Abstract

This study aims at exploring relationships between language and ideology and the linguistic and communicative significance of the news reports in influencing reader's attitudes, following van Dijk's Socio Cognitive Model (2002). Media is the whole body of communication that addresses a large number of people around the world. This analysis will serve as an insight to the conventions that one of the most important component of media, news reports; employ to grab the attention of readers and to influence their mindset and ideologies. This paper is an attempt to show that news reports are working apparatuses of ideologies and the writer can influence the opinion and ideological stance of the reader. It is an attempt to show the way in which the beliefs and prejudices of a society can be reinforced by language use that supports an existing belief system. It reveals that how specific word choices enable speakers to manipulate the realizations of power and agencies to produce particular meanings which are always not explicit for all readers.

Key words: Language and ideology, van Dijk, Socio Cognitive Model, news reports, communicative significance

1. Introduction

1.1 What is discourse?

Ways of constituting knowledge, together with the social practices, forms of subjectivity and power relations which inhere in such knowledges and relations between them. Discourses are more than ways of thinking and producing meaning. They constitute the 'nature' of the body, unconscious and conscious mind and emotional life of the subjects they seek to govern (Weedon, 1987, p. 108).
1.2 What is discourse analysis?

"[Discourse analysis] is not only about method; it is also a perspective on the nature of language and its relationship to the central issues of the social sciences. More specifically, we see discourse analysis as a related collection of approaches to discourse, approaches that entail not only practices of data collection and analysis, but also a set of metatheoretical and theoretical assumptions and a body of research claims and studies."


Discourse analysis (DA) is a general term for the interpretation of written and spoken, signed language in use for a meaningful situation. The investigator identifies categories, themes, ideas, views, roles, and so on, within the text itself. It also identify commonly shared discursive resources (shared patterns of talking). The investigator tries to answer questions such as how the discourse helps us understand the issue under study, how people construct their own version of an event, and how people use discourse to maintain or construct their own identity.

2. Aims of Discourse Analysis

Events are trivialized when media focuses on only one aspect of the issue and conceals other side of the picture to benefit the groups other than the readership, such as the advertisers, the political parties, owner of newspapers etc. Readers have little or no control on what is being presented for them in news reports.

Implication of interpretation, elaboration and creation of a narrative by a news reporter in describing an event is influenced by editorial control. The owner of a newspaper has the power to influence the content of the paper, its editorial perspective and its political stance. These owners are often large corporations with a wide range of commercial and political interests. Reader is recipient of selected information on recent events which is likely to be presented with an ideological ‘spin’ that makes it too hard for the reader to make an un-biased and independent decision of what his actual view point of these incidents and events actually is. If people are not given the accurate information, it is difficult for them to exercise their choices appropriately.

In the meantime, it is significant that readers of news reports own a critical outlook and become critical readers, who are well aware of, and can identify swings and gaps in the information they are provided. Critical Discourse Analysis (CDA) helps achieving this critical and rational outlook to get a better understanding of the real motives behind the apparently presented picture.

3. Critical Discourse Analysis

Critical discourse analysis’ (henceforth CDA) subsumes a variety of approaches towards the social analysis of discourse (Fairclough & Wodak 1997, Pêcheux M 1982, Wodak & Meyer 2001) which differ in theory, methodology, and the type of research issues to which they tend to give prominence.
CDA was first developed by the Lancaster school of linguists of which Norman Fairclough was the most prominent figure. The approach draws from several disciplines in the humanities and social sciences, such as critical linguistics. Fairclough (1997) developed a three-dimensional framework for studying discourse, where the aim is to map three separate forms of analysis onto one another:

1. Analysis of (spoken or written) language texts.
2. Analysis of discourse practice (processes of text production, distribution and consumption)
3. Analysis of discursive events as instances of socio-cultural practice.

Particularly, he combines micro, meso and macro-level interpretation. At the micro-level, the analyst considers the text's syntax, metathoric structure and certain rhetorical devices. The meso-level involved studying the text's production and consumption, focusing on how power relations are enacted. At the macro-level, the analyst is concerned with inter-textual understanding, trying to understand the broad, societal currents that are affecting the text being studied. The reliability and the validity of one's research/findings depend on the force and logic of one's arguments. The validity of critical analysis is, therefore, dependent on the quality of the rhetoric.

Discourse Analysis and critical thinking is applicable to every situation and every subject. The new perspective provided by discourse analysis allows personal growth and a high level of creative fulfilment. No technology or funds are necessary and authoritative discourse analysis can lead to fundamental changes in the practices of an institution, the profession, and society as a whole. However, Discourse Analysis does not provide definite answers; it is not a "hard" science, but an insight/knowledge based on continuous debate and argumentation.

4 Application of CDA

As far as this research paper is concerned, it aims to critically analyze the hidden objectives of new reports along with their role in exploration of drawbacks prevailing in the system of Punjab police and the hidden causes behind their insane behavior. It is analyzed that how text is operating in its cultural context. The way in which biases and prejudices of people are reinforced by language is examined with the use of belittling, demeaning or derogatory terms towards the accused group.

5. SAMPLE

**News Paper: THE NEWS**
Page # 37, Section 7
Published on: April 15, 2012
News Reporter: Mazhar Khan Jadoon

5.1 Opening and Background:

The News is one of the most renowned newspapers in Pakistan and it aims to shed a light upon the prevailing conditions in the state and the havocs that are affecting masses and becoming a hindrance in good governance along with their suitable solutions. Use of derogatory remarks and coy with words made the expressions more influential and authentic. In the said news report which is about the inhumane attitude of police along with suggested solutions to the problem, CDA is applied to unmask the hidden
motives and meanings of the connotative expressions and words used by writer and real causes behind this cruel and unjust attitude of cops.

5.2 Topic under discussion

This report was published on Sunday, April 17, 2012 in THE NEWS in the wake of a hot-issue, which was a huge protest by dozens of angry protesters in Misri Shah against the killing of a youth by cops at the check point.

This report is not written to highlight the said incident but it is an attempt to highlight the efforts of the writer to figure out the real reasons and causes behind this insanity and brutality of police through 'discourse'.

Police in Pakistan, especially the Punjab Police, is considered by masses as a dumb and insane police who didn’t have any sense and regard for humanity. This report is an attempt to describe the ways and expressions used by writer to unmask the chief causes of this ruthlessness and the impact of external circumstances like impact of uniform colours on moods and behaviour of cops that leads to their unruly attitude and contributes in adding aggression.

6. Analysis

Headline of the news report says, "Change they need". The said headline seems encapsulating the story in minimum number of words and giving the readers the overall picture of the current issue. Words used are short, attention-getting, catchy and effective. The reader is left floundering as the meaning is almost irretrievably ambiguous until the accompanying article is read. In order to produce punchy and emotional headline, the writer has played with the standard order of words and phrases.

The statement used by writer raises so many questions. Who is addressed by the headline? This could be the voice of the writer expressing the sentiment it wants its readers to share, or it could be the voice of the layman or implied reader to whom the text is addressed. Now the question arises 'who' needs change: the cops, the Government, the System! Why are they in need of a change? What are the shortcoming and drawbacks due to which need for a change is felt?

Here, 'Change' refers to re-modification and reformation in the system of police; it refers to change in the malicious attitude and humiliating behaviour of cops towards common people. It refers to straightening the track of Punjab police. It refers to the change in nasty 'Thana culture' which is notorious for its brutality and unlawfulness.

The text, the layout and the style of representation of this news report seem to present facts in a way that is designed to arouse curiosity and hold the interest of readers. The opening lines of the news report run, "Dozens of club-wielding angry protesters blocked a road in Misri Shah on the night of April 10, burning tyres and blocking traffic"
With this striking opening, the writer has attempted to catch the attention of readers to the issue at stake. It is a noteworthy point that writer has started his report not with the action but with the consequences caused by that action because being more fierce in nature they are more capable of grabbing the attention of readers. The statement appeals to the reader to develop a sense of indignation or outrage.

In the third world countries like Pakistan, protestors often burn tyres and block roads to record their protest against injustices unknowingly taking revenge from themselves instead of political masters and cruel system. However, intension of the writer here is to open a hot topic for healthy discussion in order to find out the appropriate solution of the havoc of brutality of Punjab police.

‘This time the charged group was not out on the road wailing against load-shedding or hike in fuel prices, rather they were marching towards the Misri Shah police station to thrash some policemen there to avenge the killing of a youth who was shot in the head by cops at a checkpoint’

By elaborating the reason of protest in this way that protestors were not furious and on the roads to raise their voice because of load-shedding or increase in fuel prices, the writer is indicating the major issues in the society which are more troubling for masses and due to which they are again and again compelled to come out for protest against government. Most of the protests in the country are due to said issues of ‘Load-shedding’ and 'Inflation'. Here the writer has employed a 'deictic reference', because to understand the notion of 'load-shedding' readers need to know the context of the term. People spend many restless hours every day and sleepless nights without electricity in severe hot climate due to shortage of power supply and in consequence they are driven out of their houses out of aggression to protest against WAPDA and government. Second major issue which is pinpointed indirectly in the report is 'hike in fuel prices', which is another troubling situation for common people. The word choice has its own significance. The word ‘wailing’ refers to a prolonged plaintive inarticulate loud high-pitched cry of pain, grief etc, the intention behind using this word is show the extent of rage and aggression in the people.

‘This is not the first time hapless masses took to street condemning trigger-happy Punjab police’

The writer is demonstrating that this issue should not be taken as an individual incident and it should not be ignored as a rare happening. He wants his readers to note that such incidents happens often in our society because it is not an exceptional case of brutality by some cops but it is reflection of overall attitude of police and such incidents happen very often in the society.

In Daily Times, Saturday, June 09, 2012, under the heading 'Police Attitude made People Psycho', staff report was published in which National Assembly’s Standing Committee for Interior member Chaudhry Mahmood Bashir Virk opines that the country is facing an alarming situation but the police considered the murders, kidnappings and sexual assaults normal. He told Daily Times that majority of the people did not register their complaints with the police due to the said attitude of the police. “Being resident of a rural area, I know that there are gangs everywhere and people are becoming psycho. They kill weak persons and even their wives and children but the police are not doing anything,” he said.
These reports reveal the fact that tracks of police needs to be straightened by authorities. Now questions are raised indirectly by the reporter that who can change this humiliating behaviour and malicious attitude, and who can straighten the track of the Punjab Police? Where is the Chief Justice of Supreme Court of Pakistan? Why does not he take any *suo moto* action against brutality and ruthlessness of Punjab Police? Where are the high officials of Police? Will Punjab Police always be a gangster who, leaves the guilty and torture the innocent people without any cause? Nobody knows who will stand against them? Who will take appropriate action against their acts? His tone is a bit pessimistic because no one seems to do so, indeed. No politician or political party seems to have the gravity, ability, capability and courage to change the nasty ‘thana culture’. Even, the present government is seen feeble and could not fulfilled the expectations of the people and failed to deliver for abolishing the tarnished ‘thana culture’, perhaps, due to political pressure, and probably, due to their own 'interests' and 'adjustments' with the police.

"*One comes across a very common sight on city roads that cops of patrolling squad are ducking behind a wall or a tree waiting for the right moment to hound and fleece a motorcyclist or a commuter. These cops are always at the wrong place at the wrong time to wrong innocent citizens*"

By this statement writer is giving a very clear idea of the poor performance of cops and their inability to cope with crucial circumstances. The word '*hound*' refers to 'hunting by dogs' which is to show the extent of their unreasonable and disrespectful behaviour towards common people. It is evident by the picture drawn by reporter that they are considered tough and bloody-minded by common and un-influential people of society.

The statement, '*these cops are always at the wrong place*’ reflects the careless and irresponsible attitude of these people because they are not available to stop crimes and criminals when they are needed by members of weak stratum of society, for whom they are appointed and directed to serve. The writer wants to unravel the hidden facts that they are only serving their political bosses and criminals to get their own interests i.e. massive bribes and unlimited power. They are alleged to '*wrong innocent citizens*' by threatening them illegally for getting heavy bribes from them for providing them their lawful rights.

"*The only thing they won't do is their duty- to give people protection and some sense of security*"

The police stations are assumed by common people as ‘atrocious centres’ and established not with the objectives to combat crimes but to protect the criminals. By 'Duty' writer is reminding their obligations which are imposed on them by the government, i.e. to provide people security, justice and protection and to fight against injustices, crimes and other social evils. There are so many instances when helpless people dare to demand for justice but the nasty personnel drove them away ignominiously. The writer is directly pointing out the pathetic condition of weak stratum of society that is in need of protection and justice by dacoits, land mafia, thieves and other law-breakers. If any land grabbers take possession of any widow or orphans, and if they dare to ask for justice from police, what happens to them? They start thrashing them black and blue and kick them away. Because mostly, they have already 'settlements' with criminals and land mafia. The police, instead of registering the case against the people involved in torturing the complainant, booked the persons who favoured the victims during the torture or who present themselves as the witnesses of the incidents. The police, despite repeated requests from the complainant,
even don’t bother to conduct their medical examination (if they are physically tortured or harmed). Writer wants us to go into the depth of matter instead of considering it as a single issue.

‘After exhausting all other potential and probable ways to rein in the most dreaded Punjab police, Inspector General of Punjab Police Haji Habeebur Rehman has come up with another idea to make his force people-friendly - change the colour of police uniform”

By quoting the suggestion of Inspector General, apparently his focus is on the possible solutions of the problem, but another important part is played by this remark. That is, realization of Inspector General of Punjab Police about the unfriendly and 'most dreaded' Punjab police. In this way, reporter has probably attempted to make the officer accept the accusation on his force.

The Inspector General is also finding the way to find out the answers of how the police could be used for keeping peace in the society and to control the deteriorating situation of crimes. There are some high-ups who have desires to straighten the Punjab Police and to abolish the ‘thana culture’, but the ‘thana mafia’ is so strong that they couldn’t accomplish their objectives alone. Although, there are hypothesis critique available to change the police culture but in view of the writer and the officer, none of it is practicable here.

"The Punjab police are notorious for brutality and violence and the mere sight of black shirts and yellow pants, sends shivers down the spine of humble and law-abiding citizens"

The writer has specified 'humble and law abiding citizens'. It means they are affected by their behaviour who can’t protest or who are weak. The extent of terror is revealed through the statement that by looking at the police people got disturbed. Question are implied here that what are the root causes? Is it uniform or their ruthlessness? There are instances that Supreme Court of Pakistan has taken suo moto notice and made the police officers responsible for delaying the registration of the cases, and for other injustices, an example but the pace of the horse remained the same. There are many complaints against police officers for publicly thrashing and humiliating the innocent people who dared to demand for their legal rights and protection against professional criminals or land mafia. 'law-abiding' people are reluctant to go to police stations for getting assistance and justice against them who tried to grab their legal rights or harm them in any way. By using the severe term 'notorious for brutality and violence', writer is indicating the dreadful impression of the cops which is imposed upon the minds of common people and in consequence they are not willing to go to police stations if they are mistreated or wronged by any person. After being humiliated openly, or after watching laymen being humiliated by police because of commitment of 'unforgiveable crime' of lodging a complaint against humiliation or torture or any other injustice, common people give up fighting against brutal police culture.

"It is dark uniform which makes them grumpy and hot-headed. Punjab has a hot climate and black shirts absorb extra heat in summer and make policeman cranky and ill-tempered"

The writer comments, speculates and gives opinion. He has used 'loaded vocabulary' again to emphasize his point of view and to strengthen the false image of cops in the minds of readers. Grumpy means
morosely irritable, surly and cranky indicates ill-tempered or crotchety, eccentric and bad-tempered person.

The Inspector General of Punjab Police has given his point of view about the false attitude of cops towards masses. By quoting the remarks of a high official of police, which is in accordance with the point of view of the writer, that police men are 'grumpy', 'hot-headed' 'cranky' and 'ill-tempered', writer is proving his report to be more authentic, reliable and widely acceptable for readers. All these negative qualities are attributed to cops by their own official which is enhancing the authenticity of news report.

"Black colour is considered authoritative and powerful because it evokes strong emotions. Negativity, sometimes, is also bracketed with black colour. Popular phrases like 'black sheep' and 'black day' have been coined in line with the traits of black colour"

Words employed by writer like black sheep and black day have their own significance in relation to the performance of police department. Reference of phrases here like 'black sheep which depicts an unsatisfactory member of a society, a dishonest person or a scoundrel, have their direct connection with black colour and indirect connection with the dishonesty of cops who are habitual of receiving bribes from masses. 'Black day' refers to unfortunate day. Word choice can create an ideological slant towards groups. The naming strategies adopted by a text have a direct effect on the ideological slant of the text.

"Colour therapist Dr Mohsin Mahmood supports the police chief's idea, contending that the colour of police uniform should be changed if you want an amiable police. "Black shirts cause aggression and gloom. It is also a mourning colour. "Dr Mahmood believes yellow colour of pants causes depression as it is a jaundiced colour. "Red badges also cause violence and anger"

A colour therapist is of the view that changing the colour of uniforms will change the attitude of cops. This idea is supporting the previous one saying that for a more amiable, friendly, pleasant in temperament, likeable and lovable police change in their outlook is necessary. But reporter doesn't seem to agree completely with the idea. 'Jaundice' is a disease, a condition with yellowing of the skin or whites of the eyes, resulting in a disordered vision. It also means 'affect (a person) with envy, resentment and jealousy. Their meanings seem to have a symbolic significance in relation to the said behaviour of cops.

Specific traits of black colour are accepted worldwide. Black absorbs all light in the colour spectrum. It is considered as a symbol of menace or evil, but it is also popular as an indicator of power. It is used to represent treacherous characters such as Dracula and is often associated with witchcraft. Moreover, it is associated with death and mourning in many societies. It is also associated with unhappiness, formality and sophistication. So, there is something ideological in the mind of writer and those who are giving their opinions about impact of this colour on behaviours.

But writer wants to point out the other aspects of the issue. It is a matter of significance to learn what other causes are of gloom, sadness and unhappy state. By saying 'Dr Mahmood believes' writer divorces his own opinion from the quoted one. May be he is pinpointing indirectly the other causes of aggression.
like insufficient salary, inhumane working hours etc. He seems not fully agreed with the proposed idea. Later on, at the end of report he will give his own opinion which is quite different and more practical.

"Citizens, however, are reluctant to buy the idea. Some of the citizens TNS talked to spurned the plan, saying instead of changing the uniform, police need to be educated, trained and taught ethics to improve its performance. A wolf in the garb of sheep will be more dangerous. Police should change their behaviour, not the uniform" opines Muhammad Akram, a businessman.

The way in which the meaning is coded here is interesting. The writer has used emotionally loaded words to describe aspects of the matter. This generates a negative response towards the police department and it forces the reader to make inferences about the message the text is carrying. The writer is adding opinion of the public about the issue to present an unbiased view point which is not wholly focused on his individual opinion to add authenticity and reliability in the issue at stake. In addition, word choice is promoting a particular ideological stance towards the police department.

"The rotten thana culture has its roots in colonial history that used police as a brutal force to crush and tame people into obedience."

Here, the reporter has employed 'loaded vocabulary', that carry particularly strong connotations, that is, carry an emotional loading beyond their literal meaning. The word 'tame' has a dictionary meaning 'domestication of animals' and 'breaking the spirit'. When it is applied to a human being, it carries the meaning of extreme and cruel violence. In past, colonized people were controlled violently and ruthlessly and exploited with the help of police and forces.

Language always occurs within a context, and as social users of language individuals know how to respond to linguistic triggers relating to the context of the language situation, the intended message, the input from others and the feedback. There are a whole range of contextual triggers that allow a range of messages to be carried in discourse. These messages help to maintain social role and cohesion. Newspapers function within a social context and operate within the language framework.

The transmission of a message through language almost of necessity encodes values into the message. If a particular culture has little respect for certain groups, concepts or beliefs, then the language for expressing ideas about those groups concepts or beliefs will reflect that attitude. Hence, when these things are written about, people reading the text will have their attitudes reinforced by the way the language presents these things to them. This is not to say that we are trapped by language. Furthermore, language can inhibit people from critically evaluating the opinions and views they hold.

"Rampant corruption and political exigencies also have had their share in ruining the image of police"

The writer adopts weighty, formal tone which helps to give the content of the report the status of verifiable fact. 'Rampant' relates to unchecked and excessively flourishing corruption in most of the
departments and in government agencies. This would lead the reader to assume that the government is involved in the matter. Reader has to become critical while reading such reports to get the clear idea of the intended message the report is conveying to them. If the reader uncritically accepts the article as an item of news, the implications contained within the article and the inferences that he is guided to draw from it, may be accepted at face value. Reporter has just touched the root causes of devastation of police department in a very light and easy manner. Rest of the task is left on the readers to draw inferences from the statement.

"People are scared of police. Instead of serving and protecting the poor masses, our police only serve their political bosses and criminals" laments a school teacher, Akhtar Ali. "Uniform will not change their mindset and behaviour. The move will only cause the police budget to swell manifold as changing the uniform for the whole force of the most populated province will cost the government dearly"

The writer is conforming his own point of view by adding the views of people representing different classes of society, from layman to high police official. He and all other people who are giving their opinion are of the view that their police is unreasonable, ill-mannered, treacherous, brutal and dishonest. That's why people are scared of police and they are reluctant to lodge a complaint against injustices which they are confronting in society because they are well aware of the fact that police belongs to those who are more powerful, more wealthy or more influential. He has quoted opinion of a school teacher to add authenticity to his report because teachers are given a respectful place in Pakistani society and they are considered trust-worthy. The expression 'laments' denotes a passionate expression of grief, mourning or sorrow or expression of regret. His way of expression is reflection of his painful experiences with police. According to his view point changing the uniform colour will not develop their thinking, attitude and mindset which have been developed since decades. In the phrase, 'the move will only cause the police budget to swell' the employment of word 'only' means that the person who is giving his opinion thinks that apparent this change will be absolutely meaningless and totally vain if their minds are not developed and groomed. The use of 'ours' for the implied reader is an exophoric reference that suggests that this reader is clearly in agreement with the point of view of the writer.

"Criminals are more comfortable to deal with police while law-abiding citizens avoid even passing in front of a police station," opines Al."

This is an opinion of a layman who is most affected by the improper behaviour of cops. These words are also showing the image of police in the eyes of laymen. The transmission of a message through language almost of necessity encodes values into the message. If a particular culture has little respect for certain groups, concepts or beliefs, then the language for expressing ideas about those groups concepts or beliefs will reflect that attitude. Hence, when these things are written about, people reading the text will have their attitudes reinforced by the way the language presents these things to them. This is not to say that we are trapped by language. Language can also inhibit people from critically evaluating the opinions and views they hold.

"How does all this exercise make a low ranker feel different? A policeman standing under the scorching sun for the last two hours to salute a VVIP passing by, laments "give us some relief in
our long duty hours. We need humane duty hours, not a change in uniform. It's not the black shirt that makes us cranky rather it's our long duty hours without any break that kill us"

The reporter then goes on to the facts of the argument. Extensive working hours and improper treatment which cops receive along with insufficient salary are major causes behind their cranky and fierce behaviour. This issue needs to be addresses in several perspectives, according to writer's opinion.

Here he is presenting point of view of a policeman through his own words concluding that fault is in the system, not in individuals. Every problem has some background behind it. Cops are ill-treated and their needs are not properly catered. He is actually suggesting to hate crime, not criminal.

Dr Mujtaba says, "People will psychologically respond in a better way to a police in new attire. We tend to appreciate change and people will be more friendly towards a light blue or white uniform."

Dr Mujtaba opines that colours have an impact on the perceptions, to some extent, but we must keep in mind that problem at stake is attitude of police, not the opinion of public. But this is also a reality that behaviour of police is the only vital factor that shapes the perceptions of public.

The writer doesn't seem to be in full agreement with Dr Mujtaba, because his view point is a bit different which he will elaborate in coming lines. Just change of colours cannot change the perceptions of someone about something.

"Perceptions are not obviously related to colour, such as the palatability of food, may in fact be partially determined by colour. Not only the colour of the food itself but also that of everything in the eater's field of vision can affect this." (Alcaide, J. et al., 2012).

She, however, says the new uniform will change the view and perception of people and not that of police. "Education and better training is the key to better police"

The process of reformation of police department should be initiated under which every officer from top to bottom would be accountable before the public; however, the results of this program would come out gradually. Maintaining the check & balance should be the basic objective of this reformatory programme, this is the main point of the writer. While describing the issue, several suggestions are implied by the writer through quoting other's point of view such as the police officers having good reputation and record should be posted at key position and they should be encouraged on their good performance, while corrupt and inefficient police officers/officials should be taken to task so that obsolete ‘thana culture’ could be transformed into the friendly policing. People should be urged for extending their full-cooperation in the accomplishment of this mission by ensuring prompt redressing of citizens grievances so that the negative impression about the police in their hearts could be eliminated and thus they may consider police as their sympathiser, protectors and well-wishers.
The writer is proposing the idea in front of all sections of society in general and media in particular that they will not only offer positive proposals for removing shortcomings of police, they should also highlight the good work of the police department.

7. Discussion

Newspapers are not simply vehicles for delivering information. They present the reader with aspects of the news, and present it often in a way that intends to guide the ideological stance of the reader. Several tactics are used to unravel the hidden truth and to present it in front of public. In the said news report, the writer is not just indicating the problems and havocs but presenting the issue along with its possible causes and with appropriate solutions. Language can be a powerful tool to convey the message in an influential and 'careful' way. Newspapers are cultural artefacts. News is the product of the culture it comes from. This is an important point to bear in mind when dealing with the language of newspapers. In addition, language can be a source by which attitudes towards groups can be constructed, maintained or challenged.

Discourse Analysis is a very complex domain and a very fertile ground for research and investigation. Due to its highly interdisciplinary nature, Discourse Analysis displays multiple levels of analysis related to various language-study domains, i.e. stylistics, sociolinguistics, psycholinguistics etc.

Last but not the least, there is a technique used in this news report which is graphology, the visual aspect of text, to draw the reader's eye. In one picture, a policeman is kicking a boy while in the second picture; a lawyer is severely beaten up by a cop in public. He sums the whole event up with a combination of picture and headline that gives the reader a clear visual message.

8. Conclusion

To gain favour of public and social power, there are some tactics adopted. There are questions asked either straightway or were manipulated. Through the implication of CDA we have unmasked the hidden truth by taking into consideration that what impressions does the text give in relation to the roles they play and the qualities they have and how are cops depicted in this article and does the word choice promote a particular ideological stance towards the police department. We came to the conclusion that word choice can create an ideological slant towards groups. Views are not expressed overtly but concealed in the word choice.

If we judge these reports with a critical eye, these reports unravel the concealed agendas, motives, incentives, manipulations and all other factors which are otherwise neglected.

*DISCLAIMER: The news report was specifically taken for research purposes, and no other purpose should be extracted out of it, both on personal or political level
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