

**Semantic evaluation of newspaper headlines: media impact of the
Panama leaks**



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In the name of ALLAH, the most gracious and the ever merciful!

ABSTRACT

The following research focuses on the impact of vocabulary items and language of newspaper headlines as depicted in the Panama Leaks Scam about the current Prime Minister of Pakistan and investigates to what extent the structures and style of reporting affect the perception of the readers. This study also explores to what extent the reporting on the Panama Leaks scam defames or maligns the name of the Prime Minister. Qualitative Approach of data analysis has been adopted to analyze the negative impact of lexical items and structures or forms of newspaper headlines, in terms of their deep and semantic representations. Through contrastive textual analysis of the selected headlines, gleaned from the front pages of the English newspaper, The News, and Urdu newspaper, The Jung, the present study aimed at exploring the kind of textual and contextual strategies the two newspapers employed for propagating their preferred ideologies and creating negative impact on the readers about the news story.

The results of the current study indicate that the writers of the headlines of both Urdu and English newspapers express the preferred ideologies of their respective publishing groups by using persuasive structures and provocative lexical items and hence manipulate the minds of the readers. However, based on the analysis of the data, it became clear that there were certain differences between the two sets of headlines (Urdu and English) in terms of their use of lexical items and semantic structures.

Key Words: Newspaper Headlines, Semantic Features, Impact of Lexical Choice of Items, Panama Leaks Scam, Prime Minister of Pakistan, Negative impact of reporting, Perception of the readers

DEDICATION

I like to dedicate this thesis to my wonderful Parents, who have supported me at every level and have been a source of motivation and inspiration to me. Because of their constant love, encouragement, support and endless prayers, I am able to achieve my goals.

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TABLE OF CONTENTS

ABSTRACT	i
DEDICATION	ii
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
Chapter 1	1
Introduction to the Study	1
Overview of the Chapter	1
1.1 Background of the Problem	1
1.2 Purpose of the Study	2
1.3 Significance of the Study	4
1.4 Statement of the Problem	5
1.5 Objectives of the Study	5
1.6 Research Questions of the Study	6
1.7 Delimitations of the Study	6
Chapter 2	8
Literature Review	8
Structure of Newspaper Headlines	8
Overview of the Chapter	8
2.1 Role of Journalism	9
2.2 Role of Journalists	11
2.3 Linguistics and Media Studies	12
2.4 Media Discourse	14
2.5 The Language of Media News	16
2.6 Newspaper Headlines	18
2.7 Functions of Headlines	22
2.7.1 Types of Headlines	22
2.7.1.1 Functional Types of Headlines	23
2.7.1.2 Formal Types of Headlines	25
2.8 Headlines vs. Sentences	28

2.9 Historical Development of English Newspaper	30
2.9.1 History of Urdu Newspaper.....	31
2.10 Linguistics Features of Newspaper Headlines	34
2.11 Grammar of Newspaper Headlines	39
Chapter 3.....	42
Research Methodology.....	42
Overview of the Chapter	42
3.1 Theoretical Underpinnings	42
3.1.1 Methodology	43
3.2 Data Collection	44
3.2.1 Sampling Techniques	46
3.2.2 Ethical Considerations	47
3.3 Variables of the Study	48
Chapter 4.....	49
Historical Background of the Panama Leaks	49
Overview of the Chapter	49
4.1 International Scenario	49
4.2 When did it all Start?	50
4.3 Scenario in Pakistan	51
Chapter 5.....	52
Data Analysis.....	52
Overview of the Chapter.....	52
5.1 Deep Structure and Semantic Representations	52
5.2 Anomaly Problem.....	71
5.3 Sentence vs Statement.....	74
5.4 Ambiguity and Vagueness	76
5.5 Lexical Choice of ‘The News’.....	79
Prejudice:.....	79
Bias	80
Tilt	80
Clichés	81
Ambiguity	81
5.6 Data Analysis Using Van Dijk’s Theory of News Analysis.....	82

Chapter 6	92
Conclusion	92
Overview of the Chapter	92
6.1 Key Results	92
6.2 Contribution of the Study	95
6.3 Scope for Future Research	95
References	97
Appendix	103
Urdu and English Headlines from ‘The News’ and ‘The Jung’	103

Chapter 1

Introduction to the Study

Overview of the Chapter

The following chapter provides the theoretical aspects of the research thesis. Background on which the study is based on is provided in section 1.1 of this chapter. The purpose and significance of the study are discussed in Section 1.2 and 1.3 followed by the statement of the problem and objectives for conducting the current research in section 1.4 and 1.5. This section of the chapter also charts out the research questions on the basis of which the desired targets are achieved. These questions are provided in section 1.6 of the chapter. Section 1.7 is about the delimitations of the study. At the end summary of the introductory chapter is provided.