A Corpus Based Linguistic Analysis Of Newspaper Headlines In Pakistani English

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Abstract

This article explores some of the key issues associated with the linguistic analysis of Pakistani newspaper headlines. In this study, the researchers have probed to investigate the linguistics features of headlines pertaining to IMF, Dollar, Social Media, Political Uncertainty, Flood, and Financial Crisis. Headlines on various topics have been selected such as sports, politics, national and international issues. The media is crucial in elevating commonplace happenings to the status of news. CDA is a term taken from Critical linguistics; it was originally cited in Fairclough's Language and Power (1989). People through secondary information they learn from the media (Taiwo, 2007) .In this context four English newspapers were selected for the linguistic analysis see the world. The most important part of a newspaper is its headlines since they provide a quick means of communication. The words in the headline express the article's content and the philosophies behind them. Ideology has a part in the creation of newspaper headlines in Pakistani English and Urdu media, according to a study by Yasmeen et al. (2014).

Keywords: Media, CDA, Corpus, Lexicality, Critical Linguistics, Journalism.

Introduction

Media plays an important role in transformation of common and day today incidents into the news. It is an undeniable fact that media develops people's perceptions of word around them through the news Publication of news headlines have a great significance as they serves as a fast form of communication. The phrases and expression used in the

headlines convey not only content but also underlying ideological values of the words. According to Yasmeen et Al. (2014) conducted a research and brought to light that ideology has a vital role development of news headlines in both English and Urdu papers in Pakistan. Findings of her study elucidate that besides depicting geographical features of these headlines, multiple ideologies are at word under the guise of apparently simple words

It is greatly rumored that media is expected to be biased and partial. Journalists has a typical choice of words and grammatical structures that catches attention of readers. Most of time, it authors' employment of linguistic expressions to augment importance of headlines (Grabe , Zhou and Barnett 2001). This research paper has exercised Fairclough's CDA based three-dimensional model "1995". In this study, three-dimensional idea encompasses text, discourse practice and sociocultural traditions. Critical discourse analysis is an appropriate instrument applied in linguistics to surface the underlying ideological perspectives of language used (N. Fairclough 1995). This study aims to have a critical analysis of linguistic similarities and differences used in Pakistani newspaper headlines: The National and The News International.Analysis of frequently used key words employed by both newspaper corpora was done through AntConc 3.5.8 software for quantative examination. In order to obtain qualitative analysis of concordance, a new source of terminology was applied.

This research paper is to develop in depth understanding of how tactfully journalists use typical vocabulary to convey and spread their ideologies. Findings of the research have foundational value for undertaking future studies on linguistic analysis of headlines in multiple fields. The current study signifies the importance of linguistics features employed in news headlines. This research paper on news headlines is restricted to April 20-- to November 20—for which headlines of various genres like national news, international news, fashion news, political news, war news and sports were chosen. Despite having wide range of media genres, the scope of study much attention was on analysis only few keywords like IMF, Dollar, Social Media, Political Uncertainty, Flood, Financial Crisis , Russia Ukraine war, with perspective of describing, interpreting and explanation.

The media is crucial in elevating commonplace happenings to the status of news. People through secondary information they learn from the media see the world. The most important part of a newspaper is its headlines since they provide a quick means of communication. The words

in the headline express the article's content and the philosophies behind them. Ideology has a part in the creation of newspaper headlines in Pakistani English and Urdu media, according to a study by Yasmeen et al. (2014). The results of their analysis explain that, in addition to showing the common graphological traits of these headlines, multiple ideologies are at play behind many of the seemingly straightforward terms. Speculations concerning media bias are in the news media. Rumors regarding media bias are to be expected. Journalists use words and grammatical constructions that grab readers' attention. Authors frequently use linguistics techniques to emphasize the importance of the headlines (Grabe, Zhou, & Barnett, 2001). The three-dimensional Fairclough CDA-based model from 1995 was used in this investigation. This method views discourse as a three-dimensional notion that includes social and cultural practice, discourse practice, and text. To reveal the hidden ideologies of language, linguistics frequently use the critical discourse analysis method (Norman Fairclough, 1995).

The objective of this study is to compare and contrast the linguistic elements used in The Dawn and The Express Tribune newspaper headlines in Pakistani English. AntConc 3.5.8 software is used for quantitative analysis to examine the frequency of keywords used in both newspaper corpora. Concordance and fresh sources of some particular keywords are used for qualitative analysis. This study helps language learners comprehend how journalists choose particular phrases to convey their views. Future research on the language analysis of headlines in many disciplines can build on the findings. The significance of the language employed in news headlines is emphasized by the current research. The current study's headlines are chosen from a variety of genres, including political news, military news, national and international news, fashion news, and sports news, and they span the months of August 2021 and December 2021. Although the research included a wide range of media genres, it was primarily concerned with describing, interpreting, and explaining a small number of keywords, such as Covid, Afghanistan, Facebook, tragedy, and harassment.

Literature Review.

There is a large number of research studies with multiple theoretical frameworks that intend to analyze how newspapers present events and circumstances. Taiwo (2007) carried out an investigation about the relationship between language and ideology with dynamics of power. 300 newspaper headlines of Nigeria were studied using CDA method for novel vocabulary and rhetorical devices to uncover the ideologies

concealed in them. Findings brought to light the ideological connotations and favored the perspectives of those whose interest were being served.He also observed that headlines are tooled to lengthen the discussion and impact the views of readers (Taiwo ,2007) .Duanprakhon(2012) carried of research and brought to light the facts how journalists create perceptions of things in the delicate minds of readers through the consideration of Thailand news headlines of youth crimes .It was observed with great concern that a reader's mind can develop   an ideology of criminal merely based on the wording and expression of headlines without even bothering to study complete story.

The representation of events and circumstances in newspapers is the subject of numerous studies with a range of theoretical frameworks. Taiwo (2007) looked into how language and ideology relate to power dynamics. The 300 newspaper headlines from Nigeria were examined using the CDA approach for novel vocabulary and rhetorical strategies to identify the underlying beliefs. The results showed that the headlines hide ideological undertones and represent the opinions of those whose interests are served and whose claims are refuted. Additionally, he discovers that headlines are employed to elongate discourse and influence readers' perspectives (Taiwo, 2007). By using Thailand adolescent crime news headlines, Duanprakhon (2012) investigated how journalists shape a certain image of certain things in the reader's mind. It has been found that headline phrasing alone, without reference to the full news report, can cause a reader's imagination to conjure up an ideological image of a criminal.

In this context, Ulum (2016) researched the ideology of newspapers from various cultures using critical discourse analysis. He analyzed and contrasted the perspectives on Syrian migrants entering Europe expressed in publications in Europe and Turkey. The study's findings indicate that while European newspapers' headlines were exclusively focused on the threats that refugees posed to Europe, Turkish outlets emphasized the migrants' suffering and anguish (Ulum, 2016). Reviewing earlier studies on newspaper headlines reveals that they all concentrate on those that address particular concerns. However, the focus of the present work is on a variety of linguistic traits. The focus of the current study, however, is on the many language elements—such as lexical selections, modality, and grammatical features—that are employed to make headlines catchy. The fact that it is a CDA-based study is the only similarity to earlier research. This research study also examines the ideology and power structures that underpin media discourse.

With instrument of CDA, Ulum (2016) carried out a research analysis of the ideology newspaper from various cultural backgrounds .He evaluated the contrast views on Strain migrants coming to Europe in terms Turkish and European newspapers. As reported in research analysis confirmed that Turkish newspapers highlights the troubles and issues related to migrants while European newspapers were concerned with possible threats of refugees to Europe. After review of previous research papers on news headlines, it eventuates that all researches draw attention to headlines related to particular issues. However, this study handles multiple linguistic features that are wielded for turning headlines catchy, like lexical choices, modality and their functional linguistic features. It is also similar to previous studies in one aspect that is also based on Critical Discourse Analysis. Moreover, this research investigation looks at media discourse with power dynamics and ideology embedded in them.

Theoretical Background

CDA is a term taken from Critical linguistics; it was originally cited in Fairclough's Language and Power (1989). CDA is a discourse analysis process that unveils how discourse are used daily for content, power relations and the development of new knowledge and facts Freebody,

Image 1: Methodological framework - Fairclough's CDA dimensions of analysis
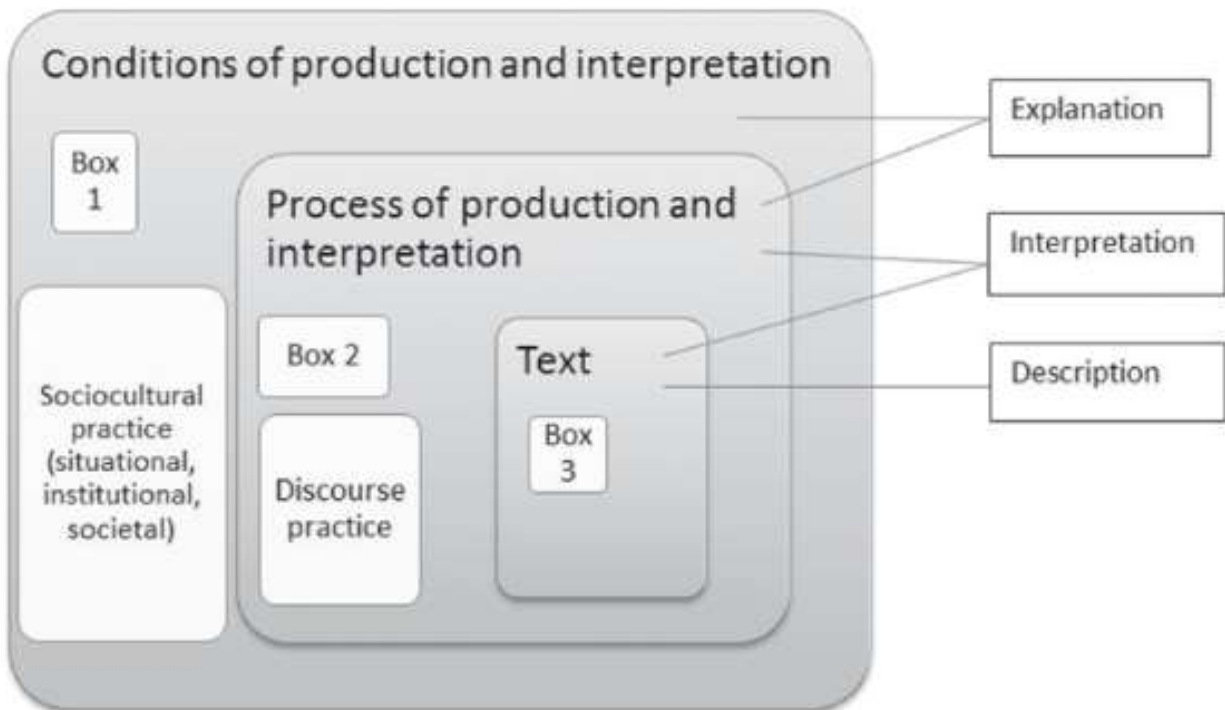
Source: Fairclough, 1995:98; Janks, 1997:330.

Luke, & Muspratt, 1997). Fairclough's technique is well balanced and suitable for the Idea that how power impacts and rules people how people yield and interpret language. It is a tool to examine discourse as social practice to understand the power of language in societies.

According to Van Dijk (1993), the goal of CDA is to critically analyze sociolinguistic elements of discourse. The focus of Critical Discourse Analysis is power relations,   hegemony, diction, jurisprudence, factors of contexts and forms of social misapplication of power (Van Dijk, 1993). Text, discourse practice, and sociocultural practice make up the Fairclough model's (1995) first three dimensions. He provided three different phases—description, interpretation, and explanation—for examining any conversation in this paradigm. According to Fairclough (1992), the description stage involves analyzing the linguistic aspects of the text, such as the vocabulary, syntax, phrasing, and transitivity that are utilized. The formal aspects of text are covered in this stage (Fairclough, 1992). Text interpretation views the text as a source for understanding, in contrast to respondents' text creation techniques, which see the text as the product of a production process. Both are incorporated into the stage of interpretation. When writing news reports, one can look at various news sources and reporting styles.

The Fairclough model (1995) has three dimensions: text, discourse practise, and sociocultural practise. He provided three distinct phases—description, interpretation, and explanation—for examining any conversation in this paradigm. According to Fairclough (1992), at the description stage, the linguistic characteristics of the text are examined, including the vocabulary, grammar, phrasing, and transitivity that are utilised. This stage focuses on the text's formal attributes (Fairclough, 1992).

In contrast to text interpretation, which sees the text as a source for understanding, respondents' text creation methods see the text as the result of a production process. The interpretation step includes both. When writing news reports, one can look at various news sources and reporting styles. "Explanation is the process of viewing a discourse as a component of processes of social conflict, inside of a matrix of relations of power" (Fairclough, 1989). By highlighting speech as a part of a social process, it aims to clarify how discourse and social structure interact (Fairclough, 1989).

Methods and Material

There are two important paradigms from beginning to the end of research that actually sets the road map of research Analysis that is qualitative and quantitative research methods. The content of two important newspapers headlines which are most read newspapers namely "The news international" and the nation. That were published from August 2022 to Jan 2023. Corpus of the news international headlines containing 23000 words and corpus of 32000 words from the headlines of "The Nation" AntCon software version 3.5.8 has appropriately utilized for analysis of corpora, and the results are demonstrated through bar graphs. In order to execute analysis Fairclough's model of three-dimensional has been chosen.

The "Keyword List" feature of Ant Conc was used in this research study to determine whether there was a numerically significant relationship between the target and reference corpora. The "Corpus of Pakistani English of Various Newspapers" is chosen as the reference corpus; it is a sizable corpus with 1,931,412 words. In order to evaluate the efficiency and role of the terms Covid, Afghanistan, Facebook, Tragedy, and harassment in the keyword list, this study employed the "Concordance" capabilities to carry out a qualitative analysis of the selected keywords. In Fairclough's (1995) three-level paradigm, interpretation is the second level. This section investigates the news sources used to create headlines, including particular, semi-specific, and general news sources, to address the process of discourse formation. In the explanation stage, hidden ideals and ideologies.

By using another perspective, this can be interpreted as the "Keyword List" feature of AntConc was used in this research study to determine whether there was a numerically significant association between the target and reference corpora. The "Corpus of Pakistani English of Various Newspapers" is chosen as the reference corpus; it is a sizable corpus with 1,931,412 words. In order to assess the efficiency and role of certain keywords, including Covid, Afghanistan, Facebook, Tragedy, and harassment in the keyword list, this study used the functions of "Concordance" to carry out a qualitative analysis. Interpretation is the second level of Fairclough's (1995) three-dimensional framework. To address the process of discourse generation, this section looks at the news sources of headlines, including specific, semi-specific, and unspecific news sources. The purpose of the explanation step is to make obscured ideologies and cultural perspectives.

Study of Data

This CDA-based study's mainstream was heavily influenced by Fairclough's Three-Dimensional model (1995), which is very helpful for interpreting the ideology of newspaper headlines. The main stream of this CDA-based study was largely based on Fairclough's Three-Dimensional model (1995), which is quite helpful for interpreting the ideology of newspaper headlines.

Analysis of the Text (Description)

This step involves analysing and interpreting the text's linguistic components. In Figures 2 and 3, normalized frequencies and keyword lists from newspapers are both displayed for quantitative analysis. In order to normalize the raw frequencies, they are multiplied by a base of 10,000 and divided by the total number of words in the corpus. In figures 2 and 3, the words are only provided that are used for additional concordance   analysis.
To complete this phase, analyze and understand the linguistic elements of the text.
Normalized frequency distributions from newspapers and keyword lists are both shown in Figures 2 and 3 for quantitative study.The raw freque ncies are multiplied by a base of 10,000 and divided by the total number of words in the corpus in order to normalize them.Only the words utiliz ed for extra concordance analysis are included in the figures demonstrated above.

The Findings and Discussion Express Tribune

This file contains 12671 keyword tokens in total, with 435 different keyword categories. There are a total of 60 terms chosen, all of which are precise words that relate to the study's goal. The results of The Express Tribune's quantitative keyword list analysis are presented (see figure 2), followed by a qualitative study that makes use of the "Concordance" capabilities.
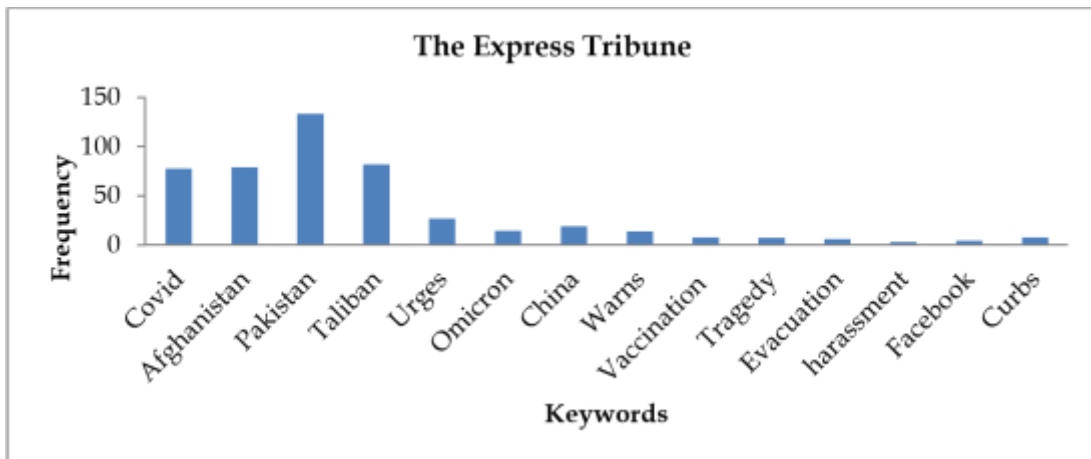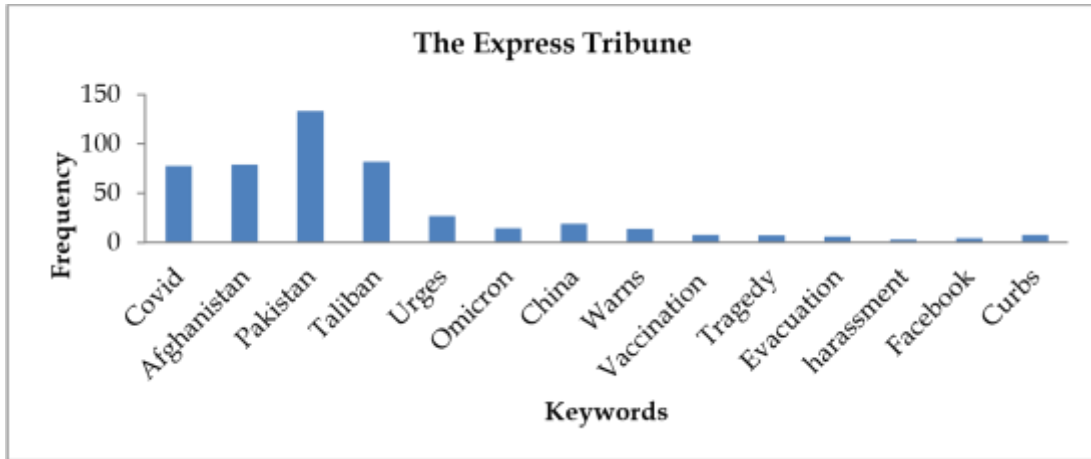
Analysis of Concordance

Only through analysing concordance can be more comprehensive information about keywords be found, allowing for more precise keyword analysis. While many keywords were chosen for this study, only a small number of them were specifically addressed for concordance.

(1) The Express Tribune and The Dawn both have more instances of the word "Covid." For conveying the divergent viewpoints of the two newspapers' coverage of the keyword "Covid," some keywords are used, including "curbs," "against," "protesters," and "vaccination." The governments of numerous nations have tightened the limits in reaction to the new Covid version, and they anticipate cooperation from the populace with reference to the government's most current regulations addressing the epidemic. However, the word "against" is frequently used in headlines about Covid, suggesting that people don't agree with

Discourse Analysis in Practice (Interpretation)

Discursive practise is concerned with how texts are produced, read, and interpreted in society. The creation, consumption, and establishment of power relations are the main topics of discursive practise analysis. In order to investigate the process of text production, news sources will be evaluated. Three approaches have been used to analyse news sources in news discourse: particular, semi-specific, and unspecific news sources. Those who supply specific details about the news source, such as their identify, position, and other details, are referred to as "specific sources." General observations are made regarding the semi-specific source. When precise information is unavailable, the unspecified source is used. Five keywords' aggregate numerical results from news sources are shown.

The discursive activity concentrates on the creation, consumption, and interpretation of texts in society. Discursive practice analysis focuses on how power relations are established and how the text is produced and consumed. This step will examine the process of text production through the analysis of news sources. Three approaches—specific, semi-specific and unspecific news sources—have been employed to analyze news sources in news discourse. Those who supply specific details about the news source, such as their identify, position, and other details, are referred to as "specific sources." The semi-specific source provides broader comments on the source. When specific information is ambiguous, the unspecific source is employed. Table 1 shows the aggregate numerical outcomes of news sources for five keywords.

It is the social responsibility of the Pakistani media authority to play a positive role in promoting social harmony and stability. By self-regulating their own media firms, Pakistan's media institutions are therefore expected to work to advance acceptance, collaboration, peace, and prosperity. This study examined the headlines from The Dawn and The Express Tribune newspapers using Norman Fairclough's three-dimensional model (1995) and the corpus analyzer AntConc to examine how linguistic features were used to represent various issues in the headlines and the media's ideology toward these issues.

Social Analysis (Explanation)

In this analysis, the occurrence of keywords like Covid, Afghanistan, Facebook, harassment, and tragedy is significant. According to the results, the Express Tribune had a higher frequency of some of these terms than The Dawn. The findings further reinforced the notion that Critical Discourse Analysis may be used to track, discover, and make

explicit the underlying ideologies of newspaper headlines that are usually hidden from the broader public. The results show that simple present tense, present participle, adjectives, modal verbs, and positive and negative lexical items are used frequently in both newspaper headlines. Moreover, results also prove that a specific source of news is employed mainly through newspapers.

The frequency with which words like Covid, Afghanistan, Facebook, harassment, and tragedy appear in this analysis is remarkable. The Express Tribune had a higher frequency of several of these phrases than The Dawn, according the findings. The results supported the idea that Critical Discourse Analysis might be used to track, identify, and make explicit the underlying ideologies of newspaper headlines that are typically obscured from the public. The findings demonstrate the frequent usage of the simple present tense, present participle, adjectives, modal verbs, and positive and negative lexical elements in both newspaper headlines. Results also show that a particular source of news is used mostly through newspapers. It Is important to note that phrases like Covid, Afghanistan, Facebook, harassment, and tragedy frequently appear in this research. The Express Tribune and The Dawn both used some of these phrases, but the Express Tribune did so more frequently.

The frequency with which words like Covid, Afghanistan, Facebook, harassment, and tragedy appear in this analysis is remarkable. The results showed that The Dawn and the Express Tribune used some of these phrases more frequently than one another. The results confirmed that Critical Discourse Analysis may be used to track, identify, and make explicit the underlying ideologies of newspaper headlines that are typically obscured from the general public. The findings reveal that both newspaper headlines regularly use the simple present tense, present participle, adjectives, modal verbs, and positive and negative lexical elements. Results also show that a particular news source is primarily used by newspapers.Words like Covid, Afghanistan, Facebook, harassment, and sorrow are frequently used in this research.

Is believed that discourse is a type of social behaviour. To ascertain what the reporter wants to communicate, it is critical to consider the institutional and societal background. The social study of keywords like Covid, Afghanistan, Facebook, harassment, and tragedy is the focus of this stage. Therefore, a step-by-step study of each term is carried out. Each issue has a different ideology because the current study includes broad headlines that span a number of themes rather than a single ideology. According to the headlines, the purpose of reporting on Covid-

19 is to increase public awareness of the epidemic and motivate people to participate in the government's inoculation programme to combat it. It is accepted that discourse is a form of social behavior. It is crucial to take into account the institutional and sociological backdrop in order to determine what the reporter wishes to communicate. This phase focuses on sociological studies of words like Covid, Afghanistan, Facebook, harassment, and tragedy. Therefore, each phrase is studied in detail step by step. Because the current study uses broad headlines that cover multiple issues as opposed to a single ideology, each issue has a different ideology. The goal of reporting on Covid-19, according to the headlines, is to raise public awareness of the epidemic and encourage people to take part in the government's immunization program to fight it. The Afghan issue has currently been handled by media ideology.

At this point, the Afghan issue has been covered by the ideology of media professionals. It is clear that the print media in Pakistan covers all facets of issues, including international reactions to the withdrawal of US forces. Pakistan remains the main topic of media attention. It focuses on the constructive actions PM Imran Khan took right away to aid Afghanistan. In order to stop terrorist activities, he also requests that other nations help Afghans and stabilise their nation. However, as recent anonymous whistleblowers have shown, social networking platforms now disregard the security and mental health of children and teenagers. They provided Congress and The Wall Street Journal with a stockpile of corporate records outlining how Facebook knew its products like girls' self-image was being harmed by social media, especially Instagram, but this was ignored by facebook

By explaining the meaning of headlines that use the word "harassment," it becomes apparent that the news media is attempting to present a negative image of society, one in which, despite our advancements in every area of life, we still uphold a traditional way of life where men are in charge. In a patriarchal society, we continue to believe that women are less capable and powerful than males. Reporters to introduce women's emancipation, with the argument that every society should work to protect and advance women's rights, use news headlines.

On a variety of subjects, the media freely expresses its viewpoints. One of the most persistent issues in modern society is the rise of violence and cruelty under the cover of Islam.By elucidating the meaning behind headlines containing the term "harassment," it becomes clear that the news media is attempting to portray a negative image of society, one in which, despite our advancements in every aspect of life, we still maintain a traditional way of life where men are in charge. We still hold to the idea

that women are less capable and powerful than men in a patriarchal society. Reporters attempt to introduce women's emancipation through the news headlines, arguing that every society should fight to ensure the safety and emancipation of women.

The media freely expresses its opinions on a range of topics. The growth of violence and barbarism in society under the guise of Islam is one of the most pervasive problems of our time. One of the things that brings humiliation to the entire Muslim nation in front of the world is the Sialkot catastrophe. The primary goal of Pakistani print media in relation to this occurrence is to raise public awareness of the fact that Islam forbids such persecution and the killing of anyone in the name of the religion. An image of a nation is developed through its print media. In the modern day, the media has the ability to undermine a nation's economy and governance and damage its reputation. Pakistani print media also serves as an awareness tool. Print media in Pakistan also plays a role in raising public awareness of local, national, and international events. It focuses on social concerns with the intention of educating the general public and so offering solutions to end these social ills.

Conclusion

This study looked at how The Dawn and The Express Tribune newspapers' headlines represented various subjects and the media's stance on those issues using linguistic elements. The findings indicated that a particular source of news is primarily used in newspaper headlines, and that this source frequently uses the simple present tense, present participle, adjectives, modal verbs, and positive and negative lexical elements. Five keywords were only examined in the data, thus more keywords should be considered to reach a more accurate and fair conclusion. Future studies will help aspiring CDA researchers in Pakistan comprehend the significance, tenets, and reach of CDA in order to examine its core capacity to bring about societal improvements by raising awareness.

The media authorities in Pakistan have a social duty to play a positive role in promoting social peace and stability. It is therefore anticipated that through self-regulating their own media firms, Pakistan's media institutions will work to advance acceptance, collaboration, peace, and prosperity. By analyzing the headlines using Norman Fairclough's three-dimensional model (1995) and the corpus analyzer AntConc, this research study focused on using linguistic features to represent various issues in the headlines and the media's ideology toward these issues in The Dawn and The Express Tribune newspapers. The frequency of words like Covid, Afghanistan, Facebook, harassment, and tragedy is relevant in this

analysis. The results showed that The Dawn and the Express Tribune used some of these phrases more frequently than one another did.

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