Research Paper

Manipulative language of newspapers: A contrastive study

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ABSTRACT

The language of newspapers is somehow distinct from academic language or business language. Crystal and Davy (1969) mentioned “everything that happens to be printed in a newspaper or written by a journalist is not going to be linguistically homogenous.” (p. 173). The aim of this present study is to analyse the manipulative language of newspapers that is, how the languages of newspapers manipulates the readers mind and how the language of one news article is different from the language of other news article. The sample consisted of 2 newspapers articles on same event that are picked from two different Pakistani English newspapers; “Daily Balochistan Express”, and “Daily Mirror Quetta Voice of Balochistan” that also comprised the total population. The instrument used for analysis is the Critical Discourse Analysis C.D.A and Fairclough three-dimensional model which are used as a framework to analyse the language of newspapers and the findings of the present study are also based on these influential theories. The current study concludes that the language used by different type of newspapers is explicitly different even when they refer to the report of the same event, and that linguistic insights into the use of language can be of assistance understanding this diversity.

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E-mail: vshroch.i@gmail.com  Key words: Language of newspapers, linguistic manipulation

INTRODUCTION

When we read newspapers, we are usually influenced by what the reporters have written and tend to create an opinion based on what these media tell us. The news is supposedly objective; however, there are always subconscious (and conscious) attitudes present in an article written by reporters, who by themselves have a subjective view on the situation they are reporting on and are edited by news boards which may have political agendas. Language is the only means through which people communicate and share their ideas. Ironically, we can say that language is the main means due to which people fail to communicate if its background and nature are not examined. Within a language, there many fields and specialized varieties such as science, law, medicine, religion and mass of communication. All these different fields have constructed different style of language. And languages of these fields are required to be mastered carefully if we want to comprehend and use them for communication purpose and exchange the information and idea from one person to another. Among different varieties of language styles, the newspaper’s language reporting presents a vast range of linguistically distinctive. Newspaper reporters use different techniques while writing news articles in order to catch or to attract the reader’s attention. The gists of these news articles are also written in special and different style which is distinct from an ordinary language. They use special rules of grammar to construct the gists and headline of any news article. The newspaper reporters must also appeal to the interest and attitudes of the reader because whenever a reader unfolds a newspaper, the very first thing that comes under his consideration are the headlines and the photos. Therefore, the study of newspaper language use for writing an article is very interesting and it is very important to be analysed carefully.

The language of newspapers is somehow distinct from academic language or business language. Crystal and Davy
(1969) mentioned “everything that happens to be printed in a newspaper or written by a journalist is not going to be linguistically homogenous.” (p. 173). Crystal and Davy (1969) also claim that there is no reason to expect such a homogeneity since a newspaper is always very eclectic from the stylistic point of view. We come across many journalises in the pages of different daily press and as a striking fact, while they are dealing with the same problem their overall styles and features are very different. Reah (1998) says that every single thing that is written in newspaper must be conveyed through language as a medium. The transferring of a message by using language involves encoding value into the message. So, what language contains is cultural and emotional loading. On other hand, the content of this loading is determined by the culture nature in which the language exists. Furthermore, Reah (1998) exemplified that if a specific culture has little respect for certain concepts, beliefs and groups, then the language for stating ideas about those concepts, beliefs and groups will reflect that attitude. Therefore, when these things are written about, people reading the text will have their attitudes reinforced by the way the language presents these things to them (p. 55). As Büyükkantarcıoğlu (1999) mentioned in his study which focuses completely on the biased language of sport commentary, comprehending the language's social functions, social and social psychological features fixed in the language and the reasons for the production of texts, necessity an analysis of the systematic construction of beliefs and ideologies as enunciated in language.

Statement of problem

Newspapers like other disciplines has language of its own, very often it does not follow the grammar or logical rules of the everyday language. It is the kind of language that functions and familiarizes itself with the context in which it is used. In the field of print media where the choice of language affects the way messages are composed and conveyed it becomes necessary to investigate into the application of stylistic tools, that in one way or other reveal differences between the texts written by different authors in language use and organizations notwithstanding the fact that the subject matter was same, and to compare and contrast the texts by looking over the linguistic features used by the resources to achieve certain goals and objectives in the field of journalism.

Purpose of statement

The aim of this current study is focused on the manipulative language of newspapers. Language of newspapers is different as compared to the language of other genres. The language of newspaper is very catchy because the use of different stylistics and linguistic features of that particular language the can easily gain or catch the interest of readers. This current study is focused on those stylistic and linguistic features that what kind of features they use to differentiate their writing from other newspapers writings and make their language catchy or manipulative.

Research objectives

1. To differentiate between the manipulative language of two different newspapers on same article.
2. To analyse the linguistics features of two different newspapers on same article.
3. To analyse the effect of manipulative language of newspapers on readers mind.

Research questions:

Q1. How to differentiate between the manipulative languages of two different newspapers on same article?
Q2. How to analyse the linguistics features of two different newspapers on same article?
Q3. What are the effects of manipulative language of newspapers on readers mind?

The beauty of the language and its versatility in performing unlimited functions deserves

Significance of the study

attention. The current study as it takes an evaluative assessment of written language used in newspapers, have the following significances:

1. It identifies distinct peculiarities in the texts, while examining the relationships between the functions that language serves
2. It examines the rhetorical operations that hold in both texts that will in turn reveal the unique characteristics of the text at the levels of lexis and graphology.
3. This study will aid the students or readers to appreciate or analyse the peculiar lexical items and characterize the language used in the newspaper of field of journalism.
4. It also showcases how language can be used or how stylistic and linguistics features are employed to either rouse the interest of its readers or to manipulate them.
5. This study will ultimately serve as a reference material to researchers in this area.

LITERATURE REVIEW

These following terms seem too essential in the way of confirming that this research is fully understood. It is very important to provide definitions in order to allow the study
to be understood without any obstacles.

**Linguistic manipulation**

Thomson et al. (2008) states that linguistic manipulation has been deeply studied and researched, and has preoccupied applied researchers such as media analysts, government and academic scholars. In academia, manipulation has been investigated on different levels, from relation between language use and understanding of reality to the particular uses of language tools on simplifying and presenting the complex issues. Practically, manipulation attracted researchers, corporate sector and the government through its relation with concepts such as effective marketing and propaganda. However, the additional value of these arguments and discussions is foremost concentrated on western languages and traditions and are usually not too focused with particular kind of news. Asya (2013) says that the term manipulation is a linguistic term which has great creative potential that is foremost and first topical in the framework of the theory of linguistic manipulation, further adds that manipulation is a broad and somehow blurred semantic filed of the term “manipulation” involves some key elements such as “negative” intention of the writers, speaker and reporter and secret (something that is hidden to the readers and listeners) character of influence. Asya (2013) states that manipulative main aim of discourse make secret, masked layer of language data that is not simply removed or separated from actual and pure information content, and depending on element of sentence or utterance (its emphasis towards past events or future happenings), more importance whether it is linked to either validation with objective reality (if the topic is about something that has already happened) or to the pragmatic aspect (frankness of the reporter or speaker whose speech is linked with the future).

Describing the two extreme points of manipulation Asya (2013) states that manipulative language take place between two intense points; first, the legitimate (full, truth, accurate) information and second, a lie. Manipulation and lie are opposed to distinct kinds of truth: a lie stands up opposite to “semantic truth”, while manipulation stands up against “pragmatic truth”. Manipulation is understood when the reader cannot see the reporter's hidden intentions behind what is actually being written in the article. As one of the key elements of manipulation statement is specific intentionality, to discriminate manipulation, one has to investigate such elements as purpose of communicative intention, verbal communication, motive and reason. Asya (2013) claims that manipulation is a pragmatic factor that gets its goal without evident detection of communicative intention: the writer wittingly picks such forms of utterance that have no direct signals of writer’s intentional condition, by increasing the level of interpretation of knowledge and information field, manipulation extends illusionary subjective reality. Manipulation is negative social psychological phenomenon exercising destructive impact upon the society and an individual as a whole.

**Language of newspapers**

The language of newspapers has gained the interest of many researchers whose interest is on language and its varieties. Classification of newspapers made by Reah (1998) and Tunstall (1996) in their study, that there are two kinds of newspapers; the broadsheet newspapers, that is The Independent, The Guardian; The Time and The Telegraph; and the tabloid newspapers, that is, The Sun, The Star, The Express, The Mirror and The Daily Mail. The broadsheet newspapers in Pakistan are Dawn, The Express Tribune, Daily Times, Hindustan Times, Gulf News, and The Economic Times. Fowler (1991) finds the various language style of broadsheets and tabloid newspapers and point out the different relationship of two papers. Fowler (1991) evokes that dissimilarities in expression came from ideological differences and evaluates the problem from a theoretical perspective stressing that “each particular from linguistic expression in a text- wording, syntactic option, etc- has its own reason; there are usually distinct ways of saying the same thing, and they are not random, accidental alternatives; these differences in expression carry ideological distinctions and thus differences in representations.” (p. 4). Fowler also contends in support of adopting a linguistic approach in comprehending the language of newspapers as all meaning are constructed socially and all discourse is better understood if it is inflicted to critical linguistic analysis.

Bagnall (1993) noted that usually a story of an event is equally important to both tabloid and broadsheet newspapers, but the form of language is used by the tabloid in describing an event is completely different than the language use for writing by the broadsheet. Broadsheets are eagerly aware that their readers demand for something new every day, so they always come up with new ideas. Discussing about the sports commentary news articles, Ghadessy (1988) points out that “the written language of sports commentary contains a certain register depending on where this language is coming from, e.g. in The Daily Mail, The Mirror and The Times, we can see the clear differences in these three.”(p. 18). Ghadessy (1988) also claims that all the written language of sports commentary can be marked as “involved” since what the readers read is an “interpretation” of the story of an event.” (p. 22). But we can make the difference between two kinds of interpretation: first, in which an objective description of the story is provided, and second in which an opinion/personal thought is presented. Two different writers might agree on a point that a goal was scored but disagree upon a
point that it was a breath-taking, clever, brilliant simple one. Thus, the first kind that is agreement, concerning to the objective interpretation and second one is related to the subjective interpretation. Furthermore, Ghadessy (1998) stresses that it is possible to measure the degree of attachment in these reports to look which one is in popular expressions, a biased report, a rather objective report, etc. (p. 23).

Before conducting this study, several research articles are read by the researcher related to the language of newspapers. They were focused on different aspects of language of newspapers such as the writing style of headlines or the language of advertisements and they picked the specific type of newspapers for the analysis such as (broadsheet newspapers, tabloid newspapers and sport commentary). The topic of some previous conducted researches on language of newspapers are “A Brief Study on the Language of Newspaper Headlines Used in “The New Light of Myanmar””, “Headlines in Newspaper Editorials: A Contrastive Study”, “Language of Advertising: A Study of Nigeria’s Nation Newspaper and News watch Magazine” and “Different Language Styles in Newspapers: An Investigative Framework”. Whereas, this study is conducted differently in which the research focused on the writing style and the manipulative language of Pakistani newspaper.

Theoretical perspective

This case study is based on an influential theory: that is “Critical Discourse Analysis.”

Critical discourse analysis

Critical discourse analysis takes an interest in relation between language and its power. This approach is now used to concern to the critical linguistic approach of researchers who discover the larger discursive unit of text to be the essential unit of communication. Critical discourse analysis (C.D.A) comes from a critical theory of language which considers language use as a form of practice. All social practices are bound to any particular historical context and how the current social relations are generated and different interests are supplied. Here is the question relating to interest: what the text is positioning? Whose interests are functioned by this position? Whose interests are contradicted? What are the results of this positioning? All these questions relate discourse with relation of its power. C.D.A. tries to understand how discourse is associated in relation of power. Critical discourse analysis concentrates on how language as a cultural tool intercede relationships of privilege and power in social interactions, bodies of knowledge, and institutions (Davies and Harre, 1990; Gee, 1999; Luke, 1988). Gee (2004) relates that critical approaches to discourse analysis and mentions that “treat social practices in terms of their implications for things like status, solidarity, distribution of social goods, and power” (p. 33). As language is a social practice and because all social practices are not treated and created equally, all investigations of language are naturally critical.

Critical discourse analysis points out discourse as a part of social practice, which is in turn impacted by and influences the discursive practices. Discursive practices are formulated and influenced by social structures and social institutions. Discursive practices as form of discourse impact ideologies that are onward culpable for power relations. Van Dijk (2003) affirms that C.D.A has its tenets and roots from different traditional theories. It is a kind of discourse analytical analysis that investigates the way social power; abuse, inequality and dominance are performed, resisted and reproduced by talk and text in the political and social context. C.D.A is an approach in discourse analysis that compiles a detail social analysis and a textual linguistic analysis. Thus, critical discourse analysis concentrates on societal issues and on social problems. It describes the discursive and social structures. C.D.A. follows an approach to social problems since; it attempts to form explicit and visible power relation, which usually are practiced in social relation and does this by forcing especially on the text context. Critical discourse analysis refers to additional linguistic factors as society, culture and ideology. The text concept thus, carries a lot of importance. Context covers all cultural and social psychological dimensions. The concept of context leads to the assumptions of relationship between society and language. This relationship between language and society is seemed as dialectical which is a substantive notion that creates C.D. Aso very fruitful and distinct. Wodak (2001) says that from understanding the concept of discourse it might be concluded that C.D.A. is an opening to the vast range of factors that apply an impact on texts. C.D.A. assumes language as social practice. Fair clough and Wodak (1997: 271-80) have put forward an eight-point programme to define critical discourse analysis as follows:

1. Critical discourse analysis addresses social issues.
2. Power relations are discursive.
3. Discourse constitutes culture and society.
4. Discourse does ideological work.
5. Discourse is historical.
6. The link between society and text is mediated.
7. Discourse analysis is explanatory and interpretative.
8. Discourse is a form of social action.

Fair clough’s approach to C.D.A.

Fair clough related discourse as a form of social practice. Firstly, it implies that is a segment of society and somehow not external to the society. Secondly, language is a social
process. And thirdly, that language is a socially habituated process, means by other (non-linguistic) segments of society.

**Three-dimensional models**

Resulting to his three-layered discourse model (discursive practice, text, social practice), Fairclough (2001) differentiates three stages or dimensions of critical discourse analysis:

1. **Descriptions**: It is a stage which is related with formal attributes of the text.
2. **Interpretation**: A stage which is related with the relationship between interaction and text, with assuming the text as the product of a production process and as a resource in the interpretation process.
3. **Explanation**: Another stage which is related with the relationship between social context and interaction. It is concerned to the social determination of the process of production and interpretation and their social impacts. Only two of these stages of three-dimensional model support this study.

**METHODOLOGY**

The author describes the methodology in which was employed to analyse the manipulative language of newspapers and answer the research questions posed, the sampling and the criteria upon which the sampling was made. The following steps are followed in methodology.

**Research design**

The methodology comprised a qualitative research design. A further contrastive analysis of two news articles was made. Creswell (1998) defines the qualitative research focusing on the methodological nature "qualitative research is a scrutiny process of comprehending based on the different methodological traditions of scrutiny that examine a social or human complication and this type of study frames a complex holistic graph, analyses words, reports detailed views of informants, and administered the study in natural setting" (p. 15).

**Research population and sample for the study**

The sample consisted of 2 newspaper articles on same event that are picked from two different Pakistani English newspapers these newspapers are “Daily Mirror Quetta Voice of Balochistan” and “Daily Balochistan Express Quetta” that also comprised the total population.

**Instrument**

Instrument that is used in this study are the theory C.D.A and the Fairclough three-dimensional model which is used as the framework for this study to analyse the language and writings of two newspaper articles on same event.

**Source of data**

In this study the data was taken from the two different Pakistani newspapers, these newspapers are “Daily Mirror Quetta Voice of Balochistan” and “Daily Balochistan Express Quetta”. For the analysis of data, the two news articles that were picked were on the same event.

**Limitation of the study**

The limitation encountered in the study is that a larger sample selected for this study would probably produce generalizable findings, as the current study includes only 2 articles (one from each) written on the same incident taken from the newspaper Daily Balochistan Express and Daily mirror Quetta.

**Delimitation of the study**

The study is delimited to the two news articles are written on the same event, picked from two different newspapers “Daily Mirror Quetta Voice of Balochistan” and “Daily Balochistan Express Quetta”.

**FINDING AND DISCUSSION**

**Finding**

It is important to note that there are only two news articles of same event that have been analyzed within the timeframe for this study. These two selected articles are about the one of the member of marine who fired on the group of people at the night club of California. It is interesting how these two articles written and portrayed the same incident in different ways. There are two articles related to California incident happened on 08, November 2018, are picked from two different English newspapers of Pakistan namely Daily Balochistan Express Quetta” and “Daily Mirror Quetta Voice of Balochistan. If we analyse the linguistic representation of these articles, we find contrast in how the event was portrayed in each newspaper, and what might be the inference of this event.

**Analysis of articles**

**Headline**

It is important to note how the headlines of these two
Table 1: Headlines of articles.

<table>
<thead>
<tr>
<th>Daily Balochistan Express Quetta</th>
<th>Daily Mirror Quetta Voice of Balochistan</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Ex-marine kills 12 in California bar packed with students.&quot;</td>
<td>&quot;13 dead including gunman in shooting at California bar.&quot;</td>
</tr>
</tbody>
</table>

Table 2: Terms used by these two newspapers.

<table>
<thead>
<tr>
<th></th>
<th>Daily Balochistan Express</th>
<th>Daily Mirror</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attacker</td>
<td>1. Old former Marine</td>
<td>1. Only used “gunman”</td>
</tr>
<tr>
<td></td>
<td>2. The gunman</td>
<td>2. Deictic expression (his, he)</td>
</tr>
<tr>
<td></td>
<td>3. The suspect</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. A veteran</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. His name (Ian David Long/ Long)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6. Deictic expressions (He, who, himself, him)</td>
<td></td>
</tr>
<tr>
<td>Victims</td>
<td>1. College students</td>
<td>1. 13 people are dead</td>
</tr>
<tr>
<td></td>
<td>2. People</td>
<td>2. Crowd</td>
</tr>
<tr>
<td></td>
<td>3. Youngsters</td>
<td>3. The dead</td>
</tr>
<tr>
<td></td>
<td>4. Victims</td>
<td>4. A person</td>
</tr>
<tr>
<td></td>
<td>5. Security guard</td>
<td>5. Sheriff’s sergeant</td>
</tr>
<tr>
<td>Witness</td>
<td>1. Witnesses</td>
<td>1. Ventura County Sheriff Geoff Dean</td>
</tr>
<tr>
<td></td>
<td>2. Bar patron Taylor Whitter</td>
<td>2. Dean</td>
</tr>
<tr>
<td></td>
<td>3. Ventura County sheriff Geoff Dean</td>
<td>3. Witnesses</td>
</tr>
<tr>
<td></td>
<td>4. Dean</td>
<td>4. Sheriff’s Sgt. Ron Helus</td>
</tr>
<tr>
<td></td>
<td>5. Security guard</td>
<td>5. Patrol man</td>
</tr>
<tr>
<td>Place at where event happened</td>
<td>1. California County music bar</td>
<td>1. County dance bar</td>
</tr>
<tr>
<td></td>
<td>2. Borderline Bar and Grill</td>
<td>2. Bar</td>
</tr>
<tr>
<td></td>
<td>4. Local bar</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Nightclub</td>
<td></td>
</tr>
</tbody>
</table>

articles are written in distinct way. The differences are clear in the headlines of these two articles. This is seen in Table 1.

**Article 1**

1. Headline of “Daily Balochistan Express” is in present indefinite tense as the reporter used “kills”
2. For victims the reporter used “students”
3. For attacker reporter used “Ex-marine”.
4. Number of dead are 12, only including the victims.

**Article 2:**

1. Headline of “Daily Mirror” is in declarative form of sentence.
2. For victims’ reporter used “dead” including the attacker.
3. For attacker reporter used “gunman”
4. Number of dead are 13, including the gunman also.

**Reporters focus**

**Article 1:** By reading the article in “Daily Balochistan Express” we can see the overall the focus is on the “attacker” and less on the event, because, reporter described the attacker in opening of every paragraph. First paragraph is started from the description of the gunman “A 28 old former Marine.”. In second paragraph again, reporter started from the attacker “The gunman- who apparently…” In third paragraph writer did the same “He had perfect form,” And rest of the news is continued same way by revealing the attacker’s profession, his past and his mental health.

**Article 2:** The focus of reporter in “Daily Mirror” is far different from the “Daily Balochistan Express”. The focus was on the event and the witness. Even the identity and information are not revealed about the attacker in article 2. The article in “Daily Mirror” is sequenced differently, the description starts from the incident happened in bar of California, then moves towards victim, then witness and ends on the rescued team. The writer less focused on the attacker.

**Who is involved in the event?**

These articles covered the news about the attacker, victims, witness, and both the reporters used terms differently for them as shown in the Table 2. Table 2 shows how both of the reporters used words differently for the same terms. It
Table 3: Sources of news articles.

<table>
<thead>
<tr>
<th>Source of News</th>
<th>1. Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balochistan express</td>
<td>2. Bar patron Taylor Whittler (Fox News)</td>
</tr>
<tr>
<td></td>
<td>3. Ventura County Sheriff Geoff Dean</td>
</tr>
<tr>
<td>Daily Mirror</td>
<td>1. Newspaper</td>
</tr>
<tr>
<td></td>
<td>2. Ventura County Sheriff Geoff Dean</td>
</tr>
<tr>
<td></td>
<td>3. Other witnesses (names are not mentioned)</td>
</tr>
<tr>
<td></td>
<td>4. Sheriff’s Sgt. Ron Helus</td>
</tr>
<tr>
<td></td>
<td>5. A Patrolman</td>
</tr>
</tbody>
</table>

shows the stylistic importance in the text. Readers might get bored from the text by reading the same words again and again this might hinder the interpretation or the attention of the readers. This is the main reason why the writer uses different words for the same term, in order to catch the attention and remove the boredom from readers mind.

Source of news

It is very important to add the sources of news where it is taken in order to give the creditability to the news and make the news more authentic. We can see the sources of both of the news article taken differently in Table 3.

Use of words, expressions, and sentences

Though the news is on the same event, the story of event is portrayed differently in both of the news articles. The very first difference can be seen by reading the topic title of news articles. The use of vocabularies, expressions, sentences and linguistic features are used differently in both of the news articles.

Balochistan express

By reading the article in “Balochistan Express” we can see that it is reported in more detailed as compared to “Daily Mirror”. The article in “Balochistan Express” consists of twelve paragraphs and news starts from the attacker and ends on the attacker. The focus of news is more over on attacker while less on the event. The sentences used in first paragraph, such as the form used for attacker “28-yr-old former Marine”, we can see the use of marine it has less emphasises on the readers mind and not much manipulative. Another sentence like: “Music bar packed with college students, killing 12 people including a police officer as dozens of terrified youngsters stamped towards the door,...”Using such terms, such as college students, and terrified youngsters; such terms have more emphasis on readers mind the term like students and youngsters are very manipulative terms and readers get effected and manipulated easily against the attacker. Relating the term youngsters with students, it shows that the students were in their youth age it was a time enjoy more in their life, but they died in this young age that show pettiness for the dead. The second paragraph opens with the sentence, “The gunman- who apparently killed himself...” adding information about the death of attacker who killed himself leaves the readers in suspense that why did this happen? And we can see the term used for attacker suddenly changes from the “old former Marine” to the “The gunman.” Another sentence in second paragraph:

“...and coolly began shooting, witnesses said, and unleashing pandemonium as terrified patrons scrambled to escape.”

Here the reporter used the phrase “cooly began shooting” instead of just using “began shooting”. By using this it adds additional meaning in to it that how calm the attacker was while shooting, it seems like he was not guilty at all. And by using this it leads towards the manipulation against the attacker. In proceeding sentence we can see how the reporter tried to describe the horrific scene by using the number of different vocabularies. In third paragraph the statements are quoted claimed by one of the witnesses Taylor Whittler:

“He had perfect form. He looked like he knew what he was doing, he had practiced.”

Firstly, we can note that how the reporter used the cataphoric deictic expression for the reporter. The declaration of witness can create a different scene on the part of readers and it seems as he was not the only one behind this incident but there was a group behind this master plain. From the fourth paragraph the revelation of attacker stars, his name, his profession and mental health through an authentic source “Dean of Ventura County Sheriff Geoff”.

In this paragraph the Dean reveals the name of attacker “Ian David Long” and his profession “a veteran of the US
Marine Corps”. We also can see the Dean uses term “suspect” for the attacker. By revealing the information about the attacker, it leads towards the solution on the part of readers. The fifth paragraph is related to the attacker’s motive:

“Dean said authorities so far had no indication of a motive, or of any connection to terrorism. He said the victims were apparently targeted at random.”

The main aim behind discussing about attacker’s motive and giving it no connection with terrorism, is kind of resolution in readers minds. And here the witness explicitly announced that the attacker has no connection with terrorist, here reporter is removing the all negative thoughts against the attacker from readers mind. In sixth paragraph the Dean also reveals that and also reporter adds that:

“We believe he shot himself” said Dean who earlier described it as a ‘horrific scene’.

This information was mentioned before but here the reporter adding more statements said by Dean calling the action as a ‘horrific scene’. This is highly effective on the part of readers, who leave them clueless as to why he killed himself. The proceeding paragraphs seventh, eighth and ninth are related to attacker’s mental condition and health. It clearly illustrates in sentences that he was clinically depressed. Such as:

1. “Long over the years, for minor collision, and in 2015 when he was beaten up at a local bar.”
2. “Found him acting a little irrationally”
3. “They felt he might be suffering from PTSD (Post-traumatic stress disorder)”

All the statements reveal the mental health of attacker that lead towards better understanding of his condition on the part of readers.

The ending paragraphs end on Dean’s statements as he ended the scenes. Such as in these sentences:

“It appears he walked up to the scene. He shot the security guard that was standing outside. He stepped inside. It appears that he turned to the right and shot several of the other security and employees there, and then began opening fire inside the nightclub.”

All these statements seem like the Dean is explaining a scene of movie that ends as the lives of victims’ end.

**Daily Mirror**

After analysis of “Balochistan Express” we can see the clear difference between these two articles. The article published in Daily Mirror described in less detailed just consisted of five paragraphs and the terms and expressions are also used differently. The first paragraph description opens on describing the victims and incident. Such as in these lines:

“Thirteen people are dead after a gunman opened fire on a crowd at a country dance bar holding weekly “college night” on Wednesday in Southern California, sending hundreds fleeing in terror including some who used barstools to break windows and escape.”

We can see the opening of both of the article is different. This article opens its discussion on victims and incident, while “Balochistan Express” opens its article on attacker. Though till the end of article the reporter uses dead for the victims but by using this, “college night” readers can depict that the students were also involved in this incident. And by using this expression “sending hundred fleeing in terror”, here the reporter relating this incident with terrorism, that is somehow he is manipulating the readers. In second paragraph the statements quoted claimed by Dean:

1. “It’s a horrific scene in there,”
2. “There’s blood everywhere.”

“Horrific scene”, this expression used in both articles but referred differently. In “Balochistan Express” Dean used this term relating it to attacker’s death. While the reporter used this term in “Daily Mirror” and relates it with the whole incident. Use of this sentence “There’s blood everywhere” is a much exaggerated expression and highly effective on the readers mind. “Blood”, this word is a very horrific term and readers easily get manipulated. The third paragraph is about the statements quoted by the witnesses whose names are not mentioned:

1. “The gunman was tall and wearing all black with a hood over his head and his face partly covered,“
2. “He first fired on a person working the door then appeared to open fire at random at the people inside,”

The first sentence is about the appearance of attacker. By reading these sentences it creates the complete movie scene in the minds of reader and also about the appearance of attacker ‘assuming the attacker as a serial killer’. While there were no as such description in “Balochistan Express” about the appearance of attacker. The end is told differently in both articles. The Daily Mirror ends when the rescue team arrives “waited as a SWAT team and scores more officers arrived” and leaving the reader more curious by mentioning that:

“It’s not yet clear how the gunman died, authorities do not yet know his name or have any idea of a motive, said Dean.”

**DISCUSSION**

One of the most interesting and essential factors of the mediapowers from its linguistic perspective is how the
events or incidents and people get reported. From the early 1970s, language is frequently used in relationship between how the event gets portrayed, and what that might depict about the notion that it gets told from (Montgomery, 1996; Lee, 1992; Simpson, 1993). And we saw the media power, and different styles of reporters while portraying any event. In these two articles, we analysed how the same story can create two or rather different stories.

Fairclough three-dimensional model:

**Description**

In three-dimensional model of Fairclough (2001), the description generally relates to labelling and for identifying the formal structure of a text, such as the feature of vocabulary, punctuation, grammar, type of speech act, turn-taking, and directness and indirectness of used expressions; in term of the divisions of descriptive framework. In these two articles we found the use of few of these formal structures these are; use of vocabularies, directness and indirectness of used expressions and the grammar. The vocabularies used differently for referring any term such as (attacker, victims, witnesses, and the place of the event).

While analysing the different expressions and grammar of the text of these two articles we found out that “Daily Balochistan Express” used the active voice, direct and explicit forms of expressions and grammar for the clarification of the news. In opposing to this, the “Daily Mirror” used the passive voice also the active voice, indirect and implicit forms of sentences. Keeping the headlines in mind, we noticed both of the headlines of these articles were written differently by using the linguistic features and this use of linguistic features implies the description stage of the Fairclough three-dimensional model. The headline of “Daily Balochistan Express Quetta” is written in indefinite tense by using the ‘kills’.

The reporter mentioned ‘students’ as dead, as student is a term related to ‘youth’ and shows the youth-hood that is emotionally connected with the feelings of people or reader and through this they easily get manipulated. In this the reporter used ‘Ex-marine’for the attacker, this term shows the identity of the attacker and by mentioning this reporter is trying to remove the negative implications from the minds of readers. We saw how in the same headline the terms used differently that implies both the negativities and positive interpretations. In the contrary, the headline of “Daily Mirror Quetta Voice of Balochistan” is written differently. The reporter used the ‘gunman’ for the attacker, in which we can interpret anything about the attacker and it implies the negative implicature. The reporter used just ‘people’for the dead, this term is neutral implying the neutral thoughts on readers mind. Also, the headline is written in passive voice by using the ‘by’ and third form of verb ‘killed’.

**Interpretation**

Next stage is interpretation in three-dimensional model, which is related with readers’ processes of text understanding, interpretation and as well as text production. From the notion of interpreter, the formal linguistic features in the text are clues which stimulate elements of interpreters’ member resources and that interpretations are produced through the dialectical interplay of member’s resources and clues. In their role of helping to generate interpretations, Fairclough refers to member’s resources as interpretative procedures. Figure 1
gives a summary view of the process of interpretation. Six major domains have been listed under the heading of interpretation. The two domains in the upper left side of the diagram deals with the interpretation of the context while the domains listed in the lower left side of the list relates to four levels that help to interpret the text. All these domains are called member resources (MR). Each domain of the member resource is linked with level of interpretation which is listed on the same line of the diagram. The middle column identifies the range of resources. With the help of this interpretation model we analyse these two articles, it is cleared how the language is used as the instrument to interpret the ‘situational context’ of the event and the meaning of the news text. Though the situational and the inter-textual context are same of both articles, but it is implying different interpretation by using the linguistic features as the instrument. For interpreting the situational context, Fairclough (1989: 147-8) suggests four questions which relate to four main dimensions of situation:

Q1. What is going on?
Q2. Who is involved?
Q3. In what relation?
Q4. What is the role of language?

The first question relates with ‘activity’, ‘topic’, and ‘purpose’. The second question answers the about the member who were involved in the situation. Third question answers the relation of those people with the situation. And the last question is related with the language that is used as the basic instrument for the description on the news. So, the articles answered all of these questions, about the event that is: an attack at night club of California', who is involved? That is 'the attacker and the students', in what relation? Because the attacker was mentally depressed, but this question is not clearly answered in "Daily Mirror", and the end one about the role of language, we saw in both of the articles the language is playing different role that also gives the different interpretation.

CONCLUSION

Referring to the ever-increasing accessibility of language of newspapers as the media language or discourse to the language practitioners and also considering the manipulative language and semantic functions of the language of the text of newspapers in shaping the public opinion, the textual analysis of the language of newspapers in the selected news articles from Pakistani newspapers' Daily Balochistan Express Quetta' and 'Daily Mirror Quetta Voice of Balochistan' was carried out. Specifically, the purpose of this study was to analyse how the language of newspaper is manipulating the readers and about the same how the language of news articles is written differently on same event that provides almost the different information event. The finding of this study revealed that the language of newspapers in these two articles besides introducing the text of news articles, presented the writing style of these two articles through using the rhetorical and textual strategies. However, the study indicated some differences between the writing styles of these two articles. We found through the finding that language of and 'Daily Mirror Quetta Voice of Balochistan' is more manipulative rather than the 'Daily Balochistan Express Quetta', due to its use of exaggerated terms and lack of enough information about the attacker. Therefore, it is hoped that the study of the manipulative language of newspapers will be helpful to some extent for the readers of English newspapers both in scanning the text of the news and in understanding the language of newspapers.

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