Chapter V

Language Structure and Language Use in `Dinatanti`
CHAPTER V
LANGUAGE STRUCTURE AND LANGUAGE USE IN DINATANTI

5.0 NETWORK OF COMMUNICATION TO THE SOCIETY

In the period of scientific progress and educational advancement, communication of world news to the mass achieves importance and it becomes an important necessity. The mass media communication is undergoing rapid progress day by day and even the rural mass though not educated are equally eager to know about world events and about the activities of the people around them. The newspapers play a major role in this regard and many newspapers in all languages are doing great services to the people of the society. If due to any unexpected reason the news are delayed and circulated by a daily, the purchase of that particular daily is abruptly stopped. So in the eagerness to avoid any such delay the editors are very keen in publishing the news to the mass very urgently in popular ways with effective communication.

Communication plays a fundamental role in the organisation, maintenance, performance, growth and change of any concrete construction of industry, etc. It is therefore essential to delimit the scope of the present research.

A network of communication can be extended both externally and internally by any organisation of wider interest. The external communication of an organisation is addressed to the public, the government and the other modern
schemes for publication in the form of advertisements, sales propaganda, descriptive brochures of products and activities, terms of formal contracts and business relations with other establishment. The internal communication within an organisation is generally considered in terms of news delivering to the mass for informing the public the actual happenings of the worldly activities in all fields.

5.1 MASS MEDIA COMMUNICATION - A FACTOR

In order to bring out the significance of various social, economical, technological and other developments to all the members of a society, the present day language of mass media has to be handled taking into consideration the attitudes of the language users. In the present state of affairs the common folk are unable to understand clearly the implications, consequences of modern developments. So, it becomes essential to find out the ways of efficient mass media communication in order to make the kind of mass contact programme more popular and useful to the masses. In this regard, the language and its use in mass media should also represent the living language on a kind of standardised variety nearer to it. The question to be answered generally refers to the two main processes of language planning namely standardisation and modernisation. Efficiency adequacy and acceptability are more essential in mass media communication for the language maintenance and language acquisition.
5.2 NEW USAGES

As we have seen earlier the adoption of new usages and expressions in the news media is nothing new and uncommon in the Tamil situation. Every newspaper has its own norms and standards and the style of the language expression always undergoes changes according to the needs of the society. In this research we have seen the style of Dinamani, and Dinamalar in the earlier chapters. In this chapter we take up the analysis of the style of Dinatanti. New usages often emerge to frame the network of wider communication.

5.3 DINATANTI

Dinatanti was established by Adithanar. His hard work towards making this daily useful to the non elite population and his strong reputation has made the daily achieve more popularity day by day. It is really noteworthy to state that this daily reaches all the corners of Tamilnadu for the past many years more popularly and it is regarded for its brevity and popularity. This particular daily is a widely circulated one throughout Tamilnadu and neighbouring states where Tamil people live. This daily seems to be the widely circulated to the rural people, as it coins new usages and most of the usages are found to be easily adoptable and intelligible to the masses.

It is observed that communication through Dinatanti is an acceptable factor throughout Tamil Nadu and the language use in paving the way for understanding the ideas, events and
experiences. A kind of modernisation has been done in this daily and it creates a healthy atmosphere to find out the process of network communication.

A style of Dinatanti is quite new and different. It follows a style nearer to the so-called modern literary Tamil. Nowadays it has the largest circulation in Tamilnadu and also this leading newspaper attracts a large section of the society. The style of Dinatanti has become very popular particularly among the rural people. It is a successful circulation and it is sold popularly in all places. The reason for the popularity gained by this daily is the simplified language with which the news is conveyed to the masses in a more effective and efficient manner.

5.4.0 SIMPLIFICATION AND LANGUAGE STYLE

In the present day communication phenomena, simplification is an important factor and that has become a tool in the process of modernisation. In Dinatanti we find the use of some simplified forms which have been accepted and adopted by the society in the normal linguistic behaviour.

The language of Dinatanti is entirely different from that of other newspapers. It is noted with regard and reputation that among the newspapers under study, Dinatanti introduced for the first time many forms from the living day to day language. It has introduced several expression coined from the native forms. This type of common usages is highly regarded by one and all in the society. It is equally noted
that though some of the forms considered to be more colloquial and non-standard Dinatanti attracted the attention of large sections of the society.

5.4.1 Jennifer Mario Bayer (1985) is of the opinion that "Dinatanti can be proud of its service to the illiterate and less educated rural masses in this regard (i.e.) language use by adopting such style of simplification, regular reading of such coinages and expressions of Dinatanti the masses have enhanced their level of comprehension to a considerable extent.

5.4.2 In Dinatanti, graphic highlighting of the headline is of course a noticeable technique and the headlines are given in bold letters extending over different columns in which the article is printed. Apart from the headlines, sub-headlines have also been dealt with and this is depicted in detail in the section under paragraphing.

5.4.3 Unless the headlines are clear and brief, the readers cannot understand the news and its primary content and importance. The absence of headlines in the newspapers is comparable to men without backbone and house without any concealment.

In Dinatanti, the three characteristics of news reporting are strictly followed and they are collection of news, writing of news and expression of the same in lucid
manner for effective communication. When television was first introduced in Tamil Nadu, Dinatanti used the expression for denoting it as ‘\textit{pa\textbf{\text{a}}\text{\textbf{\text{a}}} re:\textbf{\text{t}}\text{\textbf{\text{y}}}}' which has two forms namely pa\text{\textbf{\text{a}}\text{\textbf{\text{m}}} ‘picture’ and re:\textbf{\text{t}}\text{\textbf{\text{y}}}: - radio. This re:\textbf{\text{t}}\text{\textbf{\text{y}}}: is common usage and pa\text{\textbf{\text{a}}\text{\textbf{m}}} is a native item known to all. The combination of two forms to denote the items television, though a new coinage was not accepted by the Tamils and hence this word was later dropped.

Similarly Dinatanti profusely uses sensational onametapoeic expressions like \textit{catak catak, mara mara, pa\text{\textbf{\text{a}}\text{\textbf{\text{m}}} pata} pata} etc to introduce the concepts of intensity, urgency, necessity and effectiveness etc. Such expressions noted above help the reader to indentify the news paper which he is reading without actually seeing the name of the daily.

The adoption of such new onametapoeic expressions, even though lesser in degree in other news papers but is well noticed in the modern literature as well as in other media of communication like cinema, drama advertisements and so on. In this regard the new coinages by Dinatanti have been accepted by other newspapers, journals, etc and all such forms are quite commonly found in use.

5.4.4 This newspaper makes use of features drawn from the spoken mode of Tamil language also. It never hesitates to adopt loan words and their usages if they are found to be quite common, basic and efficient for mass communication. Even some purified forms are found and they are regarded as
uncultured forms by the puritans of Tamil. Most of the usages are loan translations into Tamil. But all such usages are found to be common usages in day to day life. So, we find many of such expressions with little impact in the modernisation of language. The elite people prefer only those loan items because they are well acquainted with them.

5.4.5. A special feature that emerged as an outcome of field survey was that the newspaper, Dinatanti, communicates all the news for the public but most of the news items covered by deals with the political news prevailed in Tamilnadu. It plays a great role in extending publicity to any ruling party. Much importance is given to the present political trend. This is a peculiar character of Dinatanti and other national and international news are only secondary to it.

5.5.0 PHONOLOGICAL STRUCTURE

The early Tamil grammars framed certain rules regarding Tamil phonological structure and they are followed in the literary works of different ages. It is found that diphthong does not occur in the three dailies. The other vowels occur and they are distinct phonemes as seen in the earlier chapters. With regard to consonants, the plosive 'ṭ' and the laterals 'l and r' do not occur initially according to the traditional grammar. But in the mass media communication these consonants occur without following the above said rules. But in colloquial Tamil some words occur
with these consonants in the initial position with no prothetic vowel as prefix. The following are the words which do not take any prothetic vowel but occur initially.

(e.g.)

<table>
<thead>
<tr>
<th>Word</th>
<th>Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>latcham</td>
<td>lakh</td>
</tr>
<tr>
<td>la:ry</td>
<td>lorry</td>
</tr>
<tr>
<td>reyil pa:ta\i</td>
<td>railway track</td>
</tr>
<tr>
<td>t\airect\ar</td>
<td>Director</td>
</tr>
<tr>
<td>ra:nuvam</td>
<td>military</td>
</tr>
<tr>
<td>ratam</td>
<td>chariot</td>
</tr>
<tr>
<td>rattam</td>
<td>blood</td>
</tr>
<tr>
<td>racikarkal</td>
<td>filmfans</td>
</tr>
<tr>
<td>ra:jinama:</td>
<td>resign</td>
</tr>
<tr>
<td>l\ancam</td>
<td>bribe</td>
</tr>
<tr>
<td>re:san</td>
<td>ration</td>
</tr>
<tr>
<td>ra:ni</td>
<td>queen</td>
</tr>
<tr>
<td>ravunt</td>
<td>round</td>
</tr>
<tr>
<td>ta:ktar</td>
<td>doctor</td>
</tr>
<tr>
<td>trektar</td>
<td>tractor</td>
</tr>
<tr>
<td>tikket</td>
<td>ticket</td>
</tr>
</tbody>
</table>

5.5.1 The names of persons and places beginning with the three consonants l, r, t noted above do not take any prothetic vowel initially and they are as follows. This becomes natural and they are spoken in the same way just like the words stated above.
It is to be noted that there are exceptions to the above phonetic distribution rule and some examples we find the use of the prothetic vowel in order to avoid the occurrence of consonant 'r' in the initial position of a word.

(e.g.)

<table>
<thead>
<tr>
<th>Name</th>
<th>Person/Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ra:jiv ka:nti</td>
<td>Rajiv Gandhi</td>
</tr>
<tr>
<td>Ra:mamu:rti</td>
<td>Ramamurthi</td>
</tr>
<tr>
<td>Raṅkara:can Kuma:ramangalam</td>
<td>Rangarajan Kumaramangalam</td>
</tr>
<tr>
<td>Ra:ma Ra:v</td>
<td>Rama Rao</td>
</tr>
<tr>
<td>Ra:macantiran</td>
<td>Ramachandran</td>
</tr>
<tr>
<td>Ra:mar</td>
<td>Rama</td>
</tr>
<tr>
<td>Ra:macantira Na:yar</td>
<td>Ramachandra Nair</td>
</tr>
<tr>
<td>Ra:mata:s</td>
<td>Ramadoss</td>
</tr>
<tr>
<td>Ra:capa:layam</td>
<td>Rajapalayam</td>
</tr>
<tr>
<td>Ra:makiruttinan</td>
<td>Ramakrishnan</td>
</tr>
<tr>
<td>Lantan</td>
<td>London</td>
</tr>
</tbody>
</table>

In these examples we find the prothetic vowels 'i' and 'a' are prefixed before the names of persons and place.
5.5.2 Regarding the occurrences of word final consonants, the plosives cannot occur in the final position. They always take a vowel 'u' in the end and it is called as Kurriyalukaram in Tamil. It is a shortened form of 'u' which is a phonetic tendency in Tamil. In the language used mass media, we see that the plosive consonants occur finally in loan words without 'u' ending.

(e.g.)

- market
- ticket
- passport
- rocket
- direct set
- communist
- note

But there are a few exceptions to this statement and in the following words, 'ko:rttu' - court etc., we see that the final 'u' is found in the loan words corresponding to Tamil.

5.6.0 MORPHOLOGICAL DESCRIPTION

Much cannot be said as peculiarities of morphological structure in the newspapers. The order of roots and morphemes stand in the proper form. In the sentence formations, a few examples are found in which the plural nouns take a singular verb in the end and this is uniformly followed in various places.
In Tamil a plural subject takes only a plural verb in sentences. But in this case the subject with two nouns occurs with only a singular verb in the predicate. This is defective as per the norms of the syntactic structure of Tamil.

In Dinatanti, the abbreviated term, for example, 'A.I.A.D.M.K.' stands for All India Anna Dravida Munnetra Kazhagam. This use of acronyms is found in almost all places and this is a peculiar feature found in Dailies.

5.7.0 LEXICAL STRUCTURE

One can say that the vocabulary of Tamil through newspapers undergoes changes according to the environmental conditions and also the needs of society especially in the rural areas. All are not educated and to satisfy the basic need of the illiterate people, the newspapers take the foreign words and use them in the communication system. Because of these usages, the meaning of the words becomes very clear and more effective to the readers of the rural folk. Dinatanti is no exception to it. It too follows the earlier newspapers for absorbing the loan words more liberally.

Newspapers do attempt coining of new technical and other terms. Some of the examples of such coinages are presented below.

(i) *petro:l, pa:l la:ry o:ṭiyatu -*

'petrol and milk lorry plied'

(ii) *ta:niyaṅkal irukkiratu -* 'grains are there'
As we have seen in the previous chapters, many expressions which are assessed as loan translations are found in Dinatanti. They are easily identified and this particular newspaper has been regarded as the best one which paves the way for using loan transactions. The following words show the pattern of translation adopted in Dinatanti.

5.7.1 LOAN TRANSLATIONS

As we have seen in the previous chapters, many expressions which are assessed as loan translations are found in Dinatanti. They are easily identified and this particular newspaper has been regarded as the best one which paves the way for using loan transactions. The following words show the pattern of translation adopted in Dinatanti.
(e.g.)

- ka:val ni:tippu - extension of detention
- unmaiya:na va:ricu - true heir
- te:ciya munnani - National Front
- i:tatu ca:ri - Leftists
- ni:timanra t:irppu - Court judgement
- vipacca:ra alaki - prostitute
- tunikarak kollai - daring robbery
- cirakup pantu - shuttle cock
- mattiya aracu - Central Government
- pa:ra:lumanram - Parliament
- pu:raña matuvilakku - total prohibition
- unna:viratam - hunger strike
- puranakarp pakuti - outskirt of the city
- vi:tutalaip pulikal - liberation tigers
- a:yu(l tantanai - sentence to death
- kuntar cattam - gunda's act
- ti:vira cikiccai - intensive care
- kalappa:tam - adulteration
- ni:tit turai - judicial department
- kollaik kumpal - robbery gang
- unavut tattuppa:tu - scarcity of food
- a:lu:uka:ci - ruling party
- etirkka:ci - opposition party
- ku:tu:tal poruppu - additional responsibility
- nu:tanap po:ra:ttam - novel agitation
- navi:na ayuta:nkal - sophisticated weapons
kaṭattal - smuggling
parimutual - confiscation
oṭṭu ca:vati - voting booth
pakirānka vica:ranai - public or open enquiry
avacarac cattap prakatanam - Emergency ordinance
piratamr nivaraṇa niti - Prime Minister's Relief Fund
irutaya aruvai ciki:ccai - open heart surgery
kuṭta:ṭci - coalition government
costanaic ca:vati - custom's office
ne:rați oliparappu - living telecast
po:taĩ maruntu - nacrotics
calai mariyal - road picketing
cottuk kanakku - property account
appattama:na araciyal - absurd government
me:lavait tuṇait talaivar - Vice President of Upper House
teciya pu:nka - national park
alaivaricai - channel
kaivaricai - sleight of hand
varuma:na vari - income tax
varumaik ko:tu - poverty line
ca:taṇai virutu - award for achievement
tatuppuk ka:val cattam - preventive defection act
va:riyat talaivar - president of a corporation
avatu:ru valakku - defamation case
pukaippatak kanka:ṭchi - photographic exhibition
na:ca ve:lai - sabotage
u:lal pukar - corruption complaint
nakai parippu - snatching of jewels
mukamuti tirutarkal- thieves with mask
culal ke:taiyam - rolling shield
patatta nilai - tensed state
akkiramippu - encroachment
va:nveli a:ra:cci - research on space science
apa:ra ca:tanai - superb achievement
nulaivu te:rvu - entrance examination
ni:tipati - judge
ka:ve:ri natuvar manram - tribunal on Kaveri
vaittiyak kallu:ri or
maruttuvak kallu:ri - medical college
vitiyasama:na amali - different uproar
Tamil akatikal - Tamil refugees
ma:rru aruvaic cikiccai - surgery involving replacement
of organs
ka:ntanap pe:ranai - strong protest rally
inaippu ma:na:tu - conference for the merger
of unions
atirati ta:kkutal - a commando attack
iruti ~ancali - last homage
vilai va:ci - price of essential commodity
ka:nakke:tuppu - census
curruppa:tai - orbit
ketu - dead line
palu tu:kkum po:tti - weight lifting competition
nukarvor cañkam - consumer association
ceyarkaik kol - sputnik
pattuvattai - delivery of letters
po:kkuvattu nerical - traffic jam
cara:ya ve:ttaii - operation against unlawful arrack
natcattira ottal - star hotel
maruttuva nalattittam - medical welfare scheme
tankat takatu:kal - gold medal piece
katta:ya nankotai - compulsory donation
katci ma:ri vo:ttu - cross voting
cuye:tcai ve:tpai:lar - independent candidate
capa:nyakar - Speaker
ne:rmukat te:rvu - interview
tuntu piracuram - pamphlet
aikkiya potuvutamaik katci - United Communist Party
kirustuva arakkattalai - Christian Endowment
pirivu upaca:ram - farewell party
pa:tanu:l niruvanam - text book corporation
valipppari - highway robbery
viparita vilavukal - disastrous consequences
karuttaranku - seminar
katattal a:ca:mi - hijacking person
carvate:ca makalir piraccanai - problems of international women
araciyal talaiyi:tu - political interference
vica:t tari tolila:lar - powerloom workers
vilakal mutivu - decision to withdraw
pa:ta: lac ca:kkatav - underground drainage

tesiya ma:navar patai - National Cadet Core

tolil pettai - industrial area

ilakkiyap peravai - literary association

ataiya:la unna:viratam - token fast

tu:tarakam - embassy

kannottam - perspective view

vanmuraik kalavaram - violence rebellion

nilavaric cattam - land revenue act

tallivaippu - postponement

ilavaca kan cikiccai muka:m - free eye camp

marnilankal - states

nakara:ci a:naviayar - corporation commissioner

pa:ta ya:ttirai - pilgrimage march

citiravatai - torture

mitakkum ottal - floating hotel

camaraca utanpathikkai - agreement on accord

vil vittai - bow feat

ponvila:k kontattam - golden jubilee celebration

kanka:nippu - vigilance

mutikka:nikkai - offering of hair to deity

cantana ma:lai - sandal garland

vi:ra:nkanai - woman athlete

ankap piratatcinam - rolling on the ground of the
temple in fulfillment of a vow

tesiya mayama:kkal - nationalisation
ilavaca manaippatta: - a settlement record for free house allotment
arai iruti a:ttam - semi final game
itaikka:lat tatai - interim stay
arima: ma:vattat talaivar - Lion's Club district president

It is seen from the above list of words that many of them are used in Dinatanti while portraying news related to political, national, religious and social domains.

5.7.2 LOAN BLENDS

Expressions whose components are drawn from two different languages are called as loan blends. Because of the impact of the existing state of bilingualism day to day in normal life, particularly in Tamil communication the tendency to utilise the expressions found in Tamil and English in a mixed form. Many studies on code-mixing and code shifting in Tamil situation prove this. In the mass media communication also the two languages Tamil and other languages like English, are combined together and used to communicate messages to the public and this strategy is considered as effective in bringing better understanding of messages. Here we list a few expressions particularly compound words used in media writings where words of Tamil origin and English origin are mixed up and used.
| (e.g.) |
|-----------------|------------------------|
| **panku market mo:cați** | share market scam |
| **pank uyar atika:ri** | Bank higher officer |
| **Jeya: publike:shan** | Jeya Publication |
| **la:ri atiparkal** | lorry owners |
| **atletik te:rvu** | athletic selection |
| **olimpik po:tti** | olympic competition |
| **tennis vi:rar** | tennis hero |
| **pa:l caplai** | milk supply |
| **putiya ko:rttu** | new court |
| **ma:vat̪ak kalektar** | district collector |
| **uniyan aŋi** | union team |
| **po:lic pa:tuka:ppu** | police protection |
| **kaila no:ttu** | black currency |
| **te:rtal kamishan kattalai** | election commission order |
| **ka:ykari caplai** | supply of vegetables |
| **malaik ko:ttu** | rain coat |
| **ro:t mariyal** | road blocking |
| **camayal ke:s** | cooking gas |
| **akala rayil pa:tai** | broad gauge |
| **petro:1 pank** | petrol bunk |
| **ro:ttary cankam** | Rotary association |
| **iluvai rayil** | winch |
| **ulaka kirikkaṭ aŋi** | world cricket team |
| **palap pari:tchai** | trial of strength |
| **o:ttu etuppu** | casting of votes |
| **mo:t:ar payaŋam** | motor race |
In the above examples we find both Tamil and English words or vice versa blended together to Tamil structure and used in the mass media communication.
5.7.3 Loan Adoptations

In mass media communication it is observed that all the dailies under study use certain words that are adoptations of loan words with due translation. These words become colloquial and they are found in daily usage. The following list of words may be given as example drawn from Dinatanti.

(e.g)

- latri straik - lorry strike
- tairektar - Director
- kanṭektar - conductor
- kalektar - collector
- ste:t peːnːk - state Bank
- a:pare:shan - operation
- a:spatiri - hospital
- cupiriːm koːrttu - supreme court
- maniyaːrtar - money order
- ti. vi. tek - T.V deck
- po:yink - boeing
- cap-inspektar - sub-inspector
- kampuːtar - computer
- jiːp - jeep
- kilinːar - cleaner
- jeyil - jail
- tiyeːttar - theatre
- keːptan - captain
- laicenc - license
- telifisan - television
puro:kkar - broker
stav - stove
tire:ctar - tractor
sku:tar - scooter
kamitti - committee
rika:rtu - record
re:tiyo: - radio
cap-kalektar - sub collector
ke:k - cake
mo:pet - moped
tempo: - tempo
sta:r ti vi - star T.V.
ke:pil ti vi - cable T.V.
jimne:stik - gymnastic
appi:l - appeal
ceshans ko:rttu - sessions court
po:lvalt - polwalt
ste:tiyam - stadium
vi:tiyo: - video
ekspiras reyil - express rail
akatemi - academy
kavarnar - governor
ke:shiyar - cashier
ka:manvelt - commonwealth
ka:rtu:n - cartoon
to:kan - token
lo:tj - lodge
paipa:s ro:t - bye pass road
5.8.0 CHARACTERISTICS OF DINATANTI

There are certain typical characteristic features found in Dinatanti and they are discussed below.

5.8.1 USAGE OF DIPTHONG

As we have seen in the previous chapter on Dinamalar, Dinatanti also uses the dipthong "ai" as a transliterated form for the English word "high" in the phrase "high court". This peculiar transliteration can be modernised by translating the phrases *uyar ni:ti manram*. But this is not modernised or translated in active usage.

5.8.2 SHORTEN 'U' in TAMIL

The transliterated word "pasu" for "bus" where the loan word is added with a final 'u' occurs in Dinatanti. This addition of 'u' takes place because the consonants in Tamil take the shortened 'u' in the end and that vowel is named as 'kurriyalukaram'.

5.8.3 ADJECTIVAL FORMS USED

Adjectival form preceding a noun adds a distinct meaning in the noun by way of qualifying and modifying or delimiting the objects referred by the nouns. Generally an adjective plays an important part in the formation of noun phrase and it adds to the noun significant features of quality. Many expressions in Dinatanti eventhough reflect adjective and noun combination, they are felt to be novel
because the collecting adjectives are special with reference to the nouns.

- *ilam pen* - young girl
- *putup pen* - new girl
- *katun cantai* - vigorous battle
- *uccak kattam* - climax stage
- *mulu mo:cati* - complete fraud
- *punitat tirunal* - holy festival
- *tanka ya:nai* - golden elephant
- *patu kolai* - severe murder

In these instances, the adjectival forms followed by nouns stand apart as significant. The news readers feel the novelty in such typical collocations.

### 5.8.4 POETIC SIGNIFICANCE

Rhetoric features are used as additional techniques used in the newspaper and the coinage of poetic diction is itself regarded as a device to present effectively the deeper meaningful themes. Some of the typical expressions as found in Dinatanti are presented below.

(i) "Makkal vellam"

In "makkal vellam" "flood of people" we find that the phrase denotes the over crowding of people gathered in a place to see their popular political and other leader. Here the crowd is metaphorized with flood. This is a kind of poetic sentiment and similar metaphorization appears in
phrases like unaracci vellam, or anpu vellam which stands for "flood of emotion", "flood of love" respectively.

(ii) 'Malarp patai' - "flowering path"

The phrase malarp patai stands to denote the path spread with flowers like rose. Here the term 'malarp patai' is a simile in the figures of speech a poetic glamour.

(iii) 'etir oli'

Few expressions used in the news media show extended meanings. The expression etir oli is one among them. In the ordinary sense it means 'echo' but in the newspaper it has a lexical and semantic significance and it means an impact or repercussion brought about by an incident.

(iv) 'valai vi:ccu' - "Spreading of the net"

The term 'valai vi:ccu' stands for taking proper measure to get the criminals with vigilant care. This expression literally means spreading the net. But here it means the operational research made for instance, by police to get hold of the criminals.

(v) 'vilai carivu'

'vilai carivu' means the decline or the fall of price of essential commodities. Here both the noun, 'vilai' and the verbal noun, 'carivu' join together and clearly state the decline of the economic conditions. This is a semantic aspect involving an unusual collocation of expressions denotes abstract nouns and actions of concrete nouns that normally attract the mind of the people.
(vi) 'ta:kkutal'

The verbal noun 'ta:kkutal' stands generally for an assault on others. But here it signifies the state of political opponents attacking one another with a revengeful attitude using unpleasant words. This expression is an example for the semantic extension. The word ta:kku is more often used to refer to the criticism made by politicians on other politicians.

(vii) 'carama:ri kattik kuttu'

The expression 'carama:ri kattikuttu' in this newspaper refers to the continuous stabbing as an opponent with a sharp knife. The prefix 'carama:ri' stands for the speedy and quick action of doing something successively till the aim is completed.

(viii) 'ore: tankam' and 'tankam venra:n'

The feature of speech namely metonomy occurs in this expression 'tankam' normally means gold 'ore: tankam' here means the only one gold medal a player brought to his country by his excellence in sports. The word 'tankam' stands not for mere gold but for a gold medal. In the other example the phrase 'tankam venra:n' refers to the winning of a gold medal by the athlete in the sports competition.

(ix) 'anna ta:nam'

The expression 'anna ta:nam' stands for the free distribution of food to the poor people as an act of charity or an act made for the fulfilment of a vow made to a deity. In this connection we can cite a number of examples where the
word 'taːnam' is added to the noun forms and the compound words with taːnam as a member signify charitable acts of different types. Words like 'kaŋ taːnam' 'pumi taːnam' 'nakai taːnam' and 'iratta taːnam' stand respectively for the donation of eyes, land, jewels and blood to the needy people in case of any urgency.

A special linguistic feature found in this daily is the use of reduplication. The expressions 'kitu kitu uyarvu' and 'oːta oːta virattinaːn' give sensational meaning through the occurrence of reduplicated expressions. The words 'kitu kitu uyarvu' indicate the quick and rapid raise of the price of commodities. The other word 'oːta oːta' refers to the mode of action of running after a running one.

xi 'paricu malai' - "Torrental prizes"

This poetic expression 'paricu malai' refers to the continuous act of receiving prizes or awards by a participant in a competition. The sports man receives them one by one like a rain fall. The innumerable prizes or awards make him to drench in a rain and his joy knows no bounds. Just to exaggerate the event this particular term 'paricu malai' is used in the newspaper.

(xii) 'pattap pakal'

The phrase 'pattap pakal' denote a very bright light. The noun pakal itself gives the meaning 'day'. But in order to give the intensity of the day light, another word patta is prefixed to the noun and the combination adds strength of the word.
(xiii) The word 'patattam' for 'patarram'

The expression 'patatta nilai' means tension prevailing in a place or region. It is necessary to state that the reduplication of the plosive 't' appears in colloquial Tamil and the actual form is 'patarram'. The intervocal 'r' is changed into 't' in the above term and it is an example showing intensification of expression.

5.9.0 SYNTACTIC STRUCTURE

Our state government in order to extend justice to the society has come forward to get petition from the depressed or poor people on a particular place and pass on necessary orders for redressing their grievances on the spot itself. This kind of act is commended and the particular day of the special gathering in a place is termed as 'manu nili: na:l'. It justifies the successful venture of the government and it reminds the acts of the chola kings of the ancient chola dynasty. One chola king killed his only son a prince-under the wheels of his chariot on knowing that the latter killed a calf during his early ride to see a festival. The cow on knowing the death of the calf went to the place and pulled the great bell of justice. This kind of act is reminded in the present day and hence the word stands for timely justice prayed for.

A few headlines and the syntactic constructions used in headlines reflect the intensity of the news situation and pulls the attention of readers towards the news items portrayed.
The newspaper, Dinatanti, is popular for the headlines which are termed as the best anecdotes. Thus the readers are instigated to go into details of the news as soon as they receive the newspaper.

(1) Some of the headlines in this newspaper which are attractive and which make people to know more details about the news are as follows:

'anal parantatu kaṇavu takarntatu'

This headline makes people contemplate over the relationship between the furious speedy spread of fire and the shattering of the dream of people. On reading this one tempted to go through the body of the news to know more about this caption.

(2) 'Iḷam peṇ marmak kolai'

The mysterious murder of an young girl is reported in the above headline. On reading this, anybody is anxious to know the details and so the reader is tempted to go through the sub-headlines and also the news item with curiosity to know the cause of the young girl's death, and the mystery surrounding the death of a girl.

(3) 'Kuṭumpa takararil payāṅkaram; kaluttai arintu kulantai kolai'

This news states the cruel murder of an young child that occurred by way of cutting its neck. This horrible event as a whole occurred during the family quarrel over a dispute. This is a pathetic news and the way in which it is exposed provokes everybody's feelings.
(4) 'varatātcanai Kotumai pen ti:kkulita:l-kaṉavan kaitu'

The unlawful act of demanding dowry lead a lady to be pray to fire: The husband was arrested. This is equally a captivating headline exposing the terrific and the cruel death of woman.

(5) 'maṉavi karpalippu; pu:cari kaitu'

Wife is raped and the priest is arrested. Though there are only four words in this headline it provokes the feelings of the common people to be equally eager to know the actual incident that had happened.

Apart from the above illustrations, we can see many more examples in this newspaper in the form of elliptical, nominated constructions which brings captivating foreground I to the news readers. This newspaper is popular for the said reason namely bringing muridane and folk friendly news items and it gives more importance to the various regional or political news in a style that is appealing to the common man.

5.10 CONCLUSION

The efficient use of language in mass media communication is a crying need of the hour. As the four alphabets in NEWS stand for the four directions namely NORTH-EAST-WEST-SOUTH- the news revealed from these directions should occupy a place in the dailies. We cannot expect all the newspapers carry out the task well. In Dinatanti, one cannot expect the world news to undue
prominace because this daily is circulated among the rural folk widely in all corners of Tamil Nadu. Naturally the regional news assume a prominant place in it.

It is to be noted that Dinatanti uses many loan words and they are either translated or adopted according to the structure of the modern Tamil situation. Even the pure Tamil words are seen when one goes through the list of words under various heads. The publisher or editor of Dinatanti is to be appreciated as he paves the way to create an atmosphere for wider circulation and elaborate propaganda in this situation.

This particular newspaper is very enthusiastic in portraying information related to even ordinary citizens and the headlines often attract even the ordinary reader because it always brings out the news about people belonging to all sectors of a society, a noble woman, domestic wife, young girl or sweet child. Thus it becomes a homely newspaper in its own sense. 'A house is built by hands and a home is built by minds,' thus goes a popular saying. Dinatanti is published by a mind with devotion and enrichment. This is the first daily that encouraged student population by way of installing various prizes for the rank holders of the state wide examinations conducted in the secondary and higher secondary school level. The rapid growth of this daily with weekly magazines and other issues become a land mark in the field of journalism and mass media communication.
It invokes the feelings of the society and it lives in the heart of people as a messenger of information and activities related to the nation in general and the regional state in particular.