MEDIA DISCOURSE IN THE LENSES OF TRANSITIVITY ANALYSIS

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ABSTRACT

The present study critically scrutinizes the ideological constructions and discursive features used in Pakistani print media representing economical phenomenon of CPEC. This research has elucidated the ideology through framework for critical discourse analysis (CDA) by applying it to the print media news articles and comparing two different Pakistani English newspapers (Fairclough, 2013). The articles on CPEC, the most prevailing economic variable in Pakistan which appeared in the daily ‘Dawn’ and ‘THE NEWS’ newspapers during the year 2016-17 have been selected for the study. Transitivity analysis as an analytical tool has been applied for the analysis of articles that includes the analysis of process type. The findings indicate that economical subject of national worth is presented with the same ideology in different newspapers. The study is significant in its originality as it is interdisciplinary study and its findings are not in line with the existing literature on media conflict.

Keywords: Critical Discourse Analysis, Fairclough Model, Ideology, Process Type, Transitivity

Introduction

A hot debate prevails in Pakistan regarding the freedom of media however; it is out of question that ideology is constructed through media. The Prime Minister, Imran khan on his visit to America spoke with confidence as; “Pakistan media, in my opinion, is freer than the British media” (July.23, 2019). The statement implies a meaning of freedom of media in Pakistan but contrary, it is also thought that the state controls media. The PML-N spokesperson (Maryam Aurengzeb) asserted that the media is under bars of the current government and the news get censored and are banned from publishing on account of personal capacity (Jan.19, 2019). The differences of the thought related to media freedom clearly indicates that media plays a significant role in constructing an ideology. Media is considered as the fourth pillar in Pakistan after parliament, judiciary, and executives as viewed by Amena (2017). Media is not only meant to spread news rather it presents the news in a desired way that shapes the mind of the people. The idea was supported by Rafique (2013), “The media shapes the public opinion regarding liking or disliking any state or states while dealing through foreign policy with one another”. Reviewing literature of mass media discloses that media gives shape to the public thought. The desired ideologies are spread in the name of providing news to the public. In relation to the meaning or idea conveyed through media makes a connection between media and language. Media is interconnected with the critical discourse analysis and there is found a plethora on the role of media and the emerging field of critical discourse analysis (CDA). The discursive features reflected in the media discourse constructs an ideology. In the view of Fairclough (2006a), media discourse has ideological constructions that vary in their constructions. The variation in ideology leads to investigate deeply the discourse of mass media.
The context behind this research is provided by the news representation of a mega project in Pakistan i.e. CPEC by different newspapers. CPEC has gained a significant worth economically in Pakistan however; different views exist in the society related to CPEC. The purpose of the current study is to trace out the discursive features used in news articles dealing with the subject CPEC in Pakistani English newspapers.

CPEC is considered as first-rate economical phenomenon in Pakistan as it is exposed to public (Hamid & Hameed, 2016). The terms like “Game changer”, “Economic Boon”, “Asian Tiger” have been employed while discussing CPEC (Dawn.com, dated 24th Oct.2016). The opponents of CPEC bring CPEC under surveillance and make it a centre of disruption due to its nitty-gritty and vitality. To begin with domestic impediments, the greatest incipient threat is the truancy of law and order regulatory affairs. Without security systemization and protocol, the intended benefits of the CPEC receive a blow as investors restrain from becoming a part of it. Thus, CPEC is under questions to which common masses are unaware of the reality. The current study aims at investigating the ideologies wrapped up in a discourse of media that are presented to public.

Theoretical Consideration: Media Discourse in the lens of Critical Discourse Analysis

Critical Discourse Analysis has become notorious for journalism (Richardson, 2007). CDA is an approach employed for inferring the ideology hidden in a language with the close connection of language, power, and society. There are several models that analyze the language: textual analysis and conversational analysis however; CDA offers a wide scope to scrutinize the text with multiple tools and models. The Wodak’ model, Fairclough’s Model, and Van Dijk’s model are most accepted models of critical discourse analysis. These all models relate the language with society that is in turn connected with hegemony. CDA also provides central vision of society’s problems related to language in power. It comprises of the words and situation affiliated with the particular event that occurs in a society (Fairclough, 2013). Fairclough&Wodak (1997) explored that the field of critical discourse analysis is not only an area that provides a numerous tools for text observation but it is a domain that unfolds many unspoken truths, values and cross-cultural issues. Furthermore, it also highlights the historical aspects and conventions as well.

Methodology

Critical Discourse Analysis as a main theoretical framework of this study has been chosen in order to examine news discourse critically. The articles have been purposefully selected from two English newspapers: Daily Dawn & THE NEWS published during June 2016-June 2017. The selected articles have undergone through transitivity analysis. Transitivity is the system of analyzing an ideational meaning of the text. In transitivity analysis, the linguistics structures are observed in three ways: The process (verbs), the participants (nouns), and the circumstances (prepositional phrases). The choice of verbs depends on the social, cultural, political, and ideological factors prevailing in a society that is explored through analysis of transitivity (Mayr, 2008). Text producer chooses verbs as per his own choice of the process’ demonstration. Process can be of active category or passive category. The category of process type also plays role in implying meaning to the text in relation to hegemony. Transitivity is defined by Halliday (1981) as ‘the grammar of the clause’ as ‘a structural unit’ for ‘expressing a particular range of ideational meanings’ (cited in Bastam, 2011). There are eight types of process lying into two main categories: Relational and Non-Relational Process. Non-Relational Process refers to the process of ‘doing’ that includes Mental, Material, Verbal, and Behavioral Process. Relational Process refers to the process of ‘being’ or ‘having’ something. These processes include Relational, Existential, and Meteorological.

Findings

The articles have gone through the analysis of process types. The process types that are reflected in the use of verbs helps in unveiling the ideology depicted by Pakistani English newspapers for CPEC. The analysis is depicted in the following table as;
### Table 1: Analysis of Process Types in Pakistani English Newspapers Dealing with the subject CPEC

#### Analysis of Process Types in English Newspapers

<table>
<thead>
<tr>
<th>Activity</th>
<th>Process Type</th>
<th>Activity</th>
<th>Process Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>CPEC is a new cooperation framework</td>
<td>Relational</td>
<td>CPEC is a project of friendship</td>
<td>Relational</td>
</tr>
<tr>
<td>is a game changer</td>
<td>Relational</td>
<td>CPEC is faster</td>
<td>Relational</td>
</tr>
<tr>
<td>it is also an important project of the Belt and Road initiative</td>
<td>Relational</td>
<td>CPEC projects were making steady progress</td>
<td>Material</td>
</tr>
<tr>
<td>Pakistan will be benefitted from it</td>
<td>Material</td>
<td>it would contribute to economic and social development of Pakistan</td>
<td>Material</td>
</tr>
<tr>
<td>CPEC was a major initiative</td>
<td>Relational</td>
<td>it would benefit people</td>
<td>Material</td>
</tr>
<tr>
<td>is a project of development and prosperity</td>
<td>Relational</td>
<td>the China-Pakistan Economic Corridor was not simply a road from China to Gwadar but would have vast connectivity with other projects of China’s One-Belt-One Road initiative</td>
<td>Relational</td>
</tr>
<tr>
<td>CPEC would benefit the entire region</td>
<td>Material</td>
<td>CPEC has given a new start to Pak-China friendship</td>
<td>Material</td>
</tr>
<tr>
<td>CPEC was a great masterpiece of Pak-China friendship</td>
<td>Relational</td>
<td>These projects will not only change the face of Karachi, but of the entire province in terms of transport facilities and power generation</td>
<td>Material</td>
</tr>
<tr>
<td>CPEC will eliminate poverty &amp; unemployment</td>
<td>Material</td>
<td>Not only Pakistan but the whole region will benefit from its fruits</td>
<td>Material</td>
</tr>
<tr>
<td>The completion of early-harvest projects would go a long way in ensuring the elimination of load shedding</td>
<td>Material</td>
<td>CPEC would usher in a new era of development and prosperity in Khyber Pakhtunkhwa</td>
<td>Material</td>
</tr>
<tr>
<td>CPEC would go on to transform the fate of the</td>
<td>Material</td>
<td>CPEC has opened new vistas of foreign investment in Pakistan</td>
<td>Material</td>
</tr>
</tbody>
</table>
entire region

CPEC is the way of hope and future for our region

| Relational | that CPEC project was game changer and would bring good fortune to Khyber Pakhtunkhwa | Relational/Material |

It broadens our technological capabilities

| Material | The mega project would turn Khyber Pakhtunkhwa and Afghanistan into economic centers for the Central Asian countries | Material |

CPEC raises friendship to newer heights

| Material | CPEC is not only the billion dollars investment but it is that path of progress | Relational |

the project envisioned bringing under-developed areas into the main stream of development

| Material | the CPEC would also play a role in alleviating poverty as well as elimination of terrorism and fanaticism | Material |

CPEC would help in establishing strong academic linkages between the universities of Pakistan and China

| Material | the outcomes of this incredible project will fasten the future’s enlightened journey and will enhance regional cooperation | Material |

project would not only generate thousands of jobs but also help in generating thousands of megawatts power

| Material | The China-Pakistan Economic Corridor (CPEC) is a great gift of Chinese leadership for the government of Pakistan | Relational |

NOTE: Above table indicates that CPEC is presented in Material & Relational Process types in both the English newspapers in Pakistan.

Results Summary

The most frequent process type is Relational one that is a sign of the state of an entity. For instance ‘CPEC is (Relational: Intensive) a game changer (identifying)’, Here, Relational process is presented through the state verb ‘is’ and identifying aspect of the subject is reflected in the word choice of ‘game changer’ for the subject CPEC. Similarly; CPEC is (Relational Intensive) a mega project (Attributive)Here, the same state verb ‘is’ has been chosen by the text producer that makes a sentence Relational Intensive and the words ‘mega project’ indicates CPEC being attributive. Material process is used to highlight the actions usually the concrete ones. Actions representation includes ‘actor’ and ‘goal’. Active categorization of the process type has been observed while talking about CPEC in the selected newspapers. CPEC as an active agent in almost all above example implies a meaning that Pakistani English newspapers deal CPEC project as an entity active enough to bring changes in Pakistan’s future. For instance;(Actor) CPEC(Material Process) would not only generate (Goal) thousands of jobs but (Material Process) would also help (Goal) in generating thousands megawatts

In above example CPEC is an actor and material process is shown through the verbs ‘would not only generate’ and ‘would also help’ for the goals ‘thousands of jobs’ and ‘generating thousands megawatts’
respectively. Similarly; (Actor) CPEC (Process Type) would play (Goal) a role in alleviating poverty. CPEC as an active agent is presented in above example with the material process shown in the verb ‘would play’ for the goal ‘role in alleviating poverty’.

Fairclough (2000) argued that while analyzing text, one important thing to analyze is to see where who acts. CPEC though is not an animate but, has been presented as an active agent in both the newspapers. The active category used for presenting CPEC presents CPEC being beneficial for Pakistan. CPEC is presented in English Pakistani newspapers as lucrative one that will give profit to Pakistan in different forms. To conclude, the major findings come out of the analysis are described below:

- The material process has been observed frequently used in both the English newspapers
- The Relational process ranked second in presenting CPEC in both the English newspapers
- CPEC has been presented in active structures in both the English newspapers
- Overall Pro-CPEC ideology has been observed in both the English newspapers

**Conclusion**

Transitivity is a significant semantic concept in the analysis of depiction of reality. It assists us to unmask the reality hidden in the drapery of language specifically in media. The analysis of the selected articles reveals that similar ideology exist in media in Pakistan if an economical phenomenon of national worth is dealt in news. The findings are in contrast with the prevailing thoughts about media in Pakistan. In literature, the media was found under criticism in Pakistan for constructing different ideologies for the same phenomenon. It is noteworthy point to add in the literature through the current study that English newspapers do construct the same ideology for the economical phenomenon of national concern.

**Directions for future Research:**

The similar study is recommended to conduct in future for different variables of political or social aspects.

**References:**