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Article QR



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An Investigation of Media Communication: A Thematic Analysis of Ideologies Promoted by Newspaper Headlines

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Abstract

This study investigated Pakistani English newspapers headlines to explore distinctive ideologies. It focuses on; how different perspectives can be manipulated with the language of newspapers headlines by using various discursive techniques and how they can be affected by the mindset of the target readership. Therefore, the present study aimed to explore the bottom meanings merged into the headlines. Data have been collected from 'Dawn' and 'Daily Times' newspapers dated from 1st December 2019 to 31st March 2020. To carry out this research, the researcher employed techniques of thematic analysis. A frequency of themes in both newspapers has been drawn in diagrams. The highly used discursive techniques in 'Dawn' newspaper are Actor Description, Authority, Consensus, Evidentiality, Hyperbole, Irony, National Self-Glorification, Polarization, Presupposition, Victimization, Acronym, Abbreviation, Generalization, and Preposition. On the other side, in the 'Daily Times', the highly used discursive techniques are Categorization, Consensus, Lexicalization, National Self-Glorification, Number Game, Polarization, Vagueness, Punctuation, Abbreviation, Euphemism etc. Therefore, 'Dawn' used twenty-six discursive strategies and 'Daily Times' used twenty-four discursive strategies in four months on the front-page main headlines. The findings revealed that 'Dawn' used more discursive techniques for ideological manipulation in its headlines than 'Daily Times'.

Keywords: CDA, Thematic Analysis, Headlines, Daily Times, Daily Dawn

Introduction

This study focuses on varied ideologies embedded in newspapers' headlines. It also investigates discursive strategies which are used to

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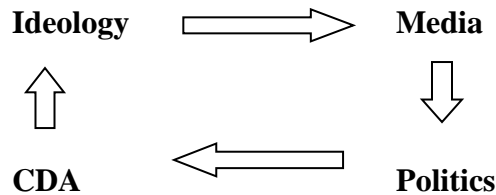
manipulate ideologies in headlines. Critical Discourse Analysis of headlines of newspapers helps to study the propagation of ideology. This study is based on headlines of the two renowned newspapers: Dawn and the Daily Times.

Critical discourse analysis of headlines explores the real meaning of propagated ideologies. The discursive analysis of two English newspapers' headlines explores distinct positions of discourse, word and phrase. Dijk (2003) has explained all the discursive approaches used to disseminate ideas.

Media has a strong connection with society, which plays a significant role to disseminate the ideologies culturally or socially with different perspectives, so that is how the whole situation can be changed. In Society, language is used to subjugate the subjects to gain vested interests. Print media desirably manipulate the minds of readers. The language of newspapers is not a simple language that a layman can understand with the first reading, but it is with hidden ideologies which they cannot understand. This study employing discursive tactics reveals the real picture, unlike the propagated ideologies which news publishers distribute in society in the shape of a newspaper.

Politics in the headlines of newspapers control the minds of readers to achieve its motives. Headlines are part of newspapers that highlights the different aspects of society. Mainly, the same topic is manipulated differently in different headlines with different propagated ideologies, which draws attention. The comparison of two Pakistani English Newspapers' (Dawn and Daily Times) headlines will light on the propagation of ideology on the same selected time of newspapers that which newspaper has used which ideology and in which percentage. The present study is limited to the ideologies such as religion, feminism, terrorism, international, national, socio-cultural, political, sports, and economics.

Ideological dissemination in headlines is a big weapon that print media uses to control the minds of readers. For this purpose, they use different discursive techniques to portray their headlines in meaningful ideologies helping their readers to gain their vested results. The following diagram represents the connection between media, ideology, politics and CDA.



Most readers are unaware of the underpinned meaning of desired ideology in newspapers' headlines. However, the main goal of this study is to focus on propagated ideologies which differently used in these two selected English newspapers' headlines. This study investigates how print media gain their desired results by manipulating newspaper headlines using various discursive forms. This research is flaunted in a way that it makes the readers able to know the covert agenda of print media's intention. It aims to: investigate the discursive strategies used in the headlines of newspapers to set certain ideologies and the representation of the same news event embedded differently in two different English newspapers headlines.

Media, Headlines and its Purposes

Newspaper headlines are a fruitful and effective source of news, the aim of newspaper headlines is to aware the public about related news about society and to give an opinion, it entertains and advertises etc. Likewise, the focus of the present research will be on the headlines of Pakistani newspapers and how they propagate desired ideas with different diverse strategies. Therefore, previous researchers discussed different themes and different elements in newspapers headlines and articles, like; Hladka (2010) conducted a study to know about the prominent tense used in newspaper headlines and which one is prominent.

Sajid (2012) discussed the representation of Islam and Muslims with conception in western newspapers decode with semiotic discourses and with flashes of ideological linguistics. He also mentioned in his work that western newspapers ideology is set with the approach as in Pakistani newspaper articles have elaborated. In consonance with Praskova (2009), this research dealt with the most often used features of grammar in newspaper headlines and how those structures of grammar change into the purposeful ideology. Therefore, in conformity with Rizwan (2006),

investigated how the different ideologies merged and represented in the newspaper articles.

Nyilasy et al. (2011) conduct their research on “Checking the Pulse of Print Media: Fifty Years of Newspaper and Magazine Advertising Research”; they explained the historical movement of newspapers; magazines during late nineteenth-century print media served as local and retail advertisement services which promote communication across time and space as it spreads newspapers importance in present time. According to Ghannam (2011) in his work Newspaper Ideology, he described the transition of sentences and the use of model auxiliary verbs; headlines are coined in active and passive voice manner; it presents that ideology of headlines can be presented in any shape.

Language Used in Headlines

In the construction of headlines, the most important tool is language. The language of headlines is compiled with different discursive techniques, vocabulary, linguistic impressions, and discourse. These strategies make it efficient in newspaper headlines. Different researchers used different language devices to support their purpose to expose the hidden ideologies led by news writers. Conboy (2007) analyzed the metaphor in his research in order to understand the language of headlines. In conformity with Richardson (2007), he researched lexical analysis to examine the newspaper headlines. Researchers analyzed many tools of language with the choice to examine news headlines.

Analytical Tools

Lexical Items

In discourse, lexical items are considered as word analysis. As stated by Richardson (2007), words explore and convey the meanings of society, its values and judgments. A word is not only carrying a literary meaning but also an implicit meaning. Every word has double connoted and denoted meanings. Richardson (2007) provided the difference between Us and Them in his work with examples like their men and our men etc.

Metaphor

It is an expression of language that refers to the similarity of something not present.

Irony

It is a tool of expressions like saying something but meaning something opposite.

As above mentioned, there are many other techniques used in headlines of media discourse to propagate the real meaning. Therefore, the verbs also show some exotic expressions, transitivity, circumstances etc. all these ingredients of vocabulary enhance the effectiveness of headlines.

CDA and Ideologies

In this research, the researcher focused on three different works of Fairclough's critical approach, Wodak's discourse-historical approach, and Dijk's socio-cognitive approach. Al-Saedi (2020) carried research focused on the representation of Iraq in two different newspapers headlines, polarization in the ISIS conflict was found to show the positive representation of Iraq and negative for enemies by using (US) and (Them) representation, research expresses underlying ideologies of headlines. The researcher used Dijk (1998, 2006) model to carry out the research.

Dijk (1996) expressed that ideologies are related to social cognitions and present attitudes. They control the mental states of a person through semantic structures like topics, description level, focus and coherence etc. Dijk (2003), on the topic "From Text Grammar to Critical Discourse Analysis", elaborates in-group Vs. out-group, Us and Them, negative other-representation and positive self-representation that describe the true picture of ideological purposes.

Larana (1994) presents in his work "New Social Movements: From Ideology to Identity" the role of media is in high lights to spread the ideologies in public, and it happens by media through news headlines and language as well. As supported by Fowler (1991) in his work "Language in the News: Discourse and Ideology in the Press", cross-cultural communications are connected by newspapers and media discourse by using the structural language of linguistic i.e., transitivity, metaphors etc.

CDA and Media Discourse

In media discourse, the role of CDA is to examine the bottom meanings of headlines and how they subjugate their purpose and manipulate the

thoughts of the readership with diverse strategies. The language of media discourse is not as easy as to understand at a glance; they use a crucial tactic by blending various ideologies with the dissemination of readers' minds. Dijk appeared with a logical framework to analyze the discourse with socio-cognitive perspectives in print media. In line with the argument: "the ideological purpose of media discourse is the accomplishment of political, social, and cultural grounds in print media".

CDA is a complex part of media discourse with different meanings of implicit and explicit in newspapers language (Dijk, 1998). As specified by Kress (1990) different ideologies change with meaningful discourse practices and discursive techniques. With this, he argues that in newspaper headlines, it is observable that the ideological language of print media would not be neutral except the biasedness. Along with Olowe (1993): "audience and reporters of print media set their levels and perceptions with the constitution of the ideological empire. The news writers blend their reporting with social life and crucial manipulation of linguistic aspects to design the ideologies to establish or fulfil the demands of the audience". (p.8)

In newspaper news and headlines, there is deliberate importance of the practice of critical discourse analysis. According to Dijk (1991), newspapers are an easy way to figure out the importance of different strategies of propagation to develop ethnic relations in society.

Methodology

The purpose of this research is to analyze, critically, the discourse of headlines of English newspapers Dawn and Daily Times to explore the different ideological themes in them.

The data consisted of the only front-page main headline of two Pakistani English newspapers, Dawn and Daily Times, from *1st December 2019 to 31st March 2020*. In this research, the data are categorized quantitatively to measure the occurrence of various emerging themes embedded in the headlines. This research is based on the combination of theme-wise analysis and the frequency of the occurrence of themes in newspapers headlines.

Analysis and Discussion

Dawn Headlines Theme

(See Appendix-I)

Figure 1

The Following Pie Chart and Graph are Representing the Percentage and Frequency

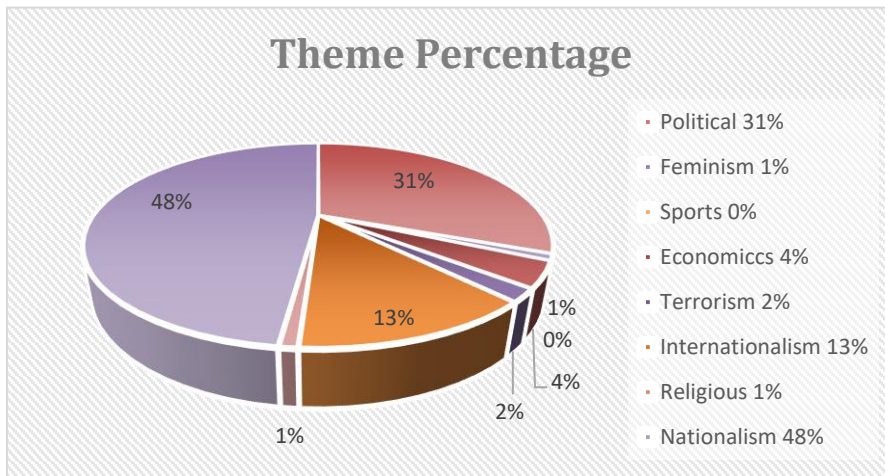
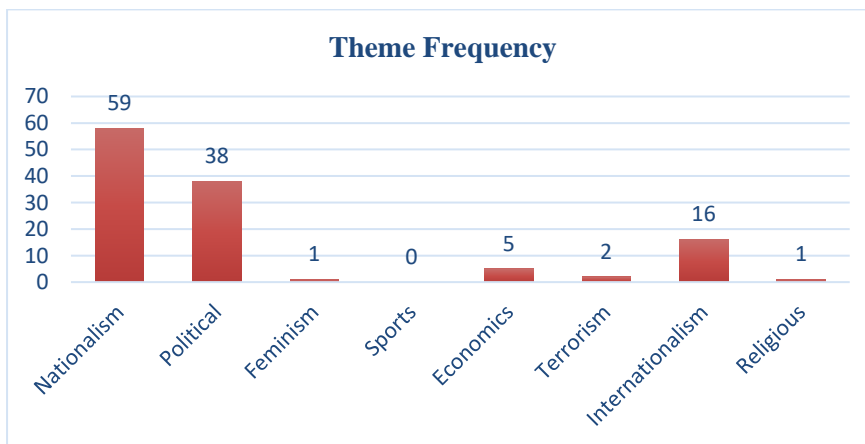


Figure 2

Themes Occurred in Dawn English Newspaper.



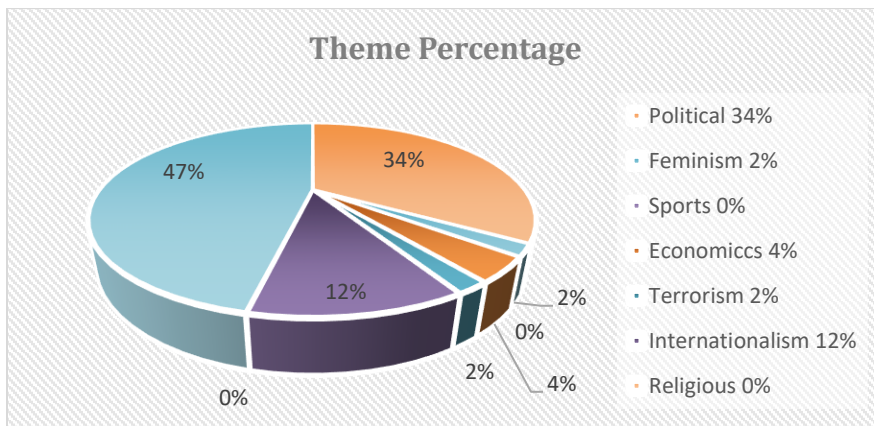
Themes of headlines are explained above with the help of figure 1 and figure 2. It illustrates the whole scenario of themes frequency and percentage in 'Dawn Newspaper'. It is identified 'Nationalism' theme frequency is 59 within the duration of 1st December 2019 to 31st March 2020. Political issues are given 38 times and Feminism percentage is only 1 percent. Likewise, this Sports issues are totally ignored and 4 percent economic matters are discussed. Headlines related terrorism is 2 percent in it. The coverage of International headlines with selected time duration is 13 percent. On the other hand, Religion has very low percentage in it. All headlines are from front page of Dawn newspaper.

Daily Times Headlines Themes

(See Appendix-II)

Figure 3

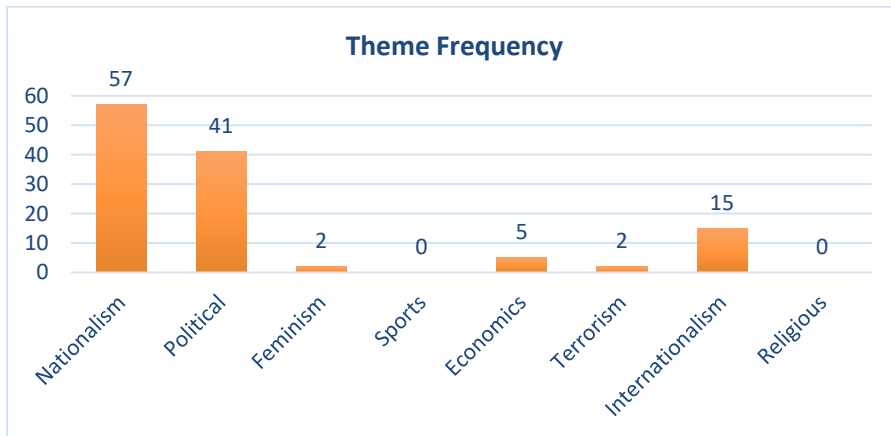
The Following Pie Chart and Graph are Representing the Percentage and Frequency of Themes Occurred in Daily Times English Newspaper.



The mentioned detail in table, pie chart and graph are related to frequency and percentage of themes. National level issues are given 57 times in Daily Times Newspaper with specific duration of time. At the 2nd level political matters are discussed. Feminism and Terrorism matters discussion is at very low point on the front page of Newspaper, and they are equally with same percentage.

Figure 4

Bar-chart of Theme Frequency



Therefore, Sports and Religious issues are totally ignored in this time duration. As the fact says that Sports and Religious issues are not the main attraction to readers, they deliberately attracted to Political, National and International issues. International theme is given with percentage of 12%.

Comparison of Themes

The representation of this table shows frequently occurred themes with percentage in ‘Daily Dawn and Daily Times English Newspapers’.

Table 1

Comparison among Themes

News Themes	December	January	February	March	Grand Total	Percentage %
Dawn	31	31	29	31	122	
National	14	15	11	19	59	47.9
Political	13	10	7	8	38	31.4
Sports						
Economics	2		1	2	5	4.13
Terrorism		1		1	2	1.65
Feminism	1				1	0.82
Internationalism	1	4	10	1	16	13.2

News Themes	December	January	February	March	Grand Total	Percentage %
Religious		1			1	0.82
Times	31	31	29	31	122	
National	9	12	14	22	57	46.7
Political	18	10	8	5	41	33.6
Sports						
Economics	1	1	2	1	5	4.09
Terrorism		1		1	2	1.63
Feminism	2				2	1.63
Internationalism	1	7	5	2	15	12.2
Religious						
Grand Total	62	62	58	62	244	

The following table shows the percentage in comparison of occurred highlighted themes in headlines of 'Daily Dawn' and 'Daily Times' newspapers.

Table 2

Monthly Distribution of Themes

News Themes	December	January	February	March	Grand total	Percentage %
National	23	27	25	41	116	
Dawn	14	15	11	19	59	47.9
Times	9	12	14	22	57	46.7
Political	31	20	15	13	79	
Dawn	13	10	7	8	38	31.4
Times	18	10	8	5	41	33.6
Sports						
Dawn						
Times						
Economics	3	1	3	3	10	
Dawn	2		1	2	5	4.13
Times	1	1	2	1	5	4.09
Terrorism		2		2	4	
Dawn		1		1	2	1.65
Times		1		1	2	1.63

News Themes	December	January	February	March	Grand total	Percentage %
Feminism	3				3	
Dawn	1				1	0.82
Times	2				2	1.63
International	2	11	15	3	31	
Dawn	1	4	10	1	16	13.2
Times	1	7	5	2	15	12.2
Religious		1			1	
Dawn		1			1	0.82
Times						
Grand total	62	62	58	62	244	

The comparative analysis of themes expressed in newspaper headlines is results with their frequency of occurrence in percentage. Four months of data of front-page headlines show the frequency of the prominent theme. In “Daily Dawn newspaper” the frequency of National themes is 47.9%. On the other hand, in “Daily Times newspaper” national theme frequency shows these results like 46.7%. Political themes percentage in “Daily Dawn newspaper” is 31.4% and in “Daily Times newspaper” its frequency of percentage is 33.6%; at the 2nd high level.

Therefore, themes of Sports in “Daily Dawn and Daily Times” newspapers are completely ignored that shows sports on the front page is not demanded by readers; they put those ideological themes attracting readership minds. Economical themes in “Daily Dawn newspaper” are in 4.13% and in “Daily Times newspaper” these themes are 4.09%, it is also not in high percentage. The coverage of terrorism themes in “Daily Dawn newspaper” is 1.65%. Terrorism themes percentage in “Daily Times newspaper” is 1.63%. Themes related to feminism are in “Daily Dawn newspaper” 0.82% and in “Daily Times newspaper” are 1.63%.

International themes in “Daily Dawn newspaper” headlines are in 13.2% and in “Daily Times newspaper” the percentage is 12.2%. The coverage of Religious themes in “Daily Dawn newspaper” headlines is 0.82%, and in Daily Times newspaper headlines, there is zero frequency of religious themes.

Discussion

Quantitative results of ideological themes frequency in “Daily Dawn and Daily Times” newspapers have been shown with pie charts, graphs and different types of tables. Themes, frequency tables and their comparative tables show the whole percentage of frequently occurring themes in the English newspapers. Headlines of a newspaper are a strong part that attracts the attention of readers’ minds. As Dijk (1988) said, “headlines are the main source of semantic in discourse, an over-view of coherence and are a prominent part that could be remembered by everyone without reading the whole newspaper”. The above quantitative analysis of themes in newspapers throws the light on most related news to readers at that time. It is clear that a piece of writing does not show only the matter, but it also relates the news to a specific time, that society has the prominent issues which revolve with newspaper headlines back to readers.

The comparative analysis of the newspapers headlines with percentages has been described as consistent with different themes. In ‘Dawn’ newspaper the percentage of coming headlines under the theme of nationalism is 47.9% and in ‘Daily Times’ newspaper it is about 46.7 per cent. In ‘Dawn’ under the political theme the percentage is 31,4 per cent, but in ‘Daily Times’ it is 33.6 per cent mentioned. In both newspapers, the theme of sports has no percentage as the headlines are carried out without this theme. Under the theme of economics in ‘Dawn’ the percentage is 4.13 per cent and in ‘Daily Times’ it is about 4.09 per cent. The theme of terrorism carried in ‘Dawn’ with 1.65 percentage and in ‘Daily Times’ with 1.63 per cent. Headlines in feminism theme in ‘Dawn’ are 0.82 per cent and in ‘Daily Times’ 1.63 percentage. The theme of internationalism in ‘Dawn’ is 13.2 per cent and in ‘Daily Times’ it is about 12.2 per cent. The religious headlines in ‘Dawn’ are 0.82 per cent and, in ‘Daily Times’ there is no related headlines mentioned. It is the total frequency of headlines in both newspapers with different themes.

The conclusion has been drawn from this chapter of thematic categorization in which the chart highlighted the ratio of used themes in ‘Dawn’ and ‘Daily Times’ newspapers. The analysis highlights that the ‘Dawn’ newspaper is amenable in expressing ideologies than its compeer ‘Daily Times’ newspaper. In the ‘Dawn’ newspaper, the high ideological

themes are economics, national terrorism, international relations, and religion. On the other hand in 'Daily Times,' the high ideological themes are politics and feminism. Therefore the similar thing in both newspapers is the 'Theme of Sports' is not mentioned.

The present research defines that it does not matter if the ideologies stand with the elite class group but, each ideology group is different from point to point with propagation and construction in every English newspaper.

CDA prominent the ideologies used in headlines with the help of different discursive techniques. The research of Widdowson (2000) declares the reality of CDA, "it uncovers the hidden ideologies decorated in texts. The employed implicit strategies in the text show the power of language, identities and ideologies set with the disseminated way of language. The comparative analysis of themes in both newspapers has drawn the result that 'Dawn' newspaper has more manipulated themes than its compeer 'Daily Times' newspaper. According to (Barrett et al., 2013; Dijk, 2006) explained "discourse forms and produces ideologies by using discursive techniques and, these ideologies can be determined by exploring documents and speech of individuals."

The analysis concludes with the verification of different print media groups are different from the different English newspapers. The different ideological groups act differently in the back of every English newspaper. The manipulated ideologies through headlines in each newspaper cannot be assumed as the same ideologies. The analytical table 4.4 of both newspapers 'Dawn' and 'Daily Times' has shown the results of low percentile ratio of ideological themes of Sports, Religious, Feminism, Terrorism and Economics and the high percentage of both English newspapers ideological themes of Politics, National and International. The results of the comparative table define the importance of Political, National and International themes in propagation are high in percentage with the interaction of target readership. On the other hand, the low percentage of propagated themes of Sports, Religious, Terrorism, Feminism and Economics illustrates that these are not important to target readership in English newspapers.

Conclusion

Present research concludes the whole scenario of discursive strategies in newspapers' headlines for ideological manipulation in this chapter. The research summarizes in portray same ideological theme is defined differently by using different discursive techniques for encoding headlines. The headlines of both newspapers are analyzed separately by dividing them into related themes with the description of used ideologies. Moreover, these ideologies explore the purpose of categorizing someone or something 'in group' and 'out group' along with Us and Them in the language. The technique of Us and Them shows the positivity and negativity about someone or something. The importance of different discursive techniques helps to form different ideologies for encoding and decoding the text. That is how newspapers headlines propagate different ideologies with discursive strategies used in their language, which controls the mind of the target readership. The manipulated ideologies set by discursive forms in newspapers' headlines shape or reshape the readers' thoughts to fulfil the desired aims.

The same events can also be disseminated differently for different desired purposes by discursive techniques.

Headlines:

H.D22: PM warns Dehli of any misstep against Pakistan (22nd December 2019)

H.T22: Imran warns of befitting response to any false-flag operation by India (22nd December 2019).

Table 3

Comparative Analysis

Dawn	Daily Times
Authority	Actor description
Categorization	Authority
Lexicalization	Victimization
National self-glorification	Punctuation
Acronym	Euphemism
Preposition	Preposition

The above headlines are taken from two different English Newspapers on the same event. The discursive devices used in these headlines portrayed the same event with different desired ideologies. Same event headlines reflect the two different ideologies set with the help of different discursive tools. The use of tense is different in both newspapers of the same event headlines, the one is explained in active-voice tense, and the other is in passive voice tense. The strategy of Us and Them also help to manipulate the desired ideology by positive Us representation and negative Other representation.

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Appendix-I

Theme Wise Headlines Frequency

Headlines of Dawn English newspaper are encoded in above table.

National	Political	Sports	Economics	International	Religious	Feminism	Terrorism
H-D3	H-D1		H-D4	H-D15	H-D41	H-D23	H-D42
H-D5	H-D2		H-D6	H-D44			H-D94
H-D7	H-D8		H-D72	H-D48			
H-D9	H-D10		H-D100	H-D49			
H-D11	H-D 13		H-101	H-D53			
H-D12	H-D16			H-D66			
H-D14	H-D19			H-D71			
H-D17	H-D22			H-D77			
H-D18	H-D25			H-D79			
H-D20	H-D27			H-D80			
H-D21	H-D28			H-D81			
H-D24	H-D29			H-D84			
H-D26	H-D31			H-D85			
H-D30	H-D32			H-D87			
H-D33	H-D43			H-D90			
H-D34	H-D47			H-D92			
H-D35	H-D51						
H-D36	H-D54						
H-D37	H-D56						
H-D38	H-D57						
H-D39	H-D58						
H-D40	H-D59						
H-D45	H-D60						
H-D46	H-D67						
H-D50	H-D68						
H-D52	H-D69						
H-D55	H-D73						
H-D61	H-D76						
H-D62	H-D78						
H-D63	H-D82						
H-D64	H-D95						
H-D65	H-D104						
H-D70	H-D109						
H-D74	H-D112						
H-D75	H-D117						
H-D83	H-D118						
H-D86	H-D121						
H-D88	H-D122						

National	Political	Sports	Economics	International	Religious	Feminism	Terrorism
H-D89							
H-D91							
H-D93							
H-D96							
H-D97							
H-D98							
H-D99							
H-D102							
H-D103							
H-D105							
H-D106							
H-D107							
H-D108							
H-D110							
H-D111							
H-D113							
H-D114							
H-D115							
H-D116							
H-D119							
H-D120							

Appendix-II

Daily Times Headline Themes

Headlines of Daily Times English newspaper are encoded in above table.

National	Political	Sports	Economics	International	Religious	Feminism	Terrorism
H-T3	H-T1		H-T7	H-T23		H-T8	H-T42
H-T12	H-T2		H-T51	H-T36		H-T25	H-T93
H-T13	H-T4		H-T72	H-T43			
H-T14	H-T5		H-T74	H-T48			
H-T15	H-T6		H-T112	H-T49			
H-T19	H-T9			H-T53			
H-T20	H-T10			H-T55			
H-T21	H-T11			H-T56			
H-T24	H-T16			H-T76			
H-T33	H-T17			H-T77			
H-T35	H-T18			H-T82			
H-T37	H-T22			H-T87			
H-T38	H-T26			H-T88			
H-T39	H-T27			H-T98			
H-T40	H-T28			H-T103			

National	Political	Sports	Economics	International	Religious	Feminism	Terrorism
H-T45	H-T29						
H-T46	H-T30						
H-T47	H-T31						
H-T60	H-T32						
H-T61	H-T34						
H-T62	H-T41						
H-T63	H-T44						
H-T66	H-T50						
H-T70	H-T52						
H-T71	H-T54						
H-T75	H-T57						
H-T79	H-T58						
H-T80	H-T59						
H-T81	H-T64						
H-T83	H-T65						
H-T84	H-T67						
H-T85	H-T68						
H-T86	H-T69						
H-T89	H-T73						
H-T91	H-T78						
H-T92	H-T90						
H-T95	H-T94						
H-T97	H-T96						
H-T99	H-T105						
H-T100	H-T116						
H-T101	H-T122						
H-T102							
H-T104							
H-T106							
H-T107							
H-T108							
H-T109							
H-T110							
H-T111							
H-T113							
H-T114							
H-T115							
H-T117							
H-T118							
H-T119							
H-T120							
H-T121							

