

A Critical Discourse Analysis Study of Reduplication in Some Selected English Newspapers Headlines

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ABSTRACT:

The main problem of the current study concentrates on applying critical discourse analysis to examine textual, discoursal and social features of reduplication in some selected English newspaper headlines. This study aims at analyzing the linguistic features of reduplication by adopting Fairclough's three-dimensional model (2001). The following hypotheses are set forth: (1) English headline – newspapers comprise various textual, discoursal and social features ;(2)the model of analysis is best suited for the current study.To achieve the aims and verify the hypotheses, a critical discourse analysis approach is used represented by Fairclough's socio-cultural approach (2001).The present study has examined the use of reduplication in some English (British and American newspaper headlines) including *The Guardian, The Washington Post, The Telegraph, The Observer, and The Financial Times*. The main conclusions that this paper arrived at are :(a) the newspaper headlines have been described by employing more informal and simple vocabulary;(b) the style of writing is described as having clarity, directness, and freshness where the editors of these newspapers use concrete, specific, and common words to convince their reader; (c)the semantic analysis shows that lexical items include collocation , synonymy and metaphor to reinforce language and persuasion while the morphological analysis unveils that editors use different reduplications to meet the purpose of their articles

and the current social analysis reveals that the editors use different dates, occasions, venues and political figures.

Keywords: critical discourse analysis,Fairclough's three-dimensional model ,linguistic analysis, newspaper headlines, reduplication

1. Introduction

Language can be viewed as a system of communication and thought as well as it is a vital instrument that can be used to unveil various goals via analyzing different dialogues, media, advertisements and newspaper headlines. In the current research paper, five newspaper headlines of reduplication were analyzed in terms of critical discourse analysis. Thus, the present study has theoretical and practical significant to researchers, and students for various fields such as linguists, discourse analysts and media workers because its theme is associated with this field of research. Accordingly, main aim of the following study is to investigate linguistic, discursal, and rhetorical features of reduplication selected from five English newspaper headlines. The procedure followed in this study consists of Norman Fairclough socio-cultural approach (2001).

2. Theoretical Underpinnings

2.1 Language

Wardhaugh (1984, p.133) defines language as "language is not only a means of communication but it is also a vital mediation for establishing and maintaining social relationship which involves that language is spoken, productive or creative ". Similarly, Farrokhpey (1999, p.9) states that "language is a body of knowledge that the speaker has about the sounds, structures, and meanings used in communication".

2.2 Discourse Analysis

Discourse is a broad term that is defined by various scholars. On the one hand, Halliday (1972, p.142) defines discourse as "the particular form taken by the grammatical system of language which is closely related to the social and personal need that language is required to serve". On the other hand, Van Dijk (1977, p.133) states that "discourse as a text in context as the data that liable for empirical analysis".

In the same token, Cook (1989, p. 156) defines discourse as "a stretch of language interpreted formally, without context".

2.3 Critical Discourse Analysis

At the end of 1970s and with the emergence of critical linguistics, critical discourse analysis had been introduced as a new analytical approach of discourse studies in the works of a group of scholars such as Kress , Fowler, Hodog and Trew (Van Dijk 2008, p.25).These linguists depend on Halliday's systemic functional grammar and social semiotic approach, which present linguistic categories for analyzing discourse in light of social meaning. Thus, critical discourse considered language as a means of social construction , which forms and is formed by society. Similarly,

Wodak and Meyer (2001) explores the explicit and implicit social relationship such as dominance, discrimination , power, and control as realized in the language (p.2).

Critical discourse analysis is a methodology to language analysis that explores the connection between the use of language and the social and political context in which it occurs).Wodak(2009,p.140) states that "CDA examines the relation between text structures and their function in interaction with society". Similarly, Widdowson (2007, p.33) adds that "CDA as an approach that involves the use of language for the exercise of soci-political power, ideology, and social belief ".

2.4 Headlines

Headlines are titles that appear over the news articles. Van Dijk (1988, p. 53) believes that a headline expresses the major topic of the text. It sums up the whole report.Similarly, Cotter(2010,p.26) states that "Headlines are short maximally informative and font size or type face a semiotic stand –in form impedance. Besides, Dor (2003,p. 718) explains that headlines are often scanned by most reading articles. Accordingly, headlines aim to :

1. Summarize the news
2. Grade the importance of stories
3. Persuade the lookers into becoming reader
4. Act as clear elements in the design of a page.

2.5 Reduplication

2.5.1 Definitions

Reduplication is a morphological process that involves repeating the phonological material that is either a word or part of a word, stem, or root to achieve a new grammatical or semantic function (Rubino, 2005, p.1)

Similarly, Katamba (2006, p.122) observed that reduplication is a process of affixation. Specifically, the addition of a morpheme to the beginning, middle, or end of a root. Furthermore, Inkelas (2006, p.417) states that "reduplication is a morphological device in which there is a repetition of phonological content within and these reduplications may be used for both semantic and grammatical purposes.

2.5.2 Types of Reduplication

The English language has several types of reduplication. Generally speaking, there are two major types: they are as follows:

1. Total reduplication

This type occurs when morphemes or larger linguistic units are repeated totally both in form and meaning. Consider the following examples:

Yum-Yum

I made *a yum-yum* sauce recipe

(Kauffman, 2015, p. 31)

2. Incomplete reduplication

Partial reduplication involves the reduplication of only a part of a word. In other words, partial reduplication involves the copying of a part of the base. Any part of the base could be copied and attached either before or after the base. For example:

Chit –chat

(Let's get together for some *chit-chat*)

(Rubino, 2005, p.11)

3. Research Methodology

The current section is concerned with applying a critical discourse analysis on reduplication in some selected English newspapers' Headlines. The paper aims to investigate linguistic, discursal, and social features of reduplication. This study adopts Norman Fairclough socio-cultural approach (2001). The researcher employ the descriptive- qualitative method to describe five reduplicative words selected from five English newspaper headlines. This section also sheds some light on data collection, data description, and data analysis.

3.1. Fairclough's Socio-Cultural Approach

Fairclough (2001) has concluded a model of analysis, which divides a discourse to three levels as follows:

1. Text (written , spoken , and visual image)
2. Discourse practice(production, consumption, and distribution of the text)
3. Socio-cultural practice. (2001, p.26)

Additionally, he has adopted a three-dimensional method of analysis, which includes:

1. Linguistic description of the linguistic text.
2. Interpretation of relationship between the productive and interpretive discourse processes and the text.
3. Explanation of the relationship between discursive processes and social processes. (2001, p.26)

3.2.Data Collection

The data collection of this research was collected by analyzing each headline in a newspaper. So, the data of this research were collected by using the following steps. Firstly, the researcher read each newspaper headline comprehensively and interpretively then observation was applied to collect the data from each newspaper. After being collected, the researcher, identified and selected the data, and then they were classified according to particular classification after all the data were analyzed according to the given model of analysis.

3.3. Data Description

In this research, data were gained through qualitative methods in which the data can be described in terms of working, organizing, categorizing, and finding the pattern and then deciding what is important related to that data. In this research, the data were collected from different English newspapers including *The Washington Post* (2020), *The Telegraph* (2022), *The Guardian* (2016), *The Observer* (2017), *Financial Times* (2012).

The data collected are analyzed by employing a critical discourse analysis in investigating linguistic, discursal, and rhetorical features of reduplication in five English newspaper headlines.

The present study is limited to describing, investigating, and analyzing five newspaper headlines that have been downloaded from the internet for the reference period starting from 2016-2022.

3.4 Data Analysis

The current section is devoted to the interpretation of the data analysis. The data consists of five types of reduplication that have been selected from five English newspaper headlines. The period for selecting these five reduplications is from (2016-2022). The model of analysis consists of Fairclough's three-dimensional (2001)

Headline (1)

Trump uses a hilarious "mishmash" of polls to boost the president.

On the textual analysis level and syntactically speaking headline (1) is composed of simple present tense together with active voice construction. Besides, Trump uses complex declarative statements. Morphologically speaking, the headline involves a reduplicative word "mishmash" which semantically means a diversity or a variety of polls.

On the discourse practice analysis level, the headline contains the purpose clause "to boost the president" which means to assist and support the president.

On the social analysis level, the headline is said by Philip Bump on the 28th of October, 2020. Philip Bump works as a correspondent

for the Washington Post. The event was where President Trump speaks at a campaign rally at Hover Tech international in Allen town with no intended irony, he went on to disparage polls showing him trailing former Vice President Joe Biden.

A Twitter poll in which he was viewed as the winner of the last presidential debate by 80 point margin.

Headline (2)

Boris Johnson hits out at anti-vaxxes spouting "mumbo-jumbo" on social media.

On the textual analysis level, headline (2) consists of simple present tense, with a long statement. Also, it involves an active voice construction. The statement has a reduplicative word "mumbo-jumbo" meaning that senseless language designed to obscure an issue or confuse a listener or the like.

On the social analysis level, the headline is written by Dominic Penna who works as correspondent for the *Independent* on the 6th of January 2022. The occasion was that the British Prime minister attacked anti-vaccine groups who spread confusing or senseless language on social media. However, he ruled out the UK following some European countries in making COVID-19 vaccination a mandatory legal requirement.

Headline (3)

Newzland PM misses calls from Donald Trump in "hurly-burly" following earthquake.

As far as the textual analysis is concerned the current headline is composed of present simple tense together with active voice construction. Moreover, the headline involves a reduplicative "hurly-burly" which means "uproar or tumult" that follows an earthquake that has struck Newland. Further, there is an acronym "PM" which means Prime Minister, and lexical items denoting a country "Newland" and "political leader" Donald Trump.

According to the social analysis level, the headline was written by Bonnie Makin, who is a correspondent in *The Guardian* on the 15th of Nov. 2016. The event was that John Key, the Newland Prime Minister, had missed a call from US president-elect Donald Trump of the 7-5 magnitude earthquake that struck Newzland on Monday. Trump was calling Key as part of his first place of reaching out to world leaders during his transition to the White House.

Headline (4)

"Walkie-Talkie" APP Zello proves critical in Harvey Rescue efforts.

On the textual analysis level, the current headline consists of simple present tense with active voice construction and a long statement with declarative sentences. Besides, the headline has a reduplicative "walkie-talkie" which means a small portable two-way radio transceiver. Besides, the headline contains an acronym (APP) that means push to talk over cellphone networks through Zello which is a tech software company in Austin , Texas for the Zello app.

On the social analysis level, the present headline is written by Alex Yong, who is a correspondent in The Observer, on the 28th of Aug. 2017.

The occasion was that an APP that could best be described as modern CB radio has proven to be an indispensable method of communicating during Hurricane Harvey rescue efforts called Zello. This kind of "walkie-talkie "on our phone, is programmed to use a pre-existing button on your device for push-to-talk.

Headline (5)

Office tittle-tattle makes having a job a pleasure

As far as the textual analysis level is concerned, the headline consists of simple present tense. Syntactically speaking, the headline also has a gerund "make having" which is a verb that ends in "-ing" , a verb in its present participle form that acts as a noun in a sentence.

The headline involves a reduplicative "tittle-tattle" which means idle talk or gossip.

On the social analysis level, the headline was written by Lucy Kellaway on the 13th of March 2012, London, England

The occasion was the Financial Times management columnist Lucy Kellaway pokes fun at management fads and jargon and celebrates the ups and downs of office life.

Conclusion

The present study has examined the use of reduplication in some English (British and American) newspaper headlines including *The Washington Post* (2020), *The Telegraph* (2022), *The Guardian* (2010), *The Observer* (2017), and *The Financial Times* (2012) and has reached the following concluding points:

1. The language of headlines is different from the ordinary language in that headlines writers use special vocabulary in order to grab the reader's attention and the newspaper headlines are described as employing more informal and simple vocabulary.
2. The statement headlines are the most frequent kind in newspaper because they fulfill one of the functions of headlines which is to inform the readers of what the article is about .
3. It should also be noted that the present tense often used in the title since it allows the editors to emotionally color the headlines and thus grab the readers' attention.
4. The style of writing is described as having clarity, directness, and freshness.
5. The editors of these newspapers use concrete and specific common words to convince their readers.
6. The semantic analysis shows that vocabulary items including synonyms, metaphors, and collocation reinforce language and persuasion.
7. The syntactic analysis shows that the most frequent tense is simple and present with active construction.
8. The present discourse practice has the use of third singular and plural pronoun and conjunction "and" exclusively.
9. The current social analysis reveals that the editors use different dates occasions, venues, and settings in their articles.
10. It is found that the descriptive –qualitative method is very effective and persuasive with a positive impact on readers.
11. Applying Fairclough's model is very satisfactory and best suited for the analysis of the study.

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دراسة في تحليل الخطاب النقدي للتضعيف الصرفي في بعض عناوانات الصحف الانكليزية المختارة

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المستخلص

ان تحليل الخطاب النقدي على العموم يكون موجه تجاه تحليل الخطابات الاعلامية اضافة الى الخطابات السياسية. ان المشكلة الاساس في الدراسة الحالية تتركز على توظيف تحليل الخطاب النقدي في التحقق من الوسائل اللغوية لظاهرة التضعيف الصرفي في بعض عناوانات الصحف الانكليزية والهدف الاساس من هذه الدراسة هو تحليل العناصر اللغوية لهذه الظاهرة عن طريق تبني منهج فيركلف ذو الثلاث ابعاد (٢٠٠١) وطرحت الدراسة الفرضيات التالية:

(١) تضم اعلانات الصحف الانكليزية في طياتها الخواص النصية والخطابية والاجتماعية المختلفة

(٢) ان النموذج التحليلي هو أفضل نموذج مستخدم في هذه الدراسة ومن اجل تحقيق اهداف هذه الدراسة والتحقق من الفرضيات تم استخدام منهج تحليل الخطاب النقدي هذه الدراسة والمتمثل بمنهج فيركلف الثقافي الاجتماعي والدراسة الحالية تحرت عن استخدام هذه الظاهرة في بعض عناوانات الصحف الامريكية والبريطانية التي تشمل صحيفة الكارديان والواشنطن بوست والتليكراف والاوزرفر والفائشال تايمز وتوصلت الدراسة الى الاستنتاجات التالية:

(a) ان عناوانات الصحف توصف على انها توظف او تستخدم مفردات غير رسمية بسيطة

(b) يتصف اسلوب الكتابة بالدقة والوضوح والمباشرة اذ ان محرري هذه الصحف يستخدمون كلمات مادية محددة وشائعة لإقناع القراء

(c) يظهر التحليل الدلالي بان المفردات القاموسية تشمل التصاحب اللغوي والمرادفات والاستعارة وذلك لتعزيز لغة الاقناع فيما يظهر التحليل الصرفي بان محرري الصحف يستخدمون تضعيف صرفي مختلف وذلك لتحقيق الهدف المنشود الذي يسعى اليه المحررون اما التحليل الاجتماعي فيكشف لنا بان المحررين يجدون فترات ومناسبات واماكن وشخصيات سياسية مختلفة.

الكلمات المفتاحية: تحليل الخطاب النقدي، التضعيف الصرفي، عناوانات الصحف، منهج فيركلف ذو الابعاد الثلاث، التحليل اللغوي