

A Critical Discourse Analysis of Pakistani News Channels: A Depiction of Society and Linguistic Devices

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Abstract

In this modern era of rapid communication, media works wonder and plays role in analyzing people. Things are seen and evaluated by the perception of media. This study aims to analyze the Pakistani News Channels GEO, ARY and BOL Headlines through Critical Discourse Analysis. News headlines have great importance because they represent the issues and facts tersely. These also present the importance of every major and minor issue in the society by highlighting them in a sophisticated and presentable manner. This research critically analyses the news headlines taken from three Pakistani news channels. The chief concern of this research is to discover the role of news headlines in highlighting the society, to find out the figurative devices, and to evaluate how these channels report and transmit the same issue in a different way according to the need of their respective interest.

Key words: Critical Discourse Analysis, Media Discourse Analysis, Ideology, Transmission

Introduction

Human history has been under spells of many innovations that have altered the shape of this globe. Among such great inventions are the ways and modes of communication that have revolutionized the world by reducing the distances. Modern age is connected by the epoch making progress of communication even this digital communication and modes of transmission have ushered in new era where communication has affected human psyche and temperament in diverse ways.

As Aristotle rightly said that, "Man is a social animal". For being a social man, it is necessary to be aware of the prevailing social, political and economic situations of the society in which we are living. Media is only source to spread the information about every happening and incident that is happening in the society. There are numerous ways and modes of communication including TV; Radio and Newspapers. These modes of communication are included in Mass Media. Mass media is defined as the mode of communication, that a large number of people have an access to it globally. It was established 500 years ago. The very first development in the field of mass media was the inventions of printing press in 1456. Thus, Newspapers are the oldest form of mass medium. The first systematic newspapers appeared after 1600s. The first newspaper in England was published in 1653. Slowly and gradually the development of magazine took place and the first English Magazine established after 1704. Finally, electronic media

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established rapidly as compared to newspapers and magazines. The first revolutionary and technological invention of radio came into being in 1920. Its popularity paved the path for other mass media such as telegraphs and telephones finally opened the doors for the development of mass media in the form of television with the display of picture and dissemination of information across the globe.

The revolution that mass media has brought about in providing information and keeping aware the public about issues, realities for many years is worth appreciating. In this modern era of rapid communication media keeps an eye on every single event and gives minute details of it. Things are seen and evaluated with the eyes of media. It is easy to live without culture but it sounds awkward to live without media in this age as it is the most convenient and reliable source to get the latest news and information from surroundings.

The public get the awareness about global and local events through media .Therefore media has a significant role to prioritize and reshape the news. In this way, people are influenced and inspired by media.

Background of the Study

The language is a tool used for an effective communication. It is a form of language that holds the attention of audience and propels them to watch something. The use of sophisticated, figurative and manipulative language has a great significance to attract the audience towards particular issue. A skilled language appeals the viewers and represents the ordinary issues as an extraordinary. A skillful language does not only specify the issues but also raises the importance of the major and minor events, incidents, subject matters and topics in the society. Thus, skilled language has a great importance in Mass and Electronic media to shape and represent world and issues.

Nowadays, the language and its usage in Media have a great importance as it is studied under the subject of Critical Discourse Analysis. A number of research papers and articles are published regarding this research. Similarly, this research is all about the Critical Discourse Analysis of Pakistani News channels Headlines. News headline has a great importance in this modern era. As these represent the issues and facts in short time. News headline also raise the importance of every major and minor issue in the society by highlighting them in a sophisticated and representable way. Therefore, this research critically analyses the news headlines taken from three Pakistani news channels. The focus of this research is to evaluate the difference in which the same event is represented in a multiple ways.

Furthermore, this research aims to find out the figurative devices used in the news headlines and the importance of news headlines in shaping and representing the modern society. Thus, this detailed research analyses the news headlines from the linguistic perspective that is Critical Discourse Analysis.

What is Critical Discourse Analysis?

Critical Discourse Analysis is defined as the field of linguistics, which examines the language from the perspective of discourse and society. According to Brown and Yule(1983) Critical Discourse Analysis

simply evaluate “The language in use” .According to the two , “Work of language is not only to reflect reality but creating reality”.

Critical Discourse Analysis studies the social systems of society such as inequity, supremacy, communal control, exploitation, and how these forms are enacted, legitimized, reproduced, and hindered by text and talk in social and political context(Van Dijk, 1993).Fairclough and Vodak (1997) suggests the some fundamental principles of CDA. Firstly, it reports the social matters. The second tenet of CDA according to Fairclough (1997) is ideology as it works from the ideological perspective of language. Thirdly, it organizes culture and society. The fourth principal of critical discourse analysis is interpretation and explanation. Critical Discourse Analysis aims to indicate how textual structures are used to reveal different stylistic features or genre. The additional comprehensive understanding of discourse is offered by such an analysis when all these elements are combined. Through the combination of stylistic features and genres, the additional and thorough understanding of discourse is provided. Discourse is placed in social and cultural framework and finally indirect ideologies are revealed which lies in the text.

The framework of CDA suggested by Fairclough (1997) has a great significant in research works. Fairclough (ibid) proposed the framework of CDA in which analysis of media texts and conversations are involved. According to Fairclough (ibid), CDA evaluates the deeper and thorough investigation of language forms. He categorizes the investigation of text under four key headings; in which text structure, cohesion, grammar, and vocabulary are included. Moreover, he discusses and adds three more notions of CDA, which are considered to be the definite features of text and they take the great part in order to critically analyze the discourse. The inter-textuality of the text, the influence, and power of utterance, and unity of the text are the dominant concepts regarding Critical Discourse Analysis. The third level of CDA suggested by Fairclough (ibid) is the analysis of socio-cultural elements in which the evaluation and analysis of power relations of society are involved.

Media Discourse

In the book, “Media Discourse” Fairclough (1997) discusses that media proclaims its influence by setting its agenda for the viewers. Media has a great power to shape peoples’ views, concepts, ethics, dogmas, and affairs that are prevailing in the society. According to Fairclough (ibid) the role of media is appreciable and undeniable. Moreover, he credits media to have a significant power to narrate the news with manipulated language. Thus, the logic behind the selection of CDA is to evaluate the news discourse from the perspective of figurative, vocabulary, and the importance of the manipulative language used to attract the audience towards the issues and events of society.

Media has motivated various critical studies in different disciplines, such as pragmatics, semiotics, linguistics, and discourse studies. Thus, the impact and power of media cannot be denied (Van Dijk, 1993). In the explanation of media news, Van Dijk (1988) notices the concept of media news in regular practice and provides some concepts such as, new information about the world and its ongoing situation, news items are presented in a type of Program (TV or radio), and news items or news report, or simply it is a discourse which is on a radio, TV, or newspaper and provides the fresh information about events, persons, actions and the prevailing state of society (Van Dijk, 1988).On the other hand, Fowler (1991)

explains media discourse in another way, for him, media discourse is the product of social, political, economic forces rather than reflection of reality. However, in the view of (Van Dijk, 1988) news is not considered as a depiction of reality, which could be exact or prejudiced, rather society is usually created with help of news. In his opinion, news should be analyzed or studied essentially as a practice of public discourse. In the literature of news bulletin and news headlines, mass communication research, news media addresses, the cultural, social and economic aspects as well.

Research Objectives

- To find out the figurative devices used in news headlines to attract the audience.
- To evaluate differences in news channel headlines.
- To discover the role of news headlines to display and expose the world.
- To analyze the significance of news headlines from the aspect of discourse and society.

Research Questions

- How news headlines play an important role to show the picture of society?
- How figurative use of language influence and appeals the audience to watch the news?
- How the news channels convey the same issues in different ways?
- How news headlines are important from the aspect of discourse and society?

Purpose of the Study

The research aims to analyze the Pakistani News channel headlines from the linguistic perspective of Critical Discourse Analysis. The chief aim of this research is to analyze the manipulating use of news anchors that not only attract the audience but has great power to change the minds and ideas of the viewers. This is done through the figurative language and rhetoric devices deliberately used to inspire the audience to watch and listen to news. Thus, the purpose of this study is to analyze the ways in which the same event is represented in different ways in news headlines.

Basic Assumptions

- News headlines have a great significance to show the image of society.
- The use of figurative language influence and appeals the audience to watch the news
- The importance of news headlines from the aspect of discourse and society.

Limitations and Delimitations

As Mass media is the broader field in Pakistan the progress and development of Mass Media in our country is noticeable. Numerous news channels have emerged in order to provide the information and aware the public from the prevailing situation. Due to the shortage of time, this research is limited to three viewed news channels, ARY NEWS, GEO NEWS and BOL NEWS channel. The research is further delimited to the 9p.m News headlines. There are two reasons behind the selection of 9p.m headlines as this is specific time when most of the families get a chance of gathering after regular tasks. Another

reason is; it is a time when comprehensive and thorough news are provided to the public in 9 p.m news headlines.

Literature Review

Critical Discourse Analysis is the method to evaluate the discourse from multiple aspects. It is branch of modern linguistics originated in the late 1970s and developed gradually in the turn of 20th century. The chief concern of CDA was not only to put what language is, but it also provided condition that why language presented to be in such a state. The core aim of CDA is to explore the meaning of discourse and how discourse is produced and interpreted along with meaning. The purpose of CDA is to expose the impact of beliefs on discourse. In addition, it also studies the power relations and social structure in the form of language. In simple words, CDA aims to explore the relationship between language, ideology, and power. M.A.K Halliday proposed the main theoretical function of CDA as Systematic Functional Linguistics in which some other disciplines of study are included such as psychology, ethnology, mass media, and takes them with the Linguistic studies. The study Of CDA holds the attention of many scholars in recent times.

The critical study of discourse started in the late 1970s, and advanced on in the turn of the century. The great achievements of CDA have made in China and abroad up to now. Fowler (n.d), Kress (1990), Fairclough (1997), Van Dijk (1993), Wodak etc are the representatives of CDA. M.A.K. Halliday and other linguistics scholars have contributed to develop the theoretical and other discourse analytical approaches regarding the critical study of discourse. The term Critical Discourse Analysis emerged from the linguistic field Critical Linguistics. Indeed, CDA is seen as a development of critical linguistics and it has advanced the study of discourse analysis from critical perspective. (Hailong, 2006).

The book *Language and Control* highlighted the term “Critical Linguistics” (Fowler).

The book was written by Gunther Kress and Roger Fowler in 1979. Therefore, Fowler and Gunther both linguists are considered as the pioneers of ‘Critical Linguistics’. This book is based on the fundamental theoretical framework of Holliday’s SFL method. In the view of Fowler and Kress Critical linguistic Analysis is an “Influential instrument which studies the process of ideology, which intervene with the connections between power and control”. (Fowler et al.,1979, p.186). Moreover, his chief concern was to study the methodologies and ideologies. On the other hand, Gunther Kress made great efforts to contribute the particular use of linguistic concepts. According to Kress(1979) CDA is a type of popular discourse. During this period, the main focus of linguistic researchers including Gunther and Kress(1979) was to explore that how discourse works in the ideological and political process. It was done through the application of systematic social and linguistic analysis. Fowler and Kress (1979) have made up the new paths and opened the doors in order to develop the linguistic field CDA. The explanations key terms concepts and theoretical framework suggested by Fowler and Kress applied by many other linguistics in their own studies. After 1970s the focus of Fowler was shifted towards the study of CL, his whole attention was the interdisciplinary studies of literary criticism, and linguistics during the early 1980s CDA advanced at a relatively low speed.

In 1985, Gunther suggested some new ideas in his article named as *Discourse, Texts, Readers and the Pro-nuclear Arguments*. In his view the inclination of critical linguistics is to be concerned with readers, which is to recognize the purpose of evaluating the social ideology during the practice of prevailing research accomplishments. Afterward, in 1986, the book *Linguistic Criticism* was published written by Fowler (1979). In addition, he wrote an article *Notes on Critical linguistics*, in which his focus was again return towards the study of CDA. On the other hand, in 1980s the study of CDA appeared to become in to stage of fast progress. The studies and research articles appeared as numerous books signified a founding signs of such a phase, The book *Prejudice in Discourse*. (Van Dijk, 1984), *Language and Power* (Fairclough, 1989) *Language, Power and Ideology* (Wodak, 1989).

There are two aspects to figure out reasons for the birth of CDA theory. Firstly, it keeps the term ‘critical’ as it holds the attention towards the critical principle of the prior studies. On the other hand, instead of using the term “linguistics” it takes the word “discourse analysis” which shows that CDA is not limited to the obsolete Halliday’s SFL framework, because it takes the perception of “discourse” from social science. In other words, CDA takes the critical feature of Critical Linguistics by taking the defects and cures of Critical Linguistics and therefore it extends the systematic methods used in discourse analysis from a critical viewpoint.

In 1990s, linguists published numerous articles and reviews related to CDA. An academic journal *Discourse and Society* was founded to provide the interactive platform to exchange the ideas and perception about CDA. A university professor of Amsterdam Van Dijk promoted this academic journal.

In 1991, a successful seminar of Critical Discourse Analysis was held and this seminar opened the doors for the further development in the different fields of CDA. It also paved the path to linguists to study directly and exchange their perception about CDA. Teun van Dijk (1993), Fairclough(1997), Kress (1990), Leeuwen (n.d), and Wodak (2007) these all linguistic scholars put their efforts and contribution in order to develop the school of CDA.

There are different foci and approaches to study CDA. Such as, Fairclough (1997) takes SFL, social semiotics and sociology as a linguistic and theoretical framework of his studies; while Ruth Wodak (2007) argues that historical context (including society and politics) should be placed in the studies of CDA. He developed CDA from the historical viewpoint and put his study approach as a historical discourse analysis. On the other hand, cognitive and text linguistic approach was applied to study the discourse by Van Dijk (1993). He suggested that a social cognitive approach should be applied to analyze the discourse. According to Chilton (2007) developmental psychology and cognitive science should be included to study the discourse from critical side.

Research Methodology

Population of the Study

The researcher has designed target population of students of B.S English Part –I, Part-II, Part –III and Final year students studying at Sindh University Mohtarma Benazir Bhutto Shaheed Campus, Dadu .The

current study comprises the number round about 49 as well as 06 participants who have experience of internship in T.V channels are included as the participants in population of the study.

Sample and Sample Technique

The students of B.S English from part one to final year currently studying at the campus and the numerical ratio of participant was round about 49 like 14 were chosen from part one, 12 from part two, 12 from part three and 12 from final year as population sample .All the sampling was both random and convenient even the participant were given questionnaires carrying multiple question about manipulation of media and were asked to tick the options and further they could add suggestions for the future guide of the researcher.

Multiple questionnaires were 13 different items and few of them carried blank underline spaces for the suggestion on the part of the participants for the assistance of the researcher .The sampling was random and convenient as in which participants were given questionnaires to fill or tick them .All the participants were from B.S English part one to final year.

Instruments

There are numerous tools for data collection but for this research study the tools are questionnaires and observations of the researcher among participants. The researcher has designed questionnaires to analyze the responses of participant through the method of discourse analysis. The researcher for selected few channel and the news headlines aired on those channels at 9: 00 pm from 21 to 26 September respectively. The obtained data from the responses of the participants has helped researcher to analyze the discourses of headlines on given days and given at given time.

Framework

Ideological construction through the CDA framework given by Fairclough(1997). Three Pakistani news channels headlines are compared in through the Fairclough's theoretical framework. The comprehensive texts and particular socio-cultural and inter-textual examination have been carried out. Moreover, questionnaires are the part of this research as well, as the views of audience are included in this research through questionnaires. The investigation of news headlines exposes that Pakistani news headlines are pervaded with concealed ideologies and power relations, while the feedback of the audience reveals their opposition for entertainment concerned, overstated, partial and smoothly informative headlines.

This research used a comprehensive method to examine the ideological construction behind providing the impartial information. This research mainly depends upon the critical discourse analysis (CDA) and the theoretical framework of this research is method of critical discourse analysis. Fairclough's (1997) suggested the three dimensional evaluation of every outgoing occasion. Hassan (2018) used three dimensional method of analysis. First level of analysis contains the textual and linguistic analysis; discursive analysis is included in the second level while the third level contains the socio-cultural phenomena and social practice.

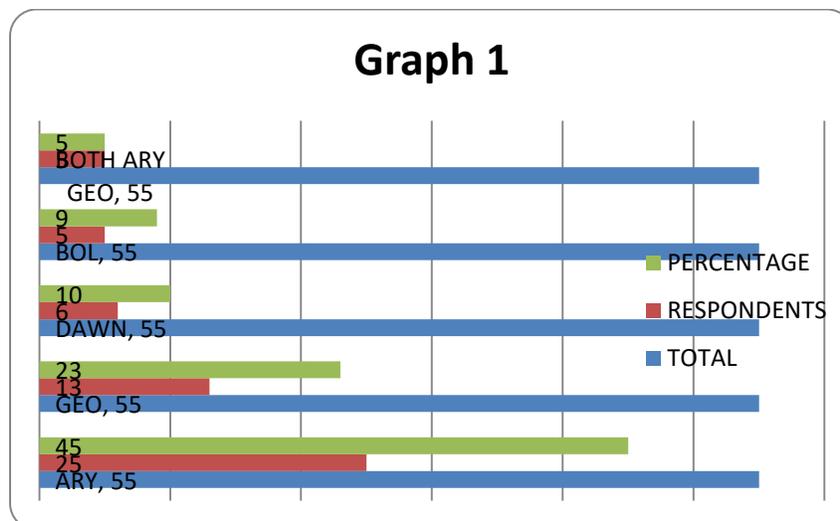
The purpose of the research lies in the role of news headlines in framing the ideologies, and how a variety of communal, political, financial, and traditional principles affect the mass media. Therefore, the focus of the research is to investigate that media has a great power to influence the viewers through the manipulative use of language. Thus, it was acclaimed that media is taken as the fourth pillar of state after executive, legislative and judiciary. As the focus of this research is to explore the ideological construction and besides it has some minor objectives as well. Such as to explore the role of manipulative language and choice of words in headlines, to analyze the influence of message is enhanced by the way in which it is presented in news headlines.

Furthermore, this research also examines the role of news channels' headlines to mark the identities propagated through certain ideologies in Pakistani news channels' headlines and to find out the susceptibility of audience towards the linguistic style of news headlines and framing of the world in these headlines. The comprehensive methodology is used to proceed with the research. The researcher has carried out the both qualitative and quantitative method. The Fairclough (1997) framework is used to analyze the text, in which rhetoric, bias, style, cohesion and lexical items are considered in the 9p.m news headlines of ARY, GEO and PTV. This method is regarded as the qualitative analysis. On the other hand quantitative method is used through the online questionnaires from the news listeners.

The researcher has collected data from three news channels. The 9 pm news headlines are taken in this research. The researcher has collected the 9 pm news channels headlines of 20 Days. Hassan (2018) has contributed a lot as the method and some tools are taken from this research with some variations.

Results/Findings

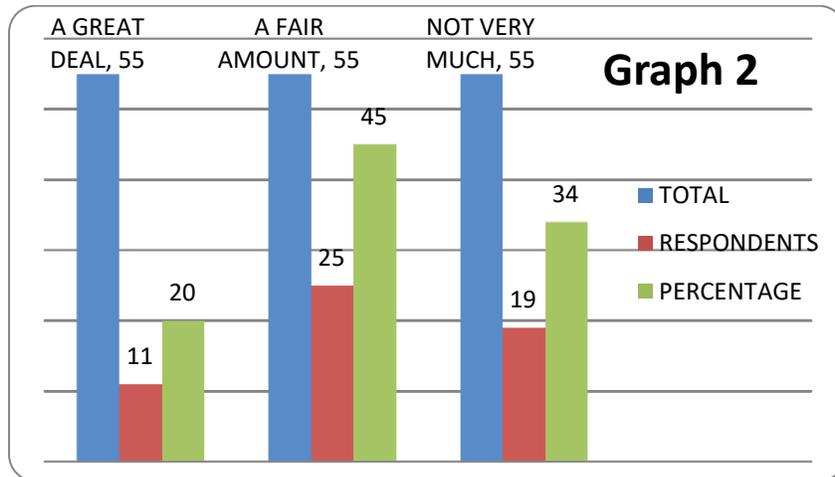
Which of the following news channels do you prefer for news headlines at 9 pm?



The total number of participants was 55. Out of 55 participants 25 selected the ARY NEWS channel, which made the 45 percentage of ARY viewers, 13 respondents selected the GEO NEWS channel which made 23 percentages of GEO NEWS viewers. Out of 55 respondents, 6 participants choose the DAWN

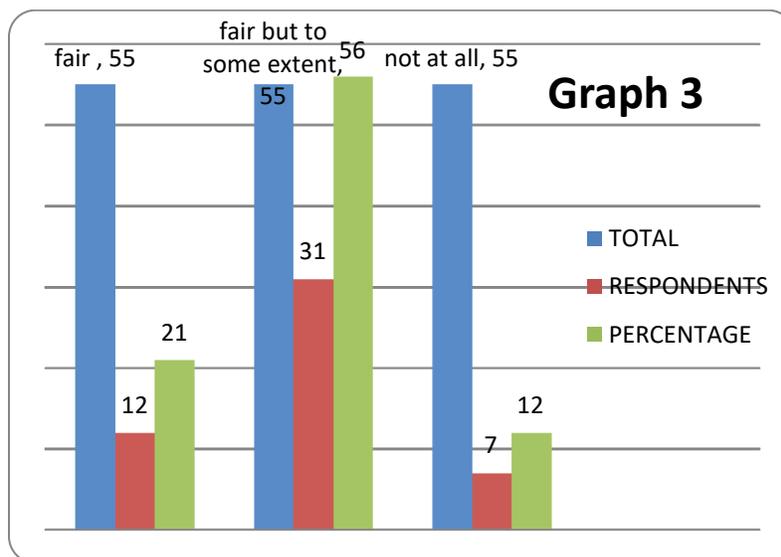
NEWS channel and their percentage was 9. Out of 55 participants 5 selected the BOL NEWS and 5 selected both ARY and GEO NEWS which made the percentage of BOL NEWS and both news channels 5% respectively.

How much consistent you are in watching 9p.m.news headlines?



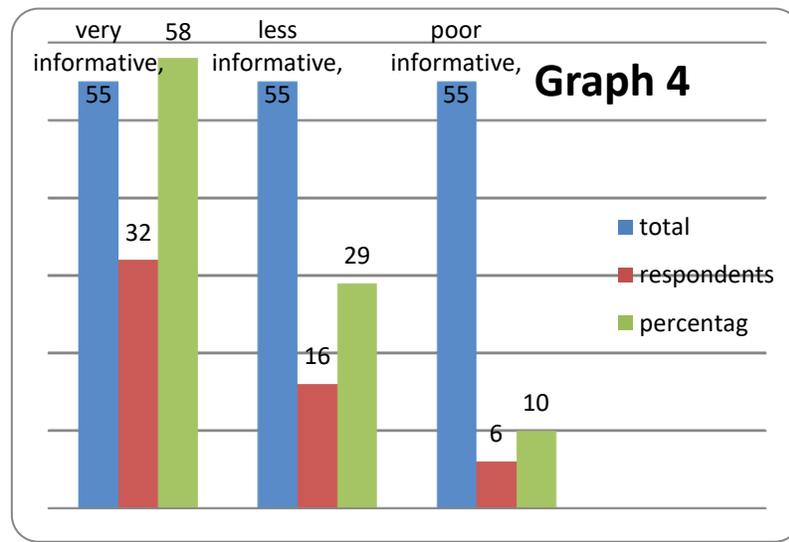
Similarly, out of 55 respondents, 11 selected “A GREAT DEAL” which made their 20 percentage, 25 selected the option “A FAIR AMOUNT” which made their percentage about 45. Rest of 19 selected “NOT VERY MUCH” and their percentage become 34.

How fair do you feel that your news channel is its reporting of news? (Fairness means trustworthiness and honesty)



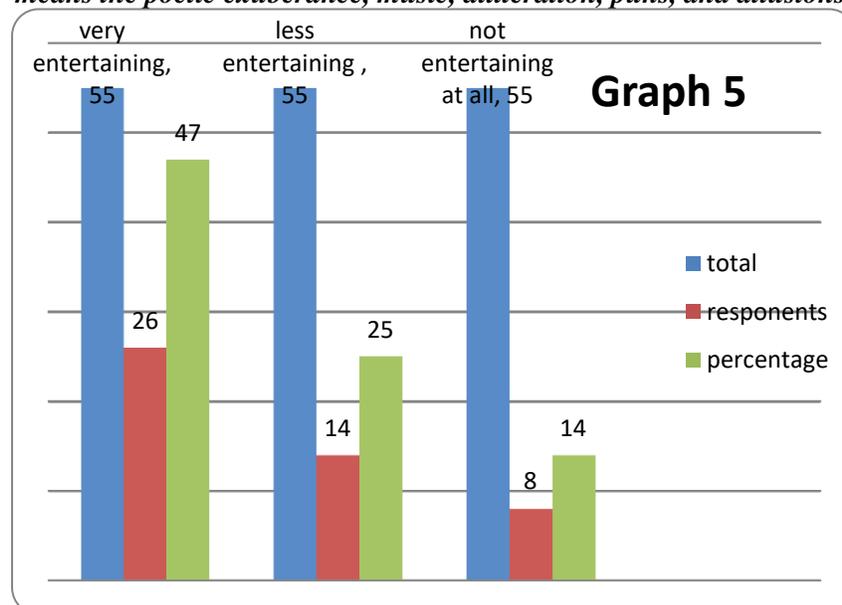
Here 21% participants selected their reporting of news channels as “FAIR”. While 31% selected “FAIR BUT TO SOME EXTENT” and rest of the 12% participants responded negatively with “NOT AT ALL”.

How fair do you feel that your news channel is in its reporting of news? (Informative means how much the content is enlightening and informative)



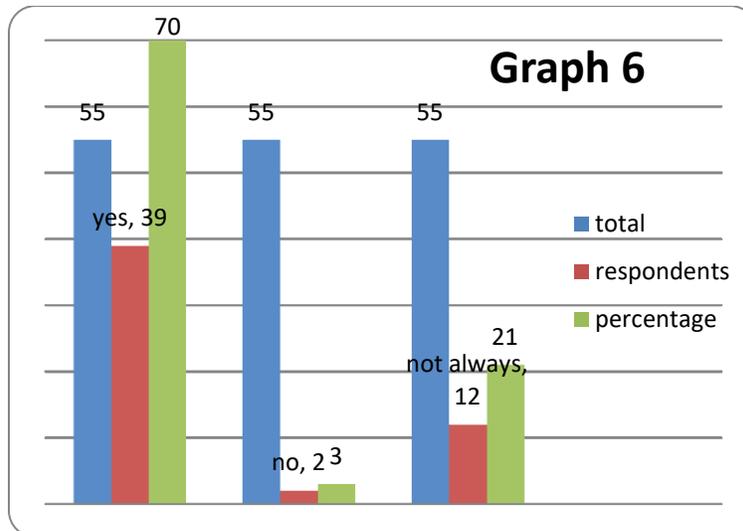
In the matter of conveying information 58% responded “VERY INFORMATIVE” while 29% participants selected the option “LESS INFORMATIVE” and rest of 10% participants responded negatively as “POOR INFORMATIVE”.

How entertaining do you feel that your selected news channel in its reporting of news? (Entertaining means the poetic exuberance, music, alliteration, puns, and allusions)



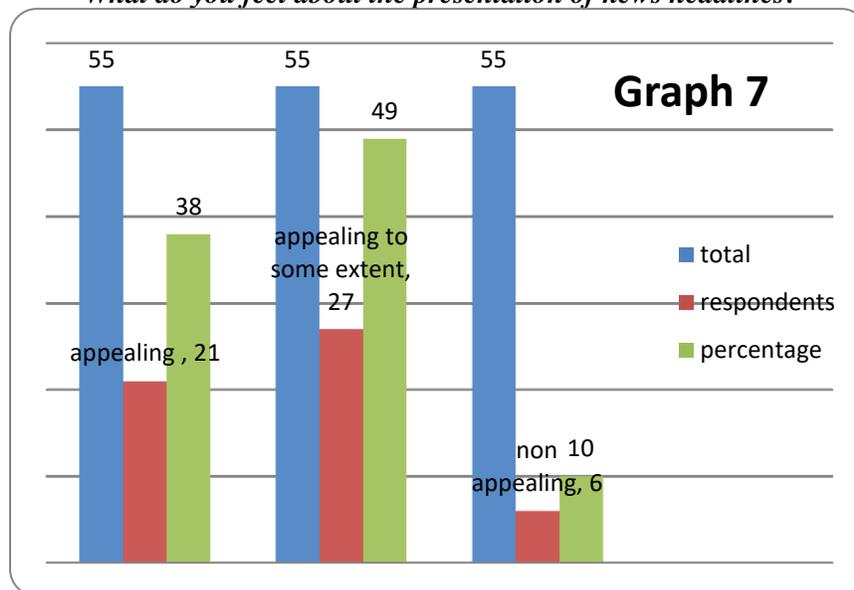
In the case of entertainment, 47% responded their reporting of news channel as “VERY ENTERTAINING” on the other hand, 25% participants responded as “LESS ENTERTAINING” and rest of the 14% participants responded as “NOT ENTERTAINING AT ALL”.

Do you understand the content of news headlines?



In the case of content understanding 70%, participants responded “YES” only 3% participants responded “NO” while the rest of 21% responded as “NOT ALWAYS”.

What do you feel about the presentation of news headlines?



In the same way, about the presentation of news headlines 38% participants responded as “APPEALING”, while 49% responded as “APPEALING TO SOME EXTENT” and rest of the 10% participants responded as “NON APPEALING”.

Discussion

How does News headlines play Important Role to Represent Society?

The first research question aims to understand the role and significance of news headlines to represent the society. The data taken from news channels ARY, GEO and BOL news channel dated from 21st to 26th September and the data collected from targeted participants in the form of quantitative research tool (questionnaires) proves that news headlines play a prominent role and has a great significance to represent the society. The targeted participants who are consistent in watching news share their views that news headlines have a great significance to represent the each and every aspect of society in a short time society. They admit that in this rapid age of development, people do not have enough time to watch the detailed one or two hours news thoroughly. In this situation news headlines are the only way to get aware about the social affairs in short time of 15 to 20 minutes. As the news headlines consist of every single issue prevailing in the society, such as politician could easily get in short time situation of a country. In this situation news headlines are the only way to aware about the social affairs in short time of 20 to 15 minutes. As the news headlines consists of each and every single issue prevailing in the society. Such as a politician could easily get what is the political situation of a country, a trader or a businessman get the news about stock exchanges, similarly, the public is getting the information about every issue such as tragedies, accidents, natural disasters, sports, showbiz, entertainment etc.

Thus, the audience believed that news headlines are the great source to connect with the society. In short time of 10 to 20 minutes people could get what is happening in their society and the whole world. People believe that headlines are time saving as well, as everyone could not watch the detail. Similarly, the targeted data headlines also prove that news channels are highlighting each and every big and small issues of the society and the world as well.

How Figurative Language Appeals The Audience To Watch the News?

Data taken from the ARY, GEO and BOL NEWS prove that news channels are depending upon the elevated, figurative and manipulative use of language. The headlines are designed carefully with lexical choices, poetic tone, rhyming words. Sympathetic emotive tone and words are the part of news headlines as well. Data analysis proves that BOL NEWS channels use figurative devices such as alliteration, assonance, consonance, paradox, metaphors and anti-thesis frequently. On the other hand ARY NEWS channel is careful about the lexical choices. Idioms, personification, and poetic exuberance are also noticed in the ARY news headlines to some extent. ARY is not totally depending upon the highly elevated use of language. In contrast to ARY NEWS, GEO NEWS depends upon the elevated use of language mostly. It was noticed that GEO NEWS channel use multiple figurative devices such as rhyming words, alliteration, paradox, assonance, consonance, poetic tone, sympathetic and emotive words all are the part of GEO NEWS headlines.

However, the data collected from the targeted population proves that the figurative use of language in the news headlines is not liked by audience in a real sense. The targeted participants suggested that headlines should be designed without adopting extra words, poetic exuberance is not necessary for the news reporting. The targeted participants of the research were 55 in numbers in which 25 participants selected ARY NEWS to watch the news. The participants who selected ARY NEWS display their complain regarding the exaggerated and detailed political news headlines. They suggested that some other entertainment news, showbiz news should be included in news headlines. The ARY NEWS participants demanded the concise information of the issues and have complained about their style regarding the exaggeration. On the other hand, from the targeted population 13 participants selected GEO NEWS channels to watch the news.

Almost every participant displayed their irritation regarding their use of language due to their adopting upon the highly elevated and furnished use of language. They demanded the realistic tone in the style of reporting news from GEO NEWS channel. The participants from GEO NEWS also demanded the precise reporting of news headlines. The remaining 17 participants from multiple channels, such as, BOL, DAWN, PTV all demanded the real news without addition of extra and fake information. Almost 90% percent participants demanded that news should be reported without exaggeration and repetition of a single issue. From the targeted population 80% participants demanded to include some other entertaining, and informative issues regarding the recent technologies, world knowledge, educational and showbiz news etc. 70% participants suggested that news should be reported without adopting the poetic tone and exaggeration of issues. Hence, it is concluded that audience want a real and precise tone simple use of language without exaggerated, detailed, and highly elevated use of language.

How News Headlines Convey The Same Issue In a Different Way?

The third research question aims to find out the differences in reporting the same issue in different ways. In simple words this question aims to answer that how the news channels use the manipulative language according to their interest. The researcher found that the political matters, issues and matters reported by these channels according to their personal interest. The political ideologies are constructed behind the reporting of news. For ARY NEWS the ideology of Prime Minister is appropriate and it should be followed. Hence, they are showing the positive picture of the Prime Minister and try to show the negative picture of other political parties.

Similarly, GEO NEWS is not free from the bias reporting of news as they also support the ideology of Prime Minister and try to neglect the reporting of negative aspects and bitterly corrupted picture of his political party. Moreover, GEO NEWS channels also neglect to report any progressive and motivated picture of Prime Minister, rather they emphasize on the other political movements in the country. The budget issue and high expenses are the part of their news headlines to oppose the current government. Hence, it is proved that they are partial in the reporting of news according to their personal interests.

Moreover, BOL NEWS is not impartial in the reporting of news as they support the ideology of political party. Therefore, the data taken from the targeted news channels proves that news channels are bias and partial in their reporting of news.

The data collected from targeted population also proves that news channels are partial in their reporting of news as 54.54%-targeted population agree on the partiality of news channels in the reporting of news. Hence, the data collected from the targeted participants and channel proves that news channels are partial in the reporting of news and design the news headlines according to their personal interests.

Recommendations

- This study has analyzed the role and significance of news headlines to represent the society. The researcher took only Urdu three news channels to conduct the research due to the limitations.
- This study can be further replicated by different Pakistani Urdu, Sindhi, Punjabi and other news channels.
- This study concentrates the figurative device used in the news headlines hence it is suggested that this research could be diverted further by analyzing the syntactic or linguistic features of news headlines.
- It is recommended for the future researchers that many Sindhi channels should be selected for the research purpose for they manipulate too
- There should be a comprehensive research on emergence of media as manipulator.
- The researchers must carry out research study on the thematic and content analysis of the news headlines

Conclusion

Through the application of mixed methodology the researcher has found out the answers of research question. As the first research question aims at analyzing the significance of news headlines to display and expose the world. The researcher has analyzed the targeted data and proves that news headlines are playing an important role to represent society. The second research question aims to find out the figurative devices and their use to attract the audience.

Through the sample news headlines the researcher has proved that figurative devices and elevated language is used in news headlines mostly. While the response by targeted population shows that it does not attract the audience, rather distract the audience. The third research question was to evaluate the same issue in a different way. The data analysis proves that the political events are reported according to the need of their interest. Thus, it is to be concluded that the researcher has find out the answer of the targeted questions in order to conduct the research.

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