

Textual Analysis of Print Media Text Discourse

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Abstract

Text analysis consists of linguistic analysis, which involves in terms of grammar, vocabulary and cohesion. *Textual analysis* is a process for researchers to gather information about how other human beings make sense of the world. Textual analysis comes from the work of researchers, theorists known as the French structuralists in the 1960s particularly the work of Roland Barthes (1915-1980). Media discourse is an interaction platform where the discourse is introduced to a listener; viewer or non-present reader either in spoken or written form. Written or spoken discourse is oriented to the readership or listing/viewing audience respectively (O Keeffe, 2011). CDA describes the relationship between the language text, its meaning and the society focusing on the use of text types to show the particular meanings and relate the events. But in this analysis we will analyze the text types and linguistic formal structure in the newspapers language. Editorials especially focus on the issues of national politics, political leaders, policy makers and the decision taken by leading politicians. This paper will analyze the newspapers "The Nation" of May and September. In this paper, we will analyze (i) *the* text types used in media discourse (open and close text) and (ii) the linguistic formal structure of media discourse. In the linguistic formal structure we will analyze 'Modality', 'Lexicalization', 'Direct and indirect discourse', 'sentence links', 'pronouns', and 'idioms'. The Fairclough analytical framework will be followed to analyze the text of newspapers. According to Fairclough's framework of "communicative events" which can be categorized into three elements: text, discourse practice and sociocultural practice (Fairclough, 1995: 57). The sampled editorials May and September of "The Nation" will be analyzed to explore the answers of the above two research questions.

Keywords: Textual Analysis, Media discourse, linguistic formal structure.

1. INTRODUCTION

In this paper we have analyzed what is textual analysis, types of texts, why study text types, where it comes from and what is media discourse? Here we want to show some text types and tools to analyze text.

1.1 What is text?

When we speak, write, and make an interpretation of that spoken or written words_ a book, film, Magazine, house and so on, we treat as a text. We can say that text is something which has meanings and we can draw some meanings from it. It is known as text.

1.2 What is textual analysis?

Textual analysis is a process for researchers to gather information how other human beings make sense of the world. Human beings take text to understand the meanings of the world. We can say that it is a methodology, a data gathering way for researchers to understand the different cultures and how members of various cultures and subcultures make sense of who they are and how they get fit into the world in which they are living. Textual analysis is not only useful in cultural studies but also it is mostly used in media studies, mass communication and some extant in sociology and philosophy. When we make textual analysis on any text (TV, films, house, furniture, and so on), then we make first make interpretation of that text. For example, we take word (text) magazines in order to get a sense how different people of different cultures make sense of the world around them. Everyone make sense of the text according to their own culture, such as we can understand our own culture better because we can start and understand to see the limitations and advantages of our own sense making practices.

1.3 Where does textual analysis come from?

Textual analysis comes from the work of researchers, theorists known as the French structuralists in the 1960s particularly the work of Roland Barthes (1915-1980). Textual analysis is decoding process by reading the signs within the text. Textual analysis is one of the primary tools for media research to understand how meaning is

drawn from media texts. According to McKee (2003:1): Textual analysis is a method

“to gather information about how other human beings make sense of the world. It is methodology, a data gathering process for those researchers who want to understand the ways in which members of the various cultures and subcultures make sense of who they are and how they fit into the world in which they live.”

Textual analysis is also the perfect starting point for some body writing a news story, analyzing public relations campaign or developing a television series and an effective way of assessing, comparing and understanding media texts. Textual analysis is a tool kit for examining the media, and it is also applicable to every simple and complex form such as advertisements and narratives respectively. It is also a tool kit for media practitioners who want to convey a certain message or try to convince audiences to think in a certain way (Bainbridge, J).

1.4 What is Print Media Discourse?

Media discourse is an interaction platform where the discourse is introduced to a listener, viewer or non-present readers either in spoken or written form. Written or spoken discourse is oriented to the readership or listing/viewing audience respectively (O Keeffe, 2011). Media discourse, in another words, is also a public, manufactured or on recorded form of interaction. Media discourse is not an Ad hoc; it is neither private nor off the record. Media discourse is manufactured, but now the question is how it is manufactured? One important element is critical stance to media discourse that is called critical discourse analysis (CDA). There is so many media discourses like newspapers, TV programs, radio channels, online availability of newspapers and so on. But here we will talk about print media discourse like newspapers.

We will analyze the text types in print media discourse with the help of newspaper editorials.

1.5 Types of Text

There are two types of text: Primary and secondary texts, which are discussed below:-

- (i) **Primary text:** It consists of original information that begin with object of the study. It depends on the research questions. As a researcher, you will first look at your research problem/question than we will study primary text. For example, you are investigating into the causes of the growth of an organization. You will first check the financial statements, watch videos, make a visit to see internal environment. It would be your primary text (basic material) for the research purpose.
- (ii) **Secondary text:** These are the texts that make an analytical and descriptive study of those primary texts. Secondary text helps us to clarify our analysis of primary texts. It can be reference books, academic literature or interviews. For example, for this this linguistic study, we have needed research articles and newspapers which were our secondary text.

The primary and secondary text also further divided into two forms.

- (i) **Open text:** open text is such kind of text ,which has many possible meanings. Open text's meanings can be multiple depending on the situation like age, race, gender, politics, place and experience.
- (ii) **Close text:** close text has some specific or particular meanings and permit little space to generate variety of interpretations. There is a rule, the more complex text, the more open will be, if the simpler the text, the more the close it will be.

1.6 Which text is close and which is open?

There are three methods to identify whether it is close or open text. These are the followings:-

- (i) **Anchorage:** Tying down an image text or written text to a certain meanings. The use of connotations or captions is made in anchorage.
- (ii) **Metaphor:** it is a comparison by implicitly or explicitly between signs by which the qualities can be transferred to another.
- (iii) **Metonymy:** The third is related to the part or element of the something is used to stand for the whole. For example, a color or symbol represent the whole product or organization like the use of red or white color for coca cola.

2. RESEARCH METHODOLOGY

2.1 Qualitative versus quantitative

Qualitative research is primary exploratory research to gain an underlying reasons and opinions. In qualitative method, problem insights are identified. It provides help to develop ideas and hypothesis for potential quantitative research. Qualitative research is also used to uncover trends in thoughts and opinions, and give deeper insights to the problem. On the other hand quantitative research is used to measure the problem in

numeric, by generating quantitative data or data that can be transformed into useable statistics or numeric. It is also used to quantify the people's attitude, opinions, and behaviors to generalize results from larger sample population. To formalize facts and figures in research quantitative research is used. Qualitative data is less structured than quantitative.

2.2 Adopted method

According to this type of research, we will use qualitative research method. Fairclough's discourse framework will be used to analyze the data. The Fairclough framework consists of three elements, which brings together text analysis, process analysis (text production and consumption) and the social analysis of discourse events (Fairclough, 1992).

2.3 Research questions

- (i) Are text types used frequently in media discourse?
- (ii) Is linguistic formal structure used in media discourse?

2.4 Analytical framework

2.4.1 Fairclough's framework of discourse analysis

Here we will discuss the details of specific analytical framework utilized by defining how the key concepts of text types and linguistic formal structure used by media discourse are used in this paper.

Critical Discourse analysis (CDA) is a disciplinary approach to the study of discourse, which views language as a form of social practice (Fairclough, 1989: 20). CDA describes the relationship between the language text, its meaning and the society focusing on the use of text types to show the particular meanings and relate the events. According to Fairclough's framework of "communicative events" which can be categorized into three elements: text, discourse practice and sociocultural practice (Fairclough, 1995: 57) and this framework has been shown in Figure 1.

Figure 1 Three dimensional framework of Fairclough

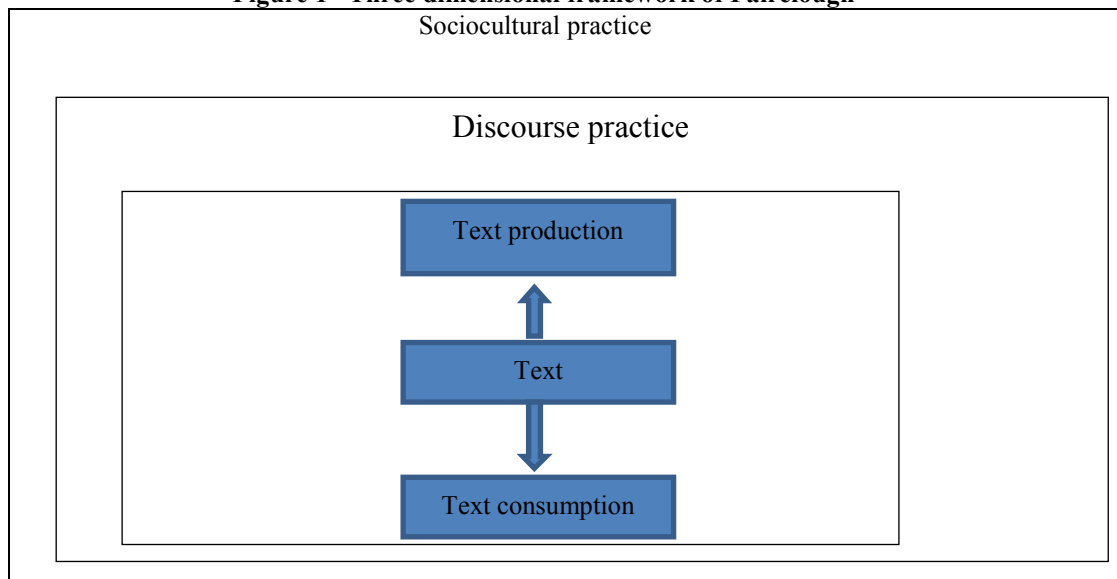


Figure 1. Framework of CDA for a communicative event

However, in this research paper we will focus only on two elements (text, and discourse practices) of Fairclough framework. First element of Fairclough's framework is text that involves linguistic analysis. Linguistic analysis contains vocabulary, grammar, and semantics, the sound system and cohesion sentence level. This discourse practice is also called "intertextual analysis" (Fairclough, 1995b: 61). According to Fairclough (1995b), "Intertextual analysis focuses on the borderline between text and discourse practice in the analytical framework. Intertextual analysis is looking at text from the perspective of discourse practice, looking at the traces of the discourse practices in the text (p.16)".

2.4.4 Analytical Tools

There are two types of tools: content analysis and discourse analysis. In content analysis written text is applied in terms of their individual components while the discourse analysis is the contribution of content analysis to wider social and cultural ideas. Content and discourse analysis mostly used to analyze written text not for image text.

2.4.5 Content analysis

Content analysis is a textual analysis; it focuses on the percentage of words in the media discourse. Content analysis also involves in the estimation of how often a word, phrase or name repeated in the media. It describes the presence and absence of words or categories within text. For example you are studying the editorial of “RAW in Baluchistan” you could count and list how many times the word “RAW”, “Baluchistan” and “leaders” appeared in news reports. Furthermore, you could count these words how many times appeared in print media after the release of this editorial.

2.4.6 Discourse analysis

Discourse analysis is a particular form of textual analysis, which focuses on the aspects of the word as the unequal distribution of power, discrimination in the society. Discourse analysis therefore focuses on the ways in which texts provide certain ways of representing the world. Furthermore, discourse analysis is detailed individual textual analysis to demonstrate how the production of discourse affects the meaning of text.

2.4.7 Data collection

In order to answer the questions, a qualitative method of analysis will be mixed with a broadly quantitative approach in data collection. This research paper is purely the analysis of media text. So newspapers are chosen as the data of our research. Newspapers will be obtained from public libraries. .

Table 1 Sampling design for data collection

Sr. No	Newspaper	Total number of dates	Observed editorials
1	The Nation , May 2015 Pakistani English newspaper	8	8
2	The Nation, September 2015 Pakistani English newspaper	2	4

In this research, we will follow above mentioned sampling plan for data collection. Eight issues of Daily The Nation will be selected for the month of May, 2015 whereas two issues will be selected for the month of September 2015. Total 12 editorial are included in this analysis.

3. Data analysis

The newspaper editorials have a special role and importance in the print media. Editorials represent the public opinion in the newspapers. Each newspaper constructs its distinct ideology and identity which effect the reader’s perceptions of individuals. Readers therefore build their own identity on the basis of language type (text type) used by newspapers. We have selected one Pakistani newspaper, The Nation of two months May and September 2015. Further we have selected four Sundays and four Wednesdays of the month may and first Sunday and last Wednesday from the month of September,2015. The detail of data is given in Table 2.

Table 2: Text types used in media discourse

S.No	Newspaper	Title	Text	Text types
1	May 03,2015 The Nation	Father in law’s will	“There is no political leader which has made education for-all part of their mandate.”	Open text
2	May 03,2015 The Nation	Beginning of afghan dialogue	“Beginning of Afghan dialogue”	Open text
3	May 06,2015 The Nation	Solar Sharif	“Solar Sharif”	Open text
4	May 10,2015 The Nation	Water stories	“This means that the issue of better sanitation is a matter of will rather than scarcity of resources.”	Open text
5	May 13,2015 The Nation	The Execution	“Saulat Mirza was hanged in Mach Jail, Baluchistan, bringing his 17 years long stay at death row to an end”.	Open text
6	May 17,2015 The Nation	Animal rights	“There is no reason that we wait till all humans are treated in a human fashion before we are kind to animals.”	Open text
7	May 20,2015 The Nation	A sorry state of affairs	“Astronomical salaries, impressive perks, a sprawling business plans with no revenue growth”.	Open text
8	May27,2015 The Nation	The dysfunctional LNG deal	“The government has been saying that the imported LNG would be used as an alternative to furnace oil power generation, which would result in savings of +1 billion annually.”	Close text
9	September 06,2015 The Nation	A game of numbers	“Building and zoning regulation are weak and often not enforced.”	Close text
10	September 06, 2015 The Nation	RAW in Baluchistan	“Losing community like Parsis is definitively a huge blow to a tolerant Pakistan.”	Open text
11	September 23, 2015 The Nation	Cost of terror	“Taliban attacks have been costing Pakistan’s economy as much as \$5 billion a year in lost investment. This debt keeps open the option of another IMF program.”	Close text
12	September 23, 2015 The Nation	Cost of terror	“Pakistani products have lost their market share to their competitors”.	Open text

In the above table, it is analyzed that open text is more frequently used than close text. Open text provide more option to create debate. Readers get different meanings about one word, for example, the word

“solar shariF”. It has different meanings, someone take it taunt, someone relate it to Sharif government and others will get it in many other forms. The debate depend upon the knowledge of the readers, if the readers is knowledgeable about the issue than the debate will move to the positive side and if it is opposite than the debate will turn to negative perceptions, like Saulat Mirza’s case.

3.1 The linguistic structure of media discourse

In this heading, we will analyse the linguistic structure used in newspaper editorials. we will describe ‘Modality’, ‘Lexicalization’, ‘Direct and indirect discourse’, ‘sentence links’, ‘pronouns’, and ‘idioms’ one by one in detail.

3.1.1 Modality

Modal verbs have a wide range of meanings depending whether the context is spoken or written. The meanings of modal in terms of the study related to logical possibilities, the expression of permission, desirability, predictions, obligations and expression of certainty.

“Maulna Sufi Muhammad’s latest statements coming in the form of a ‘will’ declaring the TTP to be anti-Islam must be taken with a pinch of salt. instead of giving them another chance to re- group (may 03, 2015, The Nation).

In this text the modal verbs ‘Must’ is used and further according to our sampled data, we analyzed the modal verbs which are given below in table with their meanings and use.

Table 3 selected words and their meaning

S.No.	Words	Meanings	Usage
1	Must	Strong obligation	One must also be reminded that Sufi Muhammad.....
2	Should	Desirability	It should never be forgotten.....
3	Would/would be	Conditional sentences	It would be appropriate at this stage.....
4	Can/can be	Possibility,	Educational needs can be looked as one criterion.....
5	May/may be	Possibility,request, permission	This need to change, and may be it has; the Baltimore.....
6	Shall	Intentions	Not found in the sampled data
7	Will	Future time	The honorable court in this case will further strengthen the.....
8	Might	Likelihood	So even when they launch a project that might be for the public good.....
9	Could	Speculations suggestions	Not found in the sampled data

3.2 Lexicalization

Different editors use different lexical items according to their choice and context. Apart from this, the editors use the words as per their choice, meaning, context, social needs and policy of that their newspapers. As the editorials represent the opinion of general public they also use common words and sentences which can be understand easily.

Table 4 Analysis of words

Lexical items	References
Research conference	May 06, 2015, The Nation, Beginning of afghan dialogue
Cradle of civilization	May 10, 2015, The Nation, cradle of civilization
Conditional	May 10, 2015, The Nation, humanitarian ceasefire
Cogent evidence	May 13, 2015, The Nation, The Execution
Troubled waters	Same as above
Convicts	Same as above
Amma is back	May 24,2015, The Nation, looking beyond the corrupt
Utopian ideal	Same as above
Lazy	Same as above
Commissionerate system	May 27, 2015, The Nation, The policing problem
Tolerant Pakistan	September 06, 2015, The Nation, a game of numbers
Helpless	September 06, 2015, The Dawn, MQM deadlock
Unwise and disastrous	September 06, 2015, The Dawn, fifty years on

We have found these lexical words from our sampled data. The editors use these words to highlight hidden meanings or focus on something e.g. ‘commissionerate system referring to public system’.

3.3. Metaphors

'Tolerant Pakistan' is a metaphor used by the newspaper 'The Nation.' The editors have assumed Pakistan as a living substance and expect tolerance from it. The Nation also used utopian, assuming as we are living in an ideal world.

3.4 Direct and indirect speech

Editors use direct and indirect speech to quote and to describe the saying of other persons. They make the direct speech into indirect when they describe the other sayings. We will analyze the speech of editors from our sampled data as e.g.

"The Punjab chief minister said that once completed, the QASP will be the biggest solar power projects in the world".

3.5 Sentence links

English language tends to use a large numbers of conjunctions and sentence links. The most frequently used conjunctions in the sampled editorials like 'and', 'but', 'then', 'or', 'whereas', 'while', 'which', 'who', 'whose', 'whom', 'that', 'so', and 'why'. These words are mostly used as editor's personal opinion, which connects the quotations together. E.g: fifty years on, both India and Pakistan appear to be in denial.

3.6 Pronouns

From the extracts of sampled data, we analyzed the use of pronouns. The following pronouns are frequently used in the sampled data: we, us, our, they, them, he, I, their, it.

e.g.

"Hydropower project would be best and long lasting, and we have beenbut such projects are forthcoming".

3.7. Idioms

In this analysis, editors use idiomatic language to give the complete sense of meanings, show the hidden meanings and for cultural influence. The idioms, we have noticed in the data are: part and parcel put the nail in the coffin, troubled waters, white knight, utopian, grave error, stern stance and tit for tat.

e.g

"Political utility of Saulat Mirza as a pressure building tool against the MQM and its chief Altaf Hussain_who was already in troubled waters."

In this text editor use the idiom "troubled water" for the restlessness of Altaf Hussain and the anxiety in his party.

4. Conclusion

The objective of this paper was to examine how newspaper editorials frequently use different text types and have particular linguistic formal structure. In this analysis open text is frequently used in editorials. Open text have many possible meanings and is more debatable, it is seen that newspapers and its editorial language mostly based on open text which provide a debatable platform for readers and editors. There is a little use of close text, which has some specific meanings. This linguistic formal structure is examined on the textual and structural level, the particular structure of that text used in media discourse. The editors use this type of particular structure and media discourse to highlight a specific event, elaborate the hidden meanings, to criticize strongly, reveal the ideology behind the text. The linguistic formal structure of media discourse is observed as the use of idiomatic language, figurative language and typical lexical items.

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