ANNEXURE A

OPERATIONAL DEFINITIONS

Taking into consideration that the categorical variables used in the study during the content analysis are mutually exhaustive, the terminologies, concepts, categories and variables used in the present research study are operationally defined as follows:

- **Newspaper**: A publication printed on paper and issued periodically, usually daily or weekly.

- **Mainstream newspaper**: A newspaper which focuses on issues of all general issues.

- **English national daily**: English language national newspaper published daily.

- **Newspaper Editorial**: Unsigned opinion column written by the editorial staff of the newspaper which reflects the newspaper’s views on an issue or event that appeared daily in approximately the same place on the editorial page or section. In some exceptional cases, editorials may also appear on the front page or other sections of the newspaper.

- **Long newspaper editorial**: A newspaper editorial exceeding 400 words.

- **Short newspaper editorial**: A newspaper editorial having up to 400 words.

- **Newspaper Circulation**: The total number of newspaper copies distributed in a day.

- **Newspaper Readership**: The total number of people who read a copy of the newspaper in a day.

- **Readability**: Readability is the ease with which we understand a particular text. It is calculated by using specific readability formulae on the concerned text.
- **Readability Formula**: Formula used to calculate the readability score of a particular text on the basis of linguistic factors of the text.

- **Linguistic factors**: Factors related to written language such as sentence structure, word difficulty, word familiarity, sentence and word length, vocabulary, etc. that contributes to the comprehensibility of the written text.

- **Multi layer categorisation**: Classification of a particular newspaper editorial into different layers based on certain criteria.

- **English daily**: English language newspaper which is issued regularly every day, sometimes with the exception of some national holidays or other days important to the newspaper.

- **Code**: Structure of the encoded message based on the style of writing. It is broadly the type of newspaper editorial categorised on the basis of its writing style.

- **Content**: The overall matter of the message based on the subject theme.

- **Treatment**: The final presentation of the message based on the tone of the message.

- **Writing style**: The author's way of expressing his/her point of view to its readers based on the goal or purpose of writing (for example, to describe, interpret or persuade) by using specific features in the writing such as linguistic factors, organizing figures of thought by adding examples, presenting facts and figures, etc.

- **Subject theme**: The type of subject matter contained in the newspaper editorial such as political, science & technology, business & economy, crime/police/law & order, entertainment theme, etc.

- **Tone**: The writer's attitude, feeling or mood presented or evident through his/her writing.
- Descriptive editorial (editorial based on writing style): Editorial that describes a person, place, thing, event or situation in such a way that a picture is formed in the reader’s mind. It makes the readers see, feel and hear what they have never seen, felt or heard.

- Interpretative editorial (editorial based on writing style): Editorial that explains an event in-depth to help the reader understand the event, not just to know what they are, but what they mean. It tries to bring all the significance of the event in all possible ways, for example, by highlighting out the historical issues related to it, expected outcomes or presenting examples.

- Persuasive editorial (editorial based on writing style): Editorial that convinces the reader of the writer’s view regarding an issue. Writers employ many techniques in support of their claim so that the readers can easily be convinced.

- Politics (subject theme): The art and the science of running government or state affairs and includes all the activities associated with governing a country, state or area and with the political relations within nations and states. It involves the concept of authority or power and the methods and tactics used to formulate and apply governmental policies.

- Crime / Police / Law & order (subject theme): Issues dealing with the rule of the law, enforcement of order in the state by imposing penalties on criminals under criminal law. It involves utilization of the police force to control crime and to maintain peace and law and order in the state.

- Business & economy (subject theme): Issues dealing with the market, national income, employment, inflation, interest rates, resources, wealth and productivity that directly affects the economy of the state.

- Science & technology (subject theme): Issues (or field) related to scientific research and technological innovations in various fields of study that give direct impact on the human civilization.
• Education (subject theme): The field concerned with the various issues related with the process of teaching and learning and the accumulation of knowledge, skills, customs and values through instructions given in schools, colleges, institutes, universities and other areas of learning.

• Natural disaster / accidents (subject theme): Issues concerned with the effect of earth's natural hazard such as flood, hurricanes, tornadoes, earthquakes, volcanic eruptions, etc. and/or unpleasant and unexpected incidents that affect people and the environment leading to financial, environmental and/or human losses.

• Entertainment (subject theme): Issues concerned with the art of amusement, fun or enjoyment though glamour, celebrities, events, shows and mass media messages such as films, radio, television programmes, etc.

• Social development (subject theme): Issues dealing with specific concerns related to society such as infrastructure, literacy, gender and youth that help in transformation of social structures to elevate the standards of life, improve the expansions of human activity in order to bring growth and development in the society.

• Sports (subject theme): Issues concerned with games of physical exertion and skill where individual or team competes against another for awards, prestige, recognition and amusement.

• Miscellaneous (subject theme): Other category of lesser important news items concerning issues of ordinary people, traits of well known people, history, art and literature, lifestyle (food, health, diseases, fashion, travel and tourism, parenting and relationships) and religion.

• Argumentative (tone): The tone of the editorial characterized by heated discussion, conflicting views, arguments, disputations, controversies and criticisms.
• Satirical (tone): The tone of the editorial which uses irony, sarcasm, wit and exaggeration to ridicule and expose human vices and follies. It is expressed through humor to indicate a serious matter, event or issue.

• Joy / Appreciation / Praise (tone): The tone of the editorial which indicates feelings of happiness, satisfaction, commendation and admiration on some achievement, good deed or success.

• Sorrow / Sadness / Disappointment (tone): The tone of the editorial which indicates feelings of distress, dejection, pain, regret, disappointment caused by loss, affliction and misfortune.

• Suggestive (tone): The tone of the editorial which tends to suggest ideas to bring improvement or solve an existing problem.

• Didactic (tone): The tone of the editorial which tends to be ordering, instructing and authoritative in nature.