seemingly factual events.

News discourse has a shape all its own. It accomplishes particular communicative purposes. It addresses particular audiences and consumers of news. News discourse can appear to be bland, benign, and innocuous. It can also be charged with tension, controversy, and conflict.

The language of the news is unique in so many ways. Here are just a few examples:

### **The grammar of news discourse**

- Paragraph structure, sentence structure, relative clauses, ellipsis
- Story structure
  - Who are the participants? How are they introduced? How is the story organized? Which details of the events are presented first in a particular news story? Which comes later? Why?
- Information structure
  - Which references to persons, places, and events are assumed to be shared by and known to consumers of news? Which are assumed to be new?
- Word choice
  - How are people and places referred to in the news, e.g., what types of nouns and adjectives are used to refer to or describe them? How are events described in the news, e.g., what types of verbs and adverbs are used to depict the details of the events?
- Register
  - What level of language is used, e.g., formal and deferential vs. informal and more intimate; technical terminology vs. everyday language?

### Expressing and interpreting “facts” and “opinions”

- How is seemingly “factual” information provided? What are the grammatical markers that distinguish a seemingly “factual” piece of information from the reporter’s or news agency’s opinion? How is the author’s stance and/or position reflected in the discourse? Which elements of the discourse reveal the transparent and obvious positions of the reporter or news agency in general? Which elements reveal the more subtle expressions of the reporter’s or the news agency’s stance/position vis à vis the topic(s), the people, and the place(s) at hand?

As you work through the units, we will ask you to critically evaluate news from the point of view of discourse by attending to issues of **form, style, and content of the news that you read about and listen to**. We will ask you to think about news as discourse and the specific ways in which “news discourse” is both different from and similar to other types of discourse. For example:

- Does broadcast news discourse resemble conversational discourse in any way? If so, how? In what ways does it differ?
- We often refer to news reports as “stories.” In what specific ways do news stories differ from and resemble conversational stories or written narratives?
- In what ways does print news resemble non-fiction (or even fictional) discourse? In what ways does it differ?
- Does internet-based discourse resemble online blogs or social media posts in any way? If so, how? In what ways does it differ?
- How does mainstream news discourse (TV, radio, cable, newspaper) differ from the discourse of local news? In what ways are they similar? How does mainstream news discourse differ from “tabloid” news? In what ways are they similar?

Throughout these units, we will be providing foundations of discourse for teachers and students of high intermediate/advanced level Korean to attend to aspects of news reporting from both macro and micro level perspectives. We provide samples of authentic Korean news, with exercises and activities designed to make salient the grammatical/socio-political/ideological features of news discourse, from global macro structures of news content to micro level aspects of stance marking and persuasion.

We hope you find these materials useful. Please direct questions, comments, and other feedback to:

Susan Strauss at email: [sgs9@psu.edu](mailto:sgs9@psu.edu).

## UNIT 2

### Headlines and sub-heads in Korean Newspapers

#### 한국 신문의 기사 제목과 부제

News headlines constitute a unique sub-genre of discourse in any language and they serve important communicative functions, whether in print or screen-based news outlets. Headlines and subheadlines are universally designed to encapsulate just a handful of details relating to a particular news story. They also serve to attract readers' attention and pique readers' interest in news stories. News headlines are graphically and grammatically distinct from other types of news discourse (e.g., news reports, political updates, business news, newspaper advertising) in a variety of ways:

- Headlines are graphically larger and darker (i.e., boldface type) than the text of the news stories they are designed to adumbrate.
- They can be cryptic, providing only bits of specific information as “hooks” to draw readers into the story.
- They tend to contain more nouns than verbs.
- Verbs in news headlines and subheads often lack morphological tense marking (e.g., past, future) in languages that do mark tense overtly.
- Other, more “minor” grammatical markers are often ellipped (e.g., English: definite article *the*, indefinite articles *a, an*; passive auxiliary *be, is, was, were*; copula *be, become*; Korean: topic marker *은 / 는* subject marker *이 / 가*, object marker *을 / 를*; light verb marker *하다* ‘to do’ or *되다* ‘to become’).
- News headlines are generally structured in such a way that expects readers to fill in the blanks for details surrounding each story being reported.

This unit is dedicated to the study of Korean news headlines. Because headlines and sub-heads fulfill such important tasks in the genre news discourse, and because their messages may appear cryptic with distinctive patterns of grammar and word choice, they often also pose challenges for second language learners. Headlines are also challenging because they assume a rather high degree of understanding of background information and cultural literacy.

The focus of this unit is on specific discursive features of news headlines. We provide samples and analyses of headlines and subheads from the following Korean print newspapers:

- 조선일보
- 동아일보
- 한겨레신문
- 경향신문

The unit is organized as follows:

<b>I. Korean News Headlines: Discourse, Grammar, and Meaning</b>	<b>page 6</b>
Introduction and overview of the issues: Register, Use of Sino Korean, Use of Nouns, Use of Verbs Tense Marking, Ellipsis—leaving out bits of grammar, Expecting Readers to Fill in the Story	
<b>II. Ellipsis—leaving out bits of grammar</b>	<b>page 8</b>
<b>III. Use of Sino-Korean in headlines and subheads</b>	<b>page 13</b>
<b>IV. Register: formalities and colloquialisms</b>	<b>page 15</b>
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## I. Korean News Headlines: Discourse, Grammar, and Meaning

### Introduction

Headlines in news reports constitute a sub-genre of discourse of their own. Intuitively, we can enumerate a number of discursive features that separate news headlines from other types of discourse:

- They are characterized by frequent ellipses (i.e., leaving out) of bits of language.
- They express time and tense less precisely than do the news stories themselves.
- Headline content tends to be vague, with few details.
- Headlines sometimes use everyday, colloquial terms and sometimes specialized, technical ones.
- The structure and discursive features of news headlines do not appear to have changed significantly over time.
- News headlines often exhibit identical discursive patterns, whether they appear in national presses or local presses.

Below is an illustration from the *New York Times* July 20, 1969 headline from one of the most historic events of the 20<sup>th</sup> Century:

MEN WALK ON MOON  
ASTRONAUTS LAND ON PLAIN; COLLECT ROCKS, PLANT FLAG

And now have a look at the following August 24, 2016 headline from the California paper, *The Sacramento Bee*

MEET OUR NEIGHBOR: SCIENTISTS FIND EARTH-LIKE PLANET AT STAR NEXT  
DOOR

Headlines simply capture the gist of any news story. Elaborated details providing answers to the journalistic questions of Who? What? When? Where? Why? How Many? and How? are fleshed out later in the reported story.

### 1.1 Korean News Headlines and Sub-heads

To illustrate the discursive features of Korean headlines, we have reproduced the text from a headline and subhead from the June 3, 2015 issue of *조선일보*. The story involves an amended bill put forward by the Ministry of Law that would make it henceforth illegal to disclose sensitive information like divorce or adoption details on Korean identification cards.

**Headline**

1. 신분증명서에 이혼·입양 등 민감한 개인정보 노출 안된다  
 Identification Certification-LOC divorce·adoption etc. sensitive personal information not allowed-PRES-PLN  
 ‘Sensitive personal information (such as) divorce and adoption is no longer allowed to be exposed in the identification certificate.’

**Subhead**

2. 법무부 法개정안 제출기로  
 Ministry of Law Law (Sino) amended bill submit-decide (nominalized)  
 ‘Ministry of Law [will decide to] introduce an amended [bill].’

The discursive features that you might notice in these two lines of discourse include the following:

- **Order of information, use of Sino-Korean, ellipsis of bits of language**

What happened? Who is responsible?

The headline in 1. focuses on the *outcome* of a legal change. It reports *the result of an action*, but not what the change was nor who was responsible for it.

It is not until the sub-head at line 2. that we learn specifically: what the change was, that is, something that had been amended, like a bill, but no such noun is mentioned.

Also, it is not until we read the subhead at line 2. that we learn specifically who is responsible for the change, 법무부 or ‘The Ministry of Law,’ and what they did 法 개정안 제출기로 ‘amended bill submit-decide’

Note the use of 한자 or the Sino-Korean reference term 法개정안 ‘the amended bill,’ where the character 法 means ‘law.’

Line 2. also contains an instance of **ellipsis**. What is left out is the light verb 하다 from the full verb -기로 하다 ‘to decide.’

- Sentence enders
  - Line 1. verb ending: -다 The plain form with present tense is frequently used to deliver information on new changes. The plain form -다 is typically used in formal written discourse including news discourse.
  - Line 2., verb -기로 하다 ‘to decide.’ Verb -하기로 is often contracted to Noun-기로 (vs. 하기로). This contracted form is usually followed by

consonant-final nouns, typically of Sino-Korean origin (e.g., **참석** 'participation,' **활용** 'utilization,' etc.)

- Tense marking  
Overt marking of tense designating the time of the event as past or future, is often absent in news headlines and subheads. Typically, the time of the event is conflated to *non-past* or what appears to be present tense also possibly suggesting future time.
  - Line 1. Verb ending: **안된다**. Here, the present tense for the plain form -ㄴ다 is used to report one specific detail of the amended bill the Ministry of Law has decided to submit. The present tense is used to imply a future event, since the bill has not been submitted yet.

## Section II. Ellipsis—leaving out bits of grammar

Ellipsis is an exceptionally common practice in news headlines. For Korean news headlines and subheads, you will often find ellipsis of the following types of grammatical markers:

- Relational particles, case marking particles, e.g., subject markers [**이/가**] and markers of location, direction, and time [**-에/-에서**]
- Light verbs **하다** 'to do' and **되다** 'to become.' Ellipsis of these verbs depends upon whether the message is being conveyed in the **active voice**, in which case the deleted light verb is **하다** 'to do' or the **passive voice**, in which case the deleted light verb is **되다** 'to become.'

as in:

### Active voice: ellipsis of 하다

#### Subhead

**배추-파 등 장바구니 물가는 급등**

Cabbage-green onion etc. grocery price-TM soar

'Grocery prices including cabbage and green onions soar.'



**Passive voice: ellipsis of 되다**

**Subhead**

**상습정체구간 672 곳 선정**

Habitual congestion zone 672 place selection

'672 habitual congested zones (were/have been) selected'

**2.1 Examples of case or relational particle ellipsis:**

Ellipsis of subject marker **-이** and locative/directional particle **-에**

한겨레신문

**'윈도 10' 다음달 29 일 출시**

'Window 10' next month 29 day release

'Windows 10' (will be) released on the 29<sup>th</sup> of next month'

Here neither subject marker **-이** nor time marker **-에** is used.

If this utterance were not a headline, the sentence would look like this:

**'윈도 10'이 다음달 29 일에 출시된다.**

동아일보

**60m 밖에서도 얼굴 확인 가능한 CCTV 개발**

60m outside-even face confirmation possible-ATTR-PRES CCTV development

'(They have) developed a surveillance camera that can recognize faces from as far away as 60m.'

In this example, subject marker **-이** and object marker **-를** are left out. Compare with the following sentence, which contains the grammatical particles:

**'60m 밖에서도 얼굴이 확인 가능한 CCTV 를 개발했다.'**

**2.2 Ellipsis of verbs: light verbs** 하다 ‘to do’ and 되다 ‘to become’ as well as ellipsis of full lexical verbs.

### 2.2.1 Ellipsis of the light verbs 하다 and 되다, as in:

#### 조선일보

#### 라이스, 전세계 어디서도 오전 4 시 30 분부터 운동

Rice, worldwide no matter where morning 4:30-from exercise

‘(Secretary) Rice exercises from 4:30 am worldwide no matter where she is.’

Here the headline ends with the Sino-Korean noun, 운동 (exercise).

The light verb -하다 is left out. The intended meaning is 운동하다 ‘to exercise.’

#### 한겨레신문

#### 사드, 8 시간 안에 ‘북한 → 중국 겨냥 모드’ 전환 가능

THAAD, 8 hour within ‘North Korea → China aim mode’ transfer possibility

‘THAAD (Terminal High Altitude Area Defense) is possible to transfer the aiming mode from North Korea China within 8 hours.’

Descriptive verbs or adjectives are also can be combined with the light verb -하다. In this example, the headline ends with the noun 가능 ‘possibility,’ rather than the full form 가능하다 ‘to be possible.’

#### 한겨레신문

#### 경기 북부지역 ‘맞춤형 교통신호’ 도입

Kyonggi Northern area ‘customized traffic signal’ introduction

‘Customized traffic signal’ (will be) introduced in the Northern area of Kyonggi Province’

The above headline addresses a new traffic system in Kyonggi Province in Korea. It evokes the passive voice, which focuses on the event without indicating who was actually involved or responsible. Like in the cases of -하다 ellipsis for the active voice, here, the light verb -되다 denoting the passive voice (‘will be introduced’) is the object of ellipsis. Also note the ellipsis of location marker -에 and subject marker -가. If the identical content appeared in the body of the article, it would be converted to a fully grammatical sentence and would look like this: 경기 북부지역에 ‘맞춤형 교통신호’가 도입된다.

한겨레신문

**‘윈도 10’ 다음달 29 일 출시**

‘Window 10’ next month 29 day release

‘Windows 10’ (will be) released on the 29<sup>th</sup> of next month’

This example also is in the passive voice and focuses on the event of the release of Windows 10. What is missing is the light verb -되다.

### 2.2.2 Ellipsis of copula verb -이다 ‘to be’

조선일보

**Subhead**

**탑승자 대부분 50-80 대 단체여행객**

Boarding people mostly 50-80s group tourist

Most of passengers (were) group tourists in their 50-80s.

This subhead follows a headline about a ship sinking accident. It provides detailed information about the passengers and ends with a noun. The subhead does not contain the main verb -이다.

조선일보

**Subhead**

**영유권 분쟁 中 견제 목적**

Dominium dispute China (Sino) check purpose

‘The purpose (is) to keep China in check over its territorial move.’

The headline that appears before this subhead reports that the U.S. deployed a ship near Korean waters. This subhead provides information on the purpose of the deployment. Again, the verb -이다 is the object of ellipsis and the noun 목적 ‘purpose’ is sufficient for readers to understand the message of this subhead.

동아일보

**Headline**

**美해군 첨단전력 한국 주변 배치할 것**

US (Sino) Navy cutting-edge military strength Korea surrounding deploy-ATTR-FUT thing

‘US Navy (will) deploy cutting-edge military strengths around Korea.’

This headline looks like a quote from the U.S. Navy. It ends with -할 것 and again -이다 is deleted. The construction -ㄹ 것 without -이다 is sufficient to signal future time in headline discourse.

**경향신문****Headline****미 밀레니엄 세대 뉴스 접촉 통로 1 위는 '페이스북'**

US Millennium generation news contact channel 1<sup>st</sup> place-TM 'Facebook'

'(As for) the US Millennium generation, the first rank (is) Facebook (in terms of) it being a channel (source) for news stories.

This headline is from the International section about using Facebook in the U.S. Again, the copular verb -이다 'to be' is deleted when a noun is enough to understand that Facebook is the number one rank for the US Millennium generation.

**2.2.3 Ellipsis of lexical verbs:****조선일보****Headline****1. 손 자주 씻고 공공장소에선 마스크**

Hand often wash-and public place-LOC-TM mask

'(People should) wash hands frequently and (wear) a mask in public places'

In this headline, there is no main verb after the object 마스크. The main verb 'to wear' is not used because the verb and its evoked action are both expected and can be clearly understood by the reader.

**Subhead****2. 고령자• 만성질환자는 외출 자제를**

Aged person, patient with chronic diseases-TM outgoing control-OM

'The aged and chronically ill patients (should) refrain from going out.'

This subhead provides additional warnings for the elderly and chronically ill patients. Here, no main verb appears. If the identical content were included in the text of the article, it would take this form: 고령자와 만성질환자는 외출을 자제해야 한다.

As indicated by the larger fonts, there are three grammatical variations that affect the subhead: ellipsis of particle 와 'and,' placement of object marker 을, and ellipsis of the main verb together with the modal marker expressing strong suggestion or obligation 해야 한다 'have to/should refrain from.'

When news report headlines include warnings or advice, the headlines or subhead often end with object marker -을/를 without the main verb.

조선일보

Subhead

세포 DNA 복구 안되면 癌까지

Cell DNA restoration not work-if cancer (Sino)-even

'If the cell DNA is not restored, (it could) even (grow) to cancer'

Again, this subhead looks like an incomplete sentence without a main verb. However, as in the earlier cases, it is understood from the headline. The full sentence would look like this: 세포 DNA 가 복구 안되면 癌(암)까지 발전될 수 있다. Basically, it means 'if the cell DNA is not restored, it could even develop into cancer.' The particle **-까지** that typically evokes 'an upper limit,' indicates that the condition could develop as far as being cancerous.

Just as in the previous example, it is not uncommon for headlines and subheads to end with a particle without main verbs.

### Section III. Use of Sino-Korean in headlines and subheads

The use of Sino-Korean or 한자 often appears in headline discourse for two basic reasons:

- 1) a single Chinese character can express many different meanings such as country names, genders, diseases or organizations.
- 2) Korean words with Chinese origins have homophones. This can easily avoid confusion especially in headlines which have limited space for words. We illustrate this below:

동아일보

Subhead

“전자전機-스텔스 구축함 등 포함”

Electronic warfare aircraft-stealth destroyer etc. inclusion

“(it) includes electronic warfare aircrafts, stealth aircraft and destroyers, etc”

Here the Sino-Korean character 機 ‘machine,’ pronounced *ki* or *gi*, is used as a suffix. When combined with nouns in this headline, it means ‘aircraft.’ By replacing the character with *hangul* 기, as in 전자전기, the meaning becomes ambiguous and could lead to an interpretation meaning only electronic (전자) and electric (전기). This character, clearly and unequivocally designating ‘aircraft,’ erases any possible ambiguity or confusion.

NOTE: 한자 is typically used by conservative newspapers such as 조선일보, 동아일보. The more liberal newspapers follow a Korean only policy (e.g., 한겨레신문, 경향신문 – as opposed to – 조선일보, 동아일보). Because the younger generations may not be as familiar with Chinese characters, the trend is for more and more newspapers try to avoid using 한자 and use more Native Korean words.

## Examples of how 한자 is used in Korean headlines and subheads:

### Country names

조선일보

#### Headline

세계서 가장 바쁜 美 국무'... 운동으로 강행군 이겨낸다

'world-LOC busiest USA [S-K] (Secretary of) State'... exercise-INST forced march win-PRES-PLN

'US Secretary of State, the busiest (person) in the world...survives (her) tight schedule with (physical) exercise.'

조선일보

韓여성, 270 년 베를린 국립오페라서 지휘봉 든다

Korea (Sino) female, 270 year Berlin National Opera-LOC baton lift-PRES-PLN

Korean female lifts the baton in 270-year-old Berlin National Opera

동아일보

美해군 첨단전력 한국 주변 배치할 것

US (Sino) Navy cutting-edge military strength Korea around deploy-ATTR-future thing

'US Navy (will) deploy cutting-edge military strength around Korea'

### To designate gender

조선일보

박은선 女월드컵 도전 12 년...FIFA 도 주목

Park Un Sen female (Sino) World Cup challenge 12 year...FIFA-also attention

'Park Eun Sun challenging women's World Cup (for) 12 years...FIFA is also paying attention.'

When the news report specifies a gender (e.g., Sports Section), Sino-Korean is frequently used because it is short and salient so readers can easily identify whether the athlete or the team involved are men or women. In this headline, the athlete's gender (female) is clear from the outset:

女.

Similarly in the following headline, the team's gender (male) is signified from the very first character 男.

조선일보

男 청소년 핸드볼대표팀, 우즈벡 53-27 로 대파

Male (S-K) youth handball representative team, Uzbek 53-27-*lo* complete defeat

'Men's youth representative handball team defeated Uzbek completely by 53 to 27.'

## Names of diseases

조선일보

세포 DNA 복구 안되면 癌까지

Cell DNA restoration not work-if cancer (S-K)-even

'If the cell DNA is not restored, (it could) even (grow) to cancer'

## Government organizations

동아일보

檢 기소사건 89%, 법원 최종 유죄판결과 91% 결과 일치

S-K Prosecution's indictment case 89% court final guilt decision-with 91% result match

'89% of the cases indicted by the prosecution match the court's decisions of guilt by 91%.'

The Sino-Korean character here 檢 means 검찰 'the prosecution.'

## Section IV. Register: formalities and colloquialisms

### 4.1 Informal/colloquial register/spoken discourse features

Informal/colloquial registers are used when the topics are related to everyday life, e.g., immunization shots, vegetable prices, how to make shaved ice. Also, informal and colloquial registers appear in some direct (and pseudo direct) quotations.

Some headlines and subheads also exhibit the use of spoken discourse features, e.g., polite marker -세요, 반말. Spoken features are frequently found in the topics that general readers are interested in and are closely related to everyday life like overseas travel and the price of vegetables. The colloquial registers tend to use native Korean verbs rather than Sino-Korean ones e.g., 주사를 맞다 'to get a shot,' vs. the Sino-Korean expression for the same action: 예방접종을 실시하다, or 치솟다 'to go up suddenly' vs. 급등하다.

조선일보

7~8 월 해외여행 간다면 지금 예방주사 맞으세요

July~August overseas travel go-if now prevention shot receive-HON-POL

'If you travel overseas between July and August, take (your) immunization shots now.'

한겨레신문

Headline

저물가라는데...야채값은 왜 치솟지?

Low price-QUO-nunty ...vegetable-price-TM why soar-ci?

'It is said that prices are low, but... (I'm wondering) why vegetable prices are soaring?'

동아일보

**Headline**

지루한 국악? 편견일랑 걷어라

Boring Korean music? Prejudice- roll up-IMP

'Boring Korean music? Get rid of your prejudice.'

### Use of high frequency words

조선일보

**Headline**

한끼 식사보다 비싼 빙수, 집에서 즐기는 방법

One-COUNTER meal more than expensive shaved ice, home-LOC enjoy-PRES method

'Ways to enjoy more-expensive-than-a-meal shaved ice at home'

Here, everyday vocabulary words are used for this everyday life topic. This topic may be appealing to housewives who are interested in making homemade shaved ice for their family considering the fact that shaved ice is actually more expensive than a meal when it is served at cafés and restaurants.

조선일보

**Subhead**

우유팩째 얼렸다가 흔들면 샤베트 같은 얼음 만들어져

Milk pack-as it is freeze-PST-*taka* shake-if sherbet like ice be made-PRES-*e*

'If you shake (it) after freezing (it) in the milk carton (unopened), sherbet-like ice is made.'

Again, high frequency/everyday words are used to summarize a recipe on how to make the shaved ice.

### From direct and pseudo direct quotes from interviews

한겨레신문

**Headline**

인터넷 탓에 사업 망했지만, 인터넷 덕에 장애 극복해요

Internet because of business bankrupt-PST-but, internet thanks to disability overcome-POL

'(My) business went bankrupt because of the internet, but I (also) overcame my handicap thanks to the internet.'



## 4.2 Formal/Technical register

In contrast with the informal and more colloquial types of registers, news headlines and subheads also exhibit uses of more formal and technical registers. This type of discourse often includes the use of words of Sino-Korean origin, high register/technical vocabulary terms, and an absence of relational/case marking particles.

### Military related topic

동아일보

美해군 첨단전력 한국 주변 배치할 것

US (Sino) Navy cutting-edge military strength Korea around deploy-ATTR-future thing  
'US Navy (will) deploy cutting-edge military strength around Korea'

Military issues tend to be discussed in more formal registers considering the division and serious tensions between South Korea and North Korea. In military discourse more generally, it is common practice to use words of Sino-Korean origin.

### Health/Science Topic

조선일보

Headline

자외선, 수정체·망막까지 깊게 침투해 눈 노화 앞당긴다

Ultraviolet, eye lens · retina-to deeply penetrate-and eye aging advance-PRES-PLN  
'UV penetrates deep into the eye lens and retina and advances eye aging'

Words of Sino-Korean origin. are typically used to report health or science-related topics unless it is a health issue closely related to everyday life (e.g., tips on how to avoid catching the flu). This news report provides a scientific explanation on how ultra-violet rays affect the eyes.

Subhead

눈 손상 반복되면 세포 변성 생겨 백내장·익상편·노인성 황반변성

Eye damage be repeated-if cell be denatured-REASON cataract · pterygium · age-related macular degeneration (AMD)

'If eyes are repeatedly damaged, cells are degenerated (and it leads to) cataract · pterygium · age-related macular degeneration (AMD)'

This is a subhead of the headline above on UV rays. It continues to explain how repeated exposure to UV can damage one's eyes. The use of technical terms gives the impression that this news report is a scientific and factual explanation from an expert.

## Legal Topics

경향신문

Headline

캐나다 13 조원 담배소송, 흡연자 승소

Canada 13 trillion won cigarette lawsuit, smoker winning a case

'In Canada, a smoker wins ₩13 trillion lawsuit in smoking-related case.

Formal register is also frequently found in legal topics. Here the formal register is used as in 흡연자 'smoker' vs. 담배피우는 사람 'lit. person who smokes' and 승소 'winning a case' vs. 재판에서 이기다.

## VI. Tense marking

As you have noted in your own readings of newspaper headlines and subheads, and as you have likely noticed in the examples throughout this unit, the marking of tenses does not systematically reflect the same patterns as tense marking in other genres of discourse.

That is, in news headlines, we find that some events that happened in the past can be marked with: present tense forms, past tense forms, or no overt tense marking at all due to the ellipsis of the verbs. The excerpts below exemplify the variety of ways tense is indicated in news headlines. Future events are sometimes marked with overt grammatical markers for future, and some are merely suggested through the ways in which the headlines are worded.

### Past event marked with present tense

조선일보

케리는 2 년 3 개월동안 63 개국서 356 일 보내

Kerry-TM 2 year 3 month during 63-counter for things country-LOC 356 day spend-e (PRES)

'Kerry spent 356 days in 63 countries for (his) two years and three month tenure.'

### Past event marked with past tense

동아일보

거짓말 탐지기, 거짓말 안했다

Lie detector, lie not do-PST-PLN

'Lie detectors did not lie.'

**Past event marked with no tense markers (due to verbal ellipsis)**

한겨레신문

상습정체구간 672 곳 선정

Habitual congestion zone 672 COUNTER for place selection

'672 habitual congested zones (were) selected'

동아일보

60m 밖에서도 얼굴 확인 가능한 CCTV 개발

60m outside-even face confirmation possible-ATTR-PRES CCTV development

'(They have) developed a surveillance camera that can recognize faces from as far way as 60m.'

**Future event with no tense markers (due to verbal ellipsis)**

한겨레신문

'윈도 10' 다음달 29 일 출시

'Window 10' next month 29 day release

'Windows 10' (will be) released on the 29<sup>th</sup> of next month.'

**VI. Activities****1. ACTIVITY #1: Reading and understanding the meaning and the grammar of headlines and subheads.**

Below you will find six headlines from Korean print news. Some of the news stories only have headlines. Others includes headlines as well as subheads.

Read the headlines and subheads and think about the following issues:

- What is the meaning of each headline and subhead?
- Identify instances of ellipsis in each of the cases. Does the ellipsis affect case marking and relational particles like object marker 을/를, topic marker 은/는, locative/directional particles 에, 에서 etc. .
- Try to insert back the bits of discourse that have been ellipted, and then try to construct the full "grammatical" sentence. Does the meaning change at all between the headline version and the fully grammatical version? If so, how?
- Identify the instances of Sino-Korean usages. Why do you feel that Sino-Korean was used here?
- How is tense marking used in the headlines and subheads?
- What sorts of register shifts do you note? What effect does this create for the prospective reader?

**1. 조선일보**

**Headline**

박물관·미술관 휴일 없이 운영해 고용 창출

**Subhead**

VR(가상현실)·게임·웹툰 등 청년사업 분야 지원 늘려

**Glossary:**

박물관: museum

미술관: gallery

휴일: holiday

운영하다: to operate

고용: hiring

창출(하다): to create

가상현실: Virtual Reality

웹툰: Webtoon

청년: young people

분야: field

지원: support

사업: business

늘리다: to increase (something)

Meaning of headline: \_\_\_\_\_

Meaning of subhead: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

\_\_\_\_\_

Is Sino-Korean used in this discourse? If yes, how? For what reason?

\_\_\_\_\_

Does the event take place in the past? In the future? How is the tense marked in this discourse?

---

What instances of register (formal and technical/informal and colloquial) do you notice here?

---

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

---

---

## 2. 조선일보

### Headline

핵함모 로널드 레이건호 다음달 한반도 출동...北핵실험에 경고

### Glossary:

핵: nuclear

함모: (= 항공모함) aircraft carrier

-호: ship

한반도: Korean Peninsula

출동(하다): to deploy

北: (북) North Korea

핵실험: nuclear test

경고(하다): to warn

Meaning of headline: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

---

Is Sino-Korean used in this discourse? If yes, how? For what reason?

---

Does the event take place in the past? In the future? How is the tense marked in this discourse?

---

What instances of register (formal and technical/informal and colloquial) do you notice here?

---

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

---

---

### 3. 동아일보

#### Headline

'가난한 20 대-50 대' 점점 늘어

#### Subhead

경기불황에 취업난 가중-은퇴 증가... 20 대 빈곤율, 4 년만에 40 대 추월

#### Glossary:

가난하다: to be poor

20 대: twenties

점점: gradually

늘다: to increase

경기불황: business depression

취업난: unemployment problem

가중되다: to aggravate

은퇴: retirement

증가하다: to increase

빈곤율: poverty rate

추월하다: to pass; to overtake

Meaning of headline: \_\_\_\_\_

Meaning of subhead: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

\_\_\_\_\_

Is Sino-Korean used in this discourse? If yes, how? For what reason?

\_\_\_\_\_

Does the event take place in the past? In the future? How is the tense marked in this discourse?

\_\_\_\_\_

What instances of register (formal and technical/informal and colloquial) do you notice here?

\_\_\_\_\_

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

\_\_\_\_\_

\_\_\_\_\_

#### 4. 동아일보

##### Headline

악취-소음-빛 공해 ... 도전, 3 無 서울

##### Glossary:

악취: bad smell

소음: noise  
빛: light  
공해: pollution  
도전: challenge  
無: (무) nothing

Meaning of headline: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

\_\_\_\_\_

Is Sino-Korean used in this discourse? If yes, how? For what reason?

\_\_\_\_\_

Does the event take place in the past? In the future? How is the tense marked in this discourse?

\_\_\_\_\_

What instances of register (formal and technical/informal and colloquial) do you notice here?

\_\_\_\_\_

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

\_\_\_\_\_

\_\_\_\_\_



5. 경향신문

**Headline**

진부한 한복? 진화한 한복! 명절에만 입긴 아까워

**Subhead**

달라진 한복으로 '패밀리룩'

**Glossary:**

진부하다: banal; trite

진화하다: to evolve

명절: traditional holiday

아깝다: not worth something

패밀리룩: "Family Look" (when family members dress alike).

Meaning of headline: \_\_\_\_\_

Meaning of subhead: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

\_\_\_\_\_

Is Sino-Korean used in this discourse? If yes, how? For what reason?

\_\_\_\_\_

Does the event take place in the past? In the future? How is the tense marked in this discourse?

\_\_\_\_\_

What instances of register (formal and technical/informal and colloquial) do you notice here?

\_\_\_\_\_

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

\_\_\_\_\_

---

6. 조선일보

**Headline**

명절때면 증가하는 손목터널증후군과 척추피로증후군

**Glossary:**

손목터널증후군: carpal tunnel syndrome

척추피로증후군: spinal fatigue syndrome

Meaning of headline: \_\_\_\_\_

Any ellipsis?

What grammatical bits are missing?: \_\_\_\_\_

Can you re-write the headline with full grammatical features, i.e., put back what has been left out through ellipsis:

\_\_\_\_\_

Is Sino-Korean used in this discourse? If yes, how? For what reason?

\_\_\_\_\_

Does the event take place in the past? In the future? How is the tense marked in this discourse?

\_\_\_\_\_

What instances of register (formal and technical/informal and colloquial) do you notice here?

\_\_\_\_\_

Can you predict what the news story might sound like? Write a 2-3 sentence prediction of what you might expect to find in the news story.

\_\_\_\_\_

\_\_\_\_\_

**ACTIVITY #2: Creating headlines and subheadlines**

Read the excerpt from news report and create headlines and subheads that best encapsulate the content. Explain what features they have in common with other headlines from authentic materials from Korean newspapers.

Headline: \_\_\_\_\_

1. 서울시가 시내 모든 공원에 폐쇄회로 TV(CCTV)를 설치한다. 2019년까지 총 23억 2000만원을 들여 CCTV가 없는 공원 466곳에 최소 1대씩 설치하겠다고 밝혔다. 올해 139곳에 우선적으로 설치하고 2017년 127곳, 2018년 100곳, 2019년 100곳씩 늘려나갈 계획이다.  
서울시는 또 주택가 골목길 등 우범지역에 설치된 100만화소 미만의 저화질 CCTV를 고화질 제품으로 교체한다.

**See Appendix A for translation**

Your headline: \_\_\_\_\_

Your subhead: \_\_\_\_\_

2. 국방부가 군 복무 경력을 대학 학점으로 인정하는 방안을 추진하기로 했다. 국방부는 3일 "군 복무만 마치면 군에서 맡은 보직이나 수료한 교육·훈련 내용에 상관없이 대학에서 최대 6학점까지 인정받을 수 있도록 하는 방안을 우선 추진할 방침"이라며 "주로 대학의 사회봉사나 체육, 리더십, 인성 등과 관련된 과목에서 인정하는 방안을 검토하고 있다"고 밝혔다.  
병사들은 현재 군내에서 인터넷 강의를 통해 최대 12학점을 취득할 수 있으나 대학별로 과목당(3학점 기준) 6만~30만원의 수강료를 내야 한다. 군 인터넷 강의에 참가한 대학 수는 전국 400여개 대학 중 122개(2015년 말 기준)다. 그러나 개설 과목 수가 부족해 병사들이 군에서 학점을 취득하는 데 어려움이 있었다는 게 국방부의 설명이다.

**See Appendix B for translation**

Your headline: \_\_\_\_\_

Your subhead: \_\_\_\_\_

3. 80대 할머니가 샅바느질로 모은 30억원 재산을 "인재육성에 써달라"며 동국대에 기부했다.

건강이 좋지 않아 병원에 입원 중인 이순희(81)씨는 10 일 여동생을 통해 동국대에 경기도 의정부시 소재 토지 2669 m<sup>2</sup>(약 810 여평)를 기증했다. 이씨는 평생 바느질과 근검절약으로 마련한 전 재산을 기증하면서 “어렵게 공부하고 있는 학생들에게 장학혜택을 줘 장차 사회발전에 기여할 수 있는 훌륭한 학생들을 키워달라”고 당부했다.

**See Appendix C for translation**

Your headline: \_\_\_\_\_

Your subhead: \_\_\_\_\_

### **ACTIVITY #3: Expressing English Headlines in Korean**

We have just observed a large number of discursive features of Korean headlines and subheads. Now, let's think about how some actual English headlines could be expressed in Korean. Rather than simply “translating” the words in the headlines, we have designed a task in which you would need to consider more than simply word-for-word translation of a headline from one language into a headline in another.

Here is the scenario:

1. You are working as a bi-lingual reporter at a Seoul-based newspaper. Your job has predominantly been to express the headlines from major U.S. news outlets into Korean. The following five headlines are from *The Los Angeles Times*, *The New York times*, *Huffington Post*, and *The Washington Post*.

Below each headline, indicate how you would express the content in Korean.

#### **Beijing wakes up to its first-ever 'red alert' for smog**

December 8, 2015 LA Times

Korean headline: \_\_\_\_\_

#### **Man who found Malaysia Airlines Flight 370 part finds new item on Reunion**

Boston Globe, March 7, 2016

Korean headline: \_\_\_\_\_

#### **A South Korean Copy of Snapchat Takes Off in Asia**

JULY 5, 2016 NY Times, Technology

Korean headline: \_\_\_\_\_

**South Korea Reports 5 More Cases Of MERS Illness**

Jun 02, 2016 Huffington Post

Korean headline: \_\_\_\_\_

**Pentagon to deploy anti-missile system in South Korea**

Jul 7, 2016 Washington Post

Korean headline: \_\_\_\_\_

2, Now, think about the following issues: The Chief Editor wants you to provide justifications on your translations: 1) Who are the readers of the newspaper? 2) What register is appropriate to your target readers? 3) Why are your translations appropriate as Korean headlines? Provide justifications in terms of grammar and word choice.

**Appendix A: Translation of news story #1 in Activity 2**

The City of Seoul will install surveillance cameras (CCTV) in all the city's parks. It was made clear that (the city) will install at least one camera in 466 places without CCTV at the expense of 23,200,000,000 won. The plan is to install devices at 139 sites this year and increase by 127 sites in 2017, 100 in 2018, and an additional 100 in 2019.

The city of Seoul will also replace low-quality surveillance cameras that are below 1 million pixels installed in crime-ridden districts such as resident areas and alleys, etc. with high-quality surveillance devices.

**Appendix B: Translation of news story #2 in Activity 2**

The Ministry of Defense decided to propose that a military service career be accepted for college credit. The Ministry made clear on the 3<sup>rd</sup> that "(we) are reviewing a proposal that if anyone completes the military service, that individual will be granted up to 6 college credits regardless of the type of job in the military or training and exercise completed."

Those individuals currently enlisted can earn up to 12 credits via Internet classes in the military. However, they should pay 60,000 to 300,000 won in fees per class (in case of 3 credits) depending on the college. The number of colleges that participated in this military Internet classes is 122 (as of the end of 2015), out of more than 400. However, according to the Ministry of Defense, because (the colleges) do not offer enough classes, the soldiers have difficulty earning credits in the military.

**Appendix C: Translation of news story #3 in Activity 2**

An woman in her 80s donated 3 billion won that she earned by doing needlework for a living to Dongkook University. She expressed (her wish) "to use the funds for cultivating human resources."

On the 10<sup>th</sup>, Soon Hee Lee (81 years old), who was hospitalized due to her poor health condition, donated her 2,669 m<sup>2</sup> of land (approximately 810 pyong) through her younger sibling. The property is located in Uyjongbu City, Kyonggi Province. Ms. Lee donated all the property she earned and saved through her lifelong needlework job with, and expressing her request "to provide students who are studying in needy conditions with the benefit of scholarship in order to nurture those outstanding students who will contribute to the future development of society."

**Appendix D: Abbreviations**

**ATTR:** Attributive marker (ㄴ, 은/는)

**COUNTER:** Counter for things or people (개, 명, 끼, etc)

**FUT:** Future tense

**IMP:** Imperative

**LOC:** Location Marker (에/에서/서)

**OM:** Object marker (을/를)

**PLN:** Plain form (-다)

**PRES:** Present tense

**PST:** Past tense (있/았)

**QUO:** Quotation marker

**SK: Sino-Korean**

**SM: Subject marker (-이/가)**

**TM Topic marker (은/는)**