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STYLISTICS ANALYSIS OF NEWS ITEM: "A CASE STUDY OF HEAVY ODDS"

Asma Batool

Student, English deprtament, National University of Modern languages, Faisalabad, Pakistan. asmabatool556@gmail.com

Muhammad Farukh Arslan

Lecturer, English department, National University of Modern languages, Faisalabad, Pakistan. farukhgill99@gmail.com

Hira Fatima

Student, English deprtament, National University of Modern languages, Faisalabad, Pakistan. hiraf276@gmail.com

Khansa Ramzan

Student, English department, National University of Modern Languages, Faisalabad, Pakistan. khansaramzan 222@gmail.com

ABSTRACT:

This study concerns about the stylistic analysis of the news item taken from the Dawn news and the item is "Against Heavy Odds" by Rashid Amjad. It talks about the economic conditions of Pakistan and rise and fall of Pakistan's economy since the emergence of Pakistan. It is analyzed stylistically at all the levels from graphalogical to discourse level. The style of the author is observed as the genre of newspaper writing is totally different from the literary script. Newspapers usually flout the rules of the grammar and are written for unknown audience. But mainly, this research is concerned with finding the main stylistic and linguistic features of the newspaper writing. Furthermore, it also signifies the use of power dynamics in language in crafting the news item which helps shaping the audience's worldview. Finally, it is choice of the words of the author or his techniques of foregrounding and style that make any piece of writing more eye-catching and aesthetic.

KEYWORDS: Newspaper, style, stylistics, analysis, words, grammar, language, author, features, media, print, vocabulary and examines.

INTRODUCTION:

This research is about the stylistic and linguistic analysis of the newspaper item. The news items are the part of printed media. Printed media has become very rare in today's times due to excessive use of social and digital media. Print media include books, newspapers and magazines. Despite dominancy of digital media, the most trustable and tangible source of information and communication is the print media till date. The physical presence of the paper in this case allows readers to remain attach to their source of information. Print media usually are easy to read for longer texts and spread the trend of reading books across globe as reading is vanishing slowly. Talking about stylistic analysis, it involves the examination of the linguistic features of the text at various levels. These levels are graphological, phonological, lexical, syntactic, semantics, pragmatics and discourse level analysis. Newspaper attracts readers and a good source of information for them. They create connection between reader and the writer. The readers get to know about the writing style of the writers or columnists. So, the stylistic analysis is concerned about the idiosyncratic use of language by writer which makes him distinguish from other writers. The style is actually the working of the vocabulary, figure of speech and sentence structure and many other elements. (Warren & Brook, n.d. as cited in Ezekulie & Obi n.d.) Chan and all others in one of the online stylistic analysis of the news stated that the use of language to achieve one of the common and most essential goals is to communicate information and negotiate meaning.



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Stylistics is generally divided into two types; general stylistics and literary stylistics. General stylistics deals with the non-literary texts including commentary, newspaper, legal documents. Literary texts are concerned with the poetry, novels, drama and other literary texts. Stylistics is the study of the style of the writer. This style distinguishes a writer from the other. (Arslan et al., 2021).

Many researchers have studied about the linguistic features of newspaper headlines. The main discourse purpose of these headlines is to persuade the reader by grabbing reader's attention using various tactics including use of some persuasive devices in the writing. Other purpose is to inform readers with any of the news or detailed information for any news. Or it may serves both functions depending upon various variables including newspaper variables, item genres and styles of the items. In conclusion, the discourse purpose of the newspaper headlines is to catch reader's attention by highlighting the most interesting aspects of the newspaper. (Shie, 2010). Gray in his A Dictionary of Literary Terms writes about style that it is "the characteristic manner in which a writer expresses himself or herself, or the particular manner of an individual literary work. Each writer's style is unique, but it may be a combination of many different factors, such as typical syntactical structures, a favorite or distinctive vocabulary, kinds of imagery, attitude to subject matter, kind of subject matter, and so on" (6). This definition comes closer to the purpose of this research though in a general way. It refers to syntactic structure, vocabulary, imagery and attitude to subject matter, and all of these elements are part of a metaphor. Gray says that "Criticism often consists in description of a writer's style by analysis of syntax, tone imagery, point of view and, indeed, every characteristic linguistic feature" (7). Longman Dictionary of Contemporary English writes that style is "A particular way of doing something, or producing something, especially one that is typical of a particular period of time or of a group of people... [It is] the particular way someone uses words to express ideas, tell stories etc" (8) (Yule, n.d.)

STYLISTIC ANALYSIS:

Stylistic analysis refers to the exploration of the different styles of languages used in the creation of any piece of writing. The critical examination of the texts in various fields that helps to determine styles of the authors is exclaimed as stylistic analysis. The linguistic characteristics of all the language restricted uses are studied in the field of stylistics. It deals with all types of texts and also conversations. As it deals with the linguistic characteristics, the researcher delves into the true essence of linguistics. The scientific study of the language, its parts and figures of speech is called linguistics. It is observed objectively, the data is collected, classified and facts are applied for the study of language (Mugair, 2013).

RESEARCH OBJECTIVES:

Writing is also adopted as the profession in various fields. Journalism is one of them. Journalists are the people who actually wrote to persuade people by using words. These writers develop their specific audience and then write according to them. In this research, the researcher is dealing with one of the news item from Dawn news discussing the economic crisis of Pakistan since the formation of Pakistan. This research is conducted

- To identify the different levels of stylistic analysis in the newspaper.
- To find out the techniques of the foregrounding in the newspaper.
- This research aims to find out the style of the newspaper authors.

RESEARCH QUESTIONS:

There are few research questions which are set to fulfill the research objectives. These are;



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- What are the different stylistic and linguistic features to study the style of the columnist?
- What are the different levels of stylistics analysis?
- What different techniques columnists use in writing a news item to persuade readers?

LITERARTURE REVIEW:

Many previous studies have encompasses this field of linguistic studies. Researches are present in which the researchers have studied different aspects of stylistic analysis of the newspaper. Stylistic analysis of the newspaper focuses mainly on the diction, writing style and the linguistic features of the newspaper. Former observers have focused on only two or three features of the stylistic analysis. Stylistic analysis mainly comprises graphological level, phonological level, syntactic, semantic, and pragmatic and the last one is discourse analysis. This research paper mainly deals with all of these levels of analysis. It is the extensive study of the linguistic features of the news column.

Ideology is defined as a particular set of ideas, beliefs and thoughts about some social reality and social discourse which is shared culturally and internally by all members of the society. These ideologies are applied in the different fields in which they are applicable. In this way, ideologies control, plan and shape all the perspective of the social beings including how to use language and that the language is the social practice. Ideologies remain same over time. They are not questioned, and if they do, they have enough explanation for their justification and existence (Fairclough et al., as cited in Wenden, 2005).

Journalists often use their specific jargons and terms that are very specific to their profession. These linguistics techniques are compressive to the newspaper readers. These features help to differentiate journalism from other fields. Instances are "watching," "man, 25, drowns in well," or "As INEC's deadline clicks" are not easily comprehensible to all the audience readers. The language used in print media is created in such a way that it lessen the gap between producers and readers (Shuaibu et.al., 2013)

One of the main features of the stylistic analysis is semantic analysis which comes with the meaning of the language and the meaning is constructed on the implied knowledge of the receiver or reader. The localized news item recommendation is totally based on the reader geographical context and regions. Take an example of the reader reading "After Delays, Wireless Web Comes to Park) of the New York Times. The item is about the park where the wireless networks will be present in the New York City. So the hot topics are the formation of the parks in New York City and about the company who will win the contract of the wireless networks. The people who like strolling will be happy with the news of new parks and those working at the wall streets will prefer the second decision to be happy (Son et al., 2013).

The research conducted by Molek-Kozakowska (2013), called the journalistic practice of knitting the social events is extraordinarily brilliant. The items issued in hard news hardly find any relevance with the lives of the individuals but the majority of the items fail to do so. It is admittedly a routine practice of the journalist to write in such diction and folklores that make it acquainted with the audience mental activity and spare time. The audience did not get attracted to the items always and journalist is aware of the situations but they keep trying to call attention of their targeted audience. Mainly, he talked about sensationalism which he declared as the discursive activity that makes the newspaper fascinating, rational and relevant even if it is far from reality. There is a specific language for the journalists to use. They are bound to use that language and if they do not use language properly, they may end up tearing the social construct and norms. Every field of human development is associated with special type of linguistic



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features and jargons, and the field of journalism is an integral the part of human society (Ago, 2015).

The study of Faizullah & Arshad (2023) explores the problematic background of language variation within the print media domain, specifically exploring code-switching patterns in the editorials of the Pakistani Urdu' Express' newspaper. Code-switching is a linguistic phenomenon involving alternation between two or more languages within a single discourse that reflects the dynamic interaction of cultural and communicative factors. The study put into practice a sociolinguistic lens to analyze the frequency, types, and functions of code-switching employed in the Urdu editorials of the 'Express' newspaper. The study applies a qualitative descriptive method; it produces descriptive data in the form of code-switched sentences from the editorial of Pakistani Urdu newspaper. 'Express' is selected for this purpose. One week of newspapers is collected for the current study from 1st October 2023 to 7th October 2023 to analyze codeswitching in editorial sections. The analysis of data from the newspaper shows that the types of code-switching are intra-sentential, word code-switching, and total integrated Urdu. The most dominant type of code-switching observed is Intra-sentential (80%). The findings are expected to contribute to understanding how language is strategically employed in print media, shedding light on the role of code-switching as a tool for effective communication and cultural expression. This study holds significance in media discourse, as it exposes the linguistic choices made by writers and editors in the 'Express' newspaper, offering insights into the complex relationship between language, culture, and journalism. The results of this research are anticipated to inform future discussions on language dynamics within the Pakistani media landscape and contribute to the broader field of sociolinguistics.

Hassoon (2016) states that journalist adopts a specific style to write any news column and this writing style is different from any other filed of writing. Journalists don't make the use of jargons and their writing style remains comprehensive and descriptive. They use short sentences generally rather than long sentences. The structure of the sentence they use is subject-verb-object construction. They write in active voice and offer practical examples, folklores and metaphors and avoid abstract ideas and colorless generalization.

The lexical features are very obviously and vividly explained in the newspaper headlines also. These headlines are usually crafted as being very attractive. Readers go through these headlines to decide whether to purchase this news item or not. Headlines are often displayed at the public places like airports, traffic signals, parks and airports. So, these headlines should be attractive and attention grabbers. They are usually presented in small words and occupy more space in newspaper to highlight the lexical items (Napo, 2018).

A study was conducted in 2018 on the topic of Hedges as metadiscourse in Pakistani English newspaper editorials by Siddique et al. the data was collected from 250 editorials of four renowned Pakistani newspapers such as Dawn News (DN), The Frontier (TF), The Express Tribune (TET) and The News (TN). Almost 1000 news editorials have been taken for the corpus based analysis of the usage of hedges in these newspapers. This study in result, proposed the model for the hedges in comparison to the previous models on hedges for data analysis. This model is based on qualitative components and it mainly included hedges as metadiscoursal features. Other subcategories identified in this study are Expression of uncertainty, Conditional clauses, and Impersonal Expressions and Reported Speech. So the metadiscourse analysis of the Pakistani news articles have been conducted but the stylistic analysis was not conducted thoroughly.



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The writer should be aware of the writing skills to make diverse use of language to make the news piece more eyes catching and attractive. The columnists have the ability to use different sentence patterns and types of sentences to make it influential (Wiredu,2012; Ernawati, 2014 as cited by Andriana & Bran,2021)

People extract much knowledge and information while reading newspaper. It is the language of the newspaper that attracts the audience by not only entertaining and persuading them but by providing the meaningful information. So the news items should be written by taking audience into the consideration (Al-A'ssam & Sukker, 2022).

Nations are usually portrayed as to be competitive to gain success in the "Global" economy. It is not the natural law that should be universal. But, it is a part of the economic ideology that could be altered. The ideology is not necessarily false and it is only one possible worldview of the ideology. The choice of the vocabulary, grammar and words used by any specific group plays an important role in shaping the narratives (Fairclough, 2003, as cited in Fatima & Arslan, 2023).

RESEARCH METHODOLOGY:

This research is based on the stylistic analysis of a newspaper item. The sample for the research is taken from the Dawn newspaper. An item is analyzed from the lens of mixed method approach. Different stylistic features are analyzed in the research. The methodology used for this research is called mixed method approach. First, the data is analyzed manually. It is analyzed at different levels of stylistic analysis. The qualitative approach is utilized here to analyze the data thoroughly. It is analyzed from graphalogical level to discourse level. Since the research is also quantitative so, an online tool named antconc is used to analyze the data to find the frequency of some lexical items and conjunctions. It is the corpus based study. Antconc is a corpus tool and it is used frequently used all over the world in the field of linguistics. The analysis of different features helps to disclose the pragmatic meanings and discourse of the text.

STYLISTIC ANALYSIS OF NEWSPAPER 1: GRAPHOLOGICAL LEVEL

It encapsulates the use of different punctuation marks; comma, apostrophe, colon, semi-colon, capitalization of letters and some initials, font size, color and style and other physical features of the writing. In my selected items, different graphological elements are used. It inculcates different typographical artistic features to the writing and helps us to find out the writing style of the writer.

DROP CAPITAL:

The technique of Drop capital is used in various types of printing material including books and items. It marks the beginning of the new topic or section and is used to create the aesthetic effect to make it appealing for the audience. Capitalizing first word in writing is called drop capital. It is an unusual way of writing to make the word or letter stands out and makes it an attention catcher. WITH the country reaching its 75th anniversary, there has been much doom and gloom as the economy passes through another downturn triggered by its recurring trade imbalance and debt crises.

The beginning of this item also gives the audience the visual cue. This technique makes it appealing and engaging for the readers.

COMMA:

It is used to take short pauses in the prose. To separate clauses, phrases and words, comma is used. It is used for the effective communication as well. It enhances the clarity of the sentences. In this item, comma is used enormously at various points for comprehension of the ideas.



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In second paragraph, it is used in line no 15 and 17 to separate clauses.

APPOSTROPHE:

It is used to articulate possession in the writing. In my selected news item, it is demonstrated in line no 23 as **Pakistan's most impressive performance**, and in line no 39 **Pakistan's credible economic performance**.

PARENTHESIS:

These are used to interrupt the thoughts or for explanations of the thoughts. They convey the tone, emphasis or indicate pause in the writing. They highlight the sudden shift in the thought and escape from the main thoughts. It renders the writing a sense of fragmentation and discontinuity. In line no 12, an information is quoted in parenthesis, Pakistan has increased its per capita income from around \$100 in 1950 to (a vastly underestimated) \$1,750 in 2022. In this statement, the writer is talking about the per capita income of Pakistan, which has been increased and it is described extensively by adding the words of a vastly underestimated in parenthesis. Adding this shifts the tone and emphasis of the point of talk from per capita income to the underestimation of the income.

2: PHONOLOGICAL LEVEL:

It is one of the important features of stylistic analysis and covers the linguistic phonemes and intonation pattern to convey the tone, mood and attitude of the writer in which the specific message is conveyed. It features different techniques; assonance, consonance, rhyming scheme and alliteration.

ALLITERATION:

It is the repetition of initial consonant sound pattern of the consecutive words in the text. It provides the rhythm and flow to text and adds a musical flow in text.

There are several instances in the text where alliteration is illustrated. In line no 14 **modern manufacturing**, in line 20 **for females**, in line 46 **for freedom**, in line 57 **subsequent civil**, in line 67 **much more.** These create the rhythm and flow in the text.

ASSONANCE:

Assonance is the use of the repetition of the vowel sounds in the words that are close together. It also creates rhythm, flow and musicality in the text and make it engaging. It enhances the writing style, tone and mood of the writing passage. Pakistan has **increased its** per **capita income** from around....., the repetition of small /i/ sound in this line,

The second was the break-up of the country in 1971 after a tragic and avoidable civil war, the repetition of /a/ sound in this line,

Are the examples of the assonance in this item.

CONSONANCE:

The repetition of the consonant sound in the words that are close together in the text is called consonance. This technique is very common in literature and specifically poetry to add musicality and flow in the lyrics of the poetry. The use of the words **doom and gloom** in the first line of first paragraph is also a perfect example of consonance.

The first was the 1965 war with India, in which an unforgivable change....., the repetition of the /w/ sound in this line.

3: LEXICAL LEVEL:

It is the type of analysis at the words level that includes the examination of which type of vocabulary is used, the combination of words, the distribution of the words in the types of parts



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of speech and the analysis of the diction. These attributes of lexical analysis helps determining the style and worldview of journalist.

(Farukh et al.,2020) conducted the study on the topic of identifying derivational morphemes in certain categories of parts of speech. The data is taken from the International Corpus Network of Asian Learners of English (ICNALE). It is an international learner corpus study done by Dr. Shin Ishikawa. INCALE includes different forms of data including 10000 written essays, and speeches from native as well as Asian speakers. This study finds out the frequency of different derivational morphemic patterns of nouns, adjectives and verbs across different INCALE data.

COINAGE:

It is the invention of totally new terms in English language. In this reading, the term **blitzkrieg** is used in line 45 of the newspaper. It is a perfect example of coinage as the word is introduced by Hitler during WW2 in which he introduced the blitzkrieg strategy to attack suddenly and surprisingly to dominate the enemies. Other example is **World Bank**.

EPONYMS:

The terms in English language that are introduced after the names of the persons, places or things are called eponyms. It is the naming process under the umbrella term of coinage. The use of the terms "Ayobian Economic Boom , Kalashnikov culture and East Asian Tiger economies" are the examples of eponyms which demonstrates the use of names to title the strategies and form new words.

BORROWING:

It is the process of adopting words from the other languages. Words can be taken from the other languages to explain the particular kind of phenomenon or to define any specific terms. In this item by Rashid Amjad, **Per capita** is borrowed from **Latin**, **Diaspora** from **Greek**, and **Blitzkrieg** is borrowed from **German** language.

COMPOUNDING:

It is the combination of two separate words to form new words. It is very common technique applied in writing and discloses the writing style of the particular writer. Compound words used in this column are downturn, underestimated, workforce, shortfall, notwithstanding, households, without, outweighed, manmade etc.

HYPHENATED COMPOUNDING:

It is the type of compounding and it usually is significant as it changes the category of the words. The noun phrases can be seen as to play the role of adjectives and verb phrases playing the role of the nouns and sometimes as adjectives. The word in line 14 of the news item non-existent, Break-up in line no 50, and the word spill-over are the few instances displaying the hyphenated words.

ACRONYMS:

These are the words formed by combining the initials of the few consecutive words. It is applied for the economy of space and conveys the clear and concise messages by avoiding the use of unnecessary words. This piece of writing entails the acronyms; **ADP** (Annual Development Pragramm), **GDP** (Gross Domestic Product) and **Nato** etc.

DERIVATION:

It is the most frequently used process of word formation in English language. It calls attention to the large number of small bits in English language. Thee bits are called affixes. Numerous derivational words are used in this news item by Rashid Amjad. The maximum use of derivational words also underlines the writing style and tone of the authors. Examples include



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remarkable, imbalance, equally, unable, substantially, entrepreneurship, unforgivable, successful, inflow, sadly, and equitable etc, are used in this column.

4: SYNTACTIC LEVEL:

Syntax refers to the arrangements of the words and phrases in the sentences. It deals with the formation of the correct sentences based on the rules of the grammar. The newspaper text is full of compound and complex sentences. It combines the multiple clauses and utters the intricate ideas smoothly. Further, it provides flow and variation to the writing for reader's interest. The columnist has used active sentences predominately in this item rather than passive voice. It shows the agency of Pakistan, its people and the active actors responsible for actions. However, writer sometimes switches in the passive voice to demonstrate the results and outcomes for the actions.

Types of sentences	Frequency
Simple sentences	05
Compound sentences	03
Complex sentences	20

5: SEMANTIC LEVEL:

Semantics deals with the words choice of the author because it is mainly concerned with meanings, and interpretations of different linguistics chunks used by author. It characterizes the use of metaphorical devices which conveys literal as well as metaphorical meanings with the use of literary devices, specifically if there is any literary texts.

FOREGROUNDING:

It is the most important literary and linguistic technique used in the writing. It aimed to make the specific point to stand out and make it noticeable by readers. It is concerned with the applying the techniques of parallelism, repetition and use of idiomatic expressions. In my selected paper, one string is foregrounded by writing it separately and by capitalizing it.

The economy has seen losses — but also some successes.

REPETITION:

It involves the use of any words, phrases or sentences in the text frequently to emphasize on certain topic or point is called repetition. In the targeted column, the author makes use of the word **Pakistan's economy** several times, which highlights that the author wants readers to pay attention to this topic.

PARALLELISM:

It is the literary technique which elaborates the use of parallel grammatical structure and sentence length. Parallelism is responsible to create harmony and coherence in the themes and ideas of the text.

In this text, the ideas are flowing in parallel world where **the causes of Pakistan's economic downfall** are discussed in the parallel manner with the wars and economic doom in chronological manner.

In addition, the use of similar complex sentence structures also channels the idea of parallelism.

METAPHORIC EXPRESSIONS:

The conspicuous use of metaphors transfers the idea of writing style of the columnist. The idiomatic expressions used in this news piece are **Doom and Gloom**, and **East Asian Tigers Economies**.



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SYNONYMS:

Several synonymous words are used in text. The words like **unforgivable**, **tragic**, **avoidable**, **invasion and Kalashnikov** culture are used to express the war as a catastrophic event in history. Similarly, the words **Pakistan's impressive performance**, are replaced with **Pakistan's incredible performance** and economic boom.

ANTONYMS:

The antonyms used are the words success vs failure, boom vs doom, loss vs gain.

METONYMY:

Metonymy is the substitution of the name of the things, persons, or features with its closely linked body. The item uses the name **Pakistan** to explain all the economic gains and losses with the increase in per capita production and involvement in the wars instead of using the names of bodily structures directly linked to the events. Like **army personals** for war involvement instead of Pakistan and **Pakistan ministry of economy** for economic gains and losses instead of Pakistan.

6: PRAGMATIC LEVEL:

At pragmatic level by analyzing this item from the lens of speech act theory, the reader get to know that the item is written mostly in **assertive illocutionary act** conveying information, stating facts and reporting the economic growth of Pakistan. There is one stance in item which represent **expressive illocutionary act**.

Starting with a non-existent modern manufacturing sector, it has built one up thanks to an earlier generation of dynamic entrepreneurs.............

Many presuppositions are also applied in this paper. The knowledge about the **Ayubian economic boom** highlights the presupposed knowledge about history. Besides, the item is written in the context of economy of Pakistan and the successes and failures it has faced in the past. Author has deliberately used the **anaphoric reference** in his writing in which he has tried to pay attention to the Pakistan's economy.

7: DISCOURSE ANALYSIS:

Discourse generally refers to the language in use. It is the relationship between speaker, listener and the context. It is highly influenced by the culture, social construct and the power dynamics. In this written discourse of news item, the main concern is the coherence and cohesion in the text.

COHERENCE:

Coherence is the smooth flow of the ideas and the critical linguistic feature in discourse that how it make sense to the readers. It requires thematic unity to articulate the complete sense. This text is built up on the **theme of evaluation of the economy of Pakistan** since the birth of Pakistan in the light of different challenges and successes.

COHESION:

It discloses the idea of unity of the text. Different cohesive devices are used to build up a text and create smooth flow of ideas as well as concepts. There are two main types of cohesion according to George Yule; grammatical cohesion, which is the connection between structural contents and lexical cohesion which is based on the links of lexical contents. It helps to transit ideas fluently. The lexical cohesion is the cohesive devices. These devices are called conjunctions.

The texted concesson is the concess to devices. These devices are canca conjunctions.					
Types of conjunctions	Frequency	Examples			
Coordinating conjunctions	22	or, and, but			



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Subordinating conjunctions	09	Even,	if,	than,	though,	as,
		although, since				

CONCLUSION:

The efforts for the exploration of the stylistics features in news item are studied in this research item. Different stylistic features are analyzed and the linguistic choice of the columnist helps the reader to shape their perception and ideology about the specific topic. The use of objective language signifies the credibility of the news and the author. Through the detailed analysis of the elements of the analysis including the use of rhetorical devices, lexical choices, sentence structures and tone, it has been observed that news items do not merely convey facts and information but also accompany reader's ideology. The analysis also helps identify the writing style, attitude, mode and the style of the writer. Ultimately, the stylistic analysis of the text of news underscores the power dynamics of the language in journalism, where even small stylistic choice can have profound impact on meaning and audience perception. It is an influential tool for shaping public discourse and societal attitudes. Future studies could extend this research by comparing different news outlets or genres to reflect how stylistic approaches may reflect underlying power biases.

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