

## **Parallel Structure: An Influential Tool in Newspaper Editorial Headlines**

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The editorial of a newspaper is fabricated on an argument causing the reader to think accordingly. It also promotes critical thinking and at times makes the reader react to an issue. Hence, an editorial is defined as an opinionated piece of news. Therefore, creating a standout phrase as the headline of an editorial is of vital importance to persuade the reader to read the editorial. Among syntactic tools, this research determines the use of the rhetorical device, parallel structure, also known as parallel construction or parallel syntax, and their effects in headlines of newspaper editorials. The aim of this research ascertains the use of parallel syntax to emphasize the central theme the writer attempts to convey, and the objectives are to identify and analyze parallel structures in a corpus of sixty editorial headlines of two Sri Lankan Sunday newspapers: The Sunday Times and Sunday Island. Adopting the theory of parallelism, this research identifies parallel structures of word orders and phrases. Such headlines comprise of coordinating joining words: prepositions, adverbs, (be) verbs and conjunctions. The phrases also have varied features, such as, elements of comparison and contrast. Faulty parallelism or exceptions without the accepted elements of parallel syntax were also noted in this analysis. The identified features of parallel structures in the headlines of newspaper editorials lead to effects, such as, rhythm, economy, clarity, equality, emphasis and delight. Utilization of such effects creates a balanced and smooth flow of information, persuades and emotionally appeals the reader. Nevertheless, the findings of this research specify that parallel structures are used as a tool of advantage, only in 43% of the headlines of newspaper editorials.

**Keywords:** *newspaper editorial, headline, rhetorical device, parallel structure, influence*

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