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Pragmatic and Discourse Analysis of Newspaper Headlines

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Abstract

This article makes an essential assumption about discourse analysis as a method for influencing how individuals see the outside world. The speech-act theory has further refinements that claim language actively builds social reality. While pragmatic use pays attention to the significance of the so-called inferred meaning that speakers and listeners perceive, semantics simply considers the actual meaning of the words and their relationships. Information may be divided into two main categories: presumption and entailment. Presuppositions are the speakers' incidental knowledge, whereas entailments are conclusions reached as a specific

kind of result. In our analysis of discourse, we will refer to media as a specific form of discourse that is itself a power resource and how media can influence people's minds, e.g., their knowledge or opinions, revealing integration of among which is the main concerns of the paper. Headlines subjectively provide hints about or express the most important aspect of the text combining in themselves both semantic and pragmatic meanings. In light of this, the research investigates the possibilities of T. Van Dijk's semantic and pragmatic modules.

Keywords: Discourse, Speech Genre, Linguopragmatic, Pragmatics, Concept, Factor, Utterance, Semantics, Discourse, Presupposition, Entailment, Context, Headline

1. Introduction

In its broadest definition, speech is a subjective representation of the world that we have in our minds. The linguistic language that results from objectification of the reflection is the most significant. The link between the second set of notions, which is not made clear until after the fundamental characteristics of any speech genre or pragmatics, is no less challenging. Starting with the latter idea, three methods can be distinguished by pragmatics' language comprehension. Two of them were more specifically classified as "continental" and "Anglo-American." Van Dijk^[4]. The first of them arranged themselves according to Charles Morris' semiotics, which holds that the pragmatist is a branch of semiotics and is in charge of the issue of the relationship between signals and their interpreters. Additionally, the pragmatic goal is "responsible" for all elements of the discourse of human activity, including the cognitive and ethnocultural, because the majority of characters are the interpreters of media language code. Additionally, a better comprehension of linguistic pragmatics creates new opportunities for comprehending speech acts and, as stated by Arutyunova, for connecting speech acts to the same texts^[7, 22]. The article's linguistic components (coherence, relevancy, and organization) are also among its main considerations. By arousing interest in the article's main points, headlines draw our attention as readers. As a subset of a broader total, a headline is a dependent type of newspaper writing. To pique the reader's interest, it offers indicators for the article's substance. Headlines serve the primary purpose of providing readers with a concise summary of the material that follows. They also convey the paper's perspective on the information presented (Galperin, 1977). The use of pragmatics in discourse shows the influence of energy on the author's or recipient's character (who sent the message). One of the parties to a communication act use language in order to express his thoughts, feelings, and experiences. Since one of the objectives of business discourse texts is to give the addressee the information they need as soon as possible, the addresser should always follow the accepted norms. This is accomplished through a variety of concepts, rules, institutional communication, formulas, and fundamental concepts.

From a practical standpoint, it is undesirable to apply corporate communication to the global vocabulary since it may result in misunderstandings or contradictions. The texts of business conversation revealed different traits, drill components, and unique properties from a grammatical perspective. Since the personal component is less prominent than with texts like personal dialogue, it was also noted that texts used impersonal constructs.

2. Literature review

The "Anglo-American" method to comprehending pragmatics puts up implicature issues, presuppositions, speech actions, and discourse as its intellectual vanguard. According to this viewpoint, his linguopragmatics has a considerable expansion its concerns, including those that were hitherto the responsibility of other sciences like discourse theory, psycholinguistics, communicative syntax, rhetoric, style, and communicative grammar [3]. The issue with the link between SG (speech genres) and pragmatics of discourse is not resolved by this expansion, though. In order to solve it, a third strategy is developed: using linguopragmatics, discover the shared ground between these phenomena. This speaking act, utterance, and text are all examples of a discourse paradigm [2]. Additionally, such a speaking act is frequently accompanied by nonlinguistic cues including facial expressions, gestures, and spatial activity of the interlocutors.

This expansion does not, however, resolve the issue of how SG (speech genres) and pragmatics of discourse relate to one another. Finding a common ground for these occurrences through linguopragmatics is a third strategy that is offered as a solution. In such a discourse paradigm, this speaking act, utterance, and text [2] are all relevant. Furthermore, such a speaking act is frequently accompanied by nonlinguistic cues like facial expressions, gestures, and the way the interlocutors move in space. The last category has a direct connection to the GC. Therefore, a category that may integrate itself into the most prevalent aim of the participants' talk is necessary for a proper comprehension of the character and substance of discourse. The use of Bakhtin's concepts about language-speech as actual reality and overcoming Ferdinand de Saussure's "abstract objectivism" are best accomplished through communicative speech genres and pragmatic research methodology. Recall the scientist's methodologically sound assessment: "The social event of verbal interaction that is accomplished by the statement and the statements is the actuality of language-speech, not an abstract system of linguistic forms, an isolated monologic utterance, or a psychophysiological act. The fundamental reality of language is voice interaction [1, 58]." The functional-semantic link of language-speech with event and pragmatic variables in oral and written communication is referred to as there being a voice interaction, presumably [5]. The theories of Bakhtin contributed significantly to the development of sociolinguistic theory and linguopragmatic-speech language [1]. The first route involves researching the functional aspects of language, including how it is employed in actual speaking circumstances and how an ethnolinguistic categorization team's conversational skills affect it. In this instance, language is being discussed as a norm of semantic fields, a characteristic of many cultures, of language behavior, etc. The pragmatic possibilities of speech, language, and communication-situations, as well as methods of language comprehension, are the second direction of the emphasis. Finding a secret discursive thread that connects the linguistic structure's historical, cultural, and pragmatic facets is crucial for internal stimulus and interpersonal engagement. The foundation of such an integrated strategy is the notion that discursive language forms the fabric. But discourse "is not only a language for a micro-text level," as the saying goes. A number of notions, including discourse production, interdiscourse, intradiscourse, and preconstruct,

constitute the foundation of its nonlinear structure [6]. The latter are linked to presuppositions and paraphrases that illustrate cultural discourse.

The object of discursive action was once linked to language, which is why it was referred to as a person's language in linguistics. As a result, the subject of discursive activity includes language, culture, as well as the issue of the treatment of symptoms. Their fundamental nature is ambiguity: speech, or more precisely discursive ideologies, serve as a specific incarnation of material culture, while discourse itself is a specific embodiment of linguistic consciousness. It should be kept in mind that a significant portion of the subconscious mind is where the language person's awareness is located. Additionally, as language consciousness is a particular embodiment of discourse, the discourse and its unconscious speech control processes are equally significant (a product of discursive activity).

3. Methodology

A BBC internet story provided the information. According to Van Dijk's methodology, the article's headline will be examined in relation to the article's content in terms of pragmatic and semantic aspects, as well as how context, as a subject of a study of critical discourse analysis, functions as a resource of power that shapes people's perceptions.

In our discourse analysis, we will focus on the media context as a particular type of discourse that is also a source of power, and how media may affect people's minds, such as their knowledge or beliefs about the world's circumstances, as described in our article. We shall rely on Van Dijk's sociocognitive approach to context in our investigation.

Discourse analysis, according to Van Dijk (1980), is the study of the structures and purposes of real forms of language usage. According to him, discourse is a form of natural language utterance that achieves a series of phrases that fulfil a number of criteria. These characteristics relate not only to grammatical elements but also to the pragmatic and semantic facets of the textual nature of the sentence-sequence combinations used to convey a discourse. A form of discourse analytical study known as critical discourse analysis (CDA) focuses on how social power abuse, domination, and inequality are expressed, reproduced, and resisted in text and discussion within the social and political environment (Van Dijk, 2001). Additionally, CDA emphasizes how language patterns affect mental representations. Topics may affect what readers or listeners deem to be the most crucial information in a text or conversation, and as a result, they may correlate to the highest levels of their mental models at the global level of discourse. For instance, mentioning such a subject in a news headline may have a significant impact on how an event is characterized in terms of a "preferred" mental model. Similar to this, reasoning may be convincing because the recipients take the societal beliefs that are "hidden" in its implicit premises for granted. The social power of institutions or organizations is expressly referred to as a crucial concept in the majority of critical discourse studies, and Van Dijk characterizes this social power in terms of control. Therefore, groups have (more or less) power if they can (more or less) direct the behaviors and thoughts of (members of) other groups. In our example, we shall see this power in the media. This power requires privileged access to limited social resources, such as force, money, position, celebrity, expertise, information, "culture," or even diverse

kinds of public speech and communication (Van Dijk, 2001).

4. Data analysis

The control of group power extends beyond content to include the management of speech and textual forms. Members of strong groups may choose the (possible) discourse genre(s) or speech actions for an occasion based on the text and context. Van Dijk (2001) describes context as "the mentally represented structure of those properties of the social situation that are relevant for the production or comprehension of discourse" (p. 356), and controlling context entails control over one or more of these categories, such as defining the communicative situation, choosing the time and location of the communicative event, or choosing which participants may or must be present, and in what roles, or what knowledge is known.

Additionally, given a particular situation, some meanings and speech formats have a stronger psychological impact than others. People perceive and represent not only text and conversation but also the entire communicative situation, which is where contextually based control comes from. Thus, CDA analyzes how members of dominated groups describe the communication situation in relation to context elements (such as the characteristics of language users in powerful groups) (Van Dijk, 2001).

"In a few words, the headline captures the core of a complex news article. It rapidly and accurately provides information while piquing the reader's interest (Ungerer, 2000, p. 48). News headlines have a crucial role in how readers understand a news piece since they serve as markers for attention, perception, and the reading process (Van Dijk, 1988). The concepts and rhymes are succinctly realized in the headlines and lead paragraphs, claims Sheyholislami (2001). According to Dijk (1998), headlines show the unity of discourse as a source of information, and readers who have their own opinions and views tend to follow the definitions offered by the media of the significance and volume of the released information on an event. According to Kress (1990), the defined statements not only express but also are structured with a certain ideological goal in mind. News stories are preceded by newspaper headlines. Additionally, headlines reveal social, cultural, and national representations, and frequently, the public considers headlines to be more important than news stories. Due to particular linguistic characteristics that make them memorable and potent, their influence is likely to be greater on the readers (Develotte & Rechniewski, 2001).

Newspaper headlines not only summarize the material, according to Claude (1980) (quoted in Develotte & Rechniewski, 2001), but they also provide hints on how to decipher the signals contained therein. The reader can properly understand social and cultural allusions by grasping the totality of the assumed and viewpoint knowledge. While the news story itself serves as the primary channel for interpretation and evaluation, headlines serve as overall indications regarding the facts in the piece (Galperin, 1977). The contribution of pragmatic and semantic features must also be carefully addressed in order to comprehend the so-called "labor split" between the title and its content. Van Dijk (2009) focuses on cognition and mental representations of context from a socio-cognitive perspective. He defines context as the subjective ways in which participants—speakers (writers) and recipients—interpret, construct, or

portray these social aspects of social circumstances that have an impact on how they produce or comprehend their talk or writing. Since participants in a communication event may understand the many components of the social environment differently, he believes that this scope is crucial in the context of text and speaking. According to his claim, "the participants themselves define a context as what is significant in the social situation" (p. 4). Van Dijk contends that while spoken language requires a vast amount of knowledge, language users in interactions only express what is pertinent to the situation, leaving a number of meanings and inferences implicit, either because they are inappropriate, irrelevant, or able to be inferred by the recipient. Therefore, comprehension of text or speech includes both the building of its referents (or extension) in terms of mental models stored in episodic memory as well as the creation of its meaning (or intention) in terms of some semantic representation. On the other hand, discussing particular occurrences verbally or in writing, as in storytelling or news reporting, is predicated on the individual, subjective situation models that language users construct of such events. Van Dijk (2007) notes that social representations, such as sociocultural knowledge, group attitudes, norms, values, ideologies, and other forms of social cognition shared by members of the same social group or community, are related to context models. These representations are general, shared social representations. Language users can learn from their everyday experiences, views on social cognition, social representations, and other types of socially shared ideas dependent on these representations, which play a part in the very building of new context models. He adds that language users require semantic and pragmatic understanding of the language in addition to the significance of social knowledge.

Thus, in Van Dijk's view, context (text or discourse) is assessed in light of the users' knowledge, or mental representation, which includes their pragmatic and semantic knowledge, social knowledge, prior knowledge of any subject, attitudes, and cultural background. All of these many types of information contribute to an accurate interpretation and comprehension of the circumstance, which impacts their ability to produce and comprehend. Discourse cannot and should not replace them, despite the fact that discursive notional construction and propose a language, implicated in the culture and to the subconscious, do so. Internal communication and discourse speech genres through the text, which is actually the subject of discourse analysis, are understood to exist.

5. Conclusion

Van Dijk's method makes it obvious that language users' ability to make an accurate interpretation of a text depends entirely on their prior knowledge, general knowledge, and shared knowledge. By interpreting cues and markers in the headline and text and relating them to their knowledge, readers can better understand the idea of the text and arrive at the writer's intended idea. Semantic and pragmatic knowledge, which are components of the users' cognition of their language, play an important role in this process.

This study's findings may be summarized as follows:

1. Different pragmatic and semantic elements can be found in headlines. They assume concepts and force readers to use their general knowledge to draw the appropriate conclusions.

2. The headline is a component of the entire, or it is a section of an article that gives readers explanations and information about the title.
 3. The primary purpose of headlines is to provide the reader with a concise summary of the material that follows. At the same time, the context clarifies the headline's underlying assumptions and forces readers to use their prior knowledge to draw the appropriate conclusions.
 4. The goal of publicistic style is to have a significant impact on public opinion and persuade readers to agree with the article's point of view; yet, achieving either of these goals is scarcely considered a success.
 5. The reader will be able to deduce the writer's intended meaning using their semantic understanding of the text (references, metaphors, entailments, coherence, etc.).
 6. Through their shared understanding of culture, society, and language, readers are helped by pragmatic knowledge to comprehend the situation's context.
 7. It is obvious that context characteristics in critical discourse have the power to shape and mold people's brains, including their knowledge and attitudes.
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