Chapter - 5

Summary and Conclusions
A research work entails a systematic examination and analysis of the problem at hand. It evaluates the different contours of a hypothesis and comes out with solid findings and conclusions. In this backdrop, the present chapter is designed to frame the conclusion of our research work.

In this chapter, we aim at summarizing the discussions carried out in earlier chapters and draw conclusions from the deliberations presented in different sections of the thesis. The chapter spreads over two sections. The first section comes up with a chapterwise summary of the research work, while the second section presents the conclusions drawn from the current study.

5.1. SUMMARY OF THE STUDY

In the first chapter, we provided the introduction of the thesis. This chapter spans over five sections. The first section of the chapter provides a detailed account of the historical setting of Urdu news media. It is concerned with the development of both the print and electronic news media. The two hundred year old history of Urdu print media has been classified into three stages:

(i) First Stage (1822-1900)
(ii) Second Stage (1901-1947)
(iii) Third Stage (1947 onwards)

In case of the electronic news media, the historical development of the electronic networks of All India Radio and Doordarshan has been elucidated. The historical development of electronic news media has
been divided into two periods:

(i) Pre-Independence Period
(ii) Post-Independence Period

The next section offers a brief review of the existing works on Urdu news media. A good deal of literature is easily available in this field. The critical evaluation of this literature highlights the different aspects of Urdu news media which have been dealt with in these works. The linguistic, socio-cultural, historical and communicative dimensions form the principal aspects which have been granted a wide coverage in these works.

The next section of the chapter submits the theoretical background of our research work. It briefly discusses the disciplines which have been the cardinal contributors to the theoretical framework of the current study. In this backdrop, the relevant concepts drawn from the main supplying disciplines like semantics, pragmatics and psycholinguistics have been duly explicated.

The methodology adopted in our research work has been debated in the next section. In this section, the strategies used in the semantic differential technique and a modified version of the 'derivational theory of complexity (DTC)' to study the message effects at the lexical and discourse semantic levels, have been explicated. The section also depicts the methodology applied in collecting the news data required for the study. A wealth of news discourses, fully equipped with lexical diversity,
were collected from a host of print and electronic sources of Urdu news media.

The chapter concludes with the presentation of the scope of the study and outlines the utility of the current research work to the media persons and linguists.

The second chapter debates the semantic and pragmatic aspects of lexical diversity. At the outset, the chapter expounds the disciplines of semantics and pragmatics and their interrelationship. Needless to say that both the disciplines, albeit with divergent approaches, are interested in the notion of meaning. The outlining of these disciplines, at the beginning of the chapter, lays a concrete foundation for the sections to follow which are primarily concerned with the analysis and evaluation of the different semantic and pragmatic features of lexical items.

The part dealing with semantic aspects assesses the impact of features like synonymy and antonymy on message effectiveness. The semantic analysis of various lexical items, conducted in this chapter, illustrates the manner in which the semantic associations and relations holding between the lexical items, play their part in message effectivity.

In the pragmatic analysis, that follows, the views of Jean Piaget and Charles Peirce have been discussed. It is followed by a deliberation on the relevance of pragmatics in human communication. The evaluation of pragmatic aspects of lexical diversity reveals the fact that the lexical items are context bound and, as such, get selected with regard to the
diverse pragmatic factors like context of situation, collocational setup and other relevant socio-cultural backgrounds. In addition to this, the pragmatic analysis highlights the validity and effectiveness of the pragmatic feature of presupposition to bestow an innovative and catchy flavour to a news item. The chapter concludes with the observation that, given the ability, a news editor can capitalize on the semantic and pragmatic dimensions of lexical items to enhance the communicative potential of news items and embellish them with greater message effectiveness.

In the third chapter, lexical diversity was examined in the backdrop of the notions of componential analysis and semantic differential technique. The chapter is aimed at analysing the message effects at lexical semantic level by employing the methods of componential analysis and semantic differential.

It is composed of three sections. The first section is concerned with the method of componential analysis and its application in assessing the impact of lexical diversity on message effectiveness. At the outset, the section sketches the historical development of componential analysis from the works of the philosopher, Leibniz, who expressed complex meanings in terms of an inventory of unanalysable primitive semantic units. Leibniz's pioneering work was later taken up by Danish linguist, Hjemslev (1953), who introduced an inventory of 'content figurae' (elements of meaning) to describe the meanings of lexical items of a
language The contributions of other scholars like Goodenough, Lounsbury and Weirzbicka to the field of componential analysis have also been described. Katz and Fodor's model has been thoroughly outlined and, subsequently, utilized in the analysis part of the chapter, where componential analysis was applied to different lexical sets containing semantically related words. The evaluation of these lexical sets unveiled the semantic ranges of the words of a lexical set. It followed from the analysis that lexical items vary in their semantic ranges and meaning potentials and, as such, the use of these lexical items is going to influence the message effectiveness.

The second section of the chapter commences with a brief account of the history of semantic differential technique, which is followed by a detailed characterization of Osgood's concept of semantic differential. This concept was employed to elicit responses of the subjects towards different lexical items to examine the message effects of these words. This psycholinguistic experiment covered the responses of two hundred subjects. The subjects were provided with different lexical sets along with seven-step differential scales, on which their responses were recorded. In each lexical set, two or more synonymous or related words were supplied with the primary aim of checking their message effects. The experiment came out with the solid conclusion that the words, contained in a set, varied in their message potential and aroused diverse responses in the subjects.
'Conclusion' constitutes the third and final section of this chapter. It recapitulates the deliberations of the previous sections which clearly illustrate the fact that lexical items possess diverse semantic ranges and, consequently, the message effects of news items are intricately linked with the selection and use of these lexical items.

The fourth chapter discussed the impact of lexical diversity on message effects at the discourse semantic level. At the outset, the chapter introduced the concept of discourse semantics and the schema and script theories. It was followed by a detailed discussion on the concepts of meaning as found in various classical and modern theories. In the former case, the concepts of meaning presented in Indian and Arabic linguistic traditions have been thoroughly elucidated. In the latter case, the concepts of the famous scholars --- J.L. Austin, J.R. Searle, H.P. Grice and M.A.K. Halliday have been expounded. In the backdrop of the classical and modern theories, a psycholinguistic experiment was conducted to assess the impact of lexical diversity upon message effects. A modified version of derivational theory of complexity (DTC) was adopted which is based on informational processing model. Subjects were provided with different sets of news items. Each set consisted of two news items which varied in their style and structure in that one news item possessed simple and flat structure but the other was loaded innovative expression corresponding with mental schematic structure of the news-consumers. The responses of the subjects were elicited through a questionnaire. The questionnaire was set up in such a manner which
helped in eliciting the attitude of respondents and their preference and liking regarding the style and structure of news items. The various procedures employed in this experiment have been thoroughly explained in the chapter. It embodies complete details about the particulars of respondents, their socio-cultural background and other significant details. The chapter also offers a fitting description of the questionnaire and the procedure of response elicitation. It is followed by the presentation of the analysis of the elicited data.

The last part of the chapter, namely, conclusion reviews the findings of the experiment. The results of the experiment portrayed the intricate relationship between message effects and lexical diversity. The experiment clearly demonstrated that the news-consumers appreciate the loaded innovative news items which correspond with schematic structures. rather than the simple, flat news items.

5.2. CONCLUSIONS

The current thesis thoroughly investigated various linguistic contours of lexical diversity and its impact on message effectiveness. The deliberations and discussions of the previous chapters fruitfully discussed several aspects of the topic at hand and came up with concrete findings. The conclusions, drawn from the research work, can be listed as under:

1. Urdu news media is replete with lexical diversity. It can be perceived at every step and arises due to the fact that the same
message is being communicated by different news editors who exploit their language resources in accordance with their own plans and strategies.

2. The newsreaders are in full cognizance of lexical diversity. They adequately perceive the diversity and comprehend its multifarious dimensions in producing the desired message effects.

3. The newsreaders are completely aware of the semantic range of a lexical item. It followed from our research work that no two (apparently related) lexical items were able to elicit identical responses from the respondents.

4. The distinct semantic ranges of lexical items are the potent source of message effectivity. The use of a lexical item has a telling impact on the message effect of a news item.

5. The news items are blessed with distinct styles and structures. The structure and style of expression influence the message effectivity of a news item.

6. The loaded innovative expressions which correspond with the schematic structures are appreciated by the newsreaders. They cherish the compact and innovative news items. It is perhaps due to this fact that metaphorical expressions have been in vogue from earlier times.

7. The innovative vague expressions are not admired by the
newsreaders. The vagueness of expression renders the news items ineffective and as such the message is not properly communicated.

In nutshell, we can conclude that lexical diversity has a telling impact on message effectiveness in Urdu news media.