

Discourse Analysis of Newspaper Headlines: A Study

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Abstract

The rise of online news consumption has led to an increased reliance on headlines to capture audience attention and convey information efficiently. However, there is a lack of comprehensive analysis regarding the rhetoric employed in online newspaper headlines, particularly comparing Western and Eastern media sources. Understanding how different cultures and contexts shape headline rhetoric is crucial for discerning underlying biases, agenda-setting, and socio-political influence. This study aims to conduct a discourse analysis of online newspaper headlines of BBC.com, CCTV.com, CNN.com, Al-Jazeera.com, France24.com, and Iran Press.com from Western and Eastern media outlets, utilizing an eclectic model combining Olowe (1993), Van Dijk (2000), and Van Dijk (2013) frameworks. By examining linguistic and rhetorical strategies, the aim is to uncover patterns, differences, and potential socio-cultural influences in the presentation of news through headlines. It is also hypothesized that both Western and Eastern headlines will exhibit subtle forms of bias and agenda-setting, influenced by socio-political factors specific to each region. As a result of this study, western newspaper headlines tend to employ sensationalist language and individualistic framing, focusing on conflict and immediacy to capture audience attention, eastern newspaper headlines, on the other hand, tend to prioritize contextualization and collectivist values, emphasizing harmony and long-term implications. Both Western and Eastern headlines exhibit forms of bias and agenda-setting, reflecting the socio-political landscape and cultural nuances of each region. The analysis highlights the importance of considering cultural and contextual factors in understanding the rhetoric of online newspaper headlines, suggesting implications for media literacy and cross-cultural communication.

Keywords: *Newspaper; discourse; Headlines; Rhetoric; Online; speech act.*

1. Introduction

One of the most potent tools available today for influencing public attitudes and ideas about domestic and global events is the internet version of newspapers. As a result, it offers language experts an intriguing area of inquiry. Online newspaper discourse consists of two main elements: (1) the news article or written or spoken content; and (2) the

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process of creating the text. The majority of media study has been the main emphasis up to this point since the earlier encodes beliefs and ideologies that effect and reflect the greater world. The latter, encompassing the norms and routines of community news practitioners, has been on the research agenda for a number of years, but no substantial work has been finished up to this point (Schiffrin et al., 2003).

Discourse analysis, sociolinguistics, and non-linguistics are the three primary fields of research for the rhetoric of online newspaper headlines. Nonetheless, language researchers frequently oversee their methods through a cross-disciplinary approach. Therefore, regardless of the approach or field, they tend to cluster in one of the following areas: media/communication studies, practice-based or ethnographic, comparative/intercultural, critical narrative/ pragmatic, and cognitive/conceptual methodologies.

Thus, headlines in particular as a form of online newspaper have drawn more and more research interest from a range of fields, such as journalism, sociolinguistics, pragmatics, and experimental psychology. News reports' roles in ethnic relations have been studied by Van Dijk (1991), their parts on dominant forces in society have been studied by McGregor (2003), and their adoption of specific ideological discursive structures within the ideological system has been described by Kress (1990) (Develootte & Rechneiowski: 2001, cited in Mahmood et al., 2011).

The study follows the following procedures:

- 1- Investigating the possibility of language variations in online newspaper headlines between various online newspapers based on newspaper orientation.
- 2- Emphasizing the news headlines' linguistic structure.
- 3- Comparing and contrasting the different newspaper headlines according to their diverse beliefs.

An assortment of online newspaper headlines will be the source of data for analysis in this work. BBC.com, CCTV.com, CNN.com, Al Jazeera.com, France 24 com, and Iran Press.com are some of these online newspapers. Given the disparate orientations of the sample newspapers, it is likely that the news they broadcast is skewed, which could explain why the lexical and structural choices are different. Several days were spent recording the news headlines, which include 249 sub-headlines and 95 main headlines. These are the distributions that they have:

newspaper	Major Headlines	Sub-headlines
BBC.com	10	63
CCTV.com	11	17
CCN.com	15	27
AlJazeera.com	27	77
France 24. com	13	34
Iran Press com.	19	31
Total	95	249

Table 1: Distribution of Major Headlines and Sub-headlines

The primary headlines and sub-headlines are analyzed as part of the data analysis process for every online newspaper. Due to their representation of the target material, the latter were given the targeted analysis. Four layers make up the analysis: Grammatical, linguistic, ideological, and rhetoric. Discourse markers that are present in the data are next examined.

2. Theoretical Background

2.1 Discourse Analysis

The study of discourse focuses on the interaction between language and its usage situations. Zellig Harris first used discourse analysis in the 1950s in an effort to study units bigger than words and sentences in the same manner that they had previously been evaluated (Matthews, 2007, P107). Harris was concerned in how language was distributed throughout longer texts and how the text related to its social context.

Halliday's functional approach to language, which emphasizes the social roles of language and the thematic and informational structure of speech and writing, had a significant influence on British discourse analysis. The ethno-methodological tradition, which stresses the study technique of careful observation of groups of people conversing in a natural context (e.g., Gumperz and Hymes 1972) (McCarthy, 1991, P.5-6), has dominated work in American discourse analysis in the meantime.

However, a wide range of topics are covered in the standard treatment of discourse analysis, including: On the one hand, inference, implicatures, presupposition, maxims of conversation, relevance, the Cooperative Principle, politeness, and speech acts; on the other hand, turn-taking, boundary/peak marking, grounding, topic or participant tracking, discourse markers, and segmentation (paragraph or episode marking). Such subjects are also included in pragmatics, according to Schiffrin et al. (2003, P. 138,139); as a result, pragmatics includes discourse analysis or the other way around. It has been proposed that pragmatics is more user-centered, more dynamic, and more interested in the process of text production, whereas discourse analysis is more text-centered, more static, and more interested in the outcome (in the well-formedness of texts). They also point out that pragmatics and speech act theory are commonly associated with each other, and discourse analysis with conversational analysis (Schiffrin, et al, 2003).

Discourse analysis literature is generally conflicting and incomplete. Brown and Yule note that "The term of discourse analysis has come to be used with a wide range of meanings which cover a wide range of activities". It is employed to characterize research at the interface of several academic fields, including computational linguistics, psycholinguistics, sociolinguistics, and philosophic linguistics. For this reason, they propose several fundamental linguistic presumptions that are essential to the discourse analysis context and communication of today. These presumptions are as follows:

- 1 There is always a context for language.
- 2 Language changes depending on the situation.
- 3 Every language has a communication function.
- 4 Communication is the purpose of language.

2.2 Rhetoric

Rhetoric, as conceptualized by Van Dijk and Olowe, encompasses the strategic use of language and discourse structures to shape meaning and influence audience perceptions. Van Dijk emphasizes the role of rhetoric in power relations, arguing that language is a primary tool through which dominant groups maintain control and perpetuate ideologies. Within this framework, rhetoric operates through various linguistic strategies, including framing, presuppositions, and argumentation, serving to construct and reinforce social hierarchies and norms. Olowe extends this perspective by highlighting the cultural and contextual dimensions of rhetoric, emphasizing how language choices are influenced by socio-cultural factors such as history, tradition, and collective identity. In Olowe's view, rhetoric is not merely a neutral tool but a reflection of broader cultural values and ideologies, shaping discourse patterns and communication styles within specific cultural contexts. Overall, both Van Dijk and Olowe underscore the significance of rhetoric as a powerful force in shaping discourse and understanding the complexities of language use within society.

2.3 Discourse Markers

Discourse markers are elements that demarcate speech units sequentially (Crystal, 2003, P. 141). Discourse markers are typically regarded as having an unclear meaning and belonging to an intermediate word class. Longacre (1976) calls them "mystery particles" because of their ability to link a unit larger than a sentence, such as a paragraph or speech (Schiffrin et al., 2003, P.141). They are, therefore, a collection of linguistic objects that have applications in the expressive, social, cognitive, and textual domains. This collection of linguistic objects is made up of words from a variety of word classes, including adverbs (now, then), interjections (oh), conjunctions (and, but, or), and lexicalize phrases (you know, I mean) (Schiffrin et al, 2003, P. 57).

Halliday (1985, cited in McCarthy, 1991, P.47) provides a framework for categorizing conjunctive interactions that incorporates important discourse marker kinds such as phrasal types and single-word daily objects. His three category headings—elaboration, extension, and enhancement—form the basis of his taxonomy. The functions that discourse markers fulfill are displayed in the table below:

Role	Example
Points being numbered and arranged	First, second, firstly, secondly, first of all, then, next, afterwards, finally, last, lastly, etc.(Biber, 1999)
Including a component	and, also, too, moreover, furthermore, in addition, additionally, besides, what's more (Schiffrin, 1987)
Connecting related items	similarly, likewise, etc. (Fraser, 1990)
Introducing contradicting data	however, in fact, on the other hand, in contrast, nevertheless, yet, anyway, though, etc. (Schiffrin, 1987)
Providing reasons and outcomes	therefore, so, then, hence, thus, consequently, as a result, in that case, etc. (Fraser , 1990)
Making generalizations	in general, generally, on the whole, by and large, etc. (Schiffrin, 1987)
Providing examples	for example, for instance, such as say, etc. (Schiffrin, 1987)
Reiterating	in other words, that is, i.e., in a sense, etc. (Schiffrin, 1987)
Getting ready to receive unpleasant news	I'm afraid, I'm sorry, sorry, unfortunately, regrettably, etc. (Fraser, 1990)
Presenting a compelling argument	frankly, honestly, quite frankly, etc. (Fraser, 1990)
Concluding and completing	finally, to sum up, to conclude, in conclusion, in summary, to summarize, etc. (Schiffrin, 1987)

Table 2: Discourse Analysis' Roles as adopted from (Biber, 1999, Fraser, 1990, Schiffrin, 1987)

3.Methodology

3.1 Data Collection and Description

Major headlines and sub-headlines are the two components of online newspaper headlines. In the former, there are essentially few words. Because they provide more information in their sub-headlines, they paint a highly general picture of the news story. For this reason, the latter will receive a lot of attention in the analysis. The primary headlines will be examined for their structure, and the sub-headlines will be examined at four different levels: Grammatical,

linguistic feature, ideological, and rhetoric. Moreover, under discussion are the discourse markers found in the headlines.

3.2 Headlines: Overview & Characteristics

The primary news pieces are headlines. They have the honor of being read out on TV or radio and at the head of articles in newspapers and magazines. According to Bell (1991, P. 149), the primary purpose of headlines is to condense a lengthy story into a few phrases, clauses, or sentences that will pique the interest of the reader (or readers), whose viewpoints and orientation must be taken into account. Furthermore, the headlines assume certain things that are not readily apparent, making it impossible for someone unfamiliar with the subject of cultural references to understand the meaning behind them. Although headlines are meant to convey the facts, they can occasionally be deceptive, erroneous, or unclear. (Burr, 1995. In Seedat and MacRitchie, 2008)

Even though headlines are typically brief, they nonetheless need to convey to the reader the main idea of the content. Owing to the requirement for smaller text, headlines frequently employ lexical and structural techniques to accomplish this, including leaving out verbs and articles, grouping nouns that are used as adjectives together, and substituting one vocabulary word for another. Block language is the term used to describe this type of writing (Mardh, 1980, in Mahmood et al., 2011).

Dijk (1988) notes that headlines attempt to provide a logical framework while also serving as pragmatic communication tools. As a result, rather than the language itself, its meaning is mostly dependent on the context and the decoding techniques used.

There are three key purposes for headlines. Firstly, readers do not need to read the entire narrative in order to get the point because they first provide a summary of the most important news. Secondly, they draw interest. Headlines with different font sizes and vocabulary use tend to divert readers' attention. Thirdly, they frequently offer a preview of content 13 and the news values style of the newspaper. This has an impact on the newspaper's audience attractiveness.

3.2.1 Headline Lexical Features

There are four components of news headlines: Shortening, employing complex phrases, utilizing informal and tiny terms, and abbreviating.

1- Abbreviation is a word or phrase that has been shortened and is used to indicate the full form. There are various types of abbreviations: Those for parties, countries, organizations, vocations, and recognizable objects. Examples include USA, TOEFL, UNESCO, NASA, the UK, and PM.

2- Shortening is the process of reducing the length of words in headlines by employing abbreviations, such as: Int'l "international," Govt "government," V-day "Victory Day," hi-tech, "high technology" etc.

3- Using compound terms: Compound words are created by combining two or more words to reduce complexity and conserve space in complex structures. As an illustration, for example, Labour losses (Labor Party's losses) and the UK vote results (the results of UK vote).

4- Small and informal words: Small and informal words have more meanings than big words and can be used in many contexts. Examples of these words are: Blast (explosion), envoy (diplomat), deal (negotiation, transaction, bargain, agreement), aim (purpose, design, object intention), aid (help), clash (dispute, violent argument), ban (prohibition), and cut (reduction).

3.2.2 Headline Structure Features

Some structural features can be observed in any English headline. These features are:

1. Omission: It involves removing articles (like "a civilian killed"), conjunctions (like "US [and] Iranian Nuclear Deal"), pronouns (like "Iran will not budge pressure," "it will be/is] ready to stand against aggression"), and verbs (like "main" and "auxiliary"). (Conservatives [win] Majority in Parliament)
2. Adjectives and verbs can occasionally be substituted with nouns: Nouns are the most frequently used terms in headlines. (for instance, Greece Dept (financial) crisis).

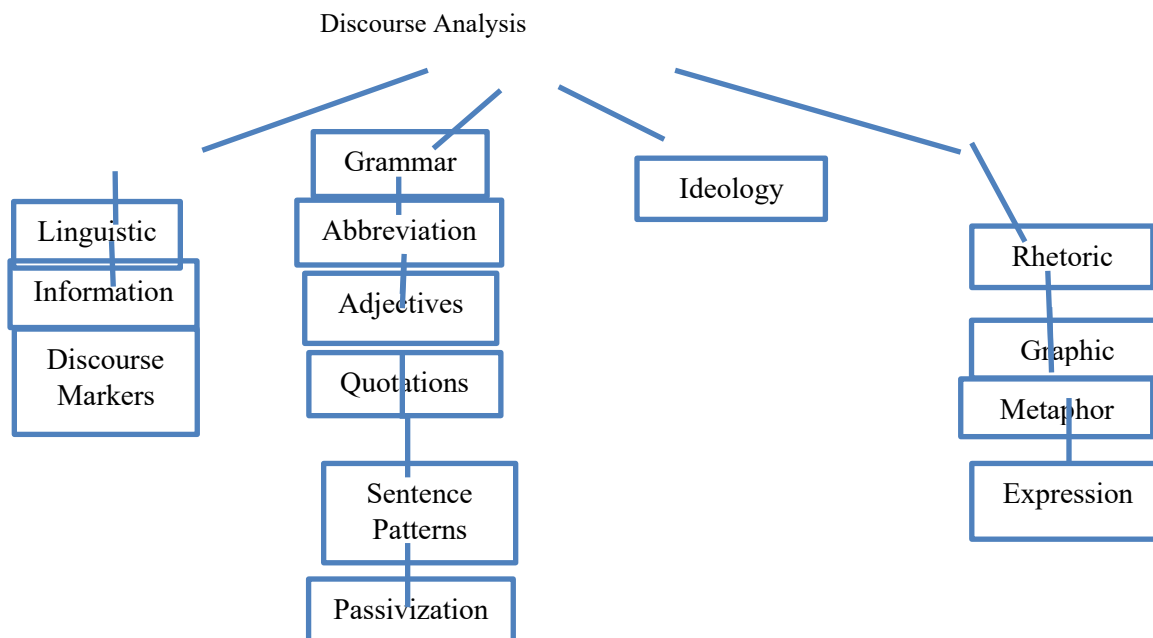
3. Model of Analysis

This study used a model that is eclectic in nature. It analyzes the gathered headlines using grammatical and discourse analysis techniques to get a wide understanding of the meanings that each headline has. To investigate the data, the text analysis methodologies of Olowe (1993), Van Dijk (2000), and Van Dijk (2013) were employed. Olowe's model of discourse analysis emphasizes the socio-cultural aspects of language use within discourse. Olowe focuses on how language reflects and shapes cultural norms, values, and identities. In his framework, discourse is seen as a reflection of societal structures and power relations. Olowe highlights the importance of context in understanding discourse, arguing that meaning is constructed through interaction between language and social context. His model emphasizes the role of cultural background, historical context, and social dynamics in shaping discourse patterns and communication strategies. Olowe's approach to discourse analysis encourages researchers to consider the socio-cultural factors influencing language use and interpretation, leading to a deeper understanding of how discourse reflects and perpetuates social inequalities and power dynamics.

Van Dijk's model of discourse analysis focuses on the role of power and ideology in shaping discourse. He argues that discourse is a site of social struggle, where dominant groups use language to maintain and legitimize their power, while marginalized groups may resist or challenge dominant discourses. Van Dijk's framework emphasizes the analysis of language structures, including discourse strategies such as framing, presuppositions, and argumentation, to uncover underlying power relations and ideological biases. He also highlights the importance of context in discourse analysis, noting that language use is shaped by social, cultural, and political factors. Van Dijk's model provides tools for analyzing how discourse reinforces and reproduces social hierarchies, as well as how it can be used to challenge and subvert dominant ideologies.

Van Dijk's model of discourse analysis builds upon his earlier work by incorporating insights from cognitive science and social psychology. In this model, discourse is viewed as a form of social cognition, where language is used to construct mental representations of social reality. Van Dijk emphasizes the role of mental models, schemas, and scripts in shaping discourse comprehension and production. He also highlights the importance of discourse strategies such as categorization, inference, and relevance in shaping how meaning is constructed and interpreted. Van Dijk's framework integrates cognitive and social aspects of discourse, providing a comprehensive understanding of how language reflects and influences social cognition and behavior. His model offers insights into the cognitive processes underlying discourse comprehension and production, as well as the social dynamics shaping language use in communication.

Olowe's model focuses on socio-cultural aspects of discourse, Van Dijk's 2000 model emphasizes power and ideology, and Van Dijk's 2013 model integrates cognitive and social dimensions of discourse analysis. Each model offers valuable insights into different aspects of discourse and can be applied to analyze texts in various contexts. Thus, there are three levels of analysis involved in the study: Grammatical, linguistic, and ideological.



4. Analysis of Data

Data collection and description are vital components in conducting a comprehensive discourse analysis of online Western and Eastern newspaper headlines. The selection of newspaper headlines follows a purposive sampling technique, aiming to capture a diverse range of discursive representations from both Western and Eastern media outlets. The sampling framework considers factors such as geographical location, political orientation, and readership demographics to ensure a balanced representation of perspectives. Utilizing web scraping tools and techniques, headlines from prominent online newspaper platforms are systematically retrieved. This method enables the collection of a large volume of data within a relatively short time frame, ensuring a comprehensive data set for analysis. By adhering to the methodological principles outlined by Olowe (1993), Van Dijk (2000), and Van Dijk (2013), the data collection and description process in this study ensure rigor, comprehensiveness, and analytical depth in the analysis of online Western and Eastern newspaper headlines.

4.1 Analysis of Major Headlines

The collected headlines are organized chronologically to discern temporal trends and patterns in rhetoric. This facilitates the identification of recurring themes, topics, and linguistic strategies employed by Western and Eastern newspapers over time.

The data analysis and example-supported analysis are displayed in the following table:

Online newspaper	Examples	Analysis
BBC.com Western Newspaper	COVID-19 Vaccination Drive Hits New Milestone <u>Sunset video shows Mexico volcano spewing ash</u>	According to the data, nominal phrases make up 80% of the main headline structure. Of these, 18% have a simple current structure.
CNN.com. Western Newspaper	-Scientists Make Major Discovery in Cancer Research" AT least 1 killed and several injured in highway shooting in occupied West Bank - <u>Russian pilot who defected to Ukraine is dead:</u> Ukraine's Defense Intelligence. US will support Taiwan regardless of election result, Rep. Gallagher says on visit to island -In pictures: Russian opposition figure Alexey Navalny	According to the data, nominal terms make up 43% of the main headlines. The main headline uses the passive voice for 24% of its composition. In 30% of the headlines, the simple present tense is used. A headline that lacks a major verb and is written in the simple present tense exists.
France 24.com Western Newspaper	-"Global Leaders Forge Unity Pact Amid Crisis" -Russia's Supreme Court upholds ban on anti-war presidential candidate	All of the sample headlines, according to data analysis, have a nominal phrase structure.

Al Jazeera.com Eastern Newspaper	-Texas wildfires rage in one of worst outbreaks in history / what we know. -Cold-blooded massacre: Israeli forces kill over 104 aid seekers in Gaza	According to data research, this station occasionally employs two main headlines in addition to the sub-headlines; 35% of the major headlines on the channel are in this news style.
	Voice Passive Bollywood star jailed Nominal phrase Confronting ISIL The War in Yemen Prepositional phrase Into the Unknown Adjectival phrase: Desperate Journeys	Out of the 27 prominent headlines, the research reveals that only one is utilized in passive voice structure; the remaining headlines are either nominal, prepositional, or adjectival in structure.
Iran Press.com Eastern Newspaper	-Raisi appreciates high elections turnout before departing for Algeria. -Iran's new envoy starts mission in Cabo Verde. -Saraya al-Quds launches missile attack on southern occupied territories.	According to the study, all of the main headlines that are used have a nominal phrase structure.
CCTV.com Eastern Newspaper	-Night view of Qingdao. -China's economy will always be a powerful engine of global growth. -Cole flowers bloom in SW China. -Pineapples enter harvest season in China's Yunnan.	All of the main headlines that are used, according to data analysis, have a nominal phrase structure.

Table 3: Data Analysis of Headlines

4.2 Analysis of Sub-headlines

According to what was previously said, there will be three layers of analysis for the sub-headlines: Grammatical analysis, linguistic analysis, involves passivization and information. Lastly, ideology analysis, depending on eclectic model of Olowe, 1993, Van Dijk, 2000, and Van Dijk, 2013.

4.2.1 At the Grammatical Level

The analysis includes looking at the following: The use of adjectives, abbreviations, the shape of numbers (numbering/figuring), direct and indirect news quotes, and the interchangeable use of tense and aspect.

4.2.1.1 Analysis of Acronyms Employing Quotes, Adjectives, and Use Patterns

Online newspaper	Examples	Analysis	
BBC.com	-FBI launches probe into church	Abbreviation	There isn't much of an abbreviation trend in BBC sub-headlines. The abbreviation is used 29% of the time

	-UK sanctions Russian prison chiefs after Navalny death. -US veto sends wrong message over Gaza, says China.		on average. Most of the abbreviations that are used are quite familiar, such as PM, FBI, UK, UN, US, and EU.
	-Brightest and hungriest black hole ever detected -Huge explosions as Israel strikes southern Lebanon -The Happy Pod: Eight-year-old steals the show at the six Nations -Ukraine's campaign against Russia 'extremely difficult' -24 Israeli soldiers killed in Gaza	Adjectives	To ensure the effect of the news, they are employed. Positive or negative connotations could be associated with them.
	'My memory is fine' says Biden -US: Israel's operation in Rafah 'could be disaster' -Israel's PM says a charge of genocide against Israel was 'not only false but outrageous' -'Dads, please don't go out': The Gazans killed as Israel freed hostages	Quotation	Nearly every headline is displayed without citing the original source. However, in certain instances, citation is provided through direct or indirect quotation. 94% of the cited headlines are direct, according to the research, with the remaining headlines being indirect.
	-Dozens of Russian troops die in Ukraine air strike -New images show British ship in Red Sea has not sunk	(NP + To + Verb) pattern and other patterns	The research reveals that the sample headlines from the BBC do not contain any (NP +to + verb). However, other patterns with a 12% proportion are discovered.
CNN com.	-NASA is looking for people to live in its Mars simulator – Here's what it takes to get the job. -Hungary can ratify Sweden's NATO bid as soon as Feb 26, Orban says	Abbreviation	According to data study, only 22% of the headlines on CNN use acronyms.
	-As Ukraine marks two years since Russia's invasion, Europe is facing difficult questions -On the verge of extinction, one of the world's most misunderstood creatures receives a lifeline	Adjectives	With a proportion of 41%, it is evident that this newspaper's headlines have a really decent tendency to use adjectives.

	-‘I don’t want to kill’: Conscription law sparks fear in war-torn Myanmar -‘We are completely besieged’: One of last doctors left in Gaza’s Nasser hospital says patients’ fate no longer in his control	Quotation	Only three of the 27 sub-headlines, according to the research, contain a quotation. These are all direct quotations, though. There are no veiled allusions in this journal.	
	-Children in Sudan facing unprecedented levels of malnutrition fueled by ongoing civil war	(NP+ To+ verb)pattern and other patterns	The research reveals that there is absolutely no usage of the (NP + To + verb) pattern.	
France 24.com	-US vetoes UN Security Council Gaza ceasefire push for third time. -‘Not in Russian’s interest’ to start war with a NATO country, says Norway’s PM.	Abbreviation	Data analysis reveals that 26% of cases involve the use of abbreviations.	
		Adjectives	With a rate of 57%, the analysis reveals that adjectives are commonly employed in the headlines of this the newspaper.	
	Southern Gaza’s main hospital ‘not functional anymore’, says WHO -Biden calls Putin a ‘crazy SOB’, says climate change is an ‘existential threat at fundraiser. -‘I don’t believe the Iranians want a broader war’: Saudi foreign minister.	Quotation	The data reveals a decreased propensity to quote. Only three headlines include this tactic out of 34.	
	-The charity attempting to feed Rafah’s displaced -The lasting legacy of Prohibition in the United States. -The ‘Philadelphia Corridor’: A goal for Netanyahu, a red line for Egypt.	(NP + To + Verb) pattern and other patterns	Data analysis reveals many instances of the (NP + To+ Verb) pattern: There are also headlines with no verbs.	
Al Jazeera.com	-Can AI mediate conflict better than humans? - Sharif’s Sharif vs Khan’s Khan: Who will be the next Pakistan PM?	Abbreviation	The study reveals that this newspaper's headlines use a comparatively broad spectrum of acronyms. The percentage of people that use acronyms is 27%.	

	-US Supreme Court to hear Trump's immunity claim in 2020 election case. -Photos: Texas battles its second-largest wildfire on record. -How an EU-funded security force helped Senegal crush democracy protests.	Adjectives	A data analysis reveals that, with a rate of 25%, adjectives are utilized to increase enforcement and/or effect in the supplied headlines.
	-Gaza ceasefire deal with Israel still not close, says senior Hamas official. -"I mess my crayons" An 11-year-old in Gaza must find water for his family. -"There are no more words to say on Gaza" Swedish MEP's silent protest.	Quotation	Only eight quotations can be found in the 77 samples of headlines from the Aljazeera online newspaper, according to the research. Some of the headlines that are quoted, are indirect quotes; and some are found directly.
	-What to expect as Iran votes to elect parliament, religious leaders. -Israel strikes Lebanon's south, raising risks of escalation. Iran launches domestically developed imaging satellite from Russia. -Girona: From defeating Napoleon to dreaming of ruling Spanish football.	(NP + To + Verb) pattern and other patterns	The study reveals that other patterns with a percentage of 8% are detected, and less (NP + to + verb) pattern is employed.
Iran Press. com	-US warplanes patrolling skies over Yemen. - Arab League FM's hold meeting on Iran strikes on Iraq, Syria. -Iraqi MP: Parliament supports gov't to expel US military.	Abbreviation	There are not many words or sentences that are shortened. The following are examples of these abbreviations: UNSC, UN; UK, PM; UKIP; and SNP. Their usage is 20% on average.
	-Colonization of Gaza based on extermination is unacceptable: President Maduro. -Hamis holds Biden administration responsible for US airman death. -US, UK warplanes launch new attacks on Yemen.	Adjectives	This newspaper uses 24% of its words with adjectives.

	- "Israel, US not to achieve their objectives via political plots": Hamas chief. -Iran FM says Americans have to stop hypocrisy. - "Israel has yet to approve draft ceasefire deal with Hamas": Hamdan -Malaysia says ready to promote agricultural ties with Iran.	Quotation	Data analysis reveals that when there is a quotation, it is always in indirect form—that is, no indirect quotation can be located. Additionally, two of the four sub-headlines that include the quote utilize quotation marks.	
	-Turkiye seeks to cut all economic ties with Israel. -Three Zionist prisoners killed in Israel bombings. -Iranian scholars meet Iraqi PM in Baghdad.	(NP + To + Verb) pattern and other patterns	One sub-headline contains the (NP + to + verb) pattern, according to the analysis. Additionally, additional patterns with a 6% percentage have surfaced.	
CCTV com.	-CPC leadership discusses draft gov't work report. -China urges U.S. to formulate universal data security rules to enable orderly, free data flows. -Scenery of Ganquan Canyon in NW China's Shaanxi.	Abbreviation	The percentage of abbreviations used in this newspaper is 14%.	
	-China's economy will always be a power engine of global growth. -China's manned lunar exploration program in smooth progress. -Shenzhen witnesses first demonstration flight of new air taxi.	Adjectives	There is a fair amount of variety in the adjectives used. They are applied at a rate of 55 percent.	
	- U.S. export control does no good to U.S. firms, semiconductor industry:spoke person.	Quotation	Data analysis reveals that the sample headlines only contain one quotation. This quotation is direct, though.	
	-China expands transport network to facilitate high - quality development. -China urges U.S. to formulate universal data security rules to enable orderly, free data flows. - China launches high-orbit internet services satellite.	(NP + To + Verb) pattern and other patterns	Two instances of the (NP + to+ verb) pattern are found in the analysis. The examples demonstrate the additional patterns that are utilized.	

Table 4: Analyzing Grammatical Level According to Olowe, 1993/Van Dijk, 2000, 2013

4.2.1.2 Tense (Time) /Aspect Analysis

1) BBC.com

It is evident that the present simple tense is the most frequently utilized one. For instance:

-UK Trident missile test fails for second time in a row

-I miss bread, says girl, as Gaza food crisis mounts

-The Office actor Ewen MacIntosh dies aged 50

Regarding the present progressive aspect, there is only one headline in this tense that omits the verb "to be":

-Russia accuses Kyiv of shooting down plane with Ukrainian prisoners

- The following are examples for the present perfect tense:

-A Kenyan court has charged a doomsday cult leader with mass murder.

-How Russia has re-branded Wagner in Africa

The percentage of each tense or aspect used in BBC News headlines is displayed in the table below:

Tense / Aspect	Present			past			Future
	Simple	progressive	perfect	Simple	progressive	perfect	
	45%	3%	4%	14%	3%	4%	4%

Table 5: BBC's Tense/Aspect Analysis

2) CNN com.

The most common tense is the present simple. Think about the following:

- Prince William wants to see end to the fighting in Gaza as soon as possible.

- Bridge snaps in half in deadly cargo ship crash.

- CNN speaks to boyfriend of US-Russian citizen detained in Russia

Nevertheless, no application of perfect or progressive characteristics is discovered, as the table illustrates. The past tense exhibits the same phenomenon, yielding simply a simple past. For instances:

- U.N. and Israel agreed on aid convoy route, then the convoy was struck.

- Israeli forces fired on food convoy in Gaza.

There are no headlines in the future. As a result, CNN's headlines solely portray and emphasize the basic past.

The percentage of each tense or aspect used in CNN news headlines is displayed in the table below:

tense/ aspect	present			Past			future
	simple	progressive	perfect	simple	progressive	Perfect	
	55%	-	-	20%	-	-	-

Table 6: CNN's Tense/Aspect Analysis

3) France 24 News

The simple present has the largest percentage, followed by the simple past and future, as can be seen in the above table. Take a look at the following examples:

- *Israel report says Hamas attack involved 'systematic' sexual assault.*
- *Deadly Israeli strike hits Doctors Without Borders shelter in Gaza*
- *UAE defends Israel ties as Gaza war concerns grow.*

The percentage of each tense/aspect used is shown in the following table:

Tense/ aspect	present			Past			future
	simple	progressive	perfect	simple	progressive	perfect	
	59%	-	-	13%	-	-	4%

Table 7: France 24's Tense/Aspect Analysis

4) Al-Jazeera.com

The table makes it clear that, at 70%, the present tense is the most often employed. It has ideal, progressive, and straightforward structures. On occasion, nevertheless, the present progressive omits the auxiliary Be. These are a few instances:

Present simple

- *Teacher sets up Gaza tent school to keep Palestinian children learning.*
- *Gaza death toll surpasses 30,000 with no let-up in Israeli bombardment.*
- *Chadian opposition leader dies in gun exchange, state prosecutor says.*

Present progressive

With verb to Be:

- *Hamas to Halal: How anti-Muslim hate speech is spreading in India.*
- *Ukraine is switching to self-reliance mode.*
- *How RSS textbooks are reshaping Indian history and science under Modi.*

Without verb to Be:

- *US official laughs at question on invading other countries.*
- *US serviceman dies after setting himself on fire in Gaza.*
- *"Massacre": 104 killed in Israeli attack while waiting for food aid in Gaza.*

The past tense can be found in simple. It appears in just three headlines out of 76, indicating that it is used quite infrequently. These are as follows:

- *Who was Aaron Bushnell, the Us airman who died protesting over Gaza?*
- *Pakistan government deal agreed despite opposition from Imran Khan's PTI.*
- *Thousands attend pro-democracy rally in Mexico City.*

The aspect of the future is also found. It appears in the following two headlines:

- *Farmers are in revolt, will governments heed their demands?*
- *What will it take to end hunger and malnutrition in South Sudan?*

Data analysis reveals that the sample headlines of this newspaper use a variety of tenses and features. Take a look at the table below:

Tense/ aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	53%	10%	8%	4%	2%	-	4%

Table 8: Al-Jazeera's Tense/Aspect Analysis**5) Iran Press.com**

The results of the research indicate a strong preference for the present simple; no progressive structures are identified. For instance:

-Hezbollah targets Israeli base in northern occupied territories.

-Seven Palestinian kids die of malnutrition amid Gaza war.

-Biden restricts US data flows to hostile countries.

The simple past and future, on the other hand, are not as frequently employed as the simple present. According to the study, each of them has only been mentioned in a single sub-headline. Think about the following:

-Hezbollah fired 1,000 missiles at Israeli army positions since Oct. 7.

- Zionist attacks on Baalbek will not go unanswered: Hezbollah.

One headline that uses the present perfect is this one:

-Gaza has turned into death zone: WHO.

The percentage of each tense or aspect used in Iran Press subheadlines is displayed in the table below:

Tense/ aspect	present			past			future
	simple	progressive	perfect	simple	progressive	perfect	
	59%	-	4%	5%	-	-	5%

Table 9: Iran Press 's Tense/Aspect Analysis**6) CCTV com.**

The aforementioned data indicates that the most popular present is the basic one, such as:

-Chinese manned submersible conducts first dives in Atlantic.

-China's top political advisory body starts annual session.

-Saudi Arabia announces humanitarian ceasefire. Train crossing a sea of flowers attracts tourists in Chongqing.

In the meantime, the analysis reveals that the past simple, future, and present perfect are all employed once in the active form.

-What China has got over a decade on its iconic coordinated regional development strategy.

-Giant tunnel boring machine called 'Yongzhou' unveiled in Changsha.

-China's economy will always be a powerful engine of global growth.

The percentage of each tense or aspect used in the sub-headlines of the CCTV website is displayed in the table below:

Tense/ aspect	present			past			future
	simple	progressive	perfect	Simple	progressive	perfect	
	38%	-	3%	5%	-	5%	-

Table 10: CCTV com.'s Tense/Aspect Analysis

4.2.2 At the Linguistic Level

Information and passivization are involved in the linguistic analysis. Regarding the former, using passive voice constructs is referred to as passivization. The listeners become curious and/or make assumptions about the news as a result. The statistical data provided by the news item itself is referred to as information in the latter case. The figures displayed in the headlines serve as its representation.

Online newspaper	Examples	Data Analysis	
BBC.com	-Russia accused of executing prisoners of war in Avdiivka -Millions of donkeys killed each year to make medicine. -South Africa troops killed in DR Congo attack -Rare turtle discovered in India by UK scientists	Passivization	According to data analysis, passivization is a strategy that is occasionally employed in online news headlines. The average percentage of usage in BBC news headlines is 14%. Nonetheless, the verb to be is omitted from the majority of the passivized headlines.
	-Biden's dog bit Secret Service agents 24 times -Two workers die in Dutch bridge collapse -Biden cancels \$ 1.2 bn in student loans -A5 and Casement Park get share of €800 funding from Dublin	Information	The statistical data that is utilized can take the form of figures or numbers. The vast majority, or 83% of them, are employed numerically.
CNN com.	-At least 1 killed and several injured in highway shooting in occupied West Bank. -Dozens rescued after being trapped on ice floe in Russia's Far East -Britain's King Charles seen back at work for first time since cancer diagnosis	Passivization	According to data research, 24% of CNN's sub-headlines use the passive voice structure without an auxiliary be.
	-Man guns down 12 relatives in rare mass shooting in Iran, state media say -Russia has recruited as many as 15000 Nepalis to fight its war. -India's hero 'rat hole miners' who helped rescue 41 men from the Himalayan tunnel -Death toll from flooding in Somalia climbs to nearly 100	Information	In the data analysis, there are only eleven sub-headlines that use numbers. 70% of them use a numbered structure. In the meantime, 22% of them have a figurative form.
France 24.com	-French Satirical honored at NYC event. (NYC = New York City)	Passivization	According to the research, 14% of sentences utilize passive voice. All of the headlines in passive

	-At least 6 killed including foreign diplomats.		voice, however, remove the auxiliary Be.
	-Labour party to win 233 seats, down from 258. -At least 6 killed including foreign diplomats. -Four more killed in deadly protests against president. -Saudi Arabia propose Five-day humanitarian ceasefire.	Information	Both the numbering shape and the figure shape for numbers are present in the headlines of this newspaper, with 70% of the former and 30% of the latter.
AlJazeera.com	With the omission of Be: -France and Juventus midfielder Paul Pogba banned for four years. -Ronaldo suspended for one match for obscene gesture in Saudi league game. -Abu Jawad's heart breaks daily as he buries the people killed by Israel With no omission -Why is Israel's PM determined to attack Rafah? -How is occupied East Jerusalem's diversity under threat?	Passivization	There are 10 sub-headlines (77 total) with the passive voice pattern, or 12% of the total. It is observed that while some of these passive voice structure headlines have the auxiliary verb "be" deleted, others do not.
	-Russian troops inch ahead as war in Ukraine barrels into third year. -Reliance, Disney announce \$8.5bn merger to create Indian media powerhouse. -Israel's war on Gaza: List of key events, day 146. -Six children in Gaza starve to death as hunger crisis worsens.	Information	According to the analysis, 51% of the time is spent on figuring shapes and 49% of the time on numbering.
Iran Press.com	-Another Hezbollah member killed in Israeli attack. -40 dead, 100 injured in Zionist regime strikes on central Gaza. -Islamophobia cases tripled in UK since Israeli war on Gaza.	Passivization	The usage of the passive voice is only 19%, meaning that it is not a commonly utilized form. Nevertheless, this structure's sub-headlines are all devoid of auxiliary Be.
	-Seven Palestinian kids die of malnutrition amid Gaza war: Report. -Hezbollah fires over 100 missiles at Israeli targets in one	Information	Only six sub-headlines—four in numbered form and two in figuring shape—involve

	day. -400 Palestinians to be swapped for 40 Israeli captives.		numbers, according to the research.
CCTV com.	-Cultural activities staged in SE China. -Which types of vehicles are designated as new energy vehicles in China? -Man rescued urgently by firefighters after falling into ice cave in China's Shanxi.	Passivization	According to the research, 34% of sentences utilize passive voice. The auxiliary Be is included in one of them.
	-Scientist unveil 240-million-year-old 'Chinese dragon' fossil. -Cultural relic site in Anhui Province proven to be used for nearly 4,000 years. -World's largest container ship docks in Qingdao Port with 'zero wait' clearance. -What to expect at 'two sessions' in pivotal year.	Information	According to the analysis, this newspaper's sample sub-headlines have numbers in both of their shapes. For numbering shapes, the rate is 64%, while for figuring shapes, it is 36%.

Table 11: Analysis of Passivization and Information**4.2.3 At the Ideological Level**

Every online newspaper's data was gathered at the same time. It follows that the headlines should cover and share the same topic. But the data also reveals that interest variety has been reflected in orientation diversity. The headlines of three newspapers mostly dealt with set issues. They are Iran Press, Al-Jazeera Network, and BBC News.

As implied by its motto, BBC news focused a large number of its headlines on the war in Gaza and its economic and social impact, as well as the war between Russia and Ukraine. Al-Jazeera focused their coverage on the war in Gaza and the crimes committed by Israel against Palestinian civilians and what are the reactions of governments, especially Islamic and Arab governments, towards these crimes. Additionally, Iran Press's primary topic was on the war in Gaza, but it is accompanied by support for the Hamas movement and Hezbollah in Lebanon, as they are an axis of resistance to the Zionist enemy. Iranian policy supports this trend because it represents the common denominator in confronting Israel.

The other three newspapers' analyses demonstrate that they were more objective. Regarding the gathered data, they provide their news in an unbiased manner. Many subjects from around the globe were covered by the news. Nothing seemed to be focused on particular problems or topics.

For instance:

BBC.com:

- US vetoes call for immediate Gaza ceasefire at UN.
- UK aid supplies air-dropped into Gaza for first time.
- Russia 'struggling with supply of weapons' of war.

The newspaper covered the events in an unbiased manner and applied double standards in describing the events in two war zones.

Al-Jazeera.com:

- *"Heinous": Deadly Israeli attack on Gaza aid-seekers condemned.*
- *Palestinian unity on agenda as Hamas, Fatah leaders to meet in Moscow.*
- *Palestinian carrying bag of flour reportedly shot by Israeli troops.*

It is clear that most societies, organizations and media condemn the criminal acts committed by Israel in Gaza, but no one can stop the war or even provide relief to the civilians there because the Israeli army targets everything there.

Iran Press.com:

- *Hezbollah conducts missile attacks on Zionist spying airbase.*
- *Palestinian fighters destroy Israel's Merkava tank in Gaza.*
- *Israeli regime admits one officer, 4 soldiers injured in Gaza.*

Despite the war in Gaza, Iranian media headlines focus on the operations carried out by the Lebanese Hezbollah against the Zionist enemy as Iran's right hand in confronting Israel.

In second example, the title conveys a Palestinian military operation against the Israeli army, ignoring the human and economic losses due to Israel's crimes in

Gaza, in order to make the war balanced, but the reality is otherwise.

The third example shows Israel's losses in this war which are small compared to the Palestinian side due to the differences in military and logistical capabilities, in addition to the West's support for Israel.

It is worth noting here that this newspaper names (Israel) as Zionist enemy, which is what I agree with them on, unlike the rest of the newspapers that recognize Israel as a state.

4.2.4 At the Rhetoric Level**1. BBC.com:**

- *Climate Crisis Engulfs World: Rising Seas Threaten Coastal Communities.*

Graphic Element: BBC often uses visually striking images or videos alongside headlines to illustrate the severity of the situation. The headline might be accompanied by a photo of flooded streets or eroded coastlines.

Metaphor: The metaphor of the "Climate Crisis Engulfs World" paints a vivid picture of the widespread impact of climate change, evoking a sense of urgency and alarm.

- Expressiveness: The headline effectively conveys the seriousness of the situation and emphasizes the need for immediate action to address the threat posed by rising sea levels.

2. CNN.com:

- *Trade War Escalates: Global Markets Plunge Amid Tariff Tensions.*

- Graphic Element: CNN may use bold fonts and colors to highlight key words like "Trade War" and "Plunge," creating visual impact. They might also incorporate stock market graphs or charts to visualize the decline in global markets.

- Metaphor: The metaphor of a "Trade War Escalates" frames the issue as a conflict, heightening the sense of tension and uncertainty surrounding international trade relations.

- Expressiveness: The headline effectively captures the chaos and volatility in global markets, conveying the economic ramifications of escalating tariff tensions.

3. France24.com:

- *Protests Erupt: Citizens Clash with Police Over Controversial Labor Reforms.*
- Graphic Element: France24 may include images or videos of protesters and police confrontations, depicting the intensity of the clashes.
- Metaphor: The metaphor of "Protests Erupt" conveys the suddenness and explosiveness of the demonstrations, suggesting widespread discontent and social unrest.
- Expressiveness: The headline vividly portrays the confrontational nature of the protests and highlights the contentious nature of the labor reforms, emphasizing the divide between citizens and authorities.

4. Al-Jazeera.com:

- *Middle East Crisis Deepens: Regional Powers Vie for Influence Amidst Sectarian Strife.*
- Graphic Element: Al-Jazeera may use maps or infographics to illustrate the geopolitical dynamics at play in the Middle East, highlighting the involvement of different regional powers.
- Metaphor: The metaphor of a "Middle East Crisis Deepens" conjures images of escalating tensions and instability, emphasizing the gravity of the situation.
- Expressiveness: The headline effectively captures the complexity of the regional conflict and underscores the struggle for power and influence amidst sectarian divisions.

5. Iran Press.com:

- *Iran Nuclear Talks Stall: Diplomatic Deadlock Threatens Regional Stability.*
- Graphic Element: Iran Press may feature images of diplomats engaged in negotiations or depict nuclear facilities, conveying the significance of the issue.
- Metaphor: The metaphor of "Nuclear Talks Stall" suggests a lack of progress or movement in diplomatic efforts, highlighting the urgency of finding a resolution.
- Expressiveness: The headline communicates the potential consequences of diplomatic deadlock on regional stability, underscoring the need for continued dialogue and cooperation.

6. CCTV.com:

- *Tech Innovation Booms: China Leads the Way in AI Advancements.*
- Graphic Element: CCTV may showcase images of cutting-edge technology or futuristic cityscape, illustrating China's leadership in technological innovation.
- Metaphor: The metaphor of "Tech Innovation Booms" conveys the rapid pace of technological development, positioning China as a front runner in AI advancements.
- Expressiveness: The headline highlights China's achievements in the field of artificial intelligence and emphasizes its role in shaping the future of technology on a global scale.

These examples demonstrate how different news outlets use rhetorical elements such as graphic imagery, metaphorical language, and expressiveness to engage readers and convey the significance of current events. Each headline is crafted to evoke a specific emotional response and communicate key messages to the audience.

4.3 Analysis of Discourse Markers

It is evident from the headline analysis that very few discourse markers are used. It makes up just 6.74%. Take a look at the following instances:

Online newspaper	Headline	Role
BBC.com	Israeli strike on Damascus flat kills two- Syria	Giving details
AlJazeera.com	Funeral of Kremlin critic Navalny to be held in Moscow on Friday	Giving details
Iran Press.com	"US presence in Persian Gulf no longer tenable: Iran"	It serves to frame the statement as a departure from a previous state or understanding.
CCTV com.	"Despite Challenges, China's Economy Shows Resilience, Says Premier Li,"	"despite" serves to introduce a contrast between the challenges faced by China's economy and its resilience.
CNN.com	As COVID-19 Cases Surge, Vaccination Rates Increase Slowly, CNN Analysis Shows	to indicate a temporal or causal relationship between two events or situations.
France24.com	'Amid Global Crisis, Discourse Shifts to Unity and Cooperation'	indicates a situational context or condition

Table 12: Analysis of Discourse Markers as adopted from Olowe, 1993/ Van Dijk, 2000, 2013

4.4 Discussion of the Results

The headline presents the topic in a novel and contemporary way by utilizing the basic present. As a result, it draws attention to and intrigues the headline. According to Chovanec (2003), the primary reason why the present simple tense is so common in news headlines is that the author of the piece wants to persuade readers that the information is brand-new, even though it has already happened.

Additionally, a variety of structural elements are employed, as evidenced by the examination of sub-headlines. Take a look at table (13) below:

News-paper	passive	present				Past			future	other
		simple	Progre ssive	Perfe ct	Perf. prog	simple	Progr essive	Perfe ct		
BBC. com	14%	45%	3%	4%	-	14%	3%	4%	4%	19%
CNN com.	24%	55%	-	-	-	20%	-	-	-	1%
France24. com	14%	59%	-	-	-	13%	-	-	4%	20%
AlJazeera com	12%	53%	10%	8%	1%	4%	2%	-	4%	6%
Iran Press. com	19%	59%	-	4%	-	5%	-	-	5%	8%
CCTV com.	34%	38%	-	3%	-	5%	-	5%	-	15%
Total	19.5%	51.5%	4.6%	3.1%	0.1%	10%	0.8%	1.5%	2.8%	11.5%

Table 13: Structural Features

Discourse marker analysis reveals that there is little to no tendency to employ them in news parts. They are used 6.74% of the time. Furthermore, the ideological analysis reveals that the newspaper's ideology can influence how the identical piece of news is presented.

In summary, the findings support the study's hypothesis. First off, despite their disparate viewpoints, the sample newspapers employ the same headline patterns and strategies. Second, because of the divergent ideologies, headlines occasionally contain subliminal messages that are intended to be understood by readers.

5. Conclusion

Since they grab the audience's attention immediately, headlines are the primary component of news segments. Sub-headlines and major headlines are the two categories into which these headlines fall. Certain lexical and structural traits are shared by both kinds. Using compound words, abbreviations, and shortenings are examples of lexical characteristics. In contrast, structural traits call for the use of some structures rather than others. The data analysis reveals that all of the key headlines of the newspapers under investigation—45% CNN.com, 78% AlJazeera.com, 80% BBC.com, and 100% France 24.com, Iran Press.com, and CCTV com—have a strong propensity to use nominal phrase structures.

Finally, to compare between online western and eastern newspapers, the former typically exhibit a broader spectrum of political ideologies, ranging from liberal to conservative. Headlines may reflect a diversity of perspectives on issues such as governance, human rights, and social justice. The latter often reflect the dominant political ideology of the region. For example, in countries with authoritarian regimes, headlines may emphasize government achievements and downplay dissent or criticism. In democracies, there may still be a dominant ideology, but there might be more diversity in viewpoints compared to authoritarian states.

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