



RESEARCH PAPER

Same Event, Different Representation: A CDA of Post-Titles of Print Media Discourses

¹Dr. Naushaba Haq* ²Faheem Aslam ³Numan Saeed

1. Assistant Professor Department of English, The Islamia University Bahawalpur, Punjab, Pakistan
2. Lecturer, Department of in English, Govt. Graduate College Kot Sultan, Layyah, Punjab, Pakistan
3. MPhil Scholar, Department of English, The Islamia University Bahawalpur, Punjab, Pakistan

***Corresponding Author** naushabahaq@gmail.com

ABSTRACT

It is observed that representation is most often far from reality. What is perceived as reality is a recapitulation of reality. Media discourses represent events and people following their own ideological stance. The present study attempts to critically decode the headlines of Pakistani and Western newspapers about the representation of by election results held on 17 July 2022. The data for the present research has been collected from the headlines of 16 English and Urdu newspapers. The bifurcation of the newspaper is that 06 Pakistani English newspapers, 08 Pakistani newspapers and 02 European English newspapers were included in the sample. Only the headlines related to the results of that particular by elections were used as data source. The present research implies Van Dijk's (2006) research model for media discourse analysis. The prominent analytical categories of the mentioned include number game, actor description, metaphor, comparison, lexicalization, inclusion and exclusion. The study highlights that the concept of same event with different representation is a prominent feature of post-titles. They are coined very tactfully either to show solidarity with the group or to highlight the concept of distance from a particular group. The ideological use of language assigns positive or negative identity to the people who belong to in-group or out-group. The study finds that every media group is controlled by ideological group and hence publishes its discourses accordingly.

Keywords: CDA, Ideology, Post-Titles, Print Media, Representation

Introduction

It is a phenomenon in the modern era that people turn to different sources of information like print media to keep themselves updated and try to build a relationship with the whole globe. Print media is considered one of the best modes of connectivity. It plays a vital role in our lives. It plays a significant role and constructs our ideologies. We live in the world of information which relies on print media discourses. People can easily become aware of all issues such as national, international, social and political and events like war. Ideologies are propagated and important issues are negotiated through print media discourse (s). This genre consists of sub parts such as post titles, editorials, articles, advertisements, semiotic discourses etc. Headlines are prominent genre of the newspapers. They disseminate hidden ideologies to the target readership in minimum words.

Headlines contain the crux of the whole scenario. They capture the attentions of target audience and impel them to stay there. Post-titles perform three functions. Firstly, they illustrate the whole story in the fewest words (explain the whole summary) secondly, they create eagerness and develop interest (cajole the target readership) and thirdly, they repeatedly provide an early pointer in its content and form. Dijk (1998) argues that post titles perform the function of wider circulation and narrating event (s). He focuses that the readers having their own beliefs and ideas generally "adopt these subjective media definitions of what is important information about an event" (p.248)

Significance of Headlines

Headlines are considered an essential part of the newspapers because they carry plethora of information. They carry desired ideologies to the target readership and take a prominent place in the dailies. Moreover, they become helpful to increase the economy because they are meant according to the ideologies of target readerships. It has also been observed that same event has been represented differently to keeping in view the target audience. Post titles explain the whole scenario in a fewest words. In other words, post titles are said to be the abstract of the dailies because they carry complete scenario within fewest words. Abastado (1980, p.149) argues that “headlines encapsulate not only the content but the orientation.”

Literature Review

Hassan and Saeed (2022) critically analyzed the post titles published in Pakistani English (Dawn) and Urdu (Jang) newspapers to lay bare how political ideologies are disseminated through print media discourses. The researchers employed Fairclough’s (2003) model of Critical Discourse Analysis (CDA). The levels of analysis include representation, lexicalization, backgrounding, foregrounding and use of metaphor. The study finds that English and Urdu newspapers are polarized and post titles are designed according to the needs of the target readership. The present research correlates with the mentioned research as it also attempts to analyze the headlines of national and international newspapers to find out how same event is represented differently.

Karim et al. (2021) conducted a research to lay bare the embedded ideologies which appeared in Pakistani English newspapers post titles. The data for the present study came from Dawn and Daily Times (from 1st December 2019 to 31st March 2020). The data was analyzed by applying Van Dijk’s (2006) research model which comprises analytical categories such as; Actor Description, Authority, Consensus, Evidentiality, Hyperbole, Irony, National Self-Glorification, Polarization, Presupposition, Victimization, Acronym, Abbreviation, Generalization, and Preposition levels. The parallelism between the mentioned and preset research is that it also explores that headlines are coined to propagate desired ideologies to the audience in a persuasive manner.

Arshad and Khan’s (2021) work explored the embedded themes related to federal budget for FY 2021-2022. The data was collected from Pakistani English and Urdu newspapers. The researchers employed Fairclough’s (2003) model of Critical Discourse Analysis (CDA). The headlines were analyzed at representation, lexicalization, backgrounding, foregrounding and use of metaphor levels. The study finds that English and Urdu newspapers are polarized and post titles are designed to disseminate a desired version of reality to the target readership through the selected data.

Hassan’s (2018) work critically analyzed the news bulletin headlines to explore that how post titles were coined to propagate desired ideologies to the target audience. The researcher collected data from news bulletin headlines. The researcher applied Fairclough’s (2006) model of Critical Discourse Analysis (CDA). Data has been analyzed by using theoretical framework of Fairclough (2006) including; Linguistic Analysis, Analysis of Discursive Practices and Socio Cultural Phenomenon. The present research also co-relates with the mentioned one as it analyses headlines of English and Urdu newspapers.

Montejo and Adriano (2018) explored the post-titles which appeared in print media discourses. The researchers gathered data from online news portals. They employed a theoretical framework of Fairclough (1995) Critical Discourse Analysis (CDA). The study revealed that post titles were coined according to the needs of the target audience. Similarly, the present research attempts to critically decode the headlines of English and Urdu newspapers related to same event.

Theoretical Framework

Fairclough, (1989) opines: Critical language study analyses the social interactions in a way which focuses upon their linguistic elements and which sets out to show up their generally hidden determinants in the system of social relationships, as well as hidden effects they may have upon that system. To understand the link between language, ideology and power Fairclough emphasizes the relationship between text and Language, genre and order of discourse, society and culture: "A range of properties of texts is regarded as potential ideological including features of vocabulary and metaphors, grammar, prepositions and Implicature, politeness, conventions, speech exchange, systems, generic structures and style (1995, p.2)".

Dijk (2006) argues that print media discourses are best sites to disseminate the desired version of reality to the target audience. However, he also believes that discourses related to political issues carry plethora of hidden meanings and linguistic spins are used in order to illustrate an event and what is desired by the ideological controlling groups. Moreover, he critically examines a significant feature related to political discourses that is they carry two types of power i.e. power within discourses and power behind discourses.

CDA of Media Discourse

CDA is applied in different domains for a detailed analysis of both texts i.e. written and spoken. Media discourse is analyzed in relation to different social aspects like political, geographical and historical context. He proposes an effective and result oriented socio-cognitive framework to analyse discourses of print media. According to him, "media discourse represents the assumptions of ideological group of media depending on their cultural, political and social background" (Dijk, 1998). However, it is important to know that media discourse cannot be interpreted easily; even simple texts (headlines) carry different implicit and explicit ideologies.

Categories of Ideological Discourse Analysis

Dijk's (2006) model consists of the following analytical categories:

- Actor description (meaning): Based on the ideologies, actors are described in a positive/negative way.
- Authority: Mentioning authorities in remarks to support one's claims.
- Categorization: When people are assigned in people to different groups.
- Consensus: Agreement and solidarity among members of a group or society.
- Hyperbole: When a statement or any event is exaggerated.

Material and Methods

The present research critically analyzes the post-titles which were collected from English and Urdu newspapers (18th July 2022) to lay bare how same event described in different ways by applying an amended model of Dijk (2006). The present study adheres to the notion that whatever is written or said about the world is actually articulated from a particular ideological perspective (Fowler, 1991). CDA makes itself a compulsory choice for the analysis of newspaper language, particularly headlines. It is the choice of the linguistic items that makes evident the underlying ideologies of newspapers, which otherwise may not always be surfaced.

Results and Discussion

The aim of present research is to unpack the packed linguistic text (Headlines of the newspapers) and how same event has been represented in different dailies (Urdu and English). Language is a complex phenomenon and there is no certain theory or model to lay

bare all aspects of language. Hence, this paper tries to explain the different ideologies which have been represented through post titles by applying Dijk (2006) model.

The present research focuses the following news sources:

• Pakistani Newspapers	16
• European Newspapers	02
• Urdu Newspapers	08
• English Newspapers	06

In the present study the headlines have been categorized as plain headlines, metaphor headlines.

Plain Headlines

Post titles which carry simple statements and ideologies are said to be the plain headlines. These headlines also embody certain ideologies.

PTI 15, Noon League 4, aik azaad umeedwaar kamyaab. (Daily Khabrain)



Punjab zimni election, Imran Fateh (Jang)



Use of Figurative Language

Metaphor

The term metaphor is a figure of speech where no comparative technique is used to express relation with others rather it is a process of direct naming towards someone. Headlines carry multiple interpretations.

Urdu Newspapers

Balla chal gaya, Shair ko hairaan kun Shikast (Nawa E Waqt)



Punjab ka Takhat dobara Tahreek E Insaf ko mil gaya (Dunya News)



Takht E Punjab Tahreek E Insaf ke naam (Ausaaf)



English Newspapers

PTI trounces PML-N in Punjab by-polls (Pakistan Observer)



PTI trounces PMLN in bellwether province (The News national)



PTI stuns PML-N with thumping win (Dawn)



Khan sweeps Punjab, rattles Islamabad (The Nation)



Kaptaan's stunning inswinger (The Express Tribune)



Analysis of Post-titles

Plain Headline

Headline

Bally ne maidaan maar lia (Daily Pakistan)



The headline under analysis illustrates that how ideologies are transformed to the target readership. The mentioned headline deals with the historical event related to politics in which PTI has won the general election. PML (N) is considered one of the most leading and influential political party of Pakistan. However, PTI is also rapidly growing as the leading political party as well. The victory of PTI has been explained with the help of simple headline. The words *Bally* and *maidaan* connote that Imran Khan remained the remarkable place in the history of Pakistani cricket team. He has defeated the opposition political party as he did in the past time. The mentioned headline represents PTI positively.

Headline

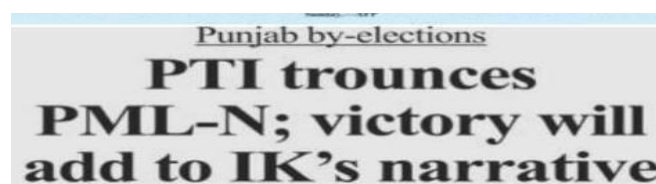
Zimni Intakhabaat Noon league ko up set, PTI ne maidaan maar lia. (Nai Baat)



The mentioned post title which appeared in Urdu newspaper represents that such type of simple statement (s) is designed according to the needs of common masses. Urdu dailies are widely circulated to the middle class as compare to the elite class. Here, the statement critically explores that it was an unexpected result for PML (N). They seem unhappy and suffering from hallucination. Whereas, Pakistan Tahreek E Insaaf (henceforth PTI) has won the election and they have tasted the nectar of victory. The representation of PML (N) pessimistically and PTI positively because the term *defeated* implies that winners are enjoying their success. PML (N) on the other hand suffering from state of absurd and it also indicates that they are in chaotic position. They are constantly trying to overcome negative reinforcement but in vein.

Headline

PTI trounces PML-N; victory will add to IK's narrative (Business Recorder)



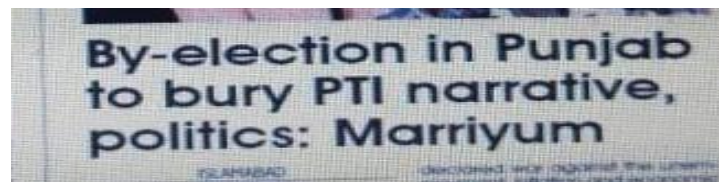
Dijk (2003) argues that media discourses are one of the best sites for ideological investments. They pave the way for the understanding of general masses. People start

believing what is made available to them through media discourses. In this way media discourses mirror a social reality for a particular time. Similarly, the headline under analysis illustrates that PTI has fully defeated PML (N) in by elections held in Punjab. The use of the verb “trounces” is ideological in nature. It implies ideological victory of PTI in the by elections. It is believed that politics is a game of narratology and the one whose narratives are accepted by the people most often wins people’s consent in the form of their vote. It has been done through the mentioned elections in Punjab. The narrative of Mr. Khan in the form of naya Pakistan seems winning. People have been persuaded through this slogan and they have shown their consent to Mr. Khan’s narrative in the form their vote. The expression “will add to……” implies that Mr. Khan’s ideology is popular among the masses and this victory in by election will further help him in making his ideology, common sense and accepted among the people. It is a prominent feature of media discourses that everything is said against something unsaid. The unsaid of the headline under analysis is that even in Punjab, the people have challenged the ideology of PML (N) and they have shown their inclination towards Imran Khan’s ideology. In this way, it can be said that politics is a game of persuasion and one who is capable of winning people’s consent can win their vote as well. This is what has happened and has been illustrated through the headline.

Metaphor Headline

Headline

“By-election in Punjab to bury PTI narrative, politics: Marriyum (Pakistan Today)”



Dijk argues that the use of metaphor in media discourse (s) highlights the ideological stance of a person towards another. It illustrates the relationship between or among the persons. Similarly, the heading under analysis illustrates Maryam’s perception about PML (N) in Punjab. According to her, these elections will prove a last nail of PTI’s coffin. She has used the metaphor of death to put an end of PTI’s politics in Punjab. It also implies that narratives are of vital importance in making a political party popular among the masses. It implies that the narrative of PML (N) is so popular among the masses that people will bury PTI’s ideological stance in politics. The use of colon implies that the narrative of PML(N) (Maryam) is optimistic in putting an end to the narrative of PTI’s not only in Punjab rather in other provinces of Pakistan as well. Here, we see the technique of positive self representation has been used in the coinage of this headline.

Headline

“Bally ke hu gai bally bally! Takhat E Lahore shair se cheen lia (Express news)”



Fairclough argues that place states as a metaphor. Lahore is considered the centre of the Punjab and it also contains the history of Indo-Pak continent. The political leaders of PML (N) belong to Lahore. Similarly, the text under analysis illustrates that how

history repeats itself. Lahore was considered *The Kingdom of PML (N)* but Imran Khan (Chairman of PTI) has changed the history. He defeated PML (N) twice as it also happened in the past. Imran Khan (Chairman of PTI) has snatched the kingdom from PML (N). Imran Khan has been represented with a bat which implies that he has served his services as a captain of Pakistani cricket team. This statement has been divided into two parts. The first part of the sentence implies that PTI has tasted the nectar of victory. The word *Ballay, Ballay* is repeatedly used and the sing of exclamation implies that it is a marvelous achievement for PTI government. The remaining part of the sentence illustrates that PTI's government won this victory forcefully or attained with great difficulty. The word *snatched* connotes that PML (N) never want to lose his control over Lahore but they were unable to maintain their position.

Headline

PTI looks poised to route PML-N in Punjab by-elections (The News London Edition)

PTI looks poised to rout PML-N in Punjab by-elections

Imran Khan's party leads on 16 seats; Sharifs' PML-N trails behind with three seats and an independent looks set to bag one seat;

Dijk (2003) argues that by using the persuasive media discourses people belonging to in-group and out-group are represented likewise. Language is used as an insidious weapon to position the people because of their affiliation to in-group or out-group. Similarly, the headline mentioned above is ideologically loaded and represents PTI and PML (N) accordingly. The use of lexical items such as (poised and rout) implies that the winner has been represented positively and vice versa. The use of verb "poised" implies that PTI has been well focused and calculated in its attempts to persuade the people through its discourses either in the form of change or naya Pakistan. This concept propagated by PTI has worked well and their win in the by election connotes their ideological win. The use of expression "rout" implies that PML (N) is in disintegrated form and as a result, the people of Punjab this party have rejected their ideology, now is in scattered form. The results of by election illustrate that PTI is gaining popularity day by day. The number of seats gained by this political party is a clear prove that people are ideologically incline towards the stance if this political party. It has been observed that media discourses are one of the important sites to invest ideology about them and us. Different ideological moves have been used through the discourse of selected headlines to catch the mindset of the target readership. It is observed that headline discourses are catchy and persuasive because mostly people buy newspaper by looking at the headlines. Therefore, headlines are coined very tactfully to sell the underlying ideology comprehensively to the readers.

Conclusion

It is obvious from the analysis of different kinds of headlines which appeared in the selected dailies (Urdu and English) that a war of words is going on between PTI and PML (N) for positive (self) and negative (other) representation. Another prominent feature of the headlines under analysis is that different ideological moves have been used to support one's stance positively. This includes the use of metaphor of game, metaphor of battle and politics as a field of attaining kingship at any cost. Human attributes have been given to bat and lion. These two metaphors stand for the respective political ideologies of PTI and PML (N). The analysis of the data collected for the present study reveals that out of the sixteen (16) headlines in Urdu and English newspapers. Fourteen post titles describe PTI positively and only two headlines represent PML (N)'s political ideology positively. It contends that post titles are coined very tactfully and the wasted interest's of controlling ideological group is plaid up. The research highlights that print media discourses are especially discourses of post titles are one of the site for ideological investment.

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