CHAPTER 1
CHAPTER I
INTRODUCTION

1.1. General

Language is a dynamic phenomenon by its very nature. It subjects itself to growth and change in much the same way as a living organism. The study of language involves two aspects namely, language structure and language use. In each of these aspects, patterns could be noticed owing to formations as well as functions. Linguists try to describe language, taking into consideration both these aspects of language and relating them with each other with reference to the society that makes use of the language for its formal and informal activities, interactions and social functions.

The term structure could be defined as the way in which something is made, built or organized, with all its different parts or aspects forming a particular shape, pattern or system. And the term usage could be defined as the way in which words are actually used in particular contexts, especially with regard to their meaning.

An historic perspective would inform one that the scientific way of studying a language began just a hundreds years ago. It is a difficult process too. To analyze the structure of any language, for that matter, poses great difficulty as it has two integral components, namely - sound and meaning, also known as form and content. A language achieves its structure by the association of the form and the content. For instance, every word in a language is represented by
a single sound or a sequence of sounds and in turn every word has a specific
meaning in a particular context. It is interesting note that only through the
categorized meaning associated with words, one communicates with others in
his or her speech community.

1.2. Language Use

The development of a language reflects the state of the society in which it is
spoken. The language development could be evaluated by assessing how far a
language is being effectively utilized by its speech community to fulfill its social
and other needs. Hence the language use is a major factor for determining the
language development. Languages like English have grown to incredible extent
to meet the demands of the emerging sciences and trendy lifestyles that pop up
now and then by enriching their lexical stock and syntactic patterns. Only in this
context, the efficiency and effectiveness of Indian languages need to be
compared with that of English to realize how and why the utility of a language in
various domains, including the emerging ones, is to be enriched in order to
reach the status of developed languages. The utility range of the Indian
languages leaves a lot to be desired and immediate steps are to be taken on
war footing to develop these languages in myriad domains like education,
administration, science and technology, mass media, etc.

1.3. The language of newspapers and their rhetorics

Analyzing the lexical and syntactical use of language of newspapers and the
rhetorical strategies employed by them to encode the news items with their
“ideological slant” would bring forth newer understandings on the mass medium as well as the language itself. The term ‘ideology’ is used here to refer to the interpretations, viewpoints and the stands taken by the reporter or by the news organization or other related bodies with reference to the particular item that is reported so that the reader can be influenced and be drawn towards them.

The news media – particularly the newspapers – have developed significantly in their content and their structure, keeping pace with the changing face of the society. The newspapers are radically different from other forms of print media in the sense that they are instantaneous in nature. They have unique constraints like time and space. The news must be catered to the society at the earliest. Even a slight slackness on the part of the news reporter might leave a news item pathetically stale. At the same time, newspaper is considered to be a semi-permanent medium. The content of the newspaper could be quoted long after they are encoded and they may be archived for centuries. The language of newspapers and their rhetorics are to be subjected to linguistic scrutiny for these very reasons.

In the modern socio-political context, newspapers have a vital role as an informing medium as well as an entertaining medium. Another dimension has also been added to these dual roles. That is the role of instruction and agenda setting for the society. The mass is of the opinion that anything that appears on print is to be believed. This has been largely achieved, reasons are plenty to believe so, mainly through the rhetorical devices and techniques clubbed with
smart lexical and syntactical use. Particularly in the case of information pertaining to social and political matters, they expect the newspapers to apprise them of what happens around them. They easily succumb to the news catered to them by the newspapers. In such a sensitive context, it is quite important for the newspapers to realize the significant role they play in the social fabrication and they need to encode the news without any bias. To put it more succinctly, it is expected of the news writers and of the news organizations to express the news as it happened without any ‘ideological slant’ or ‘covert opinion’. But, the news organizations, like governments, have their own ‘hidden agenda’ or to put it mildly, ‘ideological slant’ and they attach emphasis to a news item only when it suits to their interests. Or even while reporting an event of common interest, they “load” the item with their opinions and views in the name of news. The public, particularly the non-elites, have no choice in this situation. The information reaching them is controlled and conditioned and they, in turn, try to condition the readers’ responses. All these implicit manipulations and thought censoring are found even in a democratic set-up where it is generally believed that the mass have access to “free and unbiased” information. Chomsky, N. (1991) in his essay “Media Control” identifies two dissimilar conceptions in this regard: “Let me begin by counter-posing two different conceptions of democracy. One conception of democracy has it that a democratic society is one in which the public has the means to participate in some meaningful way in the management of their own affairs and the means of information are open and free... An alternative conception of democracy is that the public must be barred from managing of their own affairs and the means of
information must be kept narrowly and rigidly controlled. That may sound like an odd conception of democracy, but it is important to understand that it is the prevailing conception.” Having quoted Chomsky in this context, it will be interesting to take note of what Fowler, Roger (1991), taking a different view, says about the language of the newspapers: “It should be clear that linguistically constructed representation is by no means a deliberate process, entirely under the control of the newspaper. The newspaper does not select events to be reported and then consciously wrap them in value-laden language where the ideology is passively absorbed by the reader. Such a “conspiracy theory” would give the newspaper too much, and the reader too little, power.” He further adds, “…the practices of news selection and presentation are habitual and conventional as much as they are deliberate and controlled. And as for value-laden language, the crucial point is that the values are in the language already, independent of the journalist and of the reader. Ideology is already imprinted in the available discourse. It is obligatory to select a style of discourse, which is communicatively appropriate in the particular setting, and the accompanying ideas follow automatically. In selecting the required style, the journalist ceases to be an individual subject, and is constituted as something more impersonal, a writer. The fundamental principle is that, to repeat, the writer is constituted by the discourse. Discourse, in the present usage, is socially and institutionally originating ideology, encoded in language”.

However, it could be concluded that the language of newspapers does reflect the contemporary status of the society and its language. The language of the
newspapers does interact with the mass so intimately that it plays a major role in the process of language development as well the development of the society. In short, the language of the mass media, particularly the print media, is resplendent reflection of the sociological, political and cultural status of the society concerned.

1.4. Aims of the study

The study has the following as its aims:

♦ To explore the language use and the rhetorical devices, techniques and strategies of English newspapers in India with reference to ‘The Hindu’ and ‘The Indian Express’.

♦ To explore and recognize how the ideological slant is hidden in the language of newspapers.

♦ To analyze the lexical and the syntactical use in the language of English Newspapers in India.

♦ To find out and to analyze the rhetorical devices in the headlines of newspapers and to identify and categorize the organization of paragraphs in the language of newspapers.

♦ To study the rhetorical techniques and strategies employed by the newspapers while encoding a news text.

1.5. Objectives of the study

The study has the following objectives:

♦ To identify the archaic forms in the language of newspapers.
♦ To identify the modern forms in newspaper register.
♦ To identify and study the coinages in the language of newspapers.
♦ To identify jargons and categorize them under various disciplines.
♦ To study and identify the terms with extended meaning in the language of newspapers.
♦ To study and identify the acronyms and abbreviated forms in the language of newspapers.
♦ To identify, analyze and categorize the use of foreign terms in the language of newspapers.
♦ To find out the purpose in the use of Indian terms in the language of newspapers.
♦ To recognize and to discuss vogue words in the language of newspapers.
♦ To analyze and categorize the loan blends and coined words in Indian context.
♦ To study the purpose of representing groups and naming forms in newspapers.
♦ To identify and analyze the compound words and compounding in the language of newspapers.
♦ To identify deviant collocations in the language of newspapers.
♦ To identify the use of colloquial terms and high sounding words in the language of newspapers.
♦ To study and categorize the use of lexical collocations in use in the language of newspapers.
♦ To analyze and recognize the expressions of ideology through syntax in the language of newspapers.

♦ To find out the various kinds of sentence structures in news texts to figure out the favored patterns.

♦ To analyze and recognize how embedded clauses attribute meaning to the matrix sentences in the language of newspapers.

♦ To understand how and when short constructions, quotes, reported sentences are used in the language of newspapers.

♦ To study the use of parenthesis and categorize its use in the language of newspapers.

♦ To identify the use of parataxis in the language of newspapers.

♦ To study the arrangement of paragraphs in the news texts.

♦ To understand how paragraphs are designed and used in English newspapers.

♦ To study and compare the organization of papers in the fields of English for Science and Technology (EST) and English in newspapers.

♦ To study and categorize the use of core statements in both the fields of EST and English in newspapers.

♦ To study and compare the arrangement of conceptual and physical paragraphs in both the fields of EST and English in newspapers.

♦ To study and analyze "the lead" in the language of newspapers.
♦ To find out the language devices in the making of headlines in newspapers.
♦ To study and analyze the types and qualities of headlines in the language of newspapers.
♦ To categorize and analyze various language devices used in the making of headlines in newspapers.
♦ To study the persuasive functions of headlines.
♦ To discuss rhetorics in mass media with special reference to newspapers.
♦ To identify and categorize the common rhetorical devices used in news texts.
♦ To enunciate how a news text could be analyzed rhetorically.
♦ To discuss the organization of narratives in news texts.
♦ To identify and analyze the structure of narratives in news texts.
♦ To find out and analyze rhetorical techniques like time order and space order in news texts.
♦ To analyze the visual-verbal relationship in news texts.
♦ To identify and analyze the interrelationship between texts and visuals in the language of newspapers and also to analyze the use of cartoons and categorize them in the language of newspapers.

1.6. Data for the study

Copies of the two National English dailies “The Hindu” and “The Indian Express” for the month of June 1998 are taken as the primary data for the study.
These two newspapers have been found suitable as the data for the study owing to the reasons cited below:

♦ These two are National Dailies.
♦ The Hindu is published in eight centers as on June 1998 (Chennai, Coimbatore, Bangalore, Hyderabad, Madurai, Delhi, Vishakapatnam and Trivandrum).
♦ The Indian Express is published in nineteen centers as on June 1998 from all over the country. (Ahmedabad, Bangalore, Belgaum, Bhubaneshwar, Chandigarh, Chennai, Coimbatore, Hyderabad, Cochin, Calicut, Madurai, Mumbai, Nagpur, New Delhi, Pune, Trivandrum, Vadodara, Vijayawada and Vishakapatnam).
♦ The emphasis is attached to national and international events in these two newspapers though local news is also covered widely.
♦ They exude Indian spirit in news reporting, content and their layout.
♦ Though these two newspapers belong to different news organizations, the commonness that could be found in all National English dailies are found in these two as well.
♦ Coimbatore editions of these two newspapers were selected for the reason that the researcher is located in the town.
♦ The commonalities in terms of language use and in the rhetorics found in these two newspapers are the same of those of other national English dailies in India.
Hence this work could be considered as a study on the language use and the rhetorics of all national English newspapers in India though, literally, it is carried out with special reference to "The Hindu" and "The Indian Express" only.

1.7. Methodology of the study

The study is initiated with two major purposes of identifying and analyzing the language use in English newspapers in India and understanding and recognizing their rhetorical strategies. The lexical use of these newspapers is probed with a view to categorize the range of their lexical items to encode the news. Newspapers have to report matters pertaining to all conceivable areas and domains of human life. Probably it is the only medium that carries a cosmopolitan trait on its back. To analyze the lexical use, the lexical items are categorized under various headings and they are identified to have a special function to convey information pertaining to particular fields. The methodology adopted here is modeled on the theories available in stylistic studies.

To look into the syntactical patterns of English newspapers in India, the model formulated by Danuta Reah (1998) is used. The favored syntactical patterns and the shift in focus to suit to the ideological slant of the newspaper are analyzed. The embeddings in the sentences and the use of parenthesis have been analyzed to understand the "ideological slant" or "hidden agenda" or "covert opinion" implanted on the surface structure of the news.
In the chapter on the rhetorics of headlines, the headlines are analyzed with a view to identify the language devices employed by the newspapers to make their headlines effective and attention claiming. Danuta Reah (1988) has identified some language devices used in the making of headlines. Added to those devices, the researcher has added some more language devices to analyze the rhetorics of headlines in English newspapers in India.

In the next chapter on the paragraphs in newspapers, the organization of paragraphs in the language of newspapers is analyzed. A comparison between the organization of paragraphs in the field of Science and Technology and that of newspapers is carried out to identify the uniqueness in each domain. The methodology adopted in this section of the study is informed by the theoretic insights of scholars like Louis Trimble (1985) and Thomas N. Huckin and Leslie A. Olsen (1983).

In the anti-penultimate chapter on the rhetorical issues in news texts, the language of the news texts in the newspapers is subjected to linguistic scrutiny and rhetorical analysis based on the models formulated by scholars like Louis Trimble (1985), Danuta Reah (1998) and Arthur Asa Berger (2000). The narrative patterns, the use of rhetorical devices to achieve the desired effect and the rhetorical techniques like time order and space order have been analyzed in detail.
1.8. Significance of the study

Investigating language style and language use is of extreme importance in the process of language development. To communicate one's ideas requires proper language use. The appropriate lexical items used in the correct syntactic structures accomplish high communicative value. In a realm like mass media, the language use is of supreme importance as the news is catered to hundreds of thousands of readers at a time. The target reader in the case of newspapers is from multifarious social, cultural, religious and political backgrounds. Catering a news item effectively to all these readers poses a great challenge to those working in a news organization. Ineffective use of language might not provoke any reaction in the minds of readers. Hence newspapers go on experimenting their language use and language style to suit to the contemporary taste of the society. They have some domain specific constraints like space, and more importantly, time. Moreover the medium itself conditions their language use and style. The language of newspapers does play a very dynamic role - sometimes even a dynamite role - in the engineering of the society. The modern Indian journalistic history is full of instances where newspaper writings have changed the very face of the society. It has collapsed regimes, injected the air of liberty into the lungs of Indian milieu, toppled states, generated popular opinions, dumped the fortunes of political parties, engendered great leaders out of ordinary men and women and what not. The great poet Bharathi, through his journalistic writings, capable of inciting the entire Tamil population against the British Raj is one influential illustration of the social power that could be generated by the language of newspapers.
The rhetorical techniques employed by newspapers attract the attention of linguists as the effects created by these techniques have immediate social consequences. Not only this, a general tendency is sometimes seen, if not always, that an ideological slant is implanted in the language of the newspapers. The term 'ideological slant' is used here to refer to the interpretations, view points and the stands taken by the reporter or by the news organization or other related bodies with reference to the particular item that is reported so that the readers can be influenced and be drawn towards them. To quote Chomsky, N.(1997), “The journalists are involved in organizing the way the people think and look at things... The real mass media are basically trying to divert people”. In such a context, a thorough understanding of the language of the newspapers would enable one to understand if there is any ideological manipulation interwoven in the texture of news. This study gains significance in such a complex, contemporary social scenario. Also such a study would help the reader to identify the language structure of newspapers besides helping to identify the various language features from the point of view of Mass Communication. This study also helps to identify and recognize the growth in the existing stock of English words and contemporariness in its syntax in addition to identifying the rhetorical techniques employed in the language of newspapers.

1.9. Scope of the study

The study is carried out with a view to analyze the language use and the rhetorics of English newspapers in India. The lexical use and syntactical
patterns in the language of "The Hindu" and "The Indian Express" are looked into and analyzed. The lexical uses are classified under various headings and are subjected to linguistic scrutiny. However, coinages and extension of meaning of lexical items in the light of technological explosion in information sciences are not studied in depth, considering the constraints of space and focus. In the case of coinages, patterns could be evolved on the basis of which newer forms are coined in the language of newspapers. In the same way, patterns could be identified in the extension of meaning of certain lexical items when they are given currency by the language of newspapers. The study limits itself, as far as the lexical use is concerned, with categorizing and classifying the lexical items used in the newspapers to convey a piece of information effectively. It is found out that the lexical items are carefully selected by the news writers not only to convey the news/information but also to implant the views/ideological slants/covert opinions of the news writer or that of the news organization.

In the case of syntactical structures in the language of newspapers, the study focused its attention to study how certain syntactic patterns, like embeddings, are used to convey the ideological slants. The use of parenthesis in the language of the newspapers is also taken up for study. However it is desirable that the syntax of the language of newspapers is studied holistically so that the changes that have taken place in it and its contemporariness could be brought into focus.
In the case of newspaper headlines, an attempt is made in the study to analyze them based on certain language devices and how the headlines achieve readability and attract the readers to read the whole news item. There prevails a necessity to analyze the newspaper headlines based on their structure and nature like pyramid headlines, inverted pyramid headlines, flush left headlines, flush right headlines, cross headlines, kicker headlines, question headlines, quotation headlines and so on. The language devices and their rhetorics alone are taken up for scrutiny in the study, considering the aims and objectives of the study.

The organization of paragraphs in the language of the newspapers is analyzed with a view to distinguish its uniqueness. A comparison is drawn between the organization of paragraphs in the language of newspapers and that of English for Science and Technology. Yet, the intricacies and finer elements in the organization of the paragraphs will be explored when a whole study of this nature is dedicated to analyze the paragraphs in the language of newspapers alone.

The rhetorical issues in news texts is then taken up to find out the rhetorical techniques used in the language of the newspapers and narrative patterns employed in encoding a news text and common rhetorical devices used in the news texts to produce the desired effect. There is ample scope to analyze a news text on the canons of semiotic analysis, ideological criticism, psychoanalytic criticism, content analysis, ethno methodological research, and
attitude surveys. But the constraint of focus of attention underneath the study has limited itself with the aims mentioned at the beginning of the paragraph.

1.10. Review of literature

The language of newspapers has attracted the attention of both the linguists and the common readers. The journalists also have touched upon the language of newspapers in fragments and incomplete ways. PVL Narasimha Rao (1998), for instance, has dealt extensively with the language of the newspapers. He notes on the language and purpose of newspapers: “The language depends upon the purpose and the policy of a particular paper on different subjects like politics, trade and economics.... The interpretation of objectivity depends upon the view of the writer as well as the reader. If either or both have preconceived notions, it is difficult to arrive at objectivity. When a reporter tries an in depth analysis with a view to presenting both sides of the controversy, the dilemma persists”(1998. p.24). Sunny Thomas, (1997) talking of the newspaper writer, says, “The power of the news writer is judged by the number of hearts he wins. The actor who draws the biggest applause is undoubtedly the biggest actor”(1997. p.15).

Roger Fowler (1991) deals with the language in news extensively. He takes the view that the content of the newspapers is not the fact to the world but in a very general sense “ideas”. He uses other terms as appropriate: “beliefs”, “values”, “theories”, “propositions” and “ideology”. To quote him, “my major concern is with the role of linguistic structure in the construction of the ideas in the press.
I will show that language is not neutral but a highly constractive mediator" (1991. p.1). Rangasamy Parthasarathy (1984) deals with the requirements needed for a journalist. Vinod S Dubey (1989) throws light on newspaper English in India. He notes “Indian Newspaper English, a major constituent of Indian English, provides an expansive corpus of how the language is nativized in Indian English speech situation, culturally as well as functionally” (1989. p.7). Teun A Van Dijk (1985) has dealt with discourse and communication in mass media. He says, “Mass media discourse reflects policies of media institutions and enters into the cultivation of conceptions in ways that can be investigated. Therefore informed policy making and valid interpretation of the social concept formation and the response require the development of some indicators of the prevailing winds of the common symbolic environment in which and to which most people respond” (1985. p.13). Thangamanian (1986) deals with the language of the newspapers in detail. According to him, “The language of newspapers is an indication of the contemporary qualities of a language” (1986. p.iii). Teun A Van Dijk (1988) deals with the discourse of the news. To quote him, “News in the press is a specific kind of mass media discourse which suggests possible family resemblances with the news on radio and TV or with other discourse types in the newspapers with such as editorials and advertisements” (1988. p1). Geoffrey Leech (1980) has dealt with the use of English in advertisements. G.L. Labru (1984) has commented on Indian Newspaper English elaborately. According to him, “Indian Newspaper English is the most representative specimen of Indian English as it reflects and interprets all the aspects of our national life – social, political, economic,
commercial, philosophical, artistic and recreational – in one comprehensive sweep. Newspapers are like mirrors in which our life finds a reasonably accurate representation" (1984. p.X).

Howard Davis and Paul Walton (1991) have commented on linguistic and ideological transformations in news reporting. Ruth Wodak (1989) has studied language, power and ideology in mass media. G.Kanakalakshmi (1991) has studied language structure and language use of India Today.

Angela Goddard (1998) has analyzed the language of advertising and written texts. Danuta Reah (1998) has studied the language of newspapers to find out hidden ideological slant in the news texts. Arthur Asa Berger (2000) studied and categorized research methods in media and communication. Louis Trimble (1985) has dealt with English for Science and Technology with the aim to analyze the discourse in scientific and technological writing. Thomas Huckins (1983) has also dealt with the language use in the field of Science and Technology.

1.11. Organization of the Present Study

The thesis comprises of seven chapters. They are:

1.11.1. Chapter I : Introduction

In the first chapter, a case is made out for linguistic and rhetorical analyses of language of newspapers. Language use and the rhetorics of newspapers are discussed in brief. It is argued how the language of the newspapers encodes
covert ideological slants' using certain lexical items and syntactical structures. A discussion follows on the rhetoric of headlines, organization of paragraphs and the rhetorics of news texts. The aims and objectives, scope of the study, significance of the study, methodology used, review of literature and scheme of the study have also been included in this chapter.

1.11.2. Chapter II : Lexical use in newspapers

This chapter discusses the various aspects of lexical use in the newspapers. At the beginning of the chapter, an argument on the lexical use in newspaper is presented. Then the lexical use of the English newspapers in India under various aspects has been identified. A discussion ensues on the archaic forms, modern forms and coinages. The rise of electronics and computer studies and information technology has greatly expanded the boundaries of English language. Fresh words and fresher coinages have come into the language. In the succeeding section of the chapter, the use of jargons related to various fields like business, religion, science and technology, sports, entertainment and politics are identified. Then a discussion on words with extended meaning, acronyms, abbreviated forms, foreign terms, Indian terms, vogue words is taken up. In the succeeding section, a discussion on representation of groups and naming forms is taken up. The patterns in representation of groups and naming forms are brought out and exemplified with instances. The use of compound words, compounding in the language of newspapers is analyzed in the next section of the chapter. Taking the discussion on the use of lexical items in the
1.11.3. Chapter III: Syntactical use in newspapers

The syntactical use in newspapers has been analyzed under various headings in this chapter. How ideology in newspapers has been conveyed through the syntactical structures is dealt with eliciting instances from the data meant for the study. Syntax is a vital factor in the process of a text generating its meaning. The meaning thus generated is very much the culmination of how the elements within a clause are ordered. An analysis is done on the selected sentences from the data of the study to understand the functions of actional and relational verbs and the ideology manifested through the deft handling of such verbs. Then an attempt is made in the succeeding section of the chapter to find out the various kinds of syntactical structures in news texts with a view to find out the favored patterns. Simple, compound and complex sentences are found used profusely in the language of the newspapers. This has been highlighted with a number of illustrations from the data meant for the study. Interrogatives, imperatives are the transformed sentences that have been generally used in newspapers. A thorough look at the syntactical patterns used in the newspaper has made one realize that lengthy constructions are excessively made use of in the language of newspapers. The embeddings in such lengthy constructions play a major role in carrying the overtones attached willingly by the news writer to a news report. The role of embedded clauses in encoding “the ideological slant” of the news writer has been looked into in detail from many examples.
taken from the data of the study. Looking at the ideological manifestations of the embedded clauses has convinced the researcher to analyze them closely. Though they greatly attribute to the news carried by the matrix sentences, most of such attributions are found to contain 'the stance' or 'the ideology' of the news writer or that of the news organization. Then the use of parenthesis in the language of the newspaper is discussed. The syntax of indirect speech, first person quotes and parataxis in the language of the newspaper are also identified in the chapter.

1.11.4. Chapter IV : Rhetoric of headlines

The rhetoric of headlines is analyzed in this chapter. Headlines perform the role of framing a distinctive type of text. They have a range of functions, which operate within a set of instructions that limit the freedom of a writer. With many other limitations the headlines should however attract the reader to the news story employing the minimum number of words. At the beginning of the chapter, function of headlines, elements constituting the headlines, quality headlines and popular headlines, traits and marks of headlines are taken up. Then the language devices that are generally employed in the language of newspapers are identified. They are: word choice, word play, loaded words, intertextuality, rhetoric use, foreign words, mix of spoken language, sound and omission of grammatical words. These language devices are analyzed in great detail with sufficient examples. With this, some of the properties of headlines like graphological features and persuasive functions are also looked into. It is concluded by the researcher that language devices discussed in the
chapter do not constitute the entire range of devices that could be employed by
the headline writer. This chapter concentrates mainly on the rhetorical devices
that are made use of by the headline writer in the process of making headlines.

1.11.5. Chapter V: Paragraphs in newspaper

In this chapter, the arrangement of paragraphs in newspapers is put into
comparison with that of EST. As a result, some similarities between these two
are found though there are certain aspects on which they differ. Most of the
paragraphs in these two fields have their core statement in the first or their
second sentence. In both these fields, paragraphs are in majority deductive in
structure. Inductive paragraphs are rarely seen in both the language of Science
and Technology and language of newspapers. But the language of EST employ
‘hybrid’ and ‘implicit’ paragraphs which are not seen in the language of
newspapers. Having said that, it must be agreed that the paragraphs in
newspapers have other features that are quite new and contemporary by
nature. The ‘lead’ constituting a paragraph and sheer quotations constituting a
paragraph are idiosyncratic features of the language of newspapers.

1.11.6. Chapter VI: Rhetorical issues in news texts

'Rhetoric' from the classical period to its presence in contemporary news
medium has been touched upon in the discussion pursued at the beginning of
the chapter. Rhetoric in mass media has also been dealt with in detail.
The communication process has been clarified with the models given by Roman
Jakobson, Harold Lasswell and that of Arthur Asa Berger. Applied rhetorical
analysis proposed by Roots is also undertaken and the common rhetorical devices found in the newspapers have been listed with the instances. Moreover, the rhetorical analysis is applied upon model texts to enable the reader to go beyond simple description and make sense of what he is seeing. It has been found in this study that rhetoric plays a central role for the simple reason that it gives the readers more than one concept that enables them to understand how a newspaper text generates meaning and helps to shape readers' emotions and their behavior. This analysis is followed by a discussion on the narrative. Narrative is the retelling of the past experiences in which language recreates past events into a narrative sequence. A pattern is identified between oral narrative and the narrative of news stories. The structure of these two is identified to be the same – having six layers; abstract, orientation, complicating action, evaluation, result or resolution and coda. The pattern of the structure is applied on sample newspaper texts. It has also come into light that these patterns give the newspaper text cohesion and coherence and may put the reader in the role of the reader of the narrative rather than the reader of the news. Then a discussion on rhetorical techniques in English newspapers in comparison with Louis Trimble's model of rhetorical techniques in EST texts has been taken up. It is found out that though there are similarities in the rhetorical techniques of both the domains, there are some striking dissimilarities as well. The rhetoric techniques of definition, classification and instruction are not found in newspaper texts. It is the same case with the rhetoric of classification but in the matter of rhetoric of verbal-visual relationship, the rhetorical techniques of EST and those of
newspapers go hand in hand. The rhetorical techniques of visual-verbal relationship have taken a new dimension in newspapers in the form of cartoons. All these compounded, constitute the rhetorics of newspapers. By understanding the rhetorics of newspapers based on the above discussion, it is believed, we were able to show how texts in newspapers are generated with purposes and how they generate meaning beyond their superficial structure.

The ideology of the news writer or that of the organization can be better comprehended if the rhetorical devices, narrative pattern, structure and rhetorical techniques are identified. Like all forms of writing, writings in newspapers are also generated with an intended purpose - sometimes without one. Considering the social, cultural and political significance of these writings, it is of paramount importance for anyone interested in media and in language studies to get to the root of the encoding techniques and strategies and decoding complexities. Language, looking at it in the modern complicated social scenario, is not only a tool of communication but also a tool of power. In the analysis carried out in the chapter shows that newer understandings and a grasp of subtle nuances in these messages would help one understand the real purpose that is hidden but very much present in the language of newspapers.
1.11.7. Chapter VII : Conclusion

Here, the observations and inferences drawn on the basis of the analysis carried in this study are consolidated and presented in this chapter. The future prospects for research in this type of study are also discussed with a view to suggest the future course of direction.

A bibliography containing the list of books consulted for this study has been appended to the report.