Discourse Analysis of Media in Web-version News

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Abstract

News contributes a lot to the modern life regarding the way of conveying the information . Different institutions work in making news so affective and to attract people's attention . Therefore , new is one of the means of modern press . This kind of the text is built on a number of the factors to make the message that the news convoys more attractive . One of these ways that contribute to such a matter is cohesion . Cohesion plays a key role in the way of forming the text . Accordingly , the text follows certain linguistic techniques . The study focuses on two aspects of the cohesion the lexical one and grammatical one . The study has found that not all of these devices are used to show the cohesion of the text .

The value of the study is that the journalists must follow these tools in writing the news and these tools help the journalists in the field of the press or journalism . The study is important because the study sheds light on the one of the aspects of making the news and this aspect is crucial .

The model of the study is based on (Halliday and Hassan , 1976) . The study has found that the use of certain grammatical devices and lexical ones is very influential in building the influential pieces of news.

Key words : Cohesion , Web-news , Discourse Analysis , Media Discourse

1. Discourse Analysis

Discourse analysis is one of linguistics field that focuses on the way the language works to convey a number of social functions . It goes beyond the sentence and grasp the meaning of the message . Gee (2011:8) states that discourse analysis is the study of using language . This definition gives the main function of the language which is used in different contexts in daily life .

Paltridge (2012 :2) adds that discourse analysis explains the patterns of any language in different kinds of texts and at the sametime shows the association between the language and social and cultural contexts in which it is used . Discourse analysis also takes into account the way of using language displays different sights about the world and the different understandings . It even shows how the use of language is affected by the relationship between participants . Furthermore , it shows how the views and identities are formed by the use of discourse .

2.Media Discourse

Media discourse is a multidisciplinary field. In addition to extensive interest in media and cultural studies, it is the subject of scrutiny in linguistics particularly conversation analysis, critical discourse analysis, ethnography of communication, linguistic anthropology, (Robertson,2010:11).

Media discourse refers to interactions that take place through a broadcast platform, whether spoken or written, in which the discourse is oriented to a non-present reader, listener or viewer. Though the discourse is oriented towards these recipients, they very often cannot make instantaneous responses to the producers of the discourse, though increasingly this is changing with the advent of new media technology. Crucially, the written or spoken discourse itself is oriented to the readership or listening/viewing audience, respectively. In other words, media discourse is a public, manufactured, on-record, form of interaction. (O'Keeffe, 2011:53).

3. Web-version News

News is one of the most important area of study for those who really want to reveal the linguistic aspects of using language in media discourse . There are many ways of defining news from different standpoints . Yet ,

these definitions can catch the main concept for news . MacKane (2006 :1) refers to the definition of news by the editor of the Sun during 19th century ,Charles Dane , saying "news is anything which interests a large part of the community and which has never been brought to their attention". Accordingly , this definition emphasizes the point that news must attract people's attention and if it is common for the readers, so it will not interest them . The word " news" is also used about 500 years ago to describe what journalists find in real life . News plays a key role in bringing people together for better communication in community . Furthermore , it gives information for people to act their opinions about the events of the world that happen around them (Burns ,2004: 49).

4. The Language of News

Generally speaking , the language of news is objective and impartial without adapting the sense of subjectivity . Consequently , the language of news is crucial for the journalists and the workers of media to understand the linguistic elements of language . The way the language is used determines how the influence of news will be on the readers . McKane (2006:105 -8) explores the language of news through different ways . One of these ways is that the structure of the language must be brief and clear . Accordingly , the good sentences are the ones that do not make the reader read the news story more than one time to know what the new is about . In addition to this , using short forms of the verbs is preferable like :

Tom has promised …….

We can say

Tom promised

In this case the use of has or have can be left out and just use the verb for the reason of space and directness .

Using verbs instead of using abstract nouns such as :

The committee reached a decision

Should be ….

The committee decided

Tuchman(1978:106) states more that the sentences in the text of news have less than twenty words and leave out the words which consist of two syllables . And Van Dijk (1988 a: 80) argues that sentences tend to be shorter at the end of the news . Still , the news has syntactic structures that are not similar to the ones being used by other discourses (Crystal and Davy , 1969 : 174 and Van Dijk 1988b:10) . Van Dijk(1988b:10 -11) goes further in showing the difference of declarative sentence in a normal state and in news articles as follows :

A normal state :

"Reliable sources declared that Libya has been attacked by U.S air force . "

In a news story :

"Libya has been attacked by US Air Forces , reliable sources declared ."

5.Cohesion

According to Halliday and Hassan (1976: 4), the concept of cohesion is nonstructural; it is a semantic one and refers to the relations of meanings that exist within a text and that define it as a text. It is a semantic relation between an element in the text and some other one that is important to the interpretation of it.

1. Take two bowls of banku. Put them on the dining table.

In the above example, *them* ,in the second sentence, refers back to *two bowls of banku* in the first sentence. The interpretation of *them* depends on *two bowls of banku. Them* gives cohesion to the two sentences. Therefore, the two sentences constitute a text (Ibid.).

5.1 Types of Cohesion

Bamberg(1983:417) says that Cohesion is part of the system of a language, and like other semantic relations, it is expressed through the organizational levels of language involving three levels of coding: meaning, form and expression. In other words, cohesion is expressed partly through grammar and partly through vocabulary hence, the classification of the five types of cohesive relations into the two major categories which are grammatical cohesion (reference, substitution, ellipsis and conjunction) and lexical cohesion (repetition and collocation).

5.1.1. Grammatical Cohesion

In linguistics, grammar refers to the logical and structural rules that govern the composition of clauses, phrases, and words in any given natural language. The term refers also to the study of such rules, and this field includes morphology and syntax, often complemented by phonetics, phonology, semantics, and pragmatics (Halliday and Hassan 1976: 21)

A. Reference

There are two general types of reference: exophoric reference, which refers to information from the immediate context of the situation and endophoric reference, which refers to information that can be retrieved from within the text. Endophoric reference is the focus of cohesion theory. Endophoric reference can be divided into two types: anaphoric which points backwards to previously mentioned information in text, and cataphoric which points forward to information that will be presented later in the text (Halliday and Hassan 1976: 22)

For examples:

1. My father visited me yesterday. He brought me a nice gift. (anaphoric .(2.This is what I heard. My friend is travelling abroad. (cataphoric(

In example 1, the pronoun *He* refers back to *My father* and makes the two sentences cohere as a text. And in example 2, the pronoun *this* points forward to the information in the sentence that follows.

According to Creswell (2011:37-38)there are three main types of cohesive references: personal, demonstrative, and comparative. Personal reference like , *he, him, she, her* ,etc. and possessive determiners like *mine, yours, his, hers* ,etc. Demonstrative reference as *this, these, that, those, here, there, then* ,and *the* .

B. Substitution

To Gardiner (2009:271) substitution is a relation on the lexico-grammatical level. This is where one item is used to replace another to avoid a repetition of the replaced one. The substitute may function as a noun, a verb or a clause hence, there are three types of substitution: nominal, verbal and clausal. Examples are given below.

A .Nominal substitutes – *one, ones, same*

3. You have taken the big loaf. Can I have the small one?

4. My mother prefers green apples. But, I prefer red ones.

5. I give two shirts to Aku, how many should I give to Abena? Give same to her.

B. Verbal substitute – *do*

6. Do they know?

7. Yes, they do.

C. Clausal substitutes – *so, not*.

8. Are we going to have lunch early today – ?The matron says so.

9. You will not disappoint me this time? I hope not.

In the above examples ,*One* in (A3) above is a substitute for *loaf* in the preceding sentence ,*ones* in (A4) for *apples* in the first sentence ,*same* in (A5) for *two shirts, do* for the verb *know* in the previous sentence, and *so* and *not* are substitutes for the sentences that precede them. To sum up ,*one, ones, and same* presuppose the nouns *loaf, apples and two shirts* respectively while *do* presupposes the verb *know* .For *so* and *not* they presuppose the clauses *Are we going to have lunch early today ?*and *You will not disappoint me this time) (* Nunan,1973:38)*.*

C. Ellipsis

Halliday and Hasan (1976:98) distinguish three types of ellipsis: nominal, verbal, and clausal. These are exemplified in the following:

A .Nominal

10. Which last longer, the curved rods or the straight rods?

11. The straight are less likely to break.

B. Verbal

12. He took five oranges, and I three bananas.

C .Clausal

13. Do you have a pen?

14. Yes, I do.

D. Conjunction

Halliday and Hasan (1976: 250) *state* that main cohesive category“ conjunction ”involves the use of formal markers to relate sentences, clauses and paragraphs to each other. There are four main categories, namely, additive, through *and, also, too, furthermore, additionally* ,etc. Adversative conjunctions indicate contrast and are signaled by *yet, though, only, but, in fact, rather* ,etc. Causal conjunction expresses result, reason and purpose and is signaled by *so, then, for, because, for this reason, as a result, in this respect, etc* .The last conjunctive category is temporal and it links by signaling sequence or time. Some sample temporal conjunctive signals are *then, next, after that, next day, until then, at the same time, at this point, among*.

5.1.2. Lexical Cohesion

A.   Reiteration

Halliday and Hasan (1976: 278 - 284) , state that lexical cohesion consists of two types : reiteration and collocation . Reiteration consists of repetition , synonym , superordinate and general word :
Each day she had gone with Tom and Peter or just with Tom down into the underground and played her violin.
15 .Tom is repeated a second time, in order to make clear who is being referred to .

1. Synonymy refers to the word that is similar or nearly the same in meaning as another word (Richards and Schmidt : 2002 : 533) :

16. He hid the money under the bed.

17. He concealed the money under the bed

2. Antonymy Words can share some feature of meaning with other words , but they are opposite in some other aspects of meaning . These words are antonymous (Akmajian et al., 2010: 237).

3. Hyponymy means a relationship of inclusion. Vehicle includes car, bus and so on. Just as the meaning of vehicle depends upon what its hyponyms are. So the meaning of car depends on its being a hyponym of vehicle, ant its sharing this status with a number of other words   (Wilkins, 1972: 124-5).

4. Repetition refers to the repeating of the same word in a sentence. It always consists of reference (Renkema, 1993: 39) .

18. A conference will be held on national environmental policy. At this conference, the issue of salivation will play an important role .
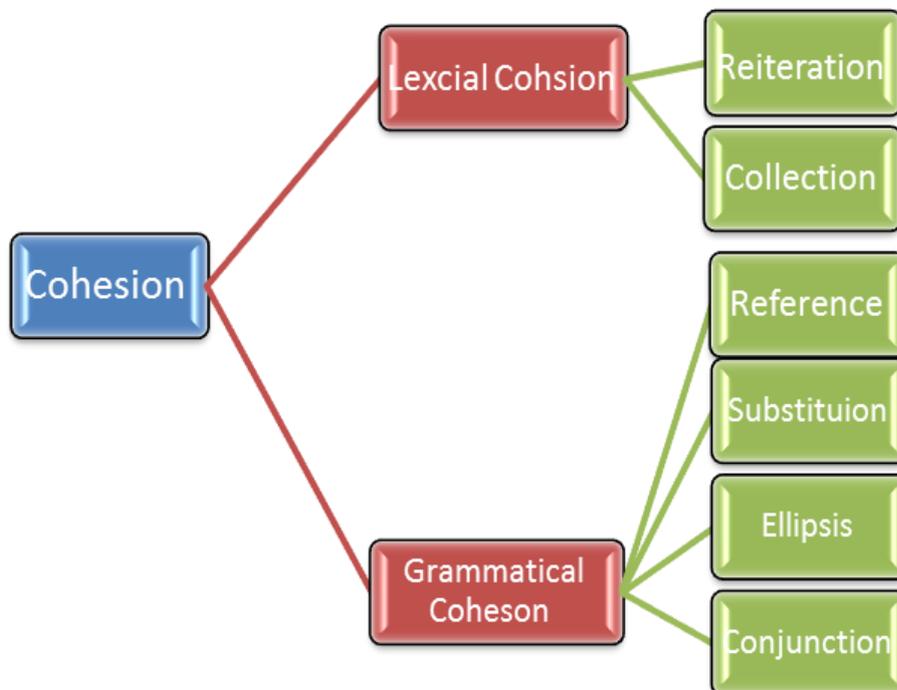
B. Collocation

Paltridge (2006 : 137) states the collocation as an association between words that have a tendency to occur such as combination of nouns and adjectives like in *real-estate agent* and the *right direction* and so forth **.**

6. Model of the Study

The model of the analysis is based on (Halliday and Hassan , 1976) that has two parts the lexical and grammatical cohesion . The following figure shows the model :

7.The Analysis of The Data

The data of the study is about five samples that talk about different political news .

7.1The First Text

Nasrin Sotoudeh: Iran lawyer who defended headscarf protesters jailed
A. The grammatical cohesion

The first text has 18 personal reference such as (she ,it ,her) . It has also 11 conjunctions . such as (and ,also) . The text has 3 Nominal substitutes like (one) **.ex: -one was held without her being present**. It has 5 demonstratives reference such as (that ,those) .ex: **she denied those charges and while in prison etc**…

B. Lexical Cohesion

The lexical analysis of this news has two types only . Repetition has 7 ones like **Nasrin Sotoudeh** . Collection has been repeated 2 times like she was charged with spreading information .

7.2 The second Text

A. Grammatical cohesion

Algeria protests against Bouteflika continue despite talks

There are personal reference 3 such as **(his,it)** .ex: dropped **his** bid for fifth term. There are 5 demonstrative reference 5 such as (this ,those) .ex: **,to end this mafia.** There are 4 Additive conjunction (and) .ex: **we want a republican and Democratic state**. There are 6 causal conjunction (for) .ex: **,a timetable for the presidents departure etc**..

C. Lexical Cohesion

This news has two types , repetition that has been used 10 time like the word **president** and collection 2 times like **Collection Algeria protests against Bouteflika .**

7.3The Third Text

A. Grammatical Cohesion

Iran's President Rouhani seeks Iraqi help to mitigate US sanctions
There are personal reference 15 such as (he,she,it) **.ex: he was then greeted by his Iraqi counterpart**. There are 4 temporal conjunction (after, then) **.ex: after meeting his Iraqi counterpart.** There are 6 additive conjunction (and) **.ex: mr rouhani said he wanted deeper political and economic ties between their states.** There are 4 adversative conjunction (only,but) ex**: Bilateral relations only began to improve etc...** There are 4 causal conjunction (for) .ex: **Iraqi paid another $6 bn to iran for natural gas .**There are 3 temporal conjunction (after) **.ex: after meeting his Iraqi counterpart** . There are 3 demonstrative references (that,then) .ex**: he noted that Iran had come to Iraqis etc…**

B. Lexical Cohesion

The lexical analysis of this news has only repetition and collocation . The repetition has been used 6 Mr. Rouhani . Collocation has been used 3 like Iranian officials see Iraq as a way to mitigate the US sanctions.

7.4 The Fourth Text

A. Grammatical Cohesion

Germany murder: Iraqi admits Wiesbaden teenager killing.

There are personal reference 21 such as (he,she,his,it) .**ex: the girl's body was found two weeks after she disappeared** . There are 7 demonstrative references (that,they) .ex: ,**admitted incourt that he had stranded etc**...There are 10 additive conjunction (and ,also) .**ex: Ali bashar is also accused etc**... There are 8 causal conjunction (for) **.ex: next week for allegedly raping girl aged 11**. There are 4 temporal conjunctions (after). **ex: The girl's body was found two weeks after she disappeared.**

B. Lexical Cohesion

 The text has only 4 repetition like **Ali Bashar** and 2 collocation like **Ali Bashar is also accused of attacking.**

7.5 The Fifth Text

A. Grammatical cohesion

Hakeem al-Araibi, refugee footballer, gets Australian citizenship.
There are personal reference six words such as (he ,his) **.ex: He was released in February.** There are 2 temporal conjunction (after) .**ex: An Australian citizen after a ceremony in Melbourne.** There are 4 additive conjunction (and) .**ex: He fled Bahrain in 2014 and was granted political asylum in Australia etc..**

B. Lexical Cohesion

The lexical analysis has 5 repetition like al-Araibi and 3 collocations like Mr al-Araibi was granted citizenship along with 200 other people on Tuesday.

8. The Results and Discussion

The analysis of the data discovers the number of the uses for both grammatical cohesion and lexical cohesion .

The following figure shows the frequencies of the grammatical devices as follows :

Grammatical Devices	Frequencies
Reference	68
Conjunction	69
Substitution	3

The figure shows that these two grammatical devices are higher than the others and the substitution is the least one . Furthermore , there are other grammatical devices are not mentioned .

The lexical cohesion has been analyzed and the following figure shows the frequencies of these devices as follows :

Grammatical Devices	Frequencies
Reiteration	32
Collocation	12

The figure shows that these two types of lexical cohesion are used more than others and the other devices have not been used .

These two types of cohesion are very clear in the way of building the text of the news . The structure of the news in media discourse is not formed in a random way rather than making other techniques of how to form the news more effective . The receivers determine this procedure of the text to different from any other text.

Conclusion

The study have arrived at a number of the points . The grammatical cohesion has three types only which appeared in the text . These three types are important for the text to be completely coherent and these types also make the text so clear not ambiguous . The use of other devices could make the text ambiguous and the message will be in vacuum . Using ellipsis can be one of these tools that destroys the meaning .

Lexical cohesion is also an important factor for making the text coherent . Using repetition and collocation is the significant way for building the message and convoying meaning . Synonymy and antonyms are not used because the give other meanings that is why these are not used in the text. Generally speaking , the news does not function such devices in building text . The cohesion is mainly based on two sides. The grammatical one and lexical one and these two parts complete each other through using specific devices not all of these . Accordingly , these ones that are used make the news more affective and more understandable .

These two factor have been functioned in the news in modern one especially for making the ideas direct to the readers , The choice of these devices is done for these reasons . As a result , the journalist take care of these issues in the field of writing news . Furthermore , the general structure of the news that has four parts . The headline , the leads , the body and the end . These parts work hand in hand with linguistic ones like the cohesion of the news . The writing takes a number of the steps that starts from choosing the words and ends with concrete aspects of the news which are the parts of the text .

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