Chapter 4

Discourse Semantics and Message Effect
The previous chapters were mainly concerned with meaning relations at the lexical semantic level. However, the present chapter is set to go beyond the lexical and sentential semantics to study message effects at the discourse semantic level. In lexical semantics, the focus is on words whereas in sentential semantics the meaning relations produced by combination of words into sentences are looked into. However, at the discourse level the whole discourse is taken into account.

Discourse semantics turns away from the representation of particular sentences into longer stretches of language. In discourse semantics, two important notions of relevance are 'schema' and 'script'.

A schema is an organizational representation of a person's knowledge about some concept, action or event, or a larger unit of knowledge. In other words, a schema is a kind of standardized representation of some event or action. In discourse, larger schemata can be discerned in which a set of events is organized in a kind of stylized episode. This can be exemplified through schema in which steps are serialized in ordered steps. It follows that schema is a device which not only stores data but also organizes the processes of retrieval and inference which manipulate the stored representations.

Another approach to the organization of discourse in memory is the notion of script. A script is a set of ordered components which serve as a prototype or scenario for a class of events. According to Schank and Abelson (1977), we learn scripts which in turn help us in representing
mentally certain coherent sets of events. Scripts are learned and provide an organizational structure for the representation of knowledge.

The relationship of message effect with words and their combinations has been debated from earlier times. It will be pertinent to have a glimpse of the question in some classical and modern theories, which will be discussed in the following lines.

4.1. PREMISES ABOUT MESSAGE EFFECT

In the premises, we are going to deal with concepts of meaning and message effects as found in some classical and modern theories.

4.1.1. Classical Premise

Though message effects and meaning relations have been debated in various classical theories, we will restrict ourselves and discuss the concept in Indian and Arabic linguistic traditions only.

4.1.1.1. Meaning in Indian Theories

The Indian theories gave due consideration to both word meaning and sentence meaning. Based on their focus on word or sentence as the basic unit, the Indian theories are classified into two categories, namely, 'Khandapaksha' and 'Akhandapaksha'. The former approach considers word as the autonomous unit of thought and sense, while as the latter approach considers sentence as the basic unit of language.

The famous grammarian, Paṇini, deals with both the meaning of words and meaning of sentences. His grammar refers to the meaning of
words in two distinct cases

(a) In the grammar itself if meanings determine form, as in 'Khaṭvā Kṣepe'. 'Khaṭva' (bed) is compounded in the accusative in a Tatpuruṣa compound when an insult is implied. For example. Khaṭvārūa (lying on the bed) which means 'rude, or of bad behaviour'.

(b) In Dhātūpaṭha, a list of about 2,000 verbal roots in which the verbs are classified into ten classes distinguished by Panini in his grammar.

In Dhātupāṭha, each verbal root is indicated by a metalinguistic marker followed by its meaning which is expressed by a noun in the locative case, that is, in the form of 'root X in the meaning of Y'. Below are given the examples from the fourth and seventh classes

(iv) Yuja Samadhau the root Yuj - in the meaning of concentration'.

(vii) Yujir Yoge 'the root Yuj- in the meaning of conjunction'.

Sentence meanings are derived with the help of 'Karaka theory'. Karaka relations occupy a level between semantic interpretations and surface structures. Consider the sentence:

akṣair dīvyatī he plays (with) dice'.

As a part of its semantic interpretation, the sentence contains the information that the dice stands to the action of playing in the instrument relation which is expressed by the instrument (Karana) Kāraka, realized
The Indian linguists have also discussed the message production by combination and use of words. According to 'anvitābhidānā theory', propounded by Prabhākara Guru school of Mīmāṃsā, the meaning (abhidhāna) of a sentence is a single entity which depends on the combined meaning of its constituent elements (anvita). The other Mimamsa school, that of Kumarila Bhatta, propounded the idea that the meaning of a sentence arises from 'abhihitānvaya', i.e., a stringing together or collection (anvaya) of the meanings of the constituent elements (abhihita). According to Mīmāṃsā scholars, 'rūḍhi', i.e., conventional meaning, established by usage is stronger than 'yoga', the meaning arrived at by etymological derivation. For example, 'dvirepha' (etymologically, two (dvi) r's (repha)) does not mean 'two r's' but 'bee'. Mimamsa analysis distinguished four classes of words:

(i) rūḍha, 'conventional', e.g., dvirepha 'bee'.

(ii) yaugika, 'derivative', e.g., pācaka 'cook' from pāc - 'to cook'.

(iii) yogarūḍha, 'both derivative and conventional' e.g. 'paṅkaja' 'anything that grows in mud (panka), but also more specifically 'lotus' (which does grow in the mud).

(iv) yaugikarūḍha, 'either derivative or conventional' e.g. 'aśvagandhā' which can mean either 'smelling like a horse (aśva)' or refer to a particular plant (which does not smell like horse).

Bhartrhari, the fifth-century philosopher from Kashmir, developed his own theory of meaning, namely, sphota theory. In his Vakyarpadiya.
he treats ‘śabdasutra’ (language-principle), unchanging and without beginning or end, as the principle of universe. It introduces time: past, present and future, into the world of names and forms (nāmarūpa).

According to him, the principle of universe may be grasped by a timeless, unitary flash of experience which he labelled as Pratibha (intuition).

According to him, the meaning of a sentence is also grasped by pratibha. In fact, he regards it as pratibha.

According to Bhartrhari, word meaning is arrived at by abstraction and ‘anvayavyatireka’, i.e., by comparing forms that are partly identical and partly different, e.g., ‘gāmānaya’ (bring the cow) and ‘aśvamānaya’ (bring the horse). He postulated that the relation between words and meanings is based upon ‘samya’, i.e., convention.

Bhartrhari views utterance from two angles:

(i) its sound pattern, and (ii) its meaning bearing potentiality. The former is the external aspect while the latter is the internal aspect. The internal aspect which is directly associated with meaning is sphoṭa, the partless integral language-symbol.

The idea of sentence meaning occupied a central place in Indian semantics. The early grammarians had postulated that a sentence is ‘what possesses a finite verb’, a step beyond the naive idea that a sentence is ‘a collection of words’. The Mīmāṁśā philosophers developed the concept of ‘ākāṅkṣa’ or ‘mutual (syntactic) expectancy’ as an additional criterion for full sentencehood. Using this criterion, a sentence is neither a
collection of words (e.g. cow dog man horse) nor one that possesses a finite verb (e.g. cow irrigates man). However, 'he irrigates with water' is a sentence as its constituent words possess the 'ākāṅkṣa' or mutual syntactic connection.

Another criterion which must be fulfilled by a sentence is 'Yogyata' or semantic compatibility. For example, although 'he irrigates it with fire' possesses the 'akanksa' yet is not a sentence. On the other hand, 'he irrigates it with water' is a sentence, as besides akanksa, it possesses yogyata.

According to Indian theorists, another condition named as 'āsatti or samnidhi' (contiguity) is required for a sentence. This condition requires that the words in a sentence should be contiguous in time. It eliminates the case of words that are separated by other words or uttered at long intervals. The final requirement is 'tātparya (speaker's intention) which holds the idea that the denotative power of words is fixed; however, in constructing and uttering a sentence, the intended meaning may depend on the speaker's intention (vakrabhiprāya).

Thus, a sentence can be regarded as a string of words with ākāṅkṣā, yogyata and āsatti which generates in a hearer a cognition of its meaning (śabdabodha).

The intended meaning, discussed above, need not be individual, it can be part of the culture. This idea is reflected in the concept known as 'vyāñjanā' (suggestion) which was developed by the literary critics of the
Alaṁkāra school'. For example, by using the word 'gaṅgā' (river Ganges), a poet, sometimes, conveys the suggestion of coolness and purity.

4.1.1.2. Meaning in Arabic Linguistic Tradition

The Arabic tradition in linguistics spans centuries of intellectual activity and revolves around Arabic, the language of the holy Quran. The scholars contributing in this field came from a variety of ethnic backgrounds. For example, al-Khalil (d. 791), Sibawayhi (d. 804) and Ibn Jinni (d. 1002), the three most important scholars in Arabic linguistic tradition were Arabic, Persian and Byzantine by origin, respectively. All the scholars of this field carried out their "work from a position which recognizes the centrality of Arabic and Islam in the life of the community of which they were a part." (Asher and Simpson, 1994).

In the Muslim world, Quran is regarded as the basic source of all knowledge and the various disciplines and sciences are considered to have sprung from the Quran. As such the language of Quran received a great deal of attention from Muslim scholars and philosophers from ancient times. The position of Quran has been established in Arabic grammatical traditions as a basic source of attested data. In Arabic grammatical thinking, attested data (sama) and analogy (qiyas) are regarded as the most important fundamentals (usul). Attested data falls into two categories: transmitted data mainly constituting Quran and poetry, and elicited data.
The Quranic language is unparalleled in its style and diction. The words used in Quran possess a wealth of meaning and message effectivity, which has baffled scholars from times immemorial. Muslim scholars have always tried to fathom the oceans of meaning in Quranic words and decipher their messages, which lead to the development of a separate and widespread discipline of exegesis (tafsir). Due to this fact, innumerable translations and commentaries of Quran have been compiled till data. There is a certain philosophy in the words of Quran. The Quranic words have a definite relationship with the ideas they want to convey. They are also full of referential value. Consider the Arabic words "Rajul" and "Nisa" which denote men and women, respectively. The two words have a deep significance. Men, by nature, are meant for hard work in life. To maintain the body temperature, they have been provided with non-conducting material (i.e., hairs) on their bodies. Coupled with the hairy body, man possesses hard limbs which suit him in the world view. However, considering a woman’s position and function in human society, she has been bestowed with a soft and non-hairy body which makes her charming and attractive. In order to maintain the body temperature, she has been supplied with a fatty covering beneath her skin which also helps to maintain her softness and beauty. These are the scientific findings of modern times. However, fourteen-centuries old Quran has chosen two words, mentioned above, whose meanings correspond with these findings as the word 'RAJUL' means hard as well as hairy and 'NISA' means soft and fatty.
The discipline of semantics is highly developed in Arabic linguistic tradition. Right from the beginning, scholars have discussed various aspects of meaning and in later stages, the disciplines of semantics entitled 'ilm al-bayan and 'ilm al-ma'ani came to be established. 'Ilm al-bayan deals with metaphors and metaphorical meanings while as 'ilm al-ma'ani is concerned with other aspects of meaning. Jurjani (d. 1078), a leading figure in this branch of Arabic linguistics, highlighted the importance of context, particularly situational and textual contexts, in the analysis of meaning.

In the Arabic linguistic tradition, the relationship of a word with its referent has also been debated. In this regard the arbitrariness and immutability of a sign and its referent were thoroughly discussed. The two positions were represented, the first by Abu'l Husayn al-Salihi and the second by Abbad b. Sulayman al-Saymari. The argument of 'Abbad was as follows: "If there existed no particular relationship between articulated sounds and the objects they signify, the assignation of each of these signifiers to a signified object would be tantamount to choosing a possibility of assignation without any motive (tarjih bi-dun murajjih), which is absurd". The other Mu'tazilis did not follow 'Abbad. Wrote Qazi 'Abd al-Jabbar: "There is no necessary relationship between the expression (al-'ibara) and the content, such that one cannot exist without the other." For al-Salihi, such arbitrariness has no limits because it is possible, he claimed, "to change today the names (of things) and the lugha as it presents to us at the present time". Later, these two opinions
came to be reconciled. "As for those things which have become the object of a convention". Qazi 'Abd al-Jabbar asserted, "it is certain that they could have been established according to an entirely different system with the same validity. But the moment that these objects are fixed by a conventional system, they are assimilated, for the user, to that which could not be otherwise than it is." Ibn Sida summarizes the reconciliation of the two extremes as: "Language is constraint (idtirariya) although the conventional expressions of which it is composed have been (at the moment of wad) freely chosen (ikhtiyariyya)".

The semantic considerations also work in the acceptability and classification of sentences. Sibawayhi has classified sentences as:

- **mustaqim hasan**: syntactically and semantically well formed.
- **munai**: ungrammatical
- **mustaqim kadhib**: syntactically well formed but semantically unacceptable in terms of the knowledge of the world as it is.
- **mustaqim qabih**: awkward, albeit grammatically well formed.
- **muhal kadhib**: ungrammatical and semantically unacceptable in terms of our knowledge of the world as it is.

The above classification points towards the importance of semantic considerations in grammar, particularly with regard to the
question of acceptability of sentences by native speakers.

In the backdrop of the above discussions, it is clear that Arabic linguists have contributed a lot to the studies of meaning. It is clear that the Quran provides Muslims a rich linguistic source and truly serves "as a semiotician's paradise par excellence". (Netton, 1994).

4.1.2. Modern Premise

In modern premise, we discuss the concepts of meaning and message effects presented by some famous twentieth-century scholars. Restricting ourselves to only four scholars, their views are discussed in the following lines.

4.1.2.1. J.L. Austin

Austin is widely regarded as the founder father of speech act theory which was expounded in a series of William James lectures which Austin delivered at Harvard University in 1955. The lectures, twelve in number, were posthumously published in 1962 under the title 'How to do Things with Words'. The theory originated in reaction to what Austin calls the 'descriptive fallacy', the view that a declarative sentence always serves to describe some state of affairs, or some fact, which it must do truly or falsely.

Austin postulates that besides the function of describing, language is used to do things: that is, language is also used to promise, to insult, to agree, to criticise, and much more. He points out that there are many
declarative sentences which do not describe, report or state anything and in their case it makes no sense to ask whether they are true or false. The sentences like: I apologize, I welcome you, serve as examples. In this backdrop, he made a distinction between 'constative' and 'performative' utterances. Through the use of performatives, a person is doing something. That is, in making such utterances, under the right conditions, the speaker performs an act of naming, an act of apologizing, an act of ordering, respectively, as in the below given examples.

I name the ship Queen Elizabeth.
I apologize.
I order you to go there.

Constatives, on the other hand, are used to state a fact or describe some state of affairs. Constatives possess value on truth/falsity dimension while as performatives possess value on happiness/unhappiness condition.

Austin proposed four types of felicity conditions for a happy performative:

(i) a preparatory condition which establishes whether or not the circumstances of the speech act and the participants in it are appropriate for its successful performance.

(ii) an executive condition which determines whether or not the speech act has been properly executed.
(iii) a sincerity condition which asks for sincerity of thoughts, feelings and intentions on part of the participants.

(iv) a fulfilment condition which states that if a participant in the procedure finds himself to behave subsequently in a certain way, then he must in fact behave subsequently in that way.

When all the felicity conditions are fulfilled, the performative is described as happy or felicitous. If any of these criteria remains unfulfilled, the performative gets the label unhappy or infelicitous.

According to Austin, three simultaneous acts are performed through the use of language at some point in time, which he named as locutionary act, illocutionary act and perlocutionary act. In performing a locutionary act, the speaker 'S' uses an identifiable expression 'E' from language 'L' and in Austin's terms it conveys 'the full normal sense'. As per Austin, a locutionary act includes:

(i) The phonic act: uttering noises, phones.

(ii) The phatic act: uttering noises which belong and conform to a certain vocabulary and grammar. They are part of a language and are called 'phemes'.

(ii') The rhetic act: Using these noises with a certain sense and reference. The noises seen from this perspective are called 'rhemes'.

The three simultaneous acts, viz., the phonic act, the phatic act and
the rhetoric act make up the locutionary act. Each time one performs a locutionary act, one is also, thereby, performing some illocutionary act. That is, besides the locution, the speaker may have intended his utterance to constitute an act of praise, criticism, warning, etc., which is the so called illocutionary act. The effect the illocutionary act has on the hearer is called the perlocutionary act, such as persuading, misleading or convincing.

4.1.2.2. J.R. Searle

The speech act theory proposed by Austin was later developed by J.R. Searle. Searle describes speech acts slightly differently from Austin's triad of locution, illocution and perlocution. His classification runs as:

(i). **Utterance act**

Which involves uttering words, morphemes and sentences. It involves two elements of Austin's locutionary act, viz., the phonic act and the phatic act. In Searle's terms, all utterances do not involve rheme, i.e., the property of referring and predicating. For example, 'ouch' and 'hurrah' do not involve rhemes.

(ii). **Propositional act**

Here, the speaker uses the language expressions to identify things in the particular world that he is speaking of. That is, the utterance, here, possesses the referring and predicating property and the utterances are
said to constitute the 'propositional act' or 'denotational act'.

The third and fourth types, namely, the illocutionary act and the perlocutionary act correspond to Austin's classification. Having isolated the acts from each other, Searle focusses his attention on illocutionary acts. For him, the performance or making of illocutionary acts "is to engage in a rule-governed form of behaviour". (Searle, 1971). He draws up the rules which govern this behaviour on the basis of sets of necessary and sufficient conditions for the performance of illocutionary acts.

A necessary condition for 'A' can be defined as a condition which must be fulfilled before 'A' is achieved but which cannot, on its own, guarantee the achievement of 'A'. For example, being human is a necessary condition for becoming a doctor in a hospital. However, to be human does not suffice for becoming a doctor as other conditions also need to be fulfilled.

On the other hand, a sufficient condition for 'A' is a condition which will guarantee its achievement but which need not be a necessary condition. For instance, the eligibility requirements for becoming a teacher of a certain school might state that candidates have either five years teaching experience or have a Ph.D. degree. Either quality would be sufficient for admittance to the job, but neither would be necessary.

Searle believes that semantics of a language can be regarded as a series of systems of constitutive rules and that illocutionary acts are performed in accordance with these sets of constitutive rules. In fact, he
lists two sets of rules, namely, regulative rules and constitutive rules.

A regulative rule can be defined as a rule which governs some activity which, however, exists independently of the rule in question. That is, the regulative rules regulate "antecedently existing forms of behaviour" (Searle, 1971). For instance, the rules etiquette regulate the ways in which we eat, dress and, generally, conduct our interpersonal relationships. However, the activities of eating and dressing exist independently of the rules. Even if someone breaks a regulative rule for eating by shovelling food into his mouth with a knife, he is still performing the act of eating.

A constitutive rule, on the other hand, is a rule which both regulates and constitutes an activity. Besides regulating, they create or define new forms of behaviour. The existence of the activity depends on these rules. These are things like rules for various games such as football and chess. If a person does not play football according to the rules, he is simply not playing football as "the activity of playing football is constituted by acting in accordance with these rules" (Searle, 1971)

The rules for speech acts are much more like the constitutive rules. Like the rules of football, if a person does not use the illocutionary force indicating devices for promising according to the rules, he is simply not promising. Searle intends to extract from his set of conditions a set of rules for the use of function indicating device.

The semantical rules for the use of any function indicating device
'P' for promising are:

**Rule 1**: 'P' is to be uttered only in the context of a sentence (or larger stretches of discourse) the utterance of which predicates some future act 'A' of the speaker 'S'.

**Rule 2**: 'P' is to be uttered only if the hearer 'H' would prefer 'S's' doing 'A' to his not doing 'A' and 'S' believes 'H' would prefer 'S's' doing 'A' to his not doing 'A'.

**Rule 3**: 'P' is to be uttered only if it is not obvious to both 'S' and 'H' that 'S' will do 'A' in the normal course of events.

**Rule 4**: 'P' is to be uttered only if 'S' intends to do 'A'.

**Rule 5**: The utterance of 'P' counts as the undertaking of an obligation to do 'A'.

Rule 1 is called the 'propositional content rule'. Rules 2 and 3 are known as 'preparatory rules' and rule 4 is known as the 'sincerity rule'. Rule 5 is called the 'essential rule'.

Searle used four criteria — (i) illocutionary point (ii) 'direction of fit', e.g., words-to-world fit with statements and world-to-words fit with requests; (iii) S's psychological state, e.g., 'belief' for a statement, 'want' for a request, 'intent' for a promise, etc.; (iv) propositional content, e.g., 'H' to do 'A' (i.e., perform some act) for a request, 'S' to do 'A' for a promise — to establish five classes of speech acts, namely:
(i). **Representatives**

They have a truth value, show words-to-world fit and express 'S's' belief that 'P'. They represent state of affairs such as stating, claiming, describing, etc.

(ii). **Directives**

Directives intend the hearer 'H' to do something and express 'S's' wish or desire that 'H' do 'A'. They show world-to-words fit. It includes requests, commands, etc.

(iii). **Commissives**

They commit 'S' to some future course of action and here 'S' expresses the intention that 'S' do 'A'. They show world-to-words fit. Commissives commit the speaker to do something such as promising, threatening, vowing, etc.

(iv). **Expressives**

They express 'S's' attitude to certain state of affairs specified (if at all) in the propositional content. For example, in the expressive: 'I apologize for stepping on your toe'. the speaker expresses apology for the propositional content of 'for stepping on your toe'.

There is no direction of fit. However, a variety of psychological states and propositional content must be related to S or H. It includes speech acts like congratulating, thanking, etc.
(v). **Declaratives**

They bring about correspondence between the propositional content and the world. Therefore, the direction of fit is both words-to-world and world-to-words. Searle recognizes no psychological state for declarations. They bring about the state of affairs they refer to, such as blessing, arresting, etc.

In a subsequent paper entitled 'Indirect Speech Acts', Searle (1975) makes an important distinction between the speaker's utterance meaning or speaker meaning and the sentence meaning. The distinction is offered to account for 'indirect speech acts', when, in uttering a sentence, the speaker means something more than the primary meaning of sentence. For example, a speaker utters the sentence: 'can you pass the salt?' not merely as a question, but also uses it as a request. To deal with cases like this, Searle begins by drawing a distinction between the speaker's 'utterance meaning or speaker meaning', on the one hand, and 'sentence meaning' on the other. In hints, insinuations, irony, metaphor, and what Searle calls indirect speech acts, these two types of meaning stand apart in a variety of ways.

For Searle, whereas a literal meaning involves the sharing of the truth conditions and the rules of language by the speaker and the hearer, the indirect speech acts, metaphors and ironical statements require something more than his knowledge of language. It requires his "awareness of the conditions of utterance and background assumptions"
that he shares with the speaker". (Searle, 1975).

Once the hearer intends to look for alternative meanings, Searle would let him compute the possible values. His rule reads as: "When you hear 'S is P', to find possible values of 'R' look for ways in which 'S' might be like 'P' and to fill in the respect in which 'S' might be like 'P', look for salient, well known and distinctive features of 'P' things". (Searle, 1975).

In a literal utterance, a speaker means exactly the same as the sentence means, so speaker meaning and sentence meaning coincide. However, in a metaphorical utterance, a speaker utters a sentence of the form 'S is P' and means thereby that 'S is R'. This utterance meaning is worked out on the basis of the sentence meaning. Searle suggests a third step to interpret the metaphor, viz., the hearer must restrict the range of possible 'R's'. For this purpose, he suggests: "Go back to the 'S' term and see which of the many candidates for the value of 'R' are likely or even possible properties of S". For instance, in the utterance 'Mohan's vehicle is pig', the word 'pig' would be interpreted differently from its use in the expression 'Mohan is pig'. In the former case, it may mean that Mohan's vehicle is pig-shaped or it consumes more petrol, whereas in the latter case the pig-like features, e.g., fatness, etc., would be attributed to Mohan.

Similarly, irony and indirect speech acts can be explained. In irony, for example, if a person breaks a precious thing and a speaker remarks 'that is nice', the context does not imply the sentence meaning
but implies a total opposite meaning. Hence, the utterance is ironical. In case of indirect speech acts, e.g., in the sentence 'can you pass the book?; besides the sentence meaning, the speaker means something more. Searle has graphically distinguished between a literal utterance, metaphorical utterance, ironical utterance and indirect speech acts as shown in the figure, given on the next page.

**Description of Figures**

In the figure sentence meaning is 'S is P' and utterance meaning is 'S is R'.

**Literal Utterance**

A speaker says 'S is P' and the means 'S is P'. Here P=R. i.e., sentence meaning and utterance meaning coincide.

**Metaphorical Utterance**

A speaker says 'S is P' but means 'S is R'. Utterance meaning is arrived at by going through literal sentence meaning.

**Ironical Utterance**

A speaker means the opposite of what he says. i.e., a speaker says 'S is P' but means 'S is ~P' (i.e. total opposite of 'P').

**Indirect Speech Act**

A speaker means what he says but he means something more as well. That is he says 'S is P' but means 'S=P+R'. Thus, utterance meaning
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Literal utterance

Metaphorical utterance

Indirect speech act

Ironical utterance

Uterance meaning  Sentence meaning

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includes sentence meaning but extends beyond it.

In this backdrop, it can be said that, in case of an indirect speech act, a speaker means what he says but means something more as well, so that the utterance meaning includes the sentence meaning but extends beyond it. That is, a sentence containing an illocutionary force indicator for one particular type of illocutionary act can be used to perform that act and simultaneously, in addition, another act of a different type. It means that such acts have two illocutionary forces.

To perceive and grasp both these forces simultaneously, a hearer must: (i) know the rules for performing speech acts; (ii) share some background information with the speaker; (iii) exercise his powers of rationality and inference, and (iv) have knowledge of certain general principles of cooperative conversation.

4.1.2.3. H.P. Grice

It was in the year 1967 that H.P. Grice delivered his William James lectures at Harvard, in which he sketched his famous pragmatic theory. Grice observed that in the utterance of a sentence, information can be conveyed which does not seem to belong to the truth-conditional content of the sentence. He made a distinction between what is "said" and what is "conveyed". The logical content of the sentence constitutes the component 'what is said'. That is, it is the information which is necessary to specify its truth-conditions. The "conveyed" information is called as implicature. By implicature, Grice means all the information that is
conveyed in the utterance of a sentence, but is distinct from its truth-conditional content. As pointed out, implicature stands away from what is truth-conditionally determined and in Van der Sandt's terms it can be defined as "what is conveyed minus what is said."

Grice distinguishes implicature into two main categories, viz., conventional and non-conventional. Conventional implicatures are determined by the conventional meaning of words and constructions that occur in a sentence. Consider the sentence: 'He is an Englishman, he is, therefore, brave'.

In the above sentence, the speaker does not directly assert that the property of being brave follows from the property of being an Englishman, but the form of expression conventionally implicates such a relation. If later it turns out that the man in question is Englishman but not brave, the implicature is mistaken, but the utterance. Grice suggests, need not be false.

There is a wide range of non-conventional implicatures with the main distinction of conversational and non-conversational ones. Non-conventional non-conversational implicatures are due to principles of an aesthetic, social or moral nature.

The main category of non-conventional implicatures is that of conversational implicatures. Unlike the conventional implicatures, the conversational implicatures are not indissolubly linked with words and constructions used in a sentence. They contain information which is
conveyed in uttering a sentence but which cannot be depicted from
meaning of sentence alone. Conversational implicature is essentially
connected with certain general features of discourse which arise from the
fact that if the talk exchanges are to be rational, they must consist of
utterances which are in some way connected to each other.
Conversational implicatures arise by the combination of three factors:
(i) the semantic content of the sentence, i.e., its truth-conditions and
conventional implicature. (ii) the linguistic and non-linguistic context of
the utterance, and (iii) the principles that the interlocutors are supposed
to respect during a co-operative conversation.

The third factor, Grice's famous co-operative principle, requires
the interlocutors to make their "conversational contribution such as is
required, at the stage at which it occurs, by the accepted purpose or
direction of the talk exchange" (Grice, 1975) in which they are engaged.

In order to be in tune with this principle, speakers need to follow
a number of sub-principles, which fall into four categories of quantity,
quality, relation and manner:

(1). Maxim of Quantity

It is related to the quantity of information to be provided and
contains the maxims:

(i) Make your contribution as informative as is required for the
current purposes of the exchange.
(ii) Do not make your contribution more informative than is required.

(2). Maxim of Quality

Under this category falls the supermaxim - "Try to make your contribution one that is true". (Grice, 1975)

It also contains two more specific maxims:

(i) Do not say what you believe to be false.

(ii) Do not say that for which you lack adequate evidence.

(3). Maxim of Relation

Under the category of relation, Grice places a single maxim, namely. "Be relevant".

(4). Maxim of Manner

It is not concerned much with what is said, but how it (the thing to be said) is said and consists of the supermaxim - "Be perspicuous" and contains the submaxims:

(i) Avoid ambiguity

(ii) Avoid obscurity

(iii) Be brief (avoid unnecessary prolixity)

(iv) Be orderly.

Besides these four maxims, Grice points out that there may be others also which may be 'aesthetic, social or moral in character'.

A participant in a talk exchange may flout a maxim which results
in the speaker conveying, in addition to the literal meaning of his utterance, an additional meaning, which is a conversational implicature. As a brief example, consider the following exchange:

**Speaker A**: I am out of petrol.

**Speaker B**: There is a garage round the corner.

In this exchange, Grice suggests that the speaker 'B' was violating the instruction 'Be relevant' if he was stating a fact about the world via the literal meaning of his utterance. Given the assumption that speaker 'B' is following the cooperative principle, the implicature is that the garage is not only round the corner, but will also be open and selling petrol. In order to arrive at the implicature, one has to know certain facts about the world, e.g., the garages sell petrol and the like. Also, one must interpret 'A's' remark not only as a description of a particular state of affairs but as a request for help.

To work out a conversational implicature, the hearer relies on the following data:

(i) the conventional meaning of the words used and the referents of referring expressions;

(ii) the co-operative principle and its maxims;

(iii) the context, linguistic or otherwise, of the utterance;

(iv) the background knowledge;

(v) the supposition that all participants suppose that all relevant items falling under the previous headings are available to them all.
Grice’s theory of implicature got a wide recognition and laid a solid foundation for later theories in the field of pragmatics.

4.1.2.4. M.A.K. Halliday

Right through his works, M.A.K. Halliday has adopted a functional approach with regard to the analysis of language. In his functional grammar, developed in 1985, Halliday concentrates exclusively on the functional part of grammar. It means that the grammatical patterns are interpreted in terms of configurations of functions which, according to Halliday, are particularly relevant to the analysis of text. By text, Halliday means everything that is said or written.

The basic premise of his functional grammar is that language has two major functions, which he calls the ideational (content) function and the interpersonal function. These functions are related to the third function known as textual function which enables the realization of other two functions. The ideational function serves for the expression of “content”, i.e., of the speaker’s experience of the real world, including the inner world of his own consciousness. The interpersonal function serves to establish and maintain social relations while as in the textual function, the function of language is to provide links with itself and with features of the situation in which it is used. It enables the speaker or writer to construct ‘texts’ or connected passages of discourse which are situationally relevant.
Halliday regards grammar as a "meaning potential" shared by a language and its users. He regards language as "a system for making meanings: a semantic system, with other systems for encoding the meanings it produces. The term 'semantics' does not simply refer to the meanings of words; it is the entire system of meanings of a language, expressed by grammar as well as by vocabulary. In fact, the meanings are encoded in 'wordings': grammatical sequences, or 'syntagms', consisting of items of both kinds — lexical items such as most verbs and nouns, grammatical elements like 'the', 'of' and 'if', as well as those of an in between types such as prepositions." (Halliday, 1985).

The ideational, interpersonal and textual functions are, therefore, functional components of the semantic system, i.e., language. Grammar receives meanings from each component and weaves them together in the wordings, which has been shown by Halliday through the analysis of clause in English. The clause has been chosen because in it "three distinct structures, each expressing one kind of semantic organization, are mapped onto one another to produce a single wording'. (Halliday, 1985). The meanings of the three components, following their names, are labelled as ideational meaning, interpersonal meaning and textual meaning. Interpersonal meaning, in Halliday's terms is "the representation of experience: our experience of the world that lies about us, and also inside us, the world of our imagination. It is meaning in the sense of content. ......The ideational function of clause is that of representing what in the broadest sense we can call 'processes': actions,
events, processes of consciousness, and relations......

Interpersonal meaning is meaning as a form of action: the speaker or writer doing something to the listener or reader by means of language. The interpersonal function of the clause is that of exchanging roles in rhetorical interaction: statements, questions, offers and commands, together with accompanying modalities......

Textual meaning is relevance to the context: both the preceding (and following) text, and the context of situation. The textual function of the clause is that of constructing a message." (cf: Malmkjaer. 1991).

In English clause, message is constructed in terms of theme and rheme. One element of the clause, theme, occurs first and combines with rheme, rest of the clause, to constitute the message. Theme is defined as the element which serves as the point of departure of the message; it is that with which the clause is concerned, and the rest of the message is referred to as the rheme.

Generally, the organisation of a clause as message through theme/rheme distinction corresponds with its information structure in terms of the notions of 'given' and 'new'. The theme is typically associated with the 'given' and the rheme with the 'new'.

Halliday also discusses the relationship of language to the world in which it is used in his famous theory of language as a social phenomenon.
In the backdrop of classical and modern premises, the present study proposes to analyse the impact of lexical diversity on message effectiveness.

4.2. PSYCHOLINGUISTIC EXPERIMENT

In this section, we propose to take up a psycholinguistic experiment to check up the impact of lexical diversity on message effectiveness at the discourse semantic level. The experiment is designed to check the acceptability, appropriateness and communicative potential of diverse news items. The potential of news items utilizing the schematic structure is examined to find out the effect of schematic or script structure on communication. It needs to be mentioned here that the term schema or script is being used to refer to mental schema and scripts.

In this psycholinguistic experiment, we are going to venture into discourse semantics and analyse the relationship between lexical diversity and message effectivity. We carry out this experiment with the assumption that the methodology may provide a good indication of the kind of information cues subjects used and reasoned about in estimating the message which is our major research question here.

The experiment is conducted on an empirical basis in which the responses of the news-consumers are elicited through a well documented questionnaire. The study, reported here, is designed to analyze in depth some basic concepts and premises of the impact of schema on message effect. Our focus here is on the theory's informational assumptions and
we proceed from the individual level to the aggregate process. On the individual level, we look into individual's response to innovative loaded expressions to examine whether indeed people prefer "loaded innovative" expressions in comparison with the simple flat expressions. Based on individual responses we further explore the aggregate process.

The empirical case is centred on recent news items. It fulfills perfectly the necessary conditions for the present study.

4.2.1. Method

Every experiment follows a scientific method and involves various steps. The method employed in this experiment involves various steps which will be dealt in detail in the following lines. Among these steps, the nature and selection of subjects holds a prominent place.

4.2.1.1. Subjects

The individual level analysis is based on data collected through in-depth interviews. Respondents for these interviews were chosen from Aligarh Muslim University, which is a suitable place to select the respondents, as it represents people from different regional, cultural and social backgrounds. In selecting the respondents, the factors like sex, religion, region, education, etc., were taken into account.

It needs to be mentioned that a sample of 200 students were selected for the study.

The description of the subjects will be presented in the following
lines. The regional background of the subjects is tabulated in Table - 4.1.

### TABLE - 4.1

<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uttar Pradesh</td>
<td>75</td>
<td>37.5</td>
</tr>
<tr>
<td>Bihar</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Punjab</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>West Bengal</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Kerala</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Other States</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Description of the Table**

As is evident from the table, the subjects belong to diverse regional backgrounds and represent different parts of the country. Majority of the respondents belongs to Uttar Pradesh which is followed by Bihar, Jammu & Kashmir and Andhra Pradesh, respectively. Other states have also got their representation. As is evident, majority of subjects hail from Urdu-Hindi region.

In selecting the respondents, the gender variable was also taken into consideration. The distinction on this basis is presented in Table-4.2.
TABLE - 4.2

<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>157</td>
<td>78.5</td>
</tr>
<tr>
<td>Female</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Description of the Table

The table suffices to reveal that the number of male subjects dominates those of female subjects. The male subjects constitute more than one-third of the total respondents. Inspite of this fact, the females have a sizeable representation.

The subjects also represented diverse religious backgrounds. The classification of subjects on this variable is given in Table 4.3.

TABLE - 4.3

<table>
<thead>
<tr>
<th>Religion</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muslim</td>
<td>130</td>
<td>65</td>
</tr>
<tr>
<td>Hindu</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Christian</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Sikh</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Description of the Table

Table-4.3 presents the diverse religious backgrounds of the respondents chosen for our experiment. The muslim subjects hold the upper slot and comprise more than half of the total subjects. They are followed by Hindu subjects who have a sizeable representation of 20%. The Christians represent 10% of the total subjects. As compared to others, Sikhs have a nominal representation of 5%. The diversity of the respondents reveals the fact that religion is a significant variable in the sample of selected respondents.

In selecting the respondents, the educational variable was also given due significance. Students studying in different classes were chosen for the experiment. The distribution of respondents on this variable is provided in Table - 4.4.

TABLE - 4.4

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>Postgraduates</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Research Scholars</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Description of the Table

The facts and figures presented in Table-4.4 portray the number
and percentage of respondents belonging to different educational standards. The subjects chosen for the study include students from secondary school level up to the doctorate level. The undergraduate category included students from secondary standard (i.e., 11th & 12th classes) and different bachelors degrees. It is obvious from the above figures that a good deal of subjects belong to the post graduate category with the major number of subjects enrolled as research scholars. The subjects belonging to under-matriculation grades were deliberately omitted owing to their comparatively less exposure to news media, as compared to their counterparts in higher classes.

Another variable on which the respondents were chosen was the mode of residence. Both hostlers and day scholars were chosen for our experiment. The distribution of respondents on this variable is given in Table-4.5.

**TABLE - 4.5**

<table>
<thead>
<tr>
<th>Residence</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostelers</td>
<td>142</td>
<td>71</td>
</tr>
<tr>
<td>Day Scholars</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Description of the Table**

Since A.M.U. is a residential university, majority of the students
put up in university hostels. As such, a large number of respondents were hostlers. However, as the figures of the table indicate, the day scholars also have a sizeable representation in our respondent-sample.

Besides the above details, the other background informations of the respondents are provided in Table-4.6(a) and Table 4.6(b).

**TABLE - 4.6 (a)**

<table>
<thead>
<tr>
<th>Age Group Scale</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16–19</td>
<td>39</td>
<td>19.5</td>
</tr>
<tr>
<td>19–22</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>22–25</td>
<td>56</td>
<td>28</td>
</tr>
<tr>
<td>25–above</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**TABLE - 4.6 (b)**

<table>
<thead>
<tr>
<th>Period of Stay in Aligarh</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 2 years</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Above 10 years</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Description of the Tables

The given tables reveal the background information of the respondents on two more scales. In the first table, we see the classification of respondents on the basis of their age. Sixty-three respondents fall in the age group of 19-22 years while as the age of other fifty-six respondents ranges between 22 and 25 years. Forty-two respondents are over twenty-five years of age while as thirty-nine respondents lie in the age group of 16-19 years.

The first table is followed by another table in which the respondents have been classified on the basis of their period of stay in Aligarh. Here, we find that majority of the respondents (i.e., 66) are those whose period of stay in Aligarh has been less than two years. It is followed by two groups of fifty and forty-six respondents whose period of stay in Aligarh ranges between 2 to 5 years and 5 to 10 years, respectively. Thirty-eight respondents reported that they have been staying in Aligarh for more than 10 years.

The above mentioned variables clearly illustrate that the respondents chosen for the current experiment belonged to diverse backgrounds. The diversity of the respondents is an important prerequisite in experimental studies. Keeping this point in mind, the sample of respondents was carefully selected to suit the present study.

4.2.1.2. Field Phase

Any research endeavour in the field of psycholinguistics would
entail the collection of data and its analysis. In the first phase of the data collection, the size of the sample was determined. The second phase was confined mainly to the collection of data through the methods of:

(i) observation

(ii) interview

(iii) questionnaire

(i). Observation

The technique was used throughout the field phase. This technique aided the central focus of research.

(ii). Interview

This technique was used to obtain informations regarding newspaper reading habits as it provided scope to probe the message effect.

(iii). Questionnaire

The main part of the data was collected by administering a precoded questionnaire. The questionnaire was designed specifically with a view to meet the requirements of the present experiment. The format of questionnaire consisted of two sections. Section 'A' was related to the general background of the respondents. It contained questions related to their educational, regional and other backgrounds.

Section 'B' was designed to check the subjects' responses towards the news items of a news discourse. (For details see Appendix-II).
4.2.2. Procedure

The first step of the study called for participants to complete a preliminary questionnaire. The objective was to identify the impact of lexical diversity on message effectiveness. Evaluating several methodological alternations, we decided to adopt a modified version of 'The Derivational Theory of Complexity' (DTC). The theory was proposed by George Miller (1962). This methodology is based on information processing model.

In this backdrop, ten pairs of news items were supplied to the respondents. Each news item was followed by certain choices, to be marked by subjects, to gauge the responses of subjects towards the news items of a pair. The pairs of news items were carefully selected keeping in view the nature of analysis. One member of the news pair was simple and flat in expression. The other news item was based on discourse semantics which required the mental schema for its comprehension.

The pairs of news items utilized in the analysis were as under:

**SET A**

(1) AB SAB KI TAWAJJAH SADR-E-JAMHOORYA PAR MARKOOZ. AAYINDA HAFTÉ MEN RASHTARPATI BHAVAN SIYASI SARGARMIYON KA MARKAZ BAN JAYE GAA.

"Now, complete attention is focussed on the President. In the following week, Rashtrapatī Bhavan will be the centre of political activities."

(Qaumi Awaz: May 10, 1996)
MARKAZ MEN HAKUMAT BANANE KE LIYE AAYINDA HAFTE ELECTION COMMISSION NOTIFICATION JARI KARE GA. JIS KE BAD SADR-E-JAMHOORYA KISI PARTY KO SARKAR BANANE KI DAWAT DENGE LIHAZA AAYINDA DINON MEN SADR-E-JAMHORIYA MARKAZ-E-TAWAJJAH BANE RAHEN GE.

"In next week, election commission will issue the notification, after which the President of the country will invite any political party to form the government in the centre. Consequently, the President will be the centre of attention in the coming days".

(Awam, May 10. 1996)

SET B

(1) IMRAN KHAN SIFAR PAR OUT.

"Imran Khan was out on zero".

(Qaumi Awaz: Feb. 6, 1997)

(2) IMRAN KHAN NE KOYI SEAT NAHIN JITI.

"Imran Khan could not win a single seat".

(Faisal: Feb. 6. 1997)

SET C

(1) UP ASSEMBLY MEN TAQAT AZMAYI AAJ.

"Today, U.P. assembly will witness the demonstration of strength".

(Qaumi Awaz: March 3. 1997)
(2) **U.P. ASSEMBLY KA SESSION AAJ HONE WALA HAI JIS MEN VAZIR-E-ALA KALYAN SINGH KO AIWAN MEN AKSARYAT SABIT KARNA HOGI.**

"The session of U.P. assembly will be held today in which Chief Minister Kalyan Singh has to prove his majority".

(All India Radio; March 3, 1997)

**SET D**

(1) **BENZIR KO AGWA SAYYAHON KA ATA PATA MALOOM.**

"Benazir knows the whereabouts of the kidnapped tourists."

(Qaumi Awaz. Nov. 2, 1995)

(2) **.....UNHONNE ILZAM LAGAYA KI KASHMIRI DAHSHAT GARDON KE HATHON AGWA KIYE GAYE MAGRIBI SAYYAHON KE HATHON AGWA KIYE GAYE MAGRIBI SAYYAHON KE WAQA MEN PAKISTAN MULAWWIS HAI.**

"He charged that Pakistan is involved in the kidnapping incident in which the western tourists were abducted by Kashmiri militants."

(Awam: Nov. 3, 1995)

**SET E**

(1) **MUHAJIR QAUMI MOVEMENT KI KAL PAR AAJ KARACHI MEN HADTAL KE DAURAN TASHADDUD KE WAQAT RONUMA HUYE.**

"Karachi witnessed several incidents of violence today. following the strike call given by Muhajir Qaumi Movement".

(All India Radio. Dec. 4, 1995)
(2) AAJ MUHAJIR QAUMI MOVEMENT KI KAL PAR PAKISTAN KE SABSE BADE TIJARATI SHAHAR KARACHI MEN HADTAL RAHI AUR AINI SHAHIDIN KE MUTABIQ KAYI MAQAMAT PAR DAHSHAT GARDON NE HAWA MEN GOLIYAN CHALAYIN AUR KAYI VEHICLES KO NAZR-E-ATASH KIYA.

"Karachi, the biggest trade centre of Pakistan witnessed complete bandh today following a call given by Muhajir Qaumi Movement. Eye-witnesses reported that militants fired in air at several places and burnt

(Hind Samachar. Dec. 4. 1995)

SET F

(1) RAO KA FAROOQ KE SATH KHUFYA SODA (BJP).

"A secret dealing between Rao and Farooq".

(Hind Samachar. Nov. 3. 1995)

(2) BJP NE WAZIR-E-AZAM NARSIMHA RAO PAR KAFI TANQID KI HAI AUR KHADSHA ZAHIR KIYA HAI KI UNKE AUR FAROOQ ABDULLAH KE DARMIYAN HUYI BATCHIT MEN KASHMIR KE BARE MEN KOYI KHUFYA SAMJOTA HUA HAI.

"BJP has strongly criticized Prime Minister Narsimha Rao and expressed the doubt that some secret pact has taken place between the Prime Minister and Farooq Abdullah regarding Kashmir issue."

(Awam. Nov. 3. 1995)
Discourse Semantics and Message Effects

SET G

(1) BSP KI SIYASI MOT HO GAYI (Paswan).
   "BSP met a political death".
   (Qaumi Awaz: Nov. 2, 1995)

(2) RAM VILAS PASWAN KA KEHNA HAI KI HALYA SIYASI
    WAQAT MEN BAHUJAN SAMAJ PARTY NE JO ROLE ADA
    KIYA US SE BSP KI SIYASI SAKHT KHATM HO GAYI.
   "According to Ram Vilas Paswan, BSP has lost its political strength due
    to the negative role it played in the recent political incidents of the
    country".
   (Faisal. Nov. 2. 1995)

SET H

(1) AAJ SEPEHAR BAM KE HAWA KI WAJAH SE RAJYA SABHA
    KI KARWAYI MEN RAKHNA PADA.
    "Following a bomb hoax, Rajya Sabha session was interrupted in the
    afternoon."
    (Qaumi Awaz: Dec. 6. 1995)

(2) AAJ RAJYA SABHA KI KARWAYI US WAQT ROK DI GAYI JAB
    YEH KHABAR PHAILI KI AIWAN KE KAMRE MEN BAM
    RAKHA HUA HAI.
    "The Rajya Sabha session was abandoned today when the message spread
    that a bomb has been placed inside the Sabha room".
    (Uqab. Dec. 6. 1995)
SET I

(1) PAKISTAN KO FRANCE SE ASLAHA FARAHAMI KA SAMJOTA. ILAQE MEN DIFAYI TAWAZU'N BADAL JAYEGA. DIFAYI MAHIRIN KA INTIBAH.

"An arms treaty between Pakistan and France. Defence experts warn that it will change the security scenario of the region".

(Qaumi Awaz: Jan. 5. 1996)

(2) PAKISTAN NE FRANCE SE ASLAHA Kharidne ka soda kar liya hai. Difayi mahirin ka kehna hai ki is soda se ilaqe men difayi tawazu'N bigad jayega.

"Pakistan has signed a treaty to buy arms from France. Defence experts opine that it will disturb the security balance of the region."

(Hind Samachar. Jan. 5. 1996)

SET J

(1) FOJ KE QADMON KI AWAZ JAFNA MEN SUNAYI DENE LAGI.

"Sound of army's footsteps is being heard in Jaffna".

(Hind Samachar. Nov. 2. 1995)

(2) SRI LANKA KI FOJ JAFNA SHAHAR KE AAS PAS APNI POSITION MUSTAHKAM KARNE MEN MASROOF HAI. PICHLE DINON KI FATOOHAT KE BAD SRI LANKAYI FOJ KI NAZREN TAMILON KE IS MAZBOOT GADH PAR LAGI HUYI HEN.

"The Sri Lankan army is strengthening its position around Jaffna city."
After its successive wins in the past few days, Sri Lankan army is looking forward to capture this stronghold of Tamils”.

(Awam; Nov. 2, 1995)

Subjects were asked to read the news items listed in a set and tick mark the choices given at the end of each set. The choices were framed to check the subjects' responses on different scales. The first question was designed to evaluate respondents' judgements towards the acceptability of the style of expression and linguistic structure of a news item. Subjects were asked to mark their responses on the following scales:

(i) Completely acceptable
(ii) acceptable
(iii) uncertain as to acceptability; cannot decide
(iv) relatively unacceptable
(v) completely unacceptable

The second scale was designed to elicit subjects' responses regarding the appropriateness of the style and structure of a news item. Respondents were asked to mark any of the following choices:

(i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

These scales were followed by several questions which were
carefully designed to elicit the responses of the subjects by asking them to compare and contrast the news items of a set and then answer as to which of the two news items was better than the other in a particular field. The questions dealt with topics like communicative potential, appropriateness, and style and structure of the news items. Subjects were also asked to indicate their choice among the two news items. Besides these questions, the subjects were interviewed and asked other relevant questions.

4.2.3. Analysis

In this study, all the responses were keenly recorded and later coded on several variables, including the variable of interest to us here - the types of information the respondents attended to or reasoned about while making their estimates. The major categories of the coding scheme for the variables were developed theoretically. In particular, we were interested to capture in more direct way the use of lexical diversity as information cues to decode the message. As the coding proceeded, additional categories were incorporated in the coding scheme. All types of informations, a respondent referred to, were coded.

After all the data was collected from the respondents, it was analysed and the findings on both the scales and the answers of the questions were compared to get an overall picture of the respondents' views. The analysis of the different sets of news items revealed the following results:
SET A

In case of set 'A', almost all the respondents regarded the two news items as 'completely acceptable'. As very minor differences existed in the responses on this scale, no tabular presentation is given. On the appropriateness scale, 80% responses regarded the first news item as 'most appropriate' while as 20% responses ranked it as 'appropriate'. On this scale, the second news item was regarded as 'appropriate' by 60% respondents while as only 30% respondents ranked it as 'most appropriate', with 7.5% and 2.5% respondents ranking this news item as 'less appropriate' and 'relatively inappropriate', respectively. The responses of the subjects are represented in tabular form in Table-4.7.

**TABLE - 4.7**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of</td>
<td>% Age</td>
<td>No. of</td>
<td>% Age</td>
</tr>
<tr>
<td></td>
<td>Responses</td>
<td></td>
<td>Responses</td>
<td></td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>160</td>
<td>80</td>
<td>60</td>
<td>30</td>
</tr>
<tr>
<td>Appropriate</td>
<td>40</td>
<td>20</td>
<td>120</td>
<td>60</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
<td>15</td>
<td>7.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Figure - 4.7
Ratio of Preference for News Items of Set 'A'

First News Item
65%

Second News Item
35%
Comments on the Table

The figures of the table are sufficient to reveal that the favours are titled towards the first news item. As is clear, 80% respondents declare the first news item as 'most appropriate' while as only 30% respondents rated the second news item on the variable. In case of the first news item, the remaining 20% respondents ranked it on the 'appropriate' variable. In case of second news item 60% respondents rated it as 'appropriate' while as 7.5% and 2.5% respondents regarded it as 'less appropriate' and 'relatively inappropriate'. This fact was also vindicated by respondents' answers to the questions following the two scales. Majority of the respondents (i.e., 65%) revealed that they preferred the first news item as, in their terms, it was compactly organized, more appropriate and more communicative. In their opinion, the structure of the first news item was enough to generate the mental scenarios to comprehend all the messages which were communicated by the explanatory second news item.

SET B

The set B also contained two news items. Here, the subjects were divided on the acceptability scale. The responses elicited on this scale are given in Table - 4.8(a).

The responses found on the appropriateness scale are noted in Table 4.8(b).
### TABLE - 4.8 (a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th></th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
<td>%age</td>
<td></td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>160</td>
<td>80</td>
<td>160</td>
<td>80</td>
<td></td>
</tr>
<tr>
<td>Acceptable</td>
<td>-</td>
<td>-</td>
<td>20</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>5</td>
<td>2.5</td>
<td>15</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>6</td>
<td>3</td>
<td>5</td>
<td>2.5</td>
<td></td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>29</td>
<td>14.5</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

### TABLE - 4.8(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th></th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
<td>%age</td>
<td></td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>140</td>
<td>70</td>
<td>60</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td>Appropriate</td>
<td>29</td>
<td>14.5</td>
<td>120</td>
<td>60</td>
<td></td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
<td>20</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>31</td>
<td>15.5</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>
Percentage of the Responses for the News Items of Set 'B' on Acceptability Scale

Figure - 4.8(a)
Percentage of the Responses for the News Items of Set 'B' on Appropriateness Scale

![Bar Chart]

Figure - 4.8(b)
Ratio of Preference for News Items of Set 'B'
Comments on the Tables

As is evident from the given tables, the subjects are divided in their responses towards the news items of set B. On the acceptability scale, the balance seems to be in favour of the first news item. Both the news items acquired similar scores on the 'most acceptable' variable. While as on the other variables, it is the second news item which runs ahead. Almost similar results were obtained on the 'appropriateness scale'. A notable feature revealed through the above statistics is that 14.5% and 15.5% respondents considered the first news item as 'completely unacceptable' and 'completely inappropriate', respectively. The analysis revealed that majority of these respondents were girl candidates.

Besides the responses on the scales, the answers given to the questions revealed almost similar results with 70% respondents considering the first news item as more appropriate and more communicative than the second. The remaining 30% responses were in favour of second news item, with majority of these responses belonging to girl candidates. As their answers revealed, the girl respondents failed to create a coherent link between the cricket background of Imran Khan and his failure in parliamentary elections. It owed to the fact that majority of these girl respondents were not interested in the game of cricket and, as such, lacked the required schema and scripts to cherish and appreciate the news item. In contrast to this, majority of male candidates appreciated the news item as they possessed the required
schemata to gauge the communicative capability of the news item.

**SET C**

Almost all the respondents considered both the news items of this set as completely acceptable. However, the responses on the appropriateness scale revealed different results for the two news items. The responses on this scale are tabulated in Table-4.9.

**TABLE - 4.9**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>129</td>
<td>64.5</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

The given figures do not show any marked difference between the two news items on the appropriateness scale. However, on the degree of appropriateness, it is the first news item which is slightly ahead of the second news item.
Percentage of the Responses for the News Items of Set 'C' on Appropriateness Scale

![Bar Chart](chart.png)

- **Most appr**: First News Item
- **Appropriate**: Second News Item
- **Less appr**: First News Item
- **Rel inappr**: Second News Item
- **Com inappr**: Second News Item

**Figure - 4.9**
Ratio of Preference for News Items of Set 'C'

First News Item
55%

Second News Item
45%
The answers of the respondents regarding various aspects of the news items go in conformity with the above mentioned figures. It was found that 55% respondents regarded the first news item as more appropriate and more communicative while as 45% respondents were in favour of second news item.

**SET D**

The figures regarding the news items of this set on the acceptability scale are represented in tabular form in Table-4.10(a).

**TABLE - 4.10(a)**

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Acceptable</td>
<td>81</td>
<td>40.5</td>
</tr>
<tr>
<td>Acceptable</td>
<td>59</td>
<td>29.5</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

As can be found from the tabular presentation, the two news items share almost the same ratings. However, one can easily perceive the
Percentage of the Responses for the News Items of Set 'D' on Acceptability Scale

Figure - 4.10(a)
upper hand of the second news item. On different variables, the second news item shares the lead. Similarly, on the variable 'relatively unacceptable', the first news item has earned more responses lending it a weaker position in comparison to the second news item. On the appropriateness scale, the responses for the two news items are presented in Table-4.10(b).

**TABLE - 4.10(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Appropriate</td>
<td>67</td>
<td>33.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>33</td>
<td>16.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

The results given in Table 4.10(b) run in conformity with those found in case of the acceptability scale. Although, there is not any marked difference between the figures of the two news items, the second news item clearly enjoys an upper hand.
Percentage of the Responses for the News Items of Set 'D' on Appropriateness Scale

![Graph showing percentage of responses for news items. The x-axis represents categories such as Most appr, Appropriate, Less appr, Rel inappr, and Com inappr. The y-axis represents percentage. The graph includes bars for First News Item and Second News Item.]

Figure - 4.10(b)
Ratio of Preference for News Items of Set 'D

First News Item
39%

Second News Item
61%
The answers to the questions following the two scales and other interview-based questions also revealed the subjects' inclination towards the second news item. Here 61% respondents considered the second news item as more communicative and more appropriate. Subjects showed their preference for the second news item citing that the first news item is difficult and vague.

The findings regarding this set of news items run somewhat contrary to the results of the previous sets. It seems that the slight vagueness and ambiguity of the first news item has tilted the cards against it.

SET E

In this set also, two news items were circulated among the respondents. Both the news items were treated as 'completely acceptable' by almost all subjects. Since, only minute differences were noticed on this scale, they were neglected. As such no tabular presentation is given. However, on the second scale, viz., the appropriateness scale, the two news items elicited diverse responses, which are tabulated in Table - 4.11.

Comments on the Table

As is evident from the given table, the first news item has outscored the second one with 67.5% responses treating it as 'most appropriate' and 22.5% responses treating it as 'appropriate'. A negligible 7% and 3%
TABLE - 4.11

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>135</td>
<td>67.5</td>
<td>72</td>
<td>36</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
<td>82</td>
<td>41</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>14</td>
<td>7</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>6</td>
<td>3</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

responses. ranked it as 'less appropriate' and 'relatively inappropriate', respectively. The second news item lags behind the first news item on all variables.

The answers to the interview-based and questionnaire-based questions substantiated the above facts and figures with most of the respondents (i.e., 72%) giving preference to the first news item and calling it as more appropriate, more communicative and innovative.

SET F

Two news items were furnished to the respondents in this set. They were asked to answer the questions listed in the questionnaire and later were also interviewed. The responses, on the acceptability scale, are the
Percentage of the Responses for the News Items of Set 'E' on Appropriateness Scale

**Figure - 4.11**
Ratio of Preference for News Items of Set 'E'

First News Item
72%

Second News Item
28%
presented in Table - 4.12(a).

TABLE - 4.12(a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>141</td>
<td>70.5</td>
<td>115</td>
</tr>
<tr>
<td>Acceptable</td>
<td>34</td>
<td>17</td>
<td>41</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>17</td>
<td>8.5</td>
<td>20</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>8</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
<td><strong>200</strong></td>
</tr>
</tbody>
</table>

Comments on the Table

The given table provides the responses of the subjects on different variables of the acceptability scale. It is evident that the responses favour the first news item. On the variable of 'completely acceptable', the first news item is far ahead from its counterpart. On the 'acceptable' variable, the second news item is slightly ahead. The other three variables also project the first news item as a winner on the 'acceptability scale'.

The responses for the two news items on the 'appropriateness scale' are tabulated in Table - 4.12(b).
Percentage of the Responses for the News Items of Set 'F' on Acceptability Scale

Figure - 4.12(a)
### TABLE - 4.12(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>135</td>
<td>67.5</td>
</tr>
<tr>
<td>Appropriate</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

As is evident from the facts and figures given in Table-4.12(b), the first news item has an upper hand on the appropriateness scale also. Combining the results of the first two variables, namely, 'most appropriate' and 'appropriate', it becomes clear that the first news item has been appreciated by the respondents. On the other three variables also, the responses are mostly in favour of the first news item.

The results obtained on the acceptability and appropriateness scales are also supplemented by the answers to the interview-based and questionnaire-based questions. Majority of the respondents clearly favoured the first news item. In comparison to the 71% respondents in its favour, only 25% respondents supported the second news item. 4%
Percentage of the Responses for the News Items of Set 'F' on Appropriateness Scale

Figure - 4.12(b)
Ratio of Preference for News Items of Set 'F'

First News Item 71%
Undecided 4%
Second News Item 25%
responses could not give a clear-cut answer. The answers of the respondents revealed that they favoured the first news item due to its compact structure and greater communicative potential.

**SET G**

This set also contained two news items. The structure and style of both the news items corresponded with the news items provided in the previous sets. Both the news items of this set received diverse responses on the scales of acceptability and appropriateness. The responses for the two news items on the 'acceptability scale' are tabulated in Table-4.13(a).

**TABLE - 4.13 (a)**

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age Responses</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>162</td>
<td>81</td>
</tr>
<tr>
<td>Acceptable</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Comments on the Table**

The tabulation of the responses suffices to illustrate that the first
Percentage of the Responses for the News Items of Set 'G' on Acceptability Scale

Figure - 4.13(a)
news item listed in set 'G' has bagged an overwhelming majority of responses in its favour. The dominant position of this news item can be viewed from the fact that it has secured a huge 81% responses on the 'completely acceptable' variable. The other 19% responses also treat it positively on the 'acceptable' variable on the 'acceptability scale'.

The other news item has also secured a good number of favourable responses. However, as compared to the first news item, it trails far behind.

It will be interesting to assess the position of the two news items on the 'appropriateness scale'. The scores of responses secured by the two news items on this scale are presented in Table - 4.13(b).

Table - 4.13(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>126</td>
<td>63</td>
</tr>
<tr>
<td>Appropriate</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Relatively inappropriate</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Completely inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Percentage of the Responses for the News Items of Set 'G' on Appropriateness Scale

![Bar Chart]

- **Most appr**
- **Appropriate**
- **Less appr**
- **Rel inappr**
- **Com inappr**

*First News Item*  *Second News Item*

**Figure - 4.13(b)**
Ratio of Preference for News Items of Set 'G'

First News Item
79%

Second News Item
21%
Comments on the Table

As can be understood from the figures of the table, the first news item, as on the 'acceptability scale', is again in a commanding position on this scale. Majority of the respondents have voted in its favour. Only a negligible 10.5% respondents rank it on the lower scales. Compared to this news item, the second news item has got a good number of respondents (36%) ranking it on the lower scales which adds to its weaker position. The comparative study of the responses, as secured by the two news items, ranks the first news item in a better position.

Besides the responses on the two scales, the interview-based and questionnaire-based questions elicited almost similar responses. The answers to these questions revealed that an overwhelming majority of 79% respondents expressed their preference for the first news item. These respondents have cherished the style of expression of this news item. They consider it as more communicative and message effective. It will not be out of place to mention that most of the respondents appreciated the use of the expression SIYASI MOT "political death" which, they thought, was ultracommunicative and full of message effectivity. In their words, the expression SIYASI MOT "Political death" was explanatory in itself, while the second news item spent a good deal of vocabulary to express the same message. According to these respondents, the brevity and compactness of the above mentioned expression has rendered a catchy colour and attractive look to the first news item.
SET H

The questionnaire contained two more news items in this set. The two news items possess different styles and structures, although they convey the same message. As expected, the respondents were divided on their approach to the two news items of this set. Consider the responses the two news items got on the 'acceptability scale'. which are presented in Table - 4.14(a).

Table - 4.14 (a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Complete Acceptable</td>
<td>142</td>
<td>71</td>
</tr>
<tr>
<td>Acceptable</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>15</td>
<td>7.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments on the Table

The table reveals that the first news item scores more than the second one on the 'completely acceptable variable' where it has got 71% responses while the second news item has got only 52.5% responses. On
Percentage of the Responses for the News Items of Set 'H' on Acceptability Scale

Figure - 4.14(a)
the 'acceptable variable', the second news item has done marginally better than the first.

On the whole, the first news item has a stronger position than the second. However, the first news item has been ranked as 'completely unacceptable' by 15 respondents. Almost similar results were noted on the 'appropriateness scale'. The responses for the two news items on this scale are listed in Table - 4.14(b).

**TABLE - 4.14(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>138</td>
<td>69</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Comments on the Table

From the given table, it can be found that the first news item has got majority of responses in its favour on the first two variables. The second news item has also got a reasonably good number of responses on these two variables. Its position gets weakened on the other two scales.
Percentage of the Responses for the News Items of Set 'H' on Appropriateness Scale

![Bar Chart]

- Most appr.
- Appropriate
- Less appr.
- Rel. inappr.
- Com. inappr.

**Figure - 4.14(b)**
Ratio of Preference for News Items of Set 'H'

First News Item 77%

Second News Item 23%
Discourse Semantics and Message Effects

Discourse Semantics and Message Effects

Chapter - 4

viz., the less appropriate' and 'relatively inappropriate' scales. However, a positive point in its account is that it has got no response on the 'completely inappropriate' scale. It means that no respondent has rated the second news item as 'completely inappropriate'. It is where this news item has an edge over the first news item. As is clear, 17 respondents, which constitute 8.5% of total respondents, have ranked the first news item as completely inappropriate.

The above mentioned figures for the two news items have been supplemented by the answers of the respondents, elicited through the questionnaire-based and interview-based questions. It was found that majority of respondents (i.e. 77%) expressed their preference in favour of the first news item. In their opinion, the news item is compactly organized and is successfully communicating the message. The respondents maintained that the adjournment of Rajya Sabha due to the bomb hoax has been successfully communicated by skilfully utilizing the expression: BAM KE HAWA KI WAJAH KE"due to bomb hoax". In the respondents' opinion, this expression successfully generates the images of a bomb and its related consequences. As such, the brief expression is capable of generating a complete picture related to a bomb. However, the remaining 23% respondents were totally against this news item. In their opinion, the news item lacked the plainness and looked a bit ambiguous and vague. Consequently, they favoured the second news item as being more communicative and effective. It appears that while
the first group succeeded in utilizing their schemas with regard to the first news item. The second group could not succeed in creating the same mental scenarios with respect to this news item.

SET I

In set I, two news items were provided to the respondents to test the impact of lexical diversity on message effects. The responses elicited by the two news items on the 'acceptability scale' are tabulated in Table - 4.15(a)

**TABLE - 4.15(a)**

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>140</td>
<td>70</td>
</tr>
<tr>
<td>Acceptable</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

The given table illustrates that the two news items are in neck to neck competition with each other on the 'acceptability scale'. On the last two variables, both items have secured equal responses. On the first two variables also, the scores of the news items are very close to each other.
Percentage of the Responses for the News Items of Set 'T' on Acceptability Scale

Figure - 4.15(a)
Combining the responses on both these variables, we find that both the news items have secured an equal number of responses. In this backdrop, it can be concluded that the two news items are on equal footing on the acceptability scale.

The responses elicited for the two news items on the 'appropriateness scale' are listed in Table - 4.15(b).

**TABLE - 4.15(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>122</td>
<td>61</td>
<td>114</td>
<td>57</td>
</tr>
<tr>
<td>Appropriate</td>
<td>46</td>
<td>23</td>
<td>48</td>
<td>24</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>28</td>
<td>14</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>4</td>
<td>2</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Comments on the Table

It is clear from the figures, given in the table, that the two news items do not stand far apart from each other in terms of the appropriateness scale. The scores of the two news items reveal that both the news items have got almost identical responses.
Percentage of the Responses for the News Items of Set 'T' on Appropriateness Scale

Figure 4.15(b)
Ratio of Preference for News Items of Set 'I'

First News Item
50.5%

Second News Item
49.5%
The figures of the appropriateness and acceptability scales reveal that almost an equal weightage has been given to both the news items of this set.

In their answers to the questionnaire-based questions, the respondents were divided into two groups of almost equal size. The first group, comprising of 50.5% respondents (i.e., 101) expressed their preference in favour of the first news item. The second group which consisted of 49.5% respondents (i.e., 99) voted in favour of the second news item. Almost similar explanations were provided by the two groups for voting for a particular news item. The equal rating is perhaps due to the fact that both the news items possess almost an identical structure.

SET J

This set also consisted of two news items. Diverse responses were received on the acceptability and appropriateness scales for the two news items of this set. The responses elicited on the acceptability scale are presented in Table - 4.16(a).

Comments on the Table

It is clear from the table that the two news items go side by side with respect to their scores of responses on different variables of the acceptability scale. The two news items have been positively evaluated by respondents on the acceptability scale. Majority of the respondents have ranked the two news items on the 'completely acceptable' and
TABLE - 4.16(a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>167</td>
<td>83.5</td>
<td>159</td>
<td>79.5</td>
</tr>
<tr>
<td>Acceptable</td>
<td>25</td>
<td>12.5</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>6</td>
<td>3</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

A negligible number of respondents have evaluated the two news items on lower ranking variables. In nutshell, both the news items have achieved an almost equal ranking.

The responses on the appropriateness scale are listed in Table - 4.16(b).

Comments on the Table

The given table illustrates the responses elicited by the two news items on the appropriateness scale. As is clear, the first news item is well ahead of the second news item on the 'most appropriate' variable of the appropriateness scale. On the 'appropriate' variable, the second news item shares a marginal lead while as the two news items have an identical
Percentage of the Responses for the News Items of Set J on Acceptability Scale

Figure - 4.16(a)
TABLE - 4.16(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>134</td>
<td>67</td>
</tr>
<tr>
<td>Appropriate</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

score on the 'less appropriate' variable. However, the second news item has been treated as 'relatively inappropriate' by 5.5% respondents while as only 1% responses ranked the first news item on this scale. The analysis and examination of responses has revealed that, in totality, the first news item is in a better position than its counterpart on the appropriateness scale.

The answers received to the questionnaire-based and interview-based questions were illustrative of the fact that majority of respondents preferred the style and structure of the first news item. Sixty-seven percents respondents favoured the first news item and considered it more communicative and more appropriate. In their opinion, the compactly organized first news item was fully capable of furnishing the same sort
Percentage of the Responses for the News Items of Set 'J' on Appropriateness Scale

![Bar chart showing percentage responses for each category of appropriateness for the first and second news items.]

Figure 4.16(b)
Ratio of Preference for News Items of Set 'J'

First News Item 67%

Second News Item 33%
of message which has been communicated through the second news item. However, in their opinion, the second news item lacks the innovative colour and compactness as it has a lengthy and flat structure.

4.2.4. Conclusion

It becomes clear from the above analysis that the respondents have generally appreciated the loaded innovative expressions which are compactly organized and activate the schemata and script structures. A loaded innovative news item simply evokes the pre-existing mental scenarios which help in the integration and comprehension of the message. As revealed by the experiment, such news items were reported to possess greater message effectiveness. It follows that the use of schematic structures increases the communicative potential of the news items. However, the news items having vagueness and ambiguity in their style and structure were not generally appreciated by the respondents. In the backdrop of the above deliberations, we can safely conclude that there is an intricate relationship between lexical diversity and message effectiveness and that lexical diversity has a definite impact on message effectiveness.