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RESEARCH ARTICLE

FEATURES OF ENGLISH SPORTS NEWS HEADLINES

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ABSTRACT

With the internationalization of major sports events, sports has become an indispensable part of people's lives. And Chinese readers' attention to English sports news is also increasing. The most important part of sports news coverage is its title. Each title of English sports news has its own characteristics. This paper mainly analyzed the features of sports news headlines and made the readers get the general idea of the sports news quickly and feel the charm of sports.

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INTRODUCTION

The Status of Sports: Sports refers to a kind of conscious and organized social activities with physical exercises as the basic means to enhance people's physique, promote people's all-round development, enrich social and cultural life and promote spiritual civilization as the purpose. It is part of the overall culture of society. With the development of human society into the 21st century, the functions of sports in contemporary society have undergone great changes. Sports as a means to meet people's self-needs has become an indispensable condition to realize human sustainable development. In a word, sports plays an important role in today's society.

The Importance of Sports News: Sports news is a report of recent facts in sports. Including sports competition, sports training, school sports, mass sports in the field of all kinds of new facts. Among them, sports competition news occupies a major position. Since the third leap-forward development of the Chinese press in 1992, China's paper and electronic media have developed rapidly, and the number of news media has increased rapidly. The phenomenon that can not be ignored is that in any newly developed news media, sports news, as an important news variety, is placed in the important page and time period of the media. Watching sports news has become a hot spot for Chinese people after dinner. According to statistics, during major international sports competitions, the world's enthusiasm for sports can be said to be "the whole world speaks sports, a point affects hundreds of millions of hearts". The 2022 Beijing Winter Olympics

According to figures released by the International Olympic Committee, the Beijing Winter Olympics attracted nearly 0.6 billion Chinese spectators during the opening week. In addition to China, Japan, Canada and other countries have high ratings for the Winter Olympics. Based on the digital communication strategy, this Winter Olympics has attracted more than 2 billion people's attention on all social media around the world, making it the most splendid Winter Olympics in history. As of Feb. 11, more than 2 billion minutes have been watched on Peacock's NBC streaming platform, making it the longest winter Olympics ever watched on a U.S. digital platform. It's a similar story in Canada, where more than half the population watched the Beijing Olympics on CBC. Because more people care about sports and watch sports, they pay more attention to sports news. Sports media are also increasing, and the circulation of sports newspapers is also increasing. Facing the increasingly strong curiosity, the audience are not content to understand the competition situation and the results of the sports news, they hope to know what may happen to the sports events of tomorrow. In order to meet the needs of the audience, no matter in newspapers or TV, sports commentary news keeps emerging. For example, sports essays, essays and prose with unique style, flexible style and light tone are indispensable in the sports news section of various newspapers. Various types of sports news make sports news have stronger appreciation, entertainment and amusement. Sports news is attracting more and more audiences and has become an indispensable leisure and entertainment content in modern life.

Features of English Sports News Headlines: This chapter mainly studied the characteristics of English sports news headlines and

Sports news has its unique characteristics in attracting and keeping readers' interest, mainly in terms of vocabulary, grammar and structure. Understanding these characteristics can improve the efficiency of sports news translation. A good sports title not only serves to convey information, but also builds a bridge between people from different cultural backgrounds. However, people sometimes find it difficult to understand sports headlines. This does not mean that sports headlines are particularly obscure, as they have many unique features. English sports headlines, though different in some respects, have much in common. Understanding these similarities and differences of English sports news headlines will help us to translate sports news headlines. This chapter analyzes the characteristics of sports news headlines from the aspects of vocabulary, grammar and punctuation.

Vocabulary Characteristics

Acronyms: Generally speaking, sports news headlines require simplicity and clarity on the one hand, and cover the largest amount of information with the least number of words on the other. Therefore, the titles of sports reports are flexible and changeable, while English titles pay more attention to simplicity, pithiness and vividness. Therefore, English sports news titles often use a large number of acronyms and short words.

Eg.1 IOC hails Beijing 2022 Olympics as most gender-balanced Winter Games ever. China Daily, Feb 10, 2022
IOC= International Olympic Committee
Eg.2 PSG's European collapses continue to confound.

China Daily, March 11, 2022

PSG= Paris Saint-Germain. Eg.3 IPC president: 2022 Paralympics will be benchmark for future Games.

China Daily, Feb 24, 2022

IPC= International Paralympic Committee

From the above example of English sports news headlines, we can see the concise style of sports news headlines, in which there are acronyms. It can attract readers' attention in the first time and greatly improve readers' reading efficiency.

Midget words: Midget words are one of the most striking features of news writing. However, due to the particularity of sports itself, the abbreviations in sports news headlines are often very typical sports words. Below I will introduce some short words used in English sports news.

Such as: Eg.1 Champ's wit is as sharp as her skates were.

China Daily, Feb 9, 2022

Eg.2 Beijing's high-tech Olympic venues add "wing" to athletes. China Daily, Feb 17, 2022
The word "wit" with the same meaning: wisdom, intelligence, brain, mind, mentality. "wing" in this sentence means to help or accelerate. These words are more vivid. It can better show the strength and beauty of physical education and movement, meanwhile, readers can feel the passion and happiness brought by sports.

Grammatical Characteristics

Present Tense and Future Tense: In English, the time when an action takes place is usually expressed with the help of the tense of the verb. The change of the verb in the tense indicates the time when things happened and the order of each action. In English news standard questions, the tense is clearly marked, usually not in the past tense, but in the present tense, that is, English news headlines use simple present tense to indicate past events, and infinitive verbs to indicate events to occur. Such as:

Eg.1 LeBron James passes Karl Malone for 2nd all-time in scoring.

China Daily, March 20, 2022.

Eg.2 Love of snow and ice keeps disabled athlete on his skis. China Daily, March 17, 2022. Eg.3 Xinjiang to build 1,000 soccer kindergartens.

China Daily, March 16, 2022

Eg.4 Olympic legacy to boost winter sports industry.

China Daily, March 14, 2022

The first two sports titles use the simple present tense, and the last two sports titles use infinitive verbs for the future tense. In this way, English sports news can not only highlight the reality and freshness of the event, but also shorten the emotional distance between readers and reading objects.

Omission

Grammatically, Omission is the main feature of sports news headlines. Almost every headline we come across misses something in some way. In sports news headlines, omitting any word without a fixed concept can greatly shorten the length of the title, making it concise and brief. Words that can be omitted in sports headlines include articles, prepositions, linking verbs, conjunctions, etc. Sometimes concept words with the same background information can be omitted from different cultures.

Such as:

Eg.1 Gu, Su to drive new frenzy in winter sports. (The conjunction "and" is omitted)

Eg.2 Beijing parents proud of tiny snowboard sensation. (The definite article "the" and the linking verb "are" are omitted)

The complete sentence of Eg.1 should be "Gu and Suto drive new frenzy in winter sports." The second sentence should be "Beijing parents are proud of the tiny snowboard sensation."

Punctuations: The most commonly used punctuation marks in sports titles are commas, colons, dashes and quotation marks, which are used to distinguish meaning, replace words, emphasize key information and highlight practical significance.

Such as:

Eg.1 Brave "Ice Prince" sees crown slip from grasp.

China Daily, Feb 11, 2022

"Ice Prince" was quoted in the news as referring to Yuzuru Hanyu of Japan at the 2022 Winter Olympics. He failed to make the podium, but in his last attempt to save the medal, the "Ice Prince" landed four axes, the most difficult jump in figure skating. Therefore, Yuzuru Hanyu was given the title of "Ice Prince", highlighting his Olympic spirit of breaking through the limits, striving for good results, and forging ahead in the competition.

Eg.2 What's behind the Bing Dwen Dwen's buying frenzy?

China Daily, Feb 11, 2022

The headline, which ends with a question mark, poses a question for readers. This enthusiasm makes readers want to know more about the mascots of the Winter Olympics, highlighting the popularity of the mascots of the Winter Olympics, which are in short supply and cannot be bought even if they have money.

CONCLUSION

A good news report should have a good headline first. Sports are global, so in today's era of highly developed information, people need to read English sports news reports to understand the various international sports events that are taking place around the world, and the headlines of the news reports serve as a "guide". The headlines of English sports news reports have unique features in the choice of vocabulary, the use of grammar and the use of punctuation.

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