



## **Discourse Analysis of News Broadcast**

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### **Abstract**

This discourse analysis aimed to investigate how language is used in news broadcast through the use of Fairclough's three dimensional model. Data revealed on its textual level that news broadcast, like any form of discourse, also used positive adjectives, negative adjectives and disjunctive syntax. Various strategies were employed by the producers of the news in order to realize its communicative end. News media carries an important place in people in the society. The style of news reporting can be an essential tool for understanding the discourse and how it affects to wide, various and diversified audience. Therefore, it becomes necessary for the media groups in the society to make themselves accountable by acting upon the already existing internal legal framework.

Keywords: Discourse Analysis, News, Braodcasts

### **Background of the Study**

The origins of competing discourses and how they relate to different social interests, the diversity of social accounts compared to what is present in a specific text, the impact of external factors such as professional media practice on the manner in which the discourses are represented, and what the text actually means to different parts of the audience, stated by Philo (2007). Also, sets out to explore the range of types of news interviews and suggests that it is a mistake to regard the accountability interview with a public figure as the principal or defining type, despite their public salience and despite the way which broadcasters themselves routinely regard them as the cornerstone of their public-service remit (Montgomery, 2008).

Journalism has claims to be the most important textual system of modernity because of its continuous and ubiquitous reach, because of the consistency, productivity and relative autonomy of its protocols, and because of the depth of its daily penetration into popular consciousness. In its sheer prevalence as a textual or discursive system, it can be considered a knowledge-producing institution as important as science. The central,

prototypical output of the journalistic system is news; and its dominant platform now is no longer print, nor yet the world-wide-web, but broadcasting. Most major studies of the news, however, tend to focus on the practices that surround and underpin its production. There have, for example, been important landmark studies of the production structure of radio and television news, including the stopwatch culture of broadcast news journalists (Schlesinger, 1992). Important studies of the relations between journalists and their sources and how such factors influence and structure the news (Gans, 2004).

In addition to studies of news production there have been many important studies of news content, perhaps the most notable in the field of broadcast news being those of the Glasgow (University) Media Group in a string of publications such as *Bad News* (1976), *More Bad News* (1980) and *War and Peace News* (1980). A constant concern of this work has been with the capacity of broadcast news to deliver fidelity to the real. The early work set out to demonstrate that the news was systematically skewed or biased in favor of the prevailing power structures. Linguists, it is true, have long been interested in the language of journalism but by far the largest part of their detailed analyses have been carried out on newspaper texts and newspaper language. By contrast, systematic and comprehensive accounts of broadcast news as discourse are rare, existing as occasional articles or chapters (Bentele, 2006). Only one area of broadcast news discourse has received detailed and sustained attention and that is the news interview (Fetzer, 2002). Nevertheless, these studies tend to focus somewhat narrowly on interviews with political figures, treating the interviews usually in isolation from the specific and immediate news contexts in which they occur. Given the easy availability of print journalism for analysis, it is hardly surprising that it has been the subject of such sustained and detailed study. Yet it seems clear that broadcasting, by radio or television, must draw upon a set of verbal practices quite different from those deployed in print. The communication situation of broadcasting is radically different from print. While both are one-or-few-to-many forms of mass communication, print forces a separation not only in space but also in time between the moment of encoding and the moment of decoding, the latter taking place for the most part in individualized singularity. Broadcasting, on the other hand, allows for simultaneity in transmission and reception so that audiences experience it often as live communication alongside an implied, if invisible, community of others. In this respect, broadcasting is much closer to the real-time compresence of speech than other forms of mass communication.

In addition, indeed, a substantial element of broadcasting, both within news programming and across the schedules more generally, is precisely that: speech or talk. Broadcast journalism, by contrast, produces texts which are evanescent, to use Crisell's term (1994). The temporal flow of the broadcast is not typically subject to the audience's control. Items are sequenced by the broadcaster and experienced and decoded in real time by the audience, who may attend more closely to one item rather than another, but who are

not in a position to sample the news bulletin in the manner of a newspaper reader. To some extent, this suggests that the individualized consumer of print journalism is in more control than the broadcast audience. Moreover, in one fundamental respect broadcasters lack control over their audiences: as the news is broadcast, audiences may choose to watch this programmed or another or not to watch or listen at all. This places special obligations on broadcasters: the live, ephemeral, evanescent and unforced quality of modern broadcasting gives it, argues Scannell, its special communicative ethos one oriented towards sociability rather than instrumentality, to universal accessibility rather than towards privatized or sectionalized interests (Peters, 1999).

This study, then, sought to provide a comprehensive account of the everyday discourse of broadcast news. It brings to bear those analytic procedures and disciplines that have evolved to describe the forms and the structures of spoken discourse in a variety of situations including everyday conversation, medical practice, the classroom, the law courts, or broadcast talk more generally and applies them to the discourse of broadcast news.

#### Statement of the Problem

In order to understand and explore the discourse analysis on news broadcast, the following are formulated:

1. What are the linguistic features in the news broadcasting?
2. What are the underlying social issues and ideologies presented in the news broadcast?

### **Theoretical Framework**

Based on the theory of reasoned action, stated by Davis (2014) developed the Technology Acceptance Model which deals more specifically with the prediction of the acceptability of an information system. The purpose of this model is to predict the acceptability of a tool and to identify the modifications which must be brought to the system in order to make it acceptable to users. The model suggests that when users are presented with a new technology, a number of factors influence their decision about how and when they will use it, notably. The Perceived Usefulness (PU) was defined by Davis (2014) as the degree to which a person believes that using a particular system would enhance his or her job performance. Perceived ease-of-use (PEOU) defined as the degree to which a person believes that using a particular system would be free from effort, stated by (Davis 2013).

The theoretical framework employed in this study is Critical Discourse Analysis framework (2001). Advertisements are seen as media discourse as they involve language and social processes. Hence this framework is used to show the link between the nature of social practice and the properties of language texts. A qualitative design was adopted for this study. A qualitative study was appropriate in this study which seeks to investigate how discourse in advertisements involves people construction of meanings. News Broadcast advertisements in English Language local broadcasting were analyzed. Hence for a

descriptive analysis, a qualitative analysis is more appropriate rather than a quantitative analysis. Purposive sampling was done as the study was to investigate only on news broadcast advertisements where not many studies have been conducted in news. The data analysis is based on Fairclough's Critical Discourse Analysis framework (2001). Hence this framework is used to show the link between the nature of social practice and the properties of language texts. His three-dimensional framework includes a conception of discourse as text (micro level), discourse practice (meso level) and sociocultural practice (macro level). Its aim is to explore the relationships among language, ideology and power and to find out how advertisers persuade others to listen a news. Thus, this study focused on analyzing the linguistic features of news broadcast advertisements and highlights how the use of language tends to manipulate people to beliefs based on the content of the advertisements.

### **Methodology Research Design**

This study utilizes critical discourse analysis employing qualitative techniques. This design aims to know how language is being used specifically in advertising news broadcasting. Research is defined as an organized, systematic, data-based, critical, objective, scientific inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it (Sekaran, 2003). A research design is a logical task undertaken to ensure that the evidence collected enables one to answer questions or to test theories with least ambiguity possible. It maximizes the chance of drawing correct underlying inferences from data collected (Ibid). Research design has a great bearing on the reliability of the results arrived at and as such constitutes the firm foundation of the entire edifice of the research work (Kothari 2004). It helps the researcher to organize his ideas in a form whereby it will be possible for him to look for flaws and inadequacies (Nesbary, 2000). Research design is determined by the research purpose which could be explorative, descriptive, diagnostic or experimental in nature. When designing research it is therefore essential that the researcher identifies the type of evidence required to answer the research question in a convincing way (Ibid). There are three research designs: quantitative, qualitative and mixed methods approach (Cresswell, 2003).

### **Discourse Analysis**

Discourse analysis is a term used for a variety of processes that examine or deconstruct the underlying meanings in speech or other form of communicative text. The focus of discourse analysis is on the language used and what the implicit, underlying, taken-for-granted or concealed meanings might be.

Discourse Analysis can be characterized as a way of approaching and thinking

about a problem. In this sense, Discourse Analysis is neither a qualitative nor a quantitative research method, but a manner of questioning the basic assumptions of quantitative and qualitative research methods (Heffernan 2004). Discourse Analysis does not provide a tangible answer to problems based on scientific research, but it enables access to the ontological and epistemological assumptions behind a project, a statement, a method of research, or - to provide an example from the field of Library and Information Science - a system of classification. In other words, Discourse Analysis will enable to reveal the hidden motivations behind a text or behind the choice of a particular method of research to interpret that text. Expressed in today's more trendy vocabulary, Critical or Discourse Analysis is nothing more than a deconstructive reading and interpretation of a problem or text while keeping in mind that postmodern theories conceive of every interpretation of reality and, therefore, of reality itself as a text. Discourse Analysis is meant to provide a higher awareness of the hidden motivations in others and ourselves and, therefore, enable us to solve concrete problems not by providing unequivocal answers, but by making we ask ontological and epistemological questions....

Discourse is a broadly used and abstract term that is used to refer to a range of topics in various disciplines. For the sake of this discussion, discourse analysis is used to describe a number of approaches to analyzing written and spoken language use beyond the technical pieces of language, such as words and sentences (Neil J. Salkind 2010).

### **Research Data**

The analysis of these patterns in language is termed as 'Discourse analysis' (Jorgensen & Phillips, 2002). Therefore it can be concluded that the study of naturally occurring language in any social context is discourse analysis (DA), and it makes use of various qualitative methods to increase our understanding of human experience, and according to Gale (2010), discourse analysis as method to study language-in-use has had a major impact on social sciences over the years. Hence it can be said that discourse analysis is a broad term used to analyses written and spoken text of people's discourse (text and talk) in everyday social context.

The data source could be in the form of interviews, observation or review of documents. Constructivists do not generally begin with a theory rather they generate or inductively develop a theory or pattern of meanings (Creswell et. al 2003).

However, the choice of discourse analysis that a researcher uses to arrive at the end meaning that people bring to the data, whether by using grounded theory, phenomenological, narrative, discourse analysis, etc., makes the difference in a qualitative study. With that, Starks and Trinidad (2007) summarized that the objective of a study that uses phenomenology approach is to study how people make meaning of their lived experience; discourse analysis scrutinizes how language is used to accomplish interpersonal and social interaction; and grounded theory develops explanatory theories of

basic social processes studied in context.

### **Results and Discussion**

The analysis is accessible at the textual (micro), discursive practice (meso) and social practice (macro) level based on Fairclough's (2001) CDA or the three-dimensional framework on Technology Acceptance Model.

#### **Textual Analysis**

It is a methodology that involves understanding language, symbols, and or pictures present in texts to gain information regarding how people make sense of and communicate life and life experiences. Visual, written, or spoken messages provide cues to ways through which communication may be understood. Media discourse is an interaction platform where the discourse is introduced to a listener, viewer or non-present readers either in spoken or written form. Written or spoken discourse is oriented to the readership or listing or viewing audience respectively (O Keeffe, 2011).

Media discourse, in another words, is also a public, manufactured or on recorded form of interaction. Media discourse is neither private nor off the record. Media discourse is manufactured, one important element is critical stance to media discourse that is called critical discourse analysis (CDA). There is so many media discourses like newspapers, TV programs, radio channels, online availability of newspapers and so on. But here we will talk about print media discourse like newspapers. Here are some example shown below:

"We tell the story of the Filipino" (CNN)

"Have it your way" (Associated Press)

"The story told nightly" (NBC News)

"Don't miss the climax." (Buzzfeed)

"Let's get together on ABC" (ABC News)

Quantities of spoken language contain transcriptions of spontaneous or planned speech, such as broadcast news or elicited narratives and dialogues. They are often aligned with the accompanying recordings. They are an invaluable resource for various kinds of linguistic research, such as phonology, conversational analysis, and dialectology. Linguistic Corpora involving advertisements in this study are as shown in the table below.

Table 1. Disjunctive syntax in News Broadcast (Linguistic Corpora)

No.	Sample Texts (Taglines)	News Broadcast
1	"Malasakit sa isa't isa"	ABS-CBN
2	"Walang kinikilingan, walang pinoprotektahan, serbisyongtotoo"	GMA Network, Inc.
3	"Get it on 5"	TV5 Network
4	"Abot Lahat"	Philippines News Agency
5	"Don't miss the climax."	Buzzfeed
6	"Higit sa balita, impormasyon at pangyayari, aksyon"	Aksyon TV
7	"The Leader"	Radio Philippine Network
8	"Have it your way"	Associated Press
9	"Handang tumulong sa iyo"	Radio Mindanao Network
10	Ako ang simula"	Rappler
11	"Let's get together on ABC"	ABC News
12	"Protecting Democracy: The freedom of the press"	News Media Alliance
13	"We tell the story of the Filipino"	CNN
14	"Fair & Balanced"	News Corp
15	"The story told nightly"	NBC News

The news media or news industry are forms of mass media that focus on delivering news to the public or a target public. Sentimental meaning will spectacle reader's positive or negative evaluation of an item shown. These study will help us to identify the cause and effect of discourse analysis on news broadcast. Examples of adjectives that is accordingly used in the news broadcast advertisements are shown below.

**Positive Adjectives:**

*Glad tiding, positive aspects, cheering news, heart-balm, something good, music to ears, good part.*

**Negative Adjectives:**

*Unpleasant, disagreeable, unwelcome, unfortunate, unfavorable, unlucky, adverse, nasty, terrible, dreadful, awful, grim, distressing, regrettable.*

These positive and negative adjectives in news broadcast is describe the outcome for these society. News broadcast is simply a communicative process. There are some positive connotation on news broadcast as it caters people:

It allows people to stay up-to-date locally, nationally, and globally by watching news programs.

It make media literacy more accessible to people from various walks of life. And also there are some people even children often see or hear the news many times a day through television, radio, newspapers, and the Internet. Seeing and hearing about local and

world events, such as natural disasters, catastrophic events, and crime reports, may cause children to experience stress, anxiety, and fears. This is how the negative outcome of news broadcast. There have also been changes in how news is reported that increase the potential for children to experience negative effects. These include:

Television channels and internet - sites which report the news 24 hours a day.

Television channels broadcasting live events as they are unfolding, in "real time".

Increased reporting of the details of the private lives of public figures and role models.

Pressure to get news to the public as part of the competitive nature of the entertainment industry.

Detailed and repetitive visual and auditory coverage of natural disasters and violent acts.

The social influence the news broadcasting has been a value-orienting and value-forming medium of communication. Broadcasting images and sounds become part of the structure and content of people imagining, understanding, and judgement. It continues the responsibility that comes with this power is enormous, stated by Brown (1976).

### **Social Practice Analysis**

This paper presents a critical analysis of a piece of news broadcast in society. The linguistics evidence that support this claims is not presented alone but together with context analysis and vast evidence of the tendency of this type of discourse to hide the truth or openly lie. Discussing the period of critical in discourse analysis, it has a variety of analytical conceptual frameworks and approaches. This paper focuses to find out how CDA has an important role in the ideologies, in other side observing the power of media discourse studies.

News broadcast is important for a number of reasons within a society. Mainly to inform the public about events that are around them and may affect them. Often news is for entertainment purposes too, to provide a distraction of information about other places people are unable to get to or have little influence over. News can make people feel connected too.

News is important as a social gathering space too, hence newspapers either online or physical place an emphasis on news. Where there are a lot of people gathered there is opportunity to advertise. This advertising sometimes can cause a conflict of interest in the way news is reported.

News from a local area is often important to advise people in a locality about activities that may have an impact on a community. This can allow a community to engage in decision making processes in a community. Often countries have a broad extent of distance and in some cases differing time zones. Having a national news focus can allow people to gain a sense of national perspective. This is particularly significant for countries that have a diverse range of population centers such as cities or towns. News from one country to another is important in today's global economy. Knowing what is happening in



other countries gives people a perspective of each other's ways of life and cultural differences. Certain kinds of news from countries that rely on each other for energy or other resources can often have a profound influence in overall global economics.

### Conclusion

News media carries an important place in a much happening in our society. It discuss the style of the news, excessive commercialization, unprofessionalism, unethical and biased coverage and lack of self-regulation are some of the main points raised by the respondent regarding in the news headlines. Therefore, it becomes necessary for the media groups in the society to make themselves accountable by acting upon the already existing internal legal framework. It is a social responsible of the media authorities in the society to bring social harmony and stability in the country by playing their positive role. Therefore, it is hope that the media authorities will work to bring tolerance, harmony, peace, and stability among different nations by self-regulating their respective media networks. According to Fairclough (1995), CDA of any communicative event analyzes the relationship between the three dimensions that include text, discourse practice, and sociocultural practice. A much wider analysis of news channels is required to be conducted to find out whether the same analysis holds true in that case as well or not. Moreover, such analysis should be explicated to include all the three dimensions of text analysis, processing analysis, and social analysis for acquiring comprehensive result.

People should pay attention to the basic knowledge of the discourse analysis. It is necessary to master the basic theory of critical discourse analysis such as systemic-functional grammar. Moreover, it is important to lay stress on other aspects such as the accuracy and emphasis of news discourse. Only in this way can we further improve the ability of news discourse analysis and understand its deep meaning as accurately as possible.

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