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Term Paper

The functions of numerals and quantifiers in English Internet news

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INTRODUCTION

Various news texts and their ability to persuade people have been discussed by scholars and researchers for a long time. One particular case of in was thoroughly investigated by Gary King, Benjamin Schneer and Ariel White (2017). Their primary goal was to see how online news texts can influence people among different categories in American society. That research has proven their point, and made it clear that it is quite easy to leave an impression in the minds of the audience.

The relevance of the chosen topic is primarily associated with the rapid expansion of the influence of the online news texts.

These texts aim to capture the reader's attention quickly and provide key details in a clear and engaging manner. Headlines are crafted to be attention-grabbing and informative, while the body of the text presents relevant facts, quotes, and analysis to provide context and deepen understanding. As the power of influence in such texts continues to evolve, a more thorough analysis of them is necessary.

The news discourse, like its impact on consumers, holds **significant importance for the theory and practice of linguistics**. The attention-grabbing techniques used in news texts depend on linguistic norms and specific criteria, which typically constitute a key element of success for a news outlet.

The aim of this study is to study the functions of numerals and quantifiers in English online news. This involves the following steps:

- Focus on the functions of numerals and quantifiers in news texts.

- Examine how numerals and quantifiers are utilized to convey information effectively and engage readers.

- Explore how these linguistic features contribute to the overall organization of Internet news articles.

Research object: The numerals and quantifiers.

Research subject: The use of numerals and quantifiers in internet news texts.

The material for the research consists of English internet news from the popular British newspaper BBC.

The scientific novelty of the research consists of the approach chosen to analyse the news texts. This paper singles out one-time, two-time and three-time use of numerals and quantifiers, as well as mixed use of these tools in BBC articles.

Research methods include the analysis of collected internet news texts for data processing, as well as statistical analysis of the frequency of numerals and quantifiers usage in headlines, introductions, and news texts.

The theoretical significance of the paper lies in its contribution to various fields of linguistics, such as media linguistics and applied linguistics. The paper does not only deal with the functions of quantifiers and numerals within Internet news texts, but also with the impact they cause in everyday lives.

The practical significance of the paper is that its results can be used by editors and journalists to improve the structure and style of publications in internet news. Furthermore, this study can be successfully applied to general linguistics and practical grammar.

The structure of the paper. The term paper consists of an introduction, two chapters, conclusions to the chapters, general conclusions and a list of references. The total volume of the paper is 27 pages (25 pages of the main text).

The introduction outlines the choice of topic, its relevance, and scientific novelty of the research. It defines the purpose, the aim of the research, object, subject, and research methods.

T**he first chapter** examines the theoretical foundation of the research on numerals and quantifiers in news articles. The terms "numeral" and "quantifier" are defined, along with their semantic characteristics.

The second chapter explores various techniques and means of capturing attention within the functions of numerals and quantifiers, using examples from BBC news articles.

The conclusions summarize the findings of the study and generalize the information regarding the functions of numerals and quantifiers in Internet news texts and the impact these parts of speech might have on the audience.

CHAPTER 1. THEORETICAL FOUNDATIONS OF THE STUDY

In this chapter of the term paper, we will define elements of language known as numerals and quantifiers. They are integral components of both spoken and written communication that play a vital role in our ability to convey information effectively. News reporting, in particular, would be impossible without them, because numerals and quantifiers hold significance in media discourse.

After defining these notions, we will explore the reasons why quantifiers and numerals are so crucial in news reporting, as well as examine their functions in news texts. Apart from that, this chapter will focus on various theoretical materials related to the structure of the news articles.

1.1. Means of expressing quantity in English

The English language offers a wide range of versatile means for expression and communication of different degrees of quantity. English speakers use a wide range of expressions to convey the extent or quantity of something, which varies from certainty and precision to expressing ideas that are more abstract.

The main tools for expressing quantity in English include numerals, quantifiers and quantitative pronouns. Our primary focus, however, will be centered around the first two notions.

According to the Oxford Dictionary of English Grammar (2014), a numeral is "a word denoting a number (as commonly understood, e.g. one, two, three)" (Aarts, 2014: 276). Numerals are divided into two categories, which include ordinal and cardinal numbers (Monroy, 2023). They indicate precision, which is why numerals can represent quantity, sequence, frequency or fraction.

A quantifier, as also mentioned in the Oxford Dictionary of English Grammar (2014), is "a semantic label that can be applied to words from different word classes (determinative, adjective, adverb, etc.) which express an amount, number, or quantity" (Aarts, 2014: 345).

The examples of quantifiers, according to the same source, include "some", "many", "a lot of", and "a few". Contrary to numerals, they do not indicate any precision, but vaguely outline the information instead.

1.1.1. **The semantics of numerals.** Numerals play a crucial role in language, serving as linguistic symbols to represent numerical values. The semantics of numerals include both cardinal and ordinal numbers, each contributing distinct meaning to different written expressions or spoken language.

Cardinal numerals, such as "one," "five," or "twenty," always denote the quantity of items. These numerals convey a precise count and serve as the foundation for quantifying objects, people, or occurrences.

As S. Rothstein (2017) points out, cardinal numerals can be simple or complex: simple cardinals are single morphemes denoting a number, while complex numerals consist of subparts, combining meanings through multiplication and addition. The sentence *"There are three apples on the table."* includes a simple cardinal, while *"There are twenty-three apples on the table."* provides the example of a complex one.

On the other hand, ordinal numerals, like "first," "fourth," or "tenth" introduce the element of order or sequence. They indicate the position of an item in a series and provide a relational aspect to numerical information. In his article, Monroy (2023) puts forward a suggestion, that ordinal numbers denote the order within a sequence, rather than quantity. He provides the following examples:

This train has <u>ten</u> cars, which makes it one of the longest in the world.

I'm waiting for you in <u>the second</u> car of the train.

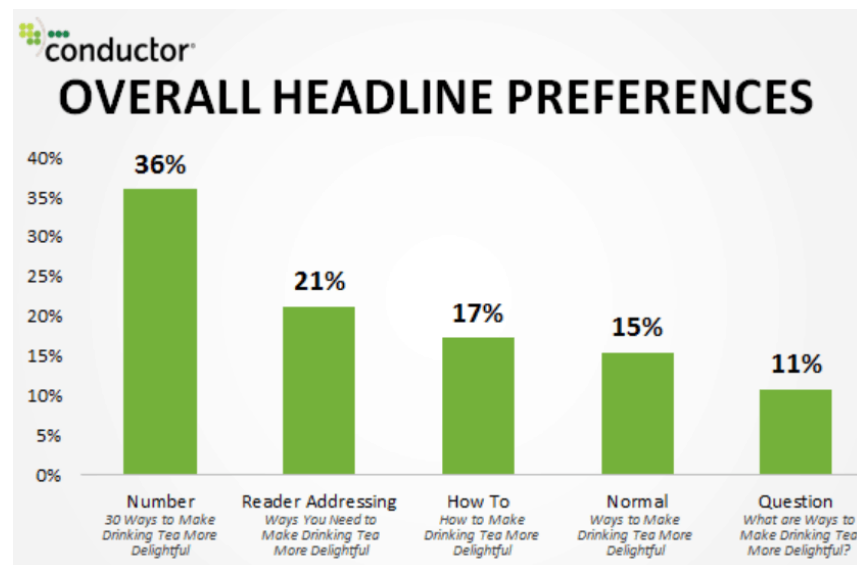So, in the first sentence, he mentions the quantity of cars – there are ten of them. However, in the second sentence, it is not pointed out. Whether it is four, six or seven cars in that train, it does not matter in the sentence, because the focus is only on the second car.

T. Stolz and L. Veselinova (2013) suggest that "the main functions of ordinal numerals comprise the identification of ranks within a hierarchy and the

identification of the temporal order in a sequence of events or the like". In other words, ordinal numerals help structure narratives, historical accounts, and instructions by providing a clear sense of order and progression.

Additionally, it is preferable for numerals to be written as a number, rather than words. N. Parkhouse (2019) emphasizes it, saying that "5" and "42" are better than "five" and "fourty-two". The same article claims, that using numerals is sufficiently better than no numerals at all. Let us take a look at the graph, provided in the article:

Picture 1. *Conductor. "Overall headline preferences"*

Looking at this statistics, it is obvious that article under the headline *"30 Ways to Make Drinking Tea More Delightful"* is more effective, than the ones where numbers are not mentioned at all. And this is why various news outlets, including BBC, are eager to use numerals in their headlines.

1.1.2. The semantics of quantifiers. Quantifiers, a fundamental component of linguistic semantics, play a crucial role in conveying degrees of quantity within language. Their main distinction from numerals lies in the degree of precision. Numerals are direct, while quantifiers are not as much. Through the usage of such words speakers can convey varying levels of inclusivity, abundance, or limitation in their communication.

As mentioned by R. Nordquist (2019), quantifiers are the types of determiners that express a relative or indefinite indication of quantity. They include such words as "all", "much" or "some". Quantifiers typically appear in front of nouns, but they can also function as pronouns. The examples for that are such sentences: *"Today all students are present"* and *"All managed to come to the lesson".* Complex quantifiers, on the other hand, are represented by phrases, such as *a lot of* or *a great deal of.*

However, the semantics of quantifiers extends beyond mere numerical precision, encompassing nuanced shades of meaning and pragmatic implications.

M. Krifka (1995: 5) argues that quantifiers operate within a contextually defined domain, with their interpretation influenced by pragmatic factors such as relevance, precision, and salience. This is how he explains it:

"A quantifier like *fewer than three students* is not anti-additive, in contrast to a quantifier like *no student*:

a. Fewer than three students smoked cigarettes or drank beer. ≠ Fewer than three students smoked cigarettes and fewer than three students drank beer.

b. No student smoked cigarettes or drank beer. = No student smoked cigarettes and no student drank beer" (Krifka, 1995: 6).

In the provided examples, "*fewer than three students*" is shown to allow for the possibility of multiple instances of the quantified entity (students) engaging in different activities (smoking cigarettes or drinking beer). The phrase "*Fewer than three students smoked cigarettes or drank beer*" does not imply exclusivity between the two activities; it allows for the interpretation that some students may have engaged in both activities. On the other hand, the quantifier "no" in the example "*No student smoked cigarettes or drank beer"* implies that each individual student abstained from both activities. There is only one interpretation. It prohibits the conjunction of instances where students engage in one or both activities.

This contrast highlights the nuanced semantic behavior of quantifiers and their role in shaping the interpretation of statements regarding quantity and inclusion/exclusion within linguistic discourse.

Quantifiers, similarly to numerals, have a huge relevance when it comes to news texts, and it is quite easy to manipulate the emotions of readers by using them. In the recent study, Lu and Zhong (2022: 2043-2044) investigate the effects of partisan media's correction of COVID-19 vaccine misinformation. They anticipate that the use of quantifiers in corrective messages could soften the tone and attenuate face-threatening tendencies caused by outgroup media. The authors suggest that the use of verbal quantifiers could reduce individuals' negative inferences about partisan media's hidden motives behind misinformation correction, narrowing the gap in message credibility perceptions and news engagement intentions between ingroup and outgroup media.

1.1.3. Numerals vs quantifiers. Upon focusing on the semantics of quantifiers and numerals, it becomes clear that they are both extremely important. Despite having a few similarities, there is a drastic difference between the two of them.

As mentioned previously, numerals, especially cardinals, are essential tools for conveying precise quantitative information. Ordinal numerals, however, have a different purpose. This is how M. Lim describes them: "Ordinal numbers do not represent quantity, but rather indicate rank and position, such as *the fifth* car, *the twenty-fourth* bar, *the second* highest marks, and so on" (Lim, 2015).

Whether denoting cardinal numbers or ordinal numbers, numerals provide a means to quantify objects, enumerate elements, and describe numerical relationships. In the absence of numerals, expressing numerical quantities would be exceedingly challenging, if not impossible.

They serve as the foundation for mathematical expressions, measurements, and calculations, playing a vital role not only in linguistic communication but also in fields such as science, economics, and everyday life. Furthermore, numerals can help prioritize information within news articles, allowing readers to focus on the most important details. This is crucial for headlines, because they need to get the reader interested with a limited amount of words.

Quantifiers, on the other hand, broaden the scope of linguistic expression by conveying not just precise quantities but also degrees of quantity or qualification. While numerals provide solely factual information about quantity, quantifiers add nuance and emphasis to statements. Some quantifiers have a meaning of inclusiveness, and they refer to an entire group. "Both" refers to two members of a group of two, "few" to a subgroup of the entire group, and "all" to the whole group of unspecified size. Consequently, "every" and "each" refer to single members of a group (Nordquist, 2019).

Apart from being used in our everyday life, numerals play a crucial role in news texts. They help grab the reader's attention and add credibility to the information in the article. W. Koetsenruijter has proven that numbers in news articles are substantially more effective, than quantifiers. In his research, he makes the following claim: "Whatever scale is used to measure the extent of this relationship, this research illustrates – in almost all of the experiments – that there is a consistent effect. Moreover, the frequency of the use of numbers in a text also proved to be of importance. More numbers makes an article more credible" (Koetsenruijter, 2011: 78). However, while numerals provide readers with certainty and precision, quantifiers add depth and emphasis to various statements.

In headlines, numerals and quantifiers are used to indicate the number of casualties, the magnitude of an event, or the time frame of an incident, providing readers with substantial information in relation to the news story. This significance will be further shown in the second chapter of this term paper.

1.2. The structure of English news texts

The way information is presented, interpreted, and understood by audience in the news media is greatly influenced by the structure of English news texts. Clarity, impact, and conciseness are given top priority in the specific conventions and structures that news texts are carefully constructed to follow. But what does various news texts consist of? Is there a definite pattern? The answer to that question was provided by Teun A. van Dijk (1984: 9). He claims that the news in the press include

a few conventional categories, such as 'headline', 'lead' and a 'story' or 'body' of a news item. The main functions of headline and lead section is to attract attention of the reader, while the main body serves the purpose of providing more details.

Besides the components that are already mentioned, van Dijk (1984: 10) also suggests that the main part of a news story will often be further differentiated into 'Causes' and 'Consequences', and usually have some form of 'Reaction' category, which includes quotes and other verbal comments made by people who get interviewed. Of course, not all of these categories are obligatory, because their presence is not crucial.

Essentially, when it comes to the news texts, it is quite common to hear about the inverted pyramid. This is how H. Pöttker (2005) explains it: "The most important information is summarized in the so-called 'lead sentence' that, according to standard practice, has to answer to four or five 'W-questions' (who, when, where, what, and perhaps why?). After the lead sentence comes the rest of the story, which may already be redundant for the reader. The information presented after the lead sentence appears in a decreasing order of relevance and with an increase in quantity" (Pöttker, 2005: 52).

Even though the concept of inverted pyramid is relatively common among journalists, van Dijk (1984) seems to disagree. He suggests that the structure of a news text, in fact, consists of a regular pyramid, where the most important topics are mentioned first, and the large variety of detail later in the text. We tend to believe that van Dijk's theory is more reasonable, because it is virtually impossible to include all the necessary information into one short headline. Surely, these two claims are equally popular, and there is no definite answer, but both of them, as well as other researchers, seem to agree with one particular thing: the headline and lead sections are the most significant in the news texts.

Conclusions to Chapter 1

Firstly, quantifiers and numerals are the integral part not just in everyday life, but also in the news texts. While numerals provide precise, direct information,

quantifiers are vague – and can outline the quantity without providing the exact number. Nevertheless, they also have a shocking effect that leaves an impression on the reader.

Secondly, the role of numerals and quantifiers can never be underestimated when it comes to the news texts. Thanks to the theoretical materials, which prove these claims, we can see that these exact parts of speech make readers more interested in the article. There is also evidence that numerals and quantifiers, as mentioned in the case with COVID-19 vaccines, have the potential of being misleading. They can make people feel worried, and, if they trust the news outlet, the readers will never check whether the information is true.

Additionally, the inverted pyramid structure and van Dijk's model of news organization are crucial when it comes to news texts. The structure of inverted pyramid contains the most significant details at the top, putting less important information towards the bottom. The model, proposed by Teun A. van Dijk, however, outlines the key components of a news article in a different way. It consists of three main elements – headline, lead and text body. According to his claims, headline and lead provide catching but superficial data, while main body includes the most essential bulk of information.

This chapter of the paper contributes to understanding of the significance that numerals and quantifiers have in English internet news. We gain insights into how language is strategically employed to inform and persuade the reader in the digital age. Further research in relation to this topic will be provided in the second chapter of the term paper.

CHAPTER 2. NUMERALS AND QUANTIFIERS IN THE STRUCTURE OF BBC'S NEWS TEXTS

In this chapter of our term paper, we will explore the functions of numerals and quantifiers in the structure of Internet news texts. The research will be centered around BBC's articles. First of all, we will analyze how effectively numerals and quantifiers manage to attract the attention of readers and convey information. Apart from that, we will see how skillfully the authors of various articles use these linguistic tools to emphasize key points in news articles.

Through this analysis, we aim to gain a deeper understanding of the role of numerals and quantifiers in shaping contemporary Internet news.

2.1. Numerals in BBC news texts

There is no doubt, that numerals play a crucial role in making news texts more precise, comprehensible and appealing to the reader. Numerals are primarily used to convey specific information, such as statistics, figures, or specific quantities, which are always relevant to the news stories.

For instance, headlines may use numerals to highlight the number of casualties in a disaster. The most recent and prominent example of that usage is provided in this headline: *"Ukraine war: <u>Five</u> dead and <u>a million</u> without power after wave of Russian strikes"* (Pelham, 2024). The lead section, despite being longer, provides readers with a similar message: <u>*A million*</u> *people are without power across Ukraine after Russian missiles targeted energy infrastructure* (Pelham, 2024).

The headline and lead of the article mention numerals "five" and "a million", which undoubtedly leave a shocking impression on the reader. Upon seeing such numbers, they might get worried about the victims and read the article to know more details. According to the Koetsenruijter's research, mentioned previously, it is obvious that this type of article will be read with a higher probability, because its headline includes not just one, but two numerals. Additionally, if the headline mentioned "a lot of people without power", it would not have been as striking.

However, not only headlines bear all the importance in the news article. Teun A. van Dijk claims, that the text body of a news article is sufficiently more significant. This is the main reason for us to analyse all of these categories.

2.1.1. One-time use of numeral. One-time use of numerals implies that numerals are mentioned only once in any given instance. In this case, our focus is centered around the headlines. It is a clear fact, that they are the main contributors to the success of any news article. The headlines are always written in bold, as well as in bigger font and, consequently, they attract more attention.

There are different ways for numerals to be used in the headline: in the beginning, in the middle and in the end of it. Here are three examples taken from BBC:

1. "Eleven postal workers opt for voluntary redundancy" (Blake, 2024).

In this headline, the numeral *"eleven"* stands at the beginning. Its placement immediately draws attention to the specific number of postal workers involved, emphasizing the scale of the event. It instantly provides the necessary information, which makes it unlikely for the reader to pay attention to the rest of the article.

2. "RSPCA rescue three abandoned pug puppies" (Gordon-Farleigh, 2024).

Here, the numeral "three" is mentioned in the middle of the headline. This positioning helps to highlight the crucial information about the number of puppies rescued by the RSPCA. Its placement between the subject and the object makes the numeral seem more prominent – the viewer will see it in the middle of the page.

3. "China highway collapse kills 24 people" (Guinto, 2024).

In this example, the numeral "*24*" is placed closer to the end of the headline. This positioning creates a strong impact by concluding the headline with the significant number of casualties, leaving a lasting impression on the reader.

Each placement of the numeral serves a specific purpose, whether it's to immediately grab attention, provide key details, or leave a lasting impact.

2.1.2. Two-time use of numerals. The two-time use of numerals is quite similar: it means that these parts of speech are mentioned two times instead of just one. This is why the next step of our research includes the analysis of both headlines and lead sections in the BBC articles.

One of the recent articles with a headline *"More than 70 lives saved at sea in 2023 in South West"* has the following lead section: *"A total of 72 lives were saved in 2023 by lifeboat crews and lifeguards in the South West"*(BBC News, 2024).

Interestingly enough, the headline does not provide a coherent number of people rescued. It only mentions that *more than 70* people were saved, and detailed information is provided in the lead section. The actual number of people rescued is 72. The information about who exactly saved these people is also put in the lead of the article. Consequently, leads tend to be more detailed and informative than headlines.

There is one more BBC headline and lead that can prove this tendency. They are directly related to the war in Ukraine.

Headline: *Ukraine war: Children among seven dead in Russian strike on Dnipropetrovsk region*

Lead: *Two Russian strikes in Ukraine's central Dnipropetrovsk region have killed at least seven people, including two children, local officials say.* (Kirby, 2024)

The headline of this news article is short and clear, it mentions how many people were killed during the attack. It includes the numeral in it – the total number of casualties is *seven*. The lead section includes additional information – apart from the numeral "*seven*" there is a clarification that there were not just one, but *two* strikes, and *two* children were murdered. So, as the news article goes on, we see that the further we read, the more detailed information we receive.

These two articles prove our observations so far, that the pyramid of the news text is regular rather than inverted. It is clear, that the information in headlines is relatively ambiguous and less detailed in comparison to the lead sections which provide deeper insights into the news articles.

2.1.3. Three-time use of numerals. Typically, numerals are mentioned in news texts not just in the beginning, but in the main text as well. Three-time use of numerals includes the analysis of all three parts of the news texts: headlines, leads and text bodies.

In order to research news articles in more detail, the review of text body is extremely important. Since our research has provided substantial evidence, that the idea of inverted pyramid does not reflect the information provided in the previous leads and headlines, it the content of main body in the articles is worth discussing too.

Let us take a look at the headline, lead, and the text body of the article written by Max Matza (2024) for BBC:

Headline: *White House to send new $300m weapons package to Ukraine*

Lead: *The US will send $300m (£234m) in military weapons to Ukraine, including ammunition, rockets and anti-aircraft missiles, the White House has said.*

Text body: *The White House has been appealing to Congress for months to pass a budget that sends aid to Ukraine, as well as Israel and Taiwan. A $60bn aid bill has already passed the Senate, but has yet to face a vote in the House of Representatives.* (Matza, 2024).

With the provided information, it gets clear, which part is the most efficient in delivering information to the reader. While the headline outlines the information about the amount of aid in American currency - *$300m*, the lead includes the number of *£234m* for their British audience. Additionally, they also mentioned what exactly will be included in this financial aid.

In the main body, however, the readers do not see that number anymore. The only numeral we notice in the text is *$60bn,* and that the bill has passed the Senate. This numeral represents the quantity of overall military aid, and does not include the number mentioned above.

Nevertheless, the lead section along with the main text add more insight to the story than the headline does, which refutes the claim of headlines being the most informative.

2.2. **Quantifiers in BBC news texts**

Quantifiers, contrary to numerals, serve to qualify or intensify the information presented in headlines, providing context and emphasizing key points. They can indicate the scale or scope of an event or phenomenon, helping readers comprehend its significance. For instance, news outlets might use quantifiers to convey the extent of a problem discussed in the article, such as in this headline: *"Many South West attractions fail to hit pre-pandemic levels"* (England, 2024).

This headline includes the word "many". It is used in the beginning of the headline. Furthermore, it does not provide any specific information, such as the number of attractions or the numbers of people visiting them now. The lead section does not provide any details either: *Many big attractions in the South West are seeing fewer visitors than before the pandemic, according to new figures.* (England, 2024). This part of the article has another quantifier *"fewer"*.

Meanwhile, all the percentages and statistics are revealed in the main text: "*Overall the greater South West's most popular sites saw 8% more visitors from 2022 to 2023, said the Association of Leading Visitor Attractions (ALVA).*"

This observation leads us to believe that the main function of quantifiers in news texts is to create interest, and prompt people to read the story further.

There is a numerous amount of instances of it happening. This BBC headline is a prime example of such instance: *"How much water should you drink a day?"* (Brown, 2024).

This headline includes the quantifier *"how much"*. It is intentionally put in the beginning and it is framed as a question. Its main target audience consists of people who lead a healthy lifestyle, or would like to begin improving their health. Obviously, such question will grab their attention and provide their audience the answers.

Overall, quantifiers are just as important for the news texts as numerals, even though they play a different role. In order to compare the amount of influence both of them have, we will analyse quantifiers in a similar way to numerals.

2.2.1. One-time use of a quantifier. In this part of out term paper, similarly to numerals, we will discuss one-time use of a quantifier. Our main focus in this analysis is centered around the headlines.

In the case of numerals everything was quite simple. As we mentioned earlier, people are more likely to pay attention to the headline with a numeral in it. However, people rarely read past the first couple of sentences in such instances. With quantifiers, situation is drastically different. Here is one of the recent examples: *"Ukraine war: Several injured as Russian missiles target Kyiv"* (Pelham, 2024).

In this headline the first thing we pay our attention to is a quantifier *"several"*. It is used by the author for the same purpose as it was used in the previous articles. How many people were injured exactly? How many missiles targeted Kyiv?

These questions, naturally, are not disclosed in the headline, but they are answered later in the article: *"A three-storey building in Kyiv has been badly damaged, Ukrainian officials say, as the city comes under renewed Russian attack. They said two ballistic missiles were intercepted, but seven people were injured as debris fell"* (Pelham, 2024).

As we see, the number of injured is "seven", but the author chose to use a quantifier "several" instead. The number was not mentioned on purpose.

These sections of the article mention three numerals in just two sentences, and no quantifiers, which supports our previous observations. The main function of quantifies in headlines is persuasive, because it urges people to read the article further. Quantifiers successfully manage to attract reader's attention by providing a glimpse into a story, without revealing it instantly.

2.2.2. Two-time use of quantifiers. Our next step is to analyze the usage of quantifiers in headline and lead sections. The first article is written by K. Morgan (2024), and it deals with issues of being a single parent:

Headline: *Despite financial gains, some single parents are still in 'panic mode'*

Lead: *Single-parent households are growing rapidly. <u>Some</u> are better off financially than ever. That's not the case for <u>everyone</u>* (Morgan, 2024).

This particular article does not showcase any drastic difference between the two sections. The most prominent quantifier in these sections is *"some"*. Interestingly enough, this word is used in both parts. By using this quantifier, the author highlights that only a certain number of single parents receives substantial financial support, without providing any data. In the lead section, M. Morgan uses another quantifier: *"everyone"*. In the context of the story, this additional sentence is useless, but from the perspective of linguistics, it is clear that the only function of this extra information is to emphasise the information.

Another recent BBC article, unsurprisingly, is composed in a similar way. Here are its headline and lead sections:

Headline: *London Tube strikes: <u>Some</u> stations close as workers walk out*

Lead: *<u>A number of</u> London Underground stations are closed as Tube workers strike over terms and conditions.* ([BBC News, 2024](#))

The headline mentions quantifier *"some"* with no additional information. Obviously, this is done to evoke curiosity in the reader, especially if it is someone who regularly travels by Tube. Lead section does not provide much insight either – it mentions that just *"a number of"* stations are temporarily closed. Consequently, the reader in this situation will have no option but to read the whole article.

The numerals are revealed in the text body: *"The union had warned that stations could close at last minute and by 07:00 BST, <u>seven</u> were marked as closed on Transport for London's (TfL) website. TfL said the strike was "disappointing". By 15:00 BST, <u>three</u> stations were closed due to the strike."*

This instance leads us to believe that news texts can be mixed, and they do not necessarily have only numerals or quantifiers in them. In this article, for instance, numerals and quantifiers interact with each other. This way, *"a number of"* stations turns into *"seven"* later in the text body.

2.2.3. Three-time use of quantifiers. The next step of our analysis includes three-time use of quantifiers. We will take a look at lead, headline, and text body.

Headline: *Barm vs cob: Why Britain has <u>so many</u> names for a bread roll*

Lead: *Over centuries, Britons have been divided over just what to call a bread roll. The patchwork of alternative names say <u>much</u> about its history and how the English language evolved.*

Text body: *The picture Laurel MacKenzie sends me shows an unassuming item: a small round loaf of bread. But ask around at the office, at university, anywhere where people gather from various corners of the UK, and you'll get <u>a great flood of</u> answers about what to call it.* (Greenwood, 2024)

In the headline, quantifier *"so many"* is used to suggest a large and varied number of names for a bread roll in Britain. It is used in the middle of a headline. In the lead section, the quantifier *"much"* is mentioned to represent the quantity of information which will be provided in the text body.

In the final part, quantifier *"a great flood of answers"* is used to describe the abundance of responses. It means the same thing as *a lot of*, but here the author decided to use something original and more engaging.

2.3. Mixed use of numerals and quantifiers

To finalize our research, we need to discuss another type of text we noticed previously in this paper. This type of article is called "mixed", because it includes not solely numerals or quantifiers in the text, but both of them. Here is a BBC article which showcases such instance:

Headline: *Rishi Sunak to pledge <u>more</u> money to support Ukraine*

Lead: *The PM has arrived in Poland to meet Polish Prime Minister Donald Tusk and the secretary general of the Nato defence alliance - and promise <u>more</u> money to support Ukraine.*

Text body: *The UK will provide an additional <u>£500m</u> to Kyiv on top of the <u>£2.5bn</u> allocated for this financial year. Rishi Sunak wants to emphasise the UK's*

role in defending Ukraine. Mr Sunak will then head to Berlin to meet the German Chancellor Olaf Scholz on Wednesday.

In this article C. Mason (2024) does not rush to provide the needed information. The headline and lead mention that there is *"more money"* underway without any clarification, which evokes the feeling of intrigue.

In the text body, however, the number of *£500m* is mentioned in its first sentence. Naturally, the readers will be obliged to open the article in order to have a substantial answer. After that, they are more likely to read the whole article which means that this strategy is truly effective.

In this article numerals and quantifiers are intertwined together to create a better impression on their target audience. Because both of them were used, this text can be considered mixed. Nonetheless, these kinds of articles can be even more captivating and intriguing than the ones which have only numerals or quantifiers in them.

Conclusions to Chapter 2

Firstly, we successfully managed to analyse different sections of Internet news texts: headlines, leads and text bodies. Numerals, when put into headlines, can be used in the beginning, middle and the end of a headline. The primary function of quantifiers in the headlines can evoke curiousity and intrigue.

Secondly, we came to the conclusion, that text body and lead sections are the most crucial parts of the article. The authors put more detailed information in them, as well as more numerals and quantifiers, which are not mentioned in the headlines.

Finally, we found out that Internet news texts do not necessarily have to include only numerals or quantifiers, because they can be mixed. Some authors may put both numerals and quantifiers into their texts, which ultimately can make the article more informative and interesting to read.

GENERAL CONCLUSIONS

In this term paper, we have successfully conducted an analysis of various news articles taken from British Broadcasting Company website. The primary focus of the research was put on the way numerals and quantifiers function in different sections of the articles.

The two main concepts concerning the structure of news texts include the inverted pyramid theory and suggestions put forward by Teun A. van Dijk. The structure of news texts, according to van Dijk, consists of three main components: headline, lead and text body, and the most important information is put in the main part. On the contrary, the inverted pyramid structure implies that headlines are the most prominent. We decided to conduct a research in order to see which approach is correct, and Teun A. van Dijk was right. Inverted pyramid makes no sense, because the information in headlines was not as informative as the data mentioned in the lead or text body. This is why we found the second approach to be the most accurate.

The main results of our paper include the successful investigation of the role which one-, two- and three-time use of numerals and quantifiers plays in the articles. Their main function is mostly persuasive in headlines and leads, and informative in the main body. Furthermore, during the course of our research we analyzed another, "mixed" type of article, which consists of both numerals and quantifiers. Consequently, these kinds of articles are both intriguing and full of factual information.

РЕЗЮМЕ

У курсовій роботі "Функції числівників і квантифікаторів в англомовних інтернет-новинах" розглядається використання кванторів і числівників, які привертають увагу читачів у сучасних англійських Інтернет-новинах. Робота складається з 27 сторінок (із них 25 – основний текст)

У вступі викладається вибір теми, її актуальність та наукова новизна дослідження. У ньому визначаються мета, мета дослідження, об'єкт, предмет і методи дослідження.

У першому розділі розглядаються теоретичні основи дослідження числівників і кванторів у новинних статтях. Дано визначення термінів «числівник» і «квантор» та їх семантичну характеристику.

У другому розділі досліджуються різноманітні прийоми та засоби привернення уваги в межах функцій числівників і кванторів, використовуючи приклади з новинних статей ВВС.

Висновки підсумовують результати дослідження та узагальнюють інформацію щодо функцій числівників і кванторів у текстах Інтернет-новин та впливу цих частин мови на аудиторію.

Ключові слова: числівник, квантифікатор, новини, заголовок, вступна частина.

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