

# Discourse Analysis of TV News Headlines

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## **Abstract:**

Discourse analysis is used as a method for studying news headlines in question. The model adopted is an eclectic one. The approaches of Olowe (1993), Van Dijk (2000), Van Dijk (2013) on text analysis were utilized to examine the data. The analysis involves three levels of analysis: Grammatical, linguistic and ideological. The study aims to explore whether the linguistic features of TV headlines among different news channels vary according to the channel orientation or not. Further, it seeks to highlight the grammatical structure of news headlines and examine the various TV headlines' differences with their respective ideologies. In addition, the study sheds light on discourse markers used in news headlines. It is hypothesized that though the channels under focus have different orientations, they use the same structures and techniques in their headlines. Moreover, due to this difference, it is hypothesized that there is a difference in the ideologies. Data analysis clearly shows that most headlines carry the same linguistic and grammatical features with little focus. Diversity in orientation has its obvious effect in some channels. A small number of discourse markers is used in news headlines. due to news styles. The researchers have come up with findings that validate the set hypotheses.

**Keywords:** Discourse, Discourse Analysis, TV news, Headlines

## تحليل خطابي لعناوين الاخبار التلفزيونية

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### الخلاصة

تتحرى الدراسة الحالية خصائص عناوين الاخبار للقنوات التلفزيونية. حيث تم الاعتماد على تحليل الخطاب كطريقة لدراسة عناوين الاخبار من خلال اعتماد نموذج انتقائي يشمل نموذج كل من Olowe (١٩٩٣) و Van Dijk (٢٠٠٠) و Van Dijk (٢٠١٣). ضم التحليل ثلاث مستويات وهي: المستوى النحوي والمستوى اللغوي والمستوى العقائدي. تهدف الدراسة الى بيان مدى تأثير عناوين الاخبار على المستويات الثلاثة المذكورة انفا باختلاف القنوات الفضائية. وتفترض الدراسة انه رغم اختلاف توجهات القنوات الفضائية المختارة فهي تستخدم تراكيب نحوية ولغوية مشابهة لبعضها البعض. الا ان اختلاف التوجهات ظهر في التحليل على المستوى العقائدي حيث تم نقل بعض الافكار والمعلومات المغلوطة سواء بشكل مباشر او غير مباشر في عناوين الاخبار لبعض القنوات. كما تسلط الدراسة الضوء على مدى استخدام واسمات الخطاب، حيث ظهرت نسبة قليلة جدا منها. وقد توصلت الباحثة الى استنتاجات تثبت فرضيات الدراسة.

الكلمات المفتاحية: الخطاب، تحليل الخطاب، عناوين الاخبار، الاخبار التلفزيونية

### 1.1 Introduction

Today, news media is one of the most powerful forces for creating and/or modifying attitudes and public opinions of national and international events. Thus, it represents an interesting study field for language researchers. The discourse of news media encapsulates two key components (1) the news story or spoken or written text; and (2) the process involved in producing the text. As the earlier encodes values and ideologies that impact and reflect the larger world, most media research has been the primary focus to date. The latter, which includes the community news practitioners' norms and routines, has been on the research agenda for the past several years, but to date, no significant work has been completed (Schiffrin et al., 2003: 416).

In general, the study of media discourse falls into three main approaches: discourse analytic, sociolinguistic, and nonlinguistic. However, the methods used by language researchers are often managed in a cross-disciplinary manner. So, they tend to cluster in one of several areas irrespective of the approach or field: *critical narrative/*

*pragmatic, comparative/ intercultural, media/communication studies, practice-based or ethnographic, and cognitive or conceptual methods.* (ibid: 41(8

Hence, in specific as a type of news media, headlines have received increasing research attention from a variety of disciplines including pragmatics, sociolinguistics, journalism, and experimental psychology. Van Dijk (1991) has worked on the roles of news reports in ethnic relation, McGregor (2003) has worked on the parts of news reports on dominant forces of society, and Kress (1990) has described the adoption of particular ideological discursive structure in the ideological system (Develootte & Rechneiwski: 2001, cited in Mahmood et al., 2011: 120).

### 1.2 Hypotheses

It is hypothesized that though the sample channels have different orientations, they use the same structures and techniques in their headlines. Also, due to this difference, it is hypothesized that there is a difference in the ideologies. Consequently, the headlines will have sometimes hidden meanings to be conveyed indirectly to their readers.

### 1.3 Aims of the Study

The current study aims at

- 1- Exploring whether the linguistic features of TV headlines among different news channels vary according to the channel orientation or not.
- 2- Highlighting the grammatical structure of news headlines.
- 3- Examining the differences of the various TV headlines with their respective ideologies.

### 1.4 Significance of the Study -٤

The findings may have a great value as an exploratory study on TV news headlines' grammatical, linguistic and ideological characteristics. Thus, it may be useful for EFL students and teachers to enhance their reading and/or teaching abilities.

### 1.5 Limitations of the Study

Within this study, a discourse analysis approach analyses TV news headlines of various channels from diverse communities. Yet, the task is limited to specific English-

speaking ones. Consequently, the data collected may have represented the contents of a broader range of TV news headlines.

### 1.6 The Model

The model adopted in this study is an eclectic one. It employs grammatical and critical discourse analysis methods to analyze the collected headlines and to have a broad view of meanings lying under each headline. The approaches of Olowe (1993), Van Dijk (2000), Van Dijk (2013) on text analysis were utilized to examine the data. So, the analysis involves three levels of analysis: Grammatical, linguistic and ideological.

### 1.7 Data Collection & Procedure

Data to be analyzed in this paper are a collection of the headlines of six news English speaking channels. These channels are BBC (British Channel), CCTV (Chinese Channel), CNN (American Channel), Aljazeera International (Arabic (Qatari) Channel), 24 France (French Channel) and Press TV (Persian Channel). It is clear that the sample channels have different orientations, so there might be a biased view of the news they broadcast, and consequently, the structure and lexical choices might be varied. The news headlines recording lasted three days (6<sup>th</sup>, 7<sup>th</sup> and 8<sup>th</sup> of May/2015). Our data include (101) major headlines and (254) subheadlines. Their distributions are as follows:

Channel	Major Headlines	Subheadlines
BBC	11	62
Aljazeera Int'l	28	76
CCTV	12	27
Press TV	20	30
CNN	16	26
24 France	14	33
Total	101	254

(Table 1: Distribution of Major Headlines and Subheadlines)

The procedure followed in data analysis for each channel is as follows: the analysis of major headlines and subheadlines analysis. The latter gained the focused analysis because they represent the target material. The analysis is divided into three levels: grammatical, linguistic and ideological (critical) levels. Then, discourse markers used in the data are analyzed.

## 2.1 Discourse Analysis

Discourse is concerned with studying the relationship between language and the contexts in which it is used. Originally, discourse analysis is applied by Zellig Harris, in the 1950s, to an attempt to analyze units larger than words and sentences in the way that they had been analyzed (Matthews, 2007:107). Harris was interested in distributing linguistic elements in extended texts and the links between the text and its social situation.

British discourse analysis was greatly influenced by Halliday's functional approach to language, in which the emphasis is on the social functions of language and the thematic and informational structure of speech and writing. Meanwhile, American discourse analysis has been dominated by work within the ethnomethodological tradition, which emphasizes the research method of close observation of groups of people communicating in a natural setting (e.g., Gumperz and Hymes 1972) (McCarthy, 1991: 5-6).

However, the standard treatment of discourse analysis covers a wide range of topics, including cohesion and coherence, anaphora, information structuring (topic/comment, given / new, focus), turn-taking, boundary/ peak marking, grounding, topic or participant tracking, discourse markers, and segmentation (paragraph or episode marking), on the one hand, and inference, implicature, presupposition, maxims of conversation, relevance, the Cooperative Principle, politeness, and speech acts, on the other hand. Schiffrin et al. (2003: 138,139) state that such topics can also be found in pragmatics; therefore, pragmatics encompass discourse analysis or the reverse. It has been suggested that discourse analysis is more text-centred, more static, more interested in the product (in the well-formedness of texts), while pragmatics is more user-centred, more dynamic, more interested in the process of text production. They add that discourse analysis is frequently equated with conversational analysis and pragmatics with speech act theory (ibid).

In general, what is written on discourse analysis is partial and controversial.

Brown and Yule (1983: cited in Tehrani and Yeganeh, 1999: 60) observe that "*the term of discourse analysis has come to be used with a wide range of meanings which cover a*

wide range of activities. It is used to describe activities at the intersection of disciplines as diverse as sociolinguistics, psycho-linguistics, philosophic-linguistics and computational linguistics". That's why they suggest key assumptions about language which is central to current discourse analysis context and communication; these assumptions are as follow:

١. language always occurs in a context.
٢. Language is context-sensitive.
٣. Language is always communicative.
٤. Language is designed for communication.

## 2.2 Discourse Markers

Crystal (2003: 141) defines discourse markers as *sequentially dependent elements which demarcate units of speech*. Traditionally, discourse markers are considered to be of intermediate word class and uncertain meaning. They are termed "mystery particles" by Longacre (1976), who observed that they have a function that relates a unit larger than the sentence, i.e. to the paragraph and discourses (Schiffrin et al., 2003: 141). Thus, they are a set of linguistic items that function in cognitive, expressive, social and textual domains; this set of linguistic items comprised of members of words classes as varied as conjunctions (e.g. and, but, or), interjections (oh), adverbs (now, then), and lexicalizes phrases (you know, I mean) (ibid: 57).

Halliday (1985, cited in McCarthy, 1991: 47) offers a scheme for the classification of conjunctive relations and includes phrasal types and single-word everyday items, which represent major discourse markers types. His classification is based upon three category headings, and they are elaboration, extension and enhancement. The following table shows the roles played by discourse markers:

(www1.,2014)

Role	Example
Numbering & ordering points	First, second, firstly, secondly, first of all, then, next, afterwards, finally, last, lastly, etc.
Adding something	and, also, too, moreover, furthermore, in addition,

	additionally, besides, what's more
Linking similar things together	similarly, likewise, etc.
Introducing contrasting information	however, in fact, on the other hand, in contrast, nevertheless, yet, anyway, though, etc.
Giving causes and results	therefore, so, then, hence, thus, consequently, as a result, in that case, etc.
Generalizing	in general, generally, on the whole, by and large, etc.
Giving examples	for example, for instance, such as say, etc.
Restating	in other words, that is, i.e., in a sense, etc.
Preparing for bad news	I'm afraid, I'm sorry, sorry, unfortunately, regrettably, etc.
Introducing strong points of view	frankly, honestly, quite frankly, etc.
Finishing and concluding	finally, to sum up, to conclude, in conclusion, in summary, to summarize, etc.

(Table 2: Roles of DM)

### 2.3 Headlines: Definition & General Features

Headlines are the main items of news. They enjoy the privileged position for first reading on TV or radio and written on the top of the marticle in newspapers and magazines. Bell (1991: 149) mentions that the headlines' main function is to summarize a whole story into a few phrases, clauses or sentences in a way that attracts their receiver(s) whose orientation and perspectives must be taken into consideration. Moreover, certain presuppositions in the headlines are expected to be understood, and any person who is not familiar with the field of cultural references will not be able to decode the message in them. Headlines are supposed to present the truth; unfortunately, sometimes, they might be misleading, inaccurate, or ambiguous. (Burr, 1995. In MacRitichie and Seedat, 2008: 339)

Although headlines are almost of short length, they must give the reader idea of what the story is about. Due to the necessity for reducing the size, headlines tend to adopt some lexical and structural strategies to achieve that, such as the omission of

articles and verbs, blocking together a series of nouns used as adjectives, and using vocabulary instead of another. This writing style is called block language (Mardh, 1980, in Mahmood et al., 2011: 122).

Van Dijk (1988: 86) points out that headlines pragmatically function as communicative acts and seek to build a rational structure. Therefore, their interpretation depends highly on the context and the decoding processes involved rather than on the language itself.

Headlines serve three important functions. First, they summarise the main news to the reader; hence, readers do not have to read the whole story to capture the point. Second, they attract attention. Headlines distract people's attention by various font sizes and vocabulary used. Third, they often provide an initial indicator of content and the style of the newspaper's news values. This is important for how the newspaper appeals to its audience.

### 2.3.1 Lexical Features of Headlines

This feature of news headlines involves four parts: abbreviation, shortening, using compound words, and using informal and small words.

Abbreviation: a shortened form of a word or phrase which is used to represent the complete form. There are different kinds of abbreviation; for organizations, countries, parties, professions, careers, and familiar things. Examples: *UNESCO, NASA, UK, Lab.* (Labour party), *PM* (Prime minister), *GMT, TOEFL*, etc.

Shortening: using a shortened form of words to cut down the length of the headlines, as in: *Int'l* (international), *Govt* (Government), *V-day* (Victory day), *Hi-tech* (high technology), etc.

The use of compound words: compound words are formed by joining together two or more words to make a complicated structure simpler and save space. For example, *Labour losses* (the losses of Labour party), *UK vote results* (the results of UK vote)

Informal and small words: informal and small words are likely to be used in headlines for they have more meanings than big words and can be used in many cases, as in *deal* (negotiation, transaction, bargain, agreement), *aim* (purpose, design, object intension), *aid* (help), *blast* (explosion), *envoy* (diplomat), *clash* (dispute, violent argument), *ban* (prohibition), *cut* (reduction).

(Develotte and Rechniewski , 2001) , (www.2: 2014)

### 2.3.2 Structural Features of Headlines

Some structural features can be observed in any English headline. These features are:  
Omission: It includes the deletion of articles (e.g. [a] *civilian killed*), omission of conjunction (e.g. *US [and] Iranian Nuclear Deal*), pronoun and verb (auxiliary or main) (e.g. *Iran will not budge pressure, [it will be/is] ready to stand against aggression*)  
(*Conservatives [win] Majority in Parliament*)

Using noun to replace adjective or verb: nouns are the most used words in headlines that they are sometimes used instead of adjectives or verbs. (e.g. *Greece Debt [financial] crisis*) .

(Lee, 2012:330-331), (Siposova, 2011: 30)

## 3.1 Data Analysis

TV news headlines consist of two parts: major headlines and subheadlines<sup>1</sup>. The former almost consists of no more than four words. They describe the news story in a very broad way because more details are given in their subheadlines. That's why the analysis will pay a great deal of attention to the latter one. The study of the major headlines will focus on their structure, and the analysis of the subheadlines will be done at three levels: the grammatical level, the linguistic features level and the

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<sup>1</sup> Siposova (2011, 27) claims that the subheadlines have taken over the function of lead; that is, to summarize the text of the news. So, Subheadlines of TV news can be considered equal to leads in newspapers .

ideological level. Besides, the discourse markers used in the headlines are being discussed.

### 3.1 Analysis of Major Headlines

The following table shows the data analyzed with analysis supported by examples:

Channel	Analysis	Examples
BBC	The analysis shows that the structure of 81% of the major headlines is nominal phrases.	<i>Burundi political tension</i> <i>South Sudan peace talks</i> <i>Conservatives Victory</i> <i>VE Day Commemoration</i>
	The structure of 19% of them is of the simple present.	<i>Ed Miliband resigns</i> <i>Cameron meets Queen</i>
CNN	The analysis shows that 44% of the major headlines are nominal phrases.	<i>UK Elections 2015</i> <i>Crash in the Alps</i> <i>War on Terror</i> <i>WW2 Anniversary</i>
	25% of the structure of the major headline is in passive voice.	<i>Bollywood star sentenced</i> <i>Yemen ceasefire proposed</i> <i>Senior leader killed in drone strike</i>
	The simple present tense appears in 31% of the headlines.	<i>Burundi protest turns deadly</i> <i>Conservatives win effective majority</i> <i>Labour leader Ed Miliband resigns after party election loss</i>
	There is some headline that is used in the simple present tense with no main verb.	<i>Conservatives (win) majority in parliament</i>
France TV	Data analysis shows that all the sample headlines are of nominal phrase structure.	<i>Charlie Hebdo – Pen Award</i> <i>UK General Election</i> <i>Burundi Unrest</i> <i>Yemen Crisis</i> <i>Pakistan Helicopter Crash</i>
Al-Jazeera	Data analysis shows that this channel sometimes uses two major headlines in addition to the subheadlines; this news-style constitutes 36% of the major headlines	<i>Nepal in ruins / Calls for more help</i> <i>The war in Yemen / More bombings</i> <i>Confronting ISIL / Battle for Beiji</i> <i>Syria's War / Chemical Attacks</i>
	The analysis shows that only one	<u>Passive voice</u>

	major headline out of 28 is used in passive voice structure, and the rest are of phrase structure (nominal, prepositional or adjectival).	<p><i>Bollywood star jailed</i></p> <p><u>Nominal phrase</u></p> <p><i>Confronting ISIL</i></p> <p><i>The War in Yemen</i></p> <p><u>Prepositional phrase</u></p> <p><i>Into the Unknown</i></p> <p><u>Adjectival phrase: Desperate</u></p> <p><i>Journeys</i></p>
Press TV	The analysis shows that all major headlines used are of nominal phrase structure.	<p><i>Iran Leader Remarks</i></p> <p><i>Debt Drama</i></p> <p><i>Burundi Violence</i></p> <p><i>Britain Election</i></p> <p><i>Saudi Invasion of Yemen</i></p>
CCTV	Data analysis shows that all major headlines used are of nominal phrase structure.	<p><i>Nepal Quake Aftermath</i></p> <p><i>Yemen Crisis</i></p> <p><i>AU Chair on Burundi Crisis</i></p> <p><i>Afghan Clashes</i></p> <p><i>70<sup>th</sup> Anniversary of WWII</i></p> <p><i>Germanwings Crash</i></p>

### 3.2 Analysis of Subheadlines

As mentioned earlier, the subheadlines analysis will be done at three levels: First, the analysis at the grammatical level, Second, the analysis at the linguistic level, which involves *passivation* and *information*. Finally, the analysis at the surface structure level examines the surface and hidden meanings of the given headlines.

#### 3.2.1 At the Grammatical level

The analysis involves the study of the following: abbreviations, adjectives used, the shape of numbers (numbering/ figuring), news quotations (direct/indirect), and the study of tense and aspect, which are to be used interchangeably<sup>٥</sup>.

### 3.2.1. a Analysis of abbreviations, using Adjectives, quotations and patterns used

Chnl	Analysis		Examples
BBC	Abbreviation	No great tendency to using abbreviation is noticed in BBC subheadlines. The average use of the abbreviation is 29%. Almost the used abbreviations are very common ones like <i>UK, UN, US, EU, PM, UKIP</i> (UK Independence Party), <i>Lib Dem</i> (Liberal Democrats party), etc.	<ul style="list-style-type: none"> <li>- <i>Greek Finance Minister: <u>EU</u> deal can be reached soon.</i></li> <li>- <i>Farage: <u>UKIP</u> will become young and active.</i></li> <li>- <i><u>PM</u> leaves Buckingham Palace after meeting Queen</i></li> </ul>
	Adjectives	They are used to enforce news impact. They might have a positive or negative meaning.	<ul style="list-style-type: none"> <li><i><u>Massive</u> gains for Scottish - National Party</i></li> <li><i>Cameron: Very <u>strong</u> night - for the Conservatives</i></li> <li><i>Miliband: <u>Difficult</u> and - <u>disappointing</u> night for Labour</i></li> <li><i>Nick Clegg stands down - after "<u>catastrophic</u> losses."</i></li> <li><i>Lib Dem leader stands down - after "<u>punishing</u>" night.</i></li> </ul>
	Quotation	Almost all the headlines are shown without reference to their source. Yet, there are some cases where reference is given either by direct or indirect quotation. The analysis shows that 95% of the quoted headlines are direct, and the rest are indirect.	<ul style="list-style-type: none"> <li><i>German Finance Minister: - Not much hope for breakthrough. (He is talking about Greece debt crisis)</i></li> <li><i>Sturgeon: Appetite for - change in Scotland. (He is commenting on SNP win UK election)</i></li> </ul>

Tense /aspect (Time) analysis will be done alone due to the existence of tables which can not be <sup>٥</sup> included within the table of the analysis.

			<p><i>PM: Truly believe we are on - brink of something special. (David Cameron predicts the specialty of the coming after he won the UK election)</i></p> <p><i>Protesters say they won't - stop until president goes. (Burundi protesters refuse the staying of their president in power.)</i></p>
	(NP + To + Verb) pattern and other patterns	The analysis shows that no (NP +to + verb) is used in the BBC's sample headlines. Yet, other patterns are found with a percentage of 13%.	<p><i>Disappointing night for - Labour party &amp; Ed Miliband.</i></p> <p><i>PM: Implement agreed - devolution as fast as I can.</i></p>
CN N	Abbreviation	Data analysis shows that the CNN headlines contain abbreviations with a weak percentage; that is 23%.	<p><i>A few more hours left to - vote in UK election</i></p> <p><i>Appeals Court says NSA bulk - data program is illegal. (NSA= National Security Agency)</i></p> <p><i>V-Day remembered across - Europe.</i></p>
	Adjectives	A relatively not bad tendency for using adjectives is clearly seen in this channel's headlines with a percentage of 42%.	<p><i><u>Low millennial</u> voter turnout - expected.</i></p> <p><i><u>Fatal</u> unrest in Burundi over - <u>upcoming</u> elections</i></p> <p><i>Conservatives win <u>outright</u> - majority.</i></p>
	Quotation	The analysis shows that only three out of 26 subheadlines involve quotation. However, all these quotations are direct ones. This channel uses no indirect reference. It is clear that all of the three subheadlines belong to the same major headline; is "Germanwings Crash Investigation". This means other subheadlines of other topics contain no quotation.	<p><i>Report: Co-pilot rehearsed - before fatal crash.</i></p> <p><i>Report: Germanwings co- pilot practiced descent</i></p> <p><i>Report: Practice happened - after captain left cockpit.</i></p>
	(NP + To +	The analysis shows that the (NP +	<i>Fatal unrest in Burundi over -</i>

	Verb) pattern and other patterns	To + verb) pattern is not used at all. One unusual pattern is found (see the example)	<i>upcoming elections.</i>
France TV	Abbreviation	Data analysis shows that abbreviation is used with a percentage of 27%.	<i>Outcome may decide <u>UK's</u> - place in <u>EU</u>. <u>SNP</u> set for historic win in - Scotland. (SNP= Scottish National Party)</i>
	Adjectives	The analysis shows that adjectives are used frequently within this channel's headlines with a percentage of 58%.	<i>Most <u>unpredictable</u> poll in - decades. Tories set to be <u>largest</u> - party, Labour falters. <u>Dead locked</u> race could lead to <u>hung</u> parliament.</i>
	Quotation	The analysis shows less tendency to use a quotation. Out of 33 headlines, only three headlines include such technique; two are direct, and the other is indirect.	<i>Ed Miliband: Labour suffered - "very disappointing" poll. PM Sharif: Taliban claimed - downing helicopter. Army says Norway, - Philippines ambassadors killed in crash.</i>
	(NP + To + Verb) pattern and other patterns	Data analysis shows that the (NP + To+ Verb) pattern is used once:  Verbless pattern headlines are also found.	<i>Labour party to win 233 seats, down from 258.  Tight security for annual - Ghriba Synagogue pilgrimage. (Jewish pilgrimage in Tunisia) At least 3 dead, several hurt - in renewed clashes. One day before Britain's neck-and-neck poll.</i>
Al-Jazeera	Abbreviation	The analysis shows that a relatively wide range of abbreviation use is employed in the headlines in this channel. The percentage of using abbreviation is 28%.	<i><u>UN</u> Children's Agency <u>UNICEF</u> - delivers aid to people driven out of Yarmouk. (Syria's War) <u>US</u> Secretary of States John - Kerry is in Djibouti for talks with <u>govt</u>. American troops start -</i>

			<i>training group of Syrian fighters to tackle <u>ISIL</u>. (ISIL = Islamic State in Iraq and Levant)</i>
	Adjectives	Data analysis shows that adjectives are used to add more enforcement and/or impact to the given headlines, with a percentage of 26%.	<i><u>Last day of campaigning for parties.</u></i> [UK Election] <i>The UK election campaign has been one of the tightest for a generation.</i> <i><u>Heavy</u> attacks on border province.</i> [The War in Yemen]
	Quotation	The analysis shows that the 76 samples of the Aljazeera international channel's headlines contain only eight quotations. However, all the quoted headlines are indirect ones; no direct quotation is found.	<i>Rescue workers say around 50 people were on boat that was leaving Aden.</i> [Aden is a port city in Yemen] <i>UK PM David Cameron says he believes that the Tories can win outright.</i> <i>Government says Houthis fighters are hunting down and killing civilians.</i> [The War in Yemen] <i>Both sides say they are gaining ground in Iraq's Beiji oil refinery.</i> [Both = ISIL & Iraqi Forces]
	(NP + To + Verb) pattern and other patterns	The analysis shows that no (NP + to + verb) pattern is used; instead, other patterns with a percentage of 9% are found.	<i>30 air strikes in 24 hours.</i> - <i>Last day of campaigning for parties.</i> <i>A Conservative and Liberal Democrat Coalition in power since 2010 in UK.</i> <i>Heavy attacks on border province.</i> <i>70<sup>th</sup> anniversary of the end of WW2.</i>
Pre ss TV	Abbreviation	Few abbreviated words and phrases are found. These abbreviations include the	<i>UNSC to discuss tackling flow of illegal migrants.</i> (UNSC = UN Security Council)

		following: UNSC, UN. UK, PM, UKIP and SNP. The average of their use is 21%.	<i>SNP wins 56 out of 59 - Scottish seats. Leader of UK independence part steps down.</i>
	Adjectives	The percentage of using adjectives in this channel is 25%.	<i>Greece "<u>confident</u>" about - reaching deal with international lenders. UN concerned <u>over</u> Israel's - recent settlement plan. Conservatives win <u>overall</u> - majority required to form <u>new</u> government.</i>
	Quotation	Data analysis shows that it is always indirect form when we have a quotation, i.e. no indirect quotation is found. It is also noticed that quotation marks are used in two of the four subheadlines that contain the quote.	<i>"Yemenis need no arm, but - need aid supplies due to Saudi Blockade" [Iran leader remarks] "Iran will not budge - pressure, ready to stand against aggression" [Iran leader remarks] Polls: labour, Tories neck- - and-neck in general elections. Final Results: PM Cameron's party wins majority in British elections.</i>
	(NP + To + Verb) pattern and other patterns	The analysis shows that the (NP + to + verb) pattern has appeared in one subheadline. Also, other patterns with the percentage of 7% have appeared	<i>UNSC to discuss tackling flow of illegal migrants. Polls: labour, Tories neck- - and-neck in general elections. Iran national football team Asia's 1<sup>st</sup> , 40<sup>th</sup> in world.</i>
CC TV	Abbreviation	The use of abbreviation in this channel appears with a percentage of 15%.	<i>Different opinion on - relationship with EU. Temporary truce to allow - int'l aid agencies come in. AU has called for Burundi to - postpone elections. [AU = African Union]</i>

	Adjectives	a relatively good range of the use of adjectives is found. They are used with a percentage of 56%.	<i>There are a number of - <u>unusual</u> polling stations.</i> <i>Captain had left cabin, as on - <u>fatal</u> return flight.</i> <i>Eastern Ukraine faces <u>medical</u> supply shortage.</i>
	Quotation	data analysis shows that quotation is used once only in the sample headlines. However, this quotation is a direct one.	<i>Official: 36 militants killed in Taliban crackdown.</i>
	(NP + To + Verb) pattern and other patterns	The analysis shows that the (NP + to+ verb) pattern is used twice.	<i>Victory Day parade to be - held in Red Square.</i> <i>President Xi to attend - Victory Day parade in Moscow.</i>
		The other used patterns can be shown in the examples.	<i>Different opinion on - relationship with EU.</i> <i>Temporary truce to allow - int'l aid agencies come in</i> <i>Optimism for new round of - Minsk talks.</i>

### 3.2.1.b Tense (Time) /Aspect Analysis

#### 1) BBC

The table below shows the percentage of the use of each tense/aspect in the headlines of the BBC channel:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	44%	2%	5%	13%	2%	3%	5%

(Table 3: BBC's Tense/Aspect Analysis)

It is clearly shown that the present simple tense is the most used one. For

example:

*UN estimates that 8 million people affected. (in Nepal Earthquake) -*

*Former Lib Dem leader Charles Kennedy loses seat. -*

*Prime Minister visit monarch after election win. -*

As for the present progressive aspect, only one headline of this tense is found in  
which (verb to be) is omitted:

*Flypast taking place in Washington.* -

The following are examples for the present perfect tense:

*Court has granted star interim bail for two days. (Salman Khan Guilty)* -

*Both sides have ignored agreements to stop fighting. (South Sudan peace talks)* -

2) CNN

The table below shows the percentage of the use of each tense/aspect in the  
headlines of the CNN channel:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	54%	-	-	19%	-	-	-

(Table 4: CNN's Tense/Aspect Analysis)

The present simple tense is the most used one. Consider the following:

*Voters head to the polls Thursday.* -

*Senate looks at social media's terrorism link.* -

*Saudi Arabia propose ceasefire in Yemen.* -

However, as the table shows, no use of progressive or perfect aspects is found. The same can also be seen in the past tense; only a simple past is found. See the following examples:

*Lubitz rehearsed controlled decent. (Lubitz is the co-pilot of the crashed Germanwings plane)* -

*Report: Germanwings co-pilot practiced descent.* -

No headlines in future aspect are found. Hence, the headlines of CNN manipulate only simple present and simple past.

3) France 24

The following table displays the percentage of the use of each tense/aspect:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	

	58%	-	-	12%	-	-	3%
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(Table 5: France 24's Tense/Aspect Analysis)

As shown in the table above, the highest percentage belongs to a simple present

followed by a simple past and future. See the examples below:

*Saudi-led forces conduct air strikes in Saada province.* -

*Continent commemorates end of World War II.* -

*Senate asserts right to review any future agreement.* -

*Ambassadors of Norway and Philippines were onboard.* -

*Ed Miliband: Labour suffered "very disappointing" poll.* -

*Cameron [will] back to Downing St. as Tories win decisive victory.* -

#### 4) Al-Jazeera International

Data analysis shows a diversity in the use of tenses/aspects in the sample headlines

of this channel. See the table below:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	54%	9%	7%	3%	1	-	3%

(Table 6: Al-Jazeera's Tense/Aspect Analysis)

The table clarifies that the present tense is the most used one with a percentage of

70%. It includes simple, progressive and perfect structures. Sometimes, however, the

auxiliary Be is omitted in the present progressive. Here are the examples:

#### Present simple

*Salman Khan is guilty of homicide.* -

*Houthis rebels target a boat carrying civilians fleeing violence in Aden.* -

*Iraqi Army sends reinforcement to biggest oil refinery in the country.* -

#### Present progressive

##### With verb to Be:

*Voters in Britain are choosing which party will form the next government.* -

*Saudi government is considering a humanitarian pause in fighting.* -

*Rebel groups are joining forces to fight Syrian govt troops.* -

##### Without verb to Be:

*Millions going to the polls.* -

*Job seekers struggling in Las Vegas.* -

*Secretary Kerry also visiting US base used for operations in Yemen.* -

#### Present perfect

*This election has seen the emergence of five party politics in the UK.* -

*The Anti-immigrant UKIP party has taken 12 percent of popular vote.* -

*Coalition has dropped leaflets in Saada warning civilians to evacuate. (Saada -  
is a city in Yemen)*

Moreover, the analysis produces another structure that has not been seen in the rest channels' headlines; it is the present perfect progressive one. It is found in the following subheadline:

*Leaders of UK's main political parties have been casting votes.*

As for the past tense, it appears in simple and progressive forms. It is used very little, for it is found in three headlines only out of 76. Two of them are in the simple past and one in the progressive one. Here are they:

*The fishing boat sunk 137 km off the Libyan coast killing 700 people. [Past -  
simple]*

*Prosecutors conducting investigation asked navy to locate wreckage. [Past -  
simple]*

*Saudi govt was considering five-day ceasefire to allow aid deliveries. [past -  
progressive]*

Also, the future aspect is found. It is used in two headlines, they are:

*The first exist polls in the UK election will come out at 21:00 GMT.* -

*David Cameron will not need to form a coalition if projections accurate.* -

#### 5) Press TV

The table below shows the percentage of the use of each tense/aspect in the subheadlines of the Press TV channel:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	60%	-	3%	4%	-	-	4%

(Table 7: Press TV's Tense/Aspect Analysis)

The analysis shows a great tendency to use the present simple; no progressive or perfect structures are found. For example:

- Hezbollah target gathering of Nusra Front Commanders near Syria border.* -
- Ed Miliband resigns as labour party leader.* -
- Iranians rally to support Yemeni people against Saudi aggression.* -
- Warplanes attack school in al-Jamima in Sada province.* -

On the contrary to the simple present, the simple past and future are rarely used.

The analysis shows that each of them has appeared in one subheadline only. Consider the following:

- Polls predicted a "hung parliament" in which no party has a majority.* -
- "Iran will not budge pressure, ready to stand against aggression".* -

Present perfect is seen in one headline, it is:

- Saudi aggression has killed nearly 3000 mostly citizens.*

#### 6) CCTV

The table below shows the percentage of the use of each tense/aspect in the subheadlines of the CCTV channel:

tense / aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	37%	-	4%	4%	-	4%	-

(Table 8: CCTV's Tense/Aspect Analysis)

As the above table shows, the simple present comes at the top of the most used one, for example:

- Chinese medical team helps prevent disease, provide treatment.* -
- Health and immigration are important issues.* -
- Saudi Arabia announces humanitarian ceasefire.* -
- Europe hold commemorations for victory in Europe Day.* -

Meanwhile, the analysis shows that each (active) present perfect, past simple and past perfect is used once.

- AU has called for Burundi to postpone elections.* [present perfect] -
- Co-pilot rehearsed maneuver on outbound flight.* [past simple] -

*Captain had left cabin, as on fatal return flight.* [past perfect] -

### 3.2.2 At the Linguistic level

The analysis at the linguistic level involves *passivation* and *information*. As for the former, *Passivation* refers to the use of passive voice constructions. It creates curiosity among the listeners and/or form assumptions about the news. The latter, *information*, refer to the statistical data given by the item of the news itself. It is represented by the numbers shown in the headlines. (Mahmood et al., 2011: 127)

Channel		Data Analysis	Examples
BBC	Passivation	Data analysis shows that passivation is a relatively used technique in TV news headlines. It is used in BBC news headlines with an average that constitutes 13%. However, the majority of the passivized headlines includes the omission of the verb to Be.	<i>Khan found guilty of killing - homeless man in 2002.</i> <i>Ed Miliband expected to make - speech at 12:00 BST.</i> <i>First Cabinet are being made. -</i> <i>Greek Finance Minister: EU - deal can be reached soon.</i>
	Information	The statistical information used can be either in numbering shape or figuring shape. The majority, which constitutes 82%, of them, is used by numbering.	<i>Hindu ceremonies mark end - of 13-days of mourning.</i> <i>50 WWII planes fly over - Washington as a part of memorial.</i> <i>Poll decided 650 House of - Common seats.</i> <i>Court has granted star interim - for two days</i>
CNN	Passivation	Data analysis shows that a rate of 23% of the subheadlines of CNN employs the passive voice structure but with no auxiliary Be.	<i>Anti-ISIS strategies discussed - at hearing.</i> <i>V-Day remembered across - Europe.</i> <i>Bollywood star sentenced to 5 - years in prison.</i>
	Information	Only eleven subheadlines that contain the use of numbers have appeared in the data analysis. 71% of them adopt numbering shape	<i>Charges relate to incident <u>12</u> - years ago. (Khan's case)</i> <i>Auto-pilot set to <u>100</u> feet - during earlier flight</i> <i>Conservatives victorious with - <u>327</u> seats in parliament.</i>

		Meanwhile, 21% of them are of figuring shape.	<i>Burundi protesters oppose - president's bid for <u>third</u> term. <u>Three</u> UK party leaders resign - after election losses.</i>
France24	Passivation	The analysis reveals that the percentage of the use of passive voice is 15%. However, the auxiliary Be is omitted in all of the headlines in passive voice.	<i>French Satirical honored at - NYC event. (NYC = New York City) At least 6 killed including - foreign diplomats.</i>
	Information	This channel's headlines include both numbering shape and figuring shape for numbers, with 71% for the earlier and 29% for the latter.	<i>Labour party to win <u>233</u> seats, - down from <u>258</u>. At least <u>6</u> killed including - foreign diplomats. <u>Four</u> more killed in deadly - protests against president. Saudi Arabia propose <u>Five</u>-day - humanitarian ceasefire.</i>
Aljazeera	Passivation	The passive voice structure is found in 10 subheadlines out of 76, i.e. 13% of the total. It is noticed that some of these of passive voice structure headlines are written out with no omission of auxiliary Be; others are with omitted Be	With the omission of Be: <i>About 50 million people - registered to vote in the UK general election. Civilian trapped in port city. - At least four injured in - clashes. [Guinea Protests] Several killed in Pakistan. - [Helicopter crash]</i>
			With no omission: <i>Conservative party is - predicted to win a majority in parliament. David Cameron is set to - remain as PM after strong results. No data has been set for the - start of Five-day humanitarian ceasefire. [The War in Yemen]</i>
	Information	The analysis shows that both numbering and figuring shapes are used equally, with 50% for each.	<i>There are <u>650</u> parliamentary - seats being fought for in UK election.</i>

			<p><u>40</u> die trying to flee port city. - [War in Yemen]          Britain's politicians have spent - the last <u>five</u> weeks campaigning.          Beiji is on the road to Iraq's - <u>second</u> largest city Mosul.  <u>Four</u> Afghan men sentenced - to death.</p>
Press TV	Passivation	The percentage of passive voice use is 18%, i.e. this structure is not used frequently. However, all the subheadlines of this structure are without auxiliary Be.	<p>Several killed in Saudi air - raids in Yemen's north.          Several killed in clashes with - police in Bujumbura.          Norway, Philippines envoys - killed as copter goes down in north.</p>
	Information	The analysis shows that only six subheadlines involve numbers; four in numbering shape and two in figuring shape.	<p>SNP wins <u>56</u> out of <u>59</u> Scottish - seats.          Nearly <u>20</u> terrorists killed in Iraqi strikes.  <u>One</u> million children risk being left out of school.          Conservatives <u>one</u> seat short of parliamentary majority.</p>
CCTV	Passivation	The percentage of the use of passive voice, as the analysis shows, is 33%. In all of them, the auxiliary Be is omitted.	<p>Millions being casting their - votes.          Vote seen as the most - unpredictable in decades.          Autopilot briefly reset to take - jet to 100 feet.</p>
	Information	The analysis shows that numbers with their two shapes have appeared in the sample subheadlines of this channel. The percentage is 63% for numbering shape and 37% for figuring shape.	<p>A total of 650 Westminster - MPs will be elected.          Nearly 4,000 candidates are - in the running for parliament.          Four members of lynch mob - sentenced to death.          Three police injured in Taliban - bomb attack.</p>

### 3.2.3 At the ideological level

The data of all channels were collected during the same period. So, it is expected that the headlines cover and share the same material content. However, the analysis shows that the diversity in orientation has reflected diversity in interest, too. Three channels' headlines were majorly covering fixed subjects. They are BBC, Al-Jazeera international TV, and Press TV.

BBC, the world channel, as its motto announces, devoted many of its headlines covering local news that is 'UK general election'. Al-Jazeera dealt in focus with the war in Yemen. Being the Qatari channel, Qatar media support as a member of the Arab Gulf coalition against Houthis, and the track calls "repellents" and to take back what the Arab Gulf countries in coalition name "the legitimate authority". Also, Press TV dealt with war in Yemen as its main subject. But this channel took the other side of the war.

It supports the Houthis. The headlines given for the war implies unjust of the war. However, it is very clear how channels play on words on the same subject and use them to suit their interest.

The analysis of the other three channels shows that they were more unbiased. They present their news neutrally, as far as the data collected are concerned. The news covered a wide range of topics from different parts of the world. No focus on specific issues or subjects was noticed.

Examples:

#### **BBC:**

- Poll decided 650 House of Commons seats -
- Conservative Party set to secure overall majority -
- Ed Miliband: Truly sorry I did not succeed -

The channel covered the election 'neutrally', and the expectations, results and election analysis were conveyed in a non-aligned way.

#### **Al-jazeera International:**

- War in Yemen: Houthis fire at people trying to leave Aden city, killing at -
- least 40

War in Yemen: Houthis rebels target a boat carrying civilians fleeing -  
violence in Aden

Saudi government is considering a humanitarian pause in fighting -

It is quite clear that there are many implications within such headlines. The first example implies that it is Houthis who cause the killing of civilians; the phrase "at least" suggests that more is expected. The second focuses on the same idea in which Houthis kill people, and the word "rebels" implies a group of uncontrolled people who stand against the law, so they should be fought to achieve obedience of order in the country. Using the word "civilians" has the meaning of unarmed people, ordinary people who want to live a peaceful civil life. Finally, the third example carries a message that the Saudi government wants a temporary fire to cease to help the Yemeni people under war and appear as a state that applies human rights criteria.

#### Press TV:

War on Yemen: Saudi aggression has killed nearly 3000 mostly civilians -  
Yemen under fire: Several killed in Saudi air raids in Yemen's north -  
Saudi Invasion of Yemen: Warplanes attack school in al-jamima in Sada -  
province

As far as Yemen is concerned, these channels' headlines have hidden meanings that can be inferred from the use of some words/phrases instead of others. The preposition "ON" in the first example implies that the war is being forced upon Yemenis. The word "aggression" also has an explicit meaning that starts the war on Yemen with no reasonable cause. However, due to this action, many innocents are killed. The other implication of how dreadful the result of such an action is when the total number of the dead is 3000 people, an amount that is too much.

The second example's headline also tries to impress the audience by showing that the country is suffering under this war. Moreover, there is a direct accusation to the Saudi government of having killed citizens by air raids. Finally, the last example, again, directs charge to Saudi government referring this time to the war as an invasion, because the latter's army has illegally passed the borders of Yemen, a matter which violates the united nation promise. Also, using the word "warplanes" brings into mind

the scenes of killing people and destroying cities' infrastructure. A matter which raises sympathy with Yemenis.

Moreover, these warplanes attack a place that is supposed not to be shot at any rate; that is, schools are only students. They are unarmed, and no rule in the world accepts such an action. Hence, the channel implicitly but blame over Saudi government.

#### Analysis of Discourse Markers ٤,١

The analysis of the headlines shows that very few discourse markers are being employed. It constitutes only 6.74%. Consider the examples below:

Channel	Headline	Role
BBC	Ed Miliband: <u>Truly sorry</u> I did not succeed.	Introducing point of view
Aljazeera	Fighters captured border area <u>and</u> killed dozens of insurgents.	Adding information
Press TV	"Yemenis need no arm, <u>but</u> need aid supplies <u>due to</u> Saudi Blockade	but: Expressing contrast due to: Expressing cause
CCTV	Britons vote in a <u>highly</u> unpredictable election	Expressing a point of view

Table (9: Analysis of DM)

### 5.1 Conclusions

Headlines are the main parts of news segments for they attract the attention of the audience first. However, these headlines fall into two types: major headlines and subheadlines. Both types have some lexical and structural features. The lexical features involve using abbreviations, shortenings, compound words, etc. Meanwhile, structural features involve using specific structures instead of others. The data analysis shows that there is a great tendency to using nominal phrase structures in all major headlines of the channels understudy: (44% CNN), (79% Aljazeera), (81% BBC), and (100% France TV, Press TV, CCTV).

The use of the simple present in the headline makes the issue new and fresher. Thus, it makes the headline eye-catching and interesting. As mentioned by Chovanec (2003), the key purpose for the predominance of the present simple tense in news headlines results from the fact that the writer of the article attempts to convince potential readers that the information is brand new, even though it already happened in the past

Moreover, the analysis of subheadlines shows a kind of diversity in the structural

features used. Consider the table (10) below:

Channel	passive	present				past			Future	Other
		simple	prog	perf	perf. prog	simple	prog	perf		
BBC	13%	44%	2%	5%	-	13%	2%	3%	5%	13%
CNN	23%	54%	-	-	-	19%	-	-	-	4%
France	15%	58%	-	-	-	12%	-	-	3%	12%
Aljazeera	13%	54%	9%	7%	1%	3%	1%	-	3%	9%
Press TV	18%	60%	-	3%	-	4%	-	-	4%	11%
CCTV	33%	37%	-	4%	-	4%	-	4%	-	18%
Total	19%	49%	1.9%	6%	0.1%	9%	0.5%	1%	2.5%	11%

Table (10: Structural Features)

Analysis of discourse markers makes it obvious that no great tendency to use them in news segments. The frequency of using them is 6.74%. Also, the analysis at the ideological level shows that the same part of news may be presented differently according to the channel's ideology.

To sum up, the results confirm the hypotheses of the study. First, though the sample channels have different orientations, they use the same structures and techniques in their headlines. Second, due to the ideologies' difference, the headlines have sometimes hidden meanings to be conveyed indirectly to their readers.

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