CHAPTER 3

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3.1. Research questions:

1. What are the discursive practices used in the celebrity news reporting by the press?

2. What are the rhetorical tropes present in the select celebrity news?

3. How celebrity journalism becomes a discourse in Indian newspaper?

4. What is the pattern of language use of the celebrity news in the select newspapers?

5. What are the ideational positions of the select newspapers on the issue of celebrity journalism?

6. How are the celebrities projected in select newspapers?

3.2. Methodology:

The study involves discourse analysis of the reports on celebrities from select newspapers – The Times of India and The Telegraph, both published from Guwahati, Assam. The researcher had selected these two newspapers because of their distinct coverage of celebrity and Page 3 contents. The sampling method adopted is purposive. The period of the study is January 2012 to December 2012. Every week, two issues of both the newspapers have been selected. In case of The Telegraph, Friday supplement was an obvious choice and with an interval of two days, it was Monday newspaper which was selected for the purpose of the study. In case of The Times of India, the Sunday supplement was an obvious choice and in its case,
Wednesday was chosen as a mid-term issue adapting the two day interval method. The selected issues include supplements of the select newspapers except *Graphiti* of The Telegraph as it is categorised as magazine. The select newspapers have been scanned for a period of one year and involved only qualitative analysis of news items appearing in the newspapers under discussion excluding opinion pieces, editorial and letters to the editors. The hard news items involving a celebrity as defined under the scope of the research have been taken into consideration to ascertain whether the focus of the news is on the celebrity or the activities of the celebrity.

### 3.2.1 The method of analysis:

In the present study, method of Critical Discourse Analysis (CDA) has been employed to understand the meaning of celebrity texts. CDA is a method of analysing the way in which individuals and institutions use language (Richardson, 2007). Norman Fairclough (1995) provides three dimensional analysis to the discursive events- text, discursive practice (language and thought) and social practice. Fairclough (1995) views CDA as the method to analyse relations between concrete language use and socio-cultural structures. The framework for the discourse as proposed by Teun van Dijk (1988) refers to not only textual and structural level of media discourse but at the production and reception level for analysis and explanations. Structural analysis also refers to the analysis of structures at the various level but higher level properties such as coherence, over all themes and topics of news stories and the whole schematic forms and rhetorical dimension of texts (van Dijk, 1988). Teun van Dijk (ibid) recommended the analysis of both micro structure and macro structure.

In Sheyholislami’s view (2000), the microstructure analysis is focussed on the semantic relations between propositions, syntactic, lexical and other rhetorical elements that provide coherence in the text, and other rhetorical elements such as quotations, direct or indirect reporting. The reports have been exposed to analysis of language also to arrive at an objective conclusion by looking at what is there in paper. The analysis of language included vocabulary and semantics as well as the writing system. It included the scanning of words, word forms, syntactic structures, use of
sentences, and use of attributes like adjectives, adverbs, metaphors, simile, neologism or coinage of new words to find out the interpretation of discourse of celebrity news items. The study analysed how the presuppositions and clauses create meaning as a whole which helps to find out the discourse coherence in the news story. The repetitive references – anaphora and cataphora in the text has been scanned to understand the identity of the actor or agent within the text. The analysis of macrostructure includes overall meaning from combining the propositions, rhetoric and narrative to understand the multifunctional texts- ideational function, interpersonal function and textual function.

Discourse is a multidimensional social phenomenon (Wodak and Meyer, 2009) and can be a linguistic object, an action, social practice, mental representation, communicative event, and a cultural product. Discourse analysis attempts to show how the use of language can provide different views of the social world and how different meanings are associated with it. Norman Fairclough (1995) shows that discourse include representations of how things are and have been, as well as imaginaries, representations of how things might or could or should be. Critical discourse analysis is a method which includes detailed analysis of texts- how gender, ideology and identity are depicted in a particular text (Paltridge, 2006). For Paltridge (2006), critical discourse analysis means to “trace the underlying ideologies from the linguistic features of a text, unpacking particular biases and ideological presuppositions underlying the text, and relating the text to other texts and to people’s experiences and beliefs” (Ibid, p. 179). Critical discourse analysis helps to discover how the textual interpretation, discursive practices (language and thoughts in celebrity text) and non discursive practices create new set of emerging discourse.

Macrostructure of each celebrity stories are analyzed here which includes analysis of overall meaning from combining the propositions, language use and narrative to understand the multifunction of celebrity texts. Discourse position of a news story can be determined through the ideological position of the producer as ideology of media and nature of media power are interconnected. Ideological work of celebrity discourse can be understood how the celebrity world is presented, what celebrity identities are constructed, what relationship is built up among the female
celebrities and readers. The researcher looks into Teun van Dijk’s (2006) conceptual tool ‘the ideological square’ which is present in language uses of a text. Teun van Dijk (2006) uses this conceptual tool to determine the referential strategies to see the representation of the world within the text. He used two referential tools—positive self presentation and negative—other presentation. Here researcher employs this conceptual tool to see the presentation of the celebrity world. Naming referential strategies are scanned to see how the authors perceive the celebrities.

Critical discourse analysis as a methodology presupposes that ‘language use is always social’ and that ‘the discourse both reflects and constructs the social world’ (Rogers, 2004:5; as cited in Paltridge, 2006, p. 179). Critical discourse analysis attempts to discover how the textual interpretation, discursive and non discursive practices in a private situation and how socio-cultural situations are related to dialectics which creates new set of emerging discourse; these social practice and discourse practice are dialectical in nature i.e., two way. Discourse Analysis tries to find out the influence of social context on use of language. But Teun van Dijk (2008a, 2009) argues that no such direct influence exists, because social structure and discourse structures cannot be related directly, and need the mediation of an interface. The mass media have power to influence knowledge, beliefs, values, social power relations, social identities (Fairclough, 1995). It has power to represent things in particular ways especially through the use of language. The power of media can be revealed through the analysis of preferred language use. “Language use in any text is always simultaneously constitutive of, (1) social identities, (2) social relations and (3) systems of knowledge and belief” (Fairclough, 1995, p. 55).

Wodak and Meyer (2009) opine that macro-topic relatedness and argumentatativity are constitutive elements of discourse and discourse is to be:

- Socially constituted and socially constitutive
- Related to a macro topic
• Linked to argumentation involving several social actors who have different points of views (2009, p. 89).

Hence, the researcher tries to understand the complexities of celebrity discourse which includes analyses of macro structure and argumentation. The researcher looks into how the themes takes turns in the schematic structure. Aristotle’s three divisions of rhetorics is employed here to identify the claims- forensic rhetoric, epideictic rhetoric and deliberative rhetoric. “Forensic rhetoric covers any form of argumentative discourse in which arguer- or rhetor- condemns or defends someone’s past actions. Forensic rhetoric therefore concerns itself with the past………….. Epideictic or ceremonial rhetoric … a rhetor is concerned with proving someone or something worthy of admiration or disapproval. Epideictic rhetoric is concerned with the present, its means are praise and censure, and its special topics are honour and dishonour………………Third, there is deliberative rhetoric, which a rhetor adopts when deliberating on the desirability or otherwise of a decision… Delibeartive rhetoric is concerned with the future, its means are inducement and dissuasion.” (Richardson, 2007, p. 157).

According to Evans, J. et.al (2005), a celebrity text can be categorized into three layers of texts – core text, secondary text and tertiary text. Core text represents the work of the celebrity i.e. films, books, television shows, sport performances and political and social actions. Secondary text refers to the texts of several genres including gossips, which promotes the core work of the celebrity. Tertiary level indicates text constructed by the audience through production of fan fiction or fandom which is excluded from the present study. This categorization helps to understand the relation between the discursive practices (language and thoughts in celebrity news) and non discursive practices (actions of celebrity); how core and secondary texts interact. In the context of the present study, it helped to understand whether news and entertainment are blended together or the focus is on the individual rather than their actions.
3.3. Profile of the newspapers:

3.3.1. The Times of India:

The Times of India is published by Bennet, Coleman & Co. Ltd is a widely read newspaper which has topped in readership survey in 2012 conducted by Indian Readership Survey with 7.643 million circulations. As per Audit Bureau of Circulation (India) certification in 2008, The Times of India has over 3.14 million circulations. The Times of India was established on 3rd November, 1838 as The Bombay Times and Journal of Commerce. The Bombay Times was given a new name like as The Times of India in 1861. The Times of India is presently published from 36 cities of India. The Sunday Times is the Sunday edition of The Times of India which comes along with Sunday supplement Times Life!, covers extensively celebrity stories, lifestyle segments and Page 3 contents extensively.

3.3.2. The Telegraph:

The Telegraph has largest circulation as English daily in Eastern states of India. It has six editions- Calcutta, South Bengal, North Bengal, Northeast, Jharkhand and Odhisha. The Telegraph has Friday supplement etc which meant for Page 3 contents filled with celebrity interviews, gossips. The Telegraph was established on 7th July 1982 by Ananda Publishers. As per Audit Bureau of Circulation (India) certification in 2008, The Telegraph has over 4,84,971 number of circulations. According to Indian Readership Survey, 2012 The Telegraph has a readership of 12, 75,000 which made The Telegraph ranks fourth after The Times of India, Hindustan Times, and The Hindu. The Telegraph has a Sunday supplement – Graphiti which is a coloured magazine comprising of 32 pages.

3.4. Operational definitions:

a. Text: It refers to the printed document, film, television program or musical score. Here it refers to the news items on celebrities in the select newspaper.
b. **Discourse:** It refers to spoken or written language along with the semiotic activity which produces meanings.

c. **Semiotics:** It is the science of signs and symbols which is used to interpret the visual and linguistic elements in the text.

d. **Discursive:** It refers to the text production and text consumption.

e. **Discursive practices:** It means language and thought.

f. **Tabloidization:** The term tabloidization refers to sensational topics which have been trivialised especially on the personal lives of celebrities. The main cause behind the shifting of broadsheet to tabloid is commercialization. Some broadsheets have tabloids filled with celebrity gossips.

g. **Celebrity:** Celebrity is a person who is easily recognisable and has a recognisable presence in media. Celebrities might be from varied disciplines and they are likely to appear very frequently in the media.

h. **Critical discourse analysis:** Critical discourse analysis is applied here to describe and interpret the texts used in celebrity journalism.

i. **Ideological square:** It's a conceptual tool to find out referential strategies—positive self representation or negative other representation and position of celebrities in the news item.

j. **Discourse position:** The ideological position taken by celebrity or the reporter of the newspaper which is evident in the celebrity news.

k. **Discourse strand:** Discourse topics present in the news story.

l. **Syntactic:** It means written style and grammatical usage in the text.
m. **Structural analysis**: It is a part of discourse analysis which focuses on underlying structure of the content.

n. **Hard news items**: It means chronicle of events which gives answer to all 5 Ws and 1 H.

o. **Argumentation**: It means standpoint of the protagonist is purported by claims within a story.

p. **Fallacy**: Fallacy means invalid statements in schema.

q. **Topos**: It means various standard arguments or reasonable arguments in schema.

r. **Rhetorical trope**: It means to use figure of speech in arguments which are composed to persuade readers. It is based on figures of similarity (simile, metaphor), association (metonymy, epithet), contrast (antithesis, oxymoron), imagination (personal metaphor, hyperbole), indirectness (irony, euphemism), sound (pun, alliteration), construction (interrogation, exclamation).

s. **Turn-taking**: Turn-taking shows how topics take turn in schema.

t. **Anaphora**: A word is used to refer back another word earlier in the text.

u. **Cataphora**: A word is used to refer forward to another word which comes later in the text.
Reference:


