A STUDY OF IDEOLOGICAL EMBEDDING IN *THE GUARDIAN* AND *DAILY TRUST* EDITORIALS

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DECLARATION

I hereby declare that this thesis was written by me, and is a record of my research work. It has not been presented in any application for a higher degree. All quotations are indicated and sources of information are acknowledged by means of references.

…… …… ……

Name Signature Date

DEDICATION

This thesis is dedicated to my heavenly Father for His mercies towards me and His numerous blessings in my life. It is also dedicated to my parents, Mr. Ebnezass Ola Bayode and Mrs. Grace Omolara Bayode, who have always offered unconditional love and tireless support to me in my educational pursuits.

CERTIFICATION

This Thesis entitled: "**A STUDY OF IDEOLOGICAL EMBEDDING IN *THE GUARDIAN* AND *DAILY TRUST* EDITORIALS",** meets the regulations governing the Award of Master Degree in English Language of the Ahmadu Bello University, Zaria, and it is approved for its contribution to knowledge and literary presentation.

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ABSTRACT

This work is a study of ideology and its workings in two Nigerian Newspapers: *The Guardian* and *Daily Trust* using Modality as the analytical element. Modality as a property of language use is generally exploited by language users and its role in newspaper editorials is of importance in that editorial writers tend to make use of it to establish either a positive comment or bias in a text to manipulate their readers' opinions. Through Critical Discourse Analysis of the selected editorials culled from *The Guardian* and *Daily Trust*, the present study firstly aimed at identifying the linguistic manifestations of modality employed in the two newspapers and secondly embarked on some elaborate descriptions of the implications of the cited data. Modals such as "can", "could", "may", "must" and "should" were specifically isolated and fully characterised to account for the orientations of the newspapers. An analysis of the two papers shows that modals were employed as ideological devices. Also, a comparison - in terms of how modals were employed - suggests that *The Guardian* made more use of modals of obligation and necessity, while *Daily Trust* preferred mainly predictive auxiliary modals to the other kinds of modals. The higher number of the predictive modals in *Daily Trust* thus suggests the idea that identifying what would happen in the future is the main concern of the editorial writers, while *The Guardian* is more concerned with strongly prescribing steps for the government to follow.

TABLE OF CONTENTS

Title Page……..…….... i

Declaration……..……...……..ii

Dedication…….…….. iii

Certification…….…….....iv

Acknowledgements……..v

Abstract……..…vi

Table of contents……..……....vii

Chapter One – Introduction

1.0 Preamble……...……1

1.1 Background to the Study……..…..……2

1.2 Statement of the Research Problem……..……..….4

1.3 Aim and Objectives of the Study……..……..…5

1.4 Significance of the Study……..……..…5

1.5 Scope and Delimitation……..……....6

Chapter Two – Review of Related Literature

2.0 Preamble…….....……....……..……..8

2.1 Ideology and Language……..…….……...…...8

2.2 The Mass Media……..……...…….10

2.3 Sections of a Newspaper – Editorials……..……....14

2.3.1 The Types of Editorials…….....15

2.4 Style…….……..…...16

2.5 The News Media and Stance……...….18

2.6 The News Media and Power ……...….....23

2.7 Reading and Comprehension……...…….25

2.8 Discourse Analysis……29

2.9 Text……30

2.10 History of Systemic Functional Linguistics……....32

2.10.1 Systemic Functional Linguistics……..…33

2.11 Critical Discourse Analysis……41

2.12 Theoretical Framework – Fairclough's 1989 Approach……45

Chapter Three – Methodology

3.0 Preamble……52

3.1 Sources of Data……..52

3.2 Method of Data Collection……52

3.3 Method of Data Analysis……..53

3.4 Analytical Procedure……..53

Chapter Four – Data Presentation and Analysis

4.0 Preamble……...56

4.1 Presentation of Data……..56

4.2 Ideological functions of Modals in the Data……81

4.2.1 Modality employed as strong counseling and reprimand……81

4.2.2 Modality used as understated reprimand……82

4.2.3 Modality to suggest possible course(s) of action……82

4.2.4 Modality used as a way of making known the editorial's stance on reported speech..83

4.2.5 Modality used a s prediction of future events……84

4.2.6 Modality used as personal manifesto……..85

4.3 Summary of Findings……86

Chapter Five – Summary, Conclusion and Implications

5.0 Summary……..……..93

5.1 Conclusion……..…93

5.2 Implications……95

References……96

Appendices

CHAPTER ONE

INTRODUCTION

1.0 Preamble

Language is a critical part of existence that is fundamental to human life and living; one of the chief attributes that separate humans from other creatures. It is an embracing form of human activity that has a resultant effect on every aspect of life, the property of which we build, demolish and rebuild individual and social identities in the society. Language differentiates man from other creatures and seems to be his unique impact in biological evolution, according to Corcoran (1979). We communicate, transact business, bond with others, show love, persuade, educate, gossip, alienate and prevaricate, principally using the mode of spoken and written language. We speak, read and think with language. Language is one of the important cords that bind a society together and Pavlov (1927/1960) places emphasis on its importance in society when he asserts: "it is nothing other than words which has made us human", Harley (2003: v).

"Language is an instrument of control as well as communication", Kress and Hodge (1979:6). People can be both informed and manipulated by language and can in turn inform and manipulate others. Thus, language has the fundamental advantage of being utilised not only for communication, but for changing the opinions of others and shaping ideas in the minds of those who listen or read. Linguistic forms often allow meaning to be conveyed or to be distorted. Thus, hearers can be both manipulated and informed, or even manipulated while they erroneously think they are being informed (Kress and Hodge: *ibid*).

Firth (1964:14) also explicitly states the fact that language wields great influence with the following statement:

> There is no doubt about this power of speech to mobilize strong feelings, common prejudices, common desires, common fears, and all forces of public opinion. Speech may let loose an army of devils, may

> literarily create pandemonium. It also commands great forces, great alliances, and in writing has by its conquest created man's new world.

Sometimes we speak or write through the principles of what we believe in, who we are, who we hope to be, what we stand for, who we are trying to persuade/convince and what we are hoping to achieve. If language is employed in any of these dimensions, then we are making use of its ideological potentials. If language is a powerful vehicle employed in daily pursuits, then its ideological capabilities remain one of its veritable passengers, Fairclough (1989:37). "But despite its importance for language, the concept of ideology has very much rarely figured in discussions of language and power within linguistics", Fairclough (*ibid*.).

The focus of this study is an investigation of ideological embedding in editorials of two Nigerian newspapers *The Guardian* and *Daily Trust*. At this point, it would be prudent to define what embedding means in the context of this study. In generative grammar, embedding can be defined as the process by which one clause is included in another. This meaning is however not applicable to this study as the research concentration is on the literal sense, the basic meaning of the word, *embedding* and not the grammatical. Conversely, it is a large statement that manifests the inclusion of other sub-statements.

1.1 Background to the Study

An absolute and universal capability possessed by language is the fact that it has the ability to sway, to influence, to convert others to bid our wishes and to bring people to our side of the fence, especially if it is employed in the right way and manner, at the right time and in the right context. "When (words are) used at their best they are both affecting and effective", Firth (1964). If newspapers and their editorials are a means of utilizing language to inform the people, to motivate them to action, to educate them and even fight the government on their behalf, how do these newspapers manipulate language to achieve their ideological intentions? Henry and Tator posit that our words are politicized, even if we are not aware of it, because these uttered words carry the power that reflects the interests of those

who speak. This indicates that linguistic choices are purposeful and words employed in newspapers in most situations probably have an intent, target and purpose undergirding them i.e. they are not written in a vacuum.

The Guardian is today a leading Nigerian Newspaper, with headquarters in Lagos and is privately owned. Its philosophy is depicted using the principled words of Othman Dan Fodio: ***Conscience, nurtured by truth***. *The Guardian* came on the media market on July 14th, 1983 and has continued in its dissemination of news since then, except for a brief closure by one of the military regimes during the military junta.

To summarise, *The Guardian* is an independent newspaper, established for the purpose of presenting balanced coverage of events, and of promoting the best interests of Nigeria. Its website claims that it owes allegiance to no political party, ethnic community, religious or other interest group and its primary commitment is to the integrity and sovereignty of the Federation of Nigeria, and beyond that to the unity and sovereignty of Africa. *The Guardian* views itself a liberal newspaper, committed to the best traditions and ideals of republican democracy, and believes that it is the responsibility of the state not only to protect and defend the citizen, but also to create the necessary conditions – political, social, economic and cultural – in which all citizens may achieve their highest potential as human beings (*www.ngrguardiannews.com/*).

Daily Trust is a daily newspaper, with a weekly edition that sells on Saturdays and Sundays. The two publications are published in tabloid measuring 17x11.2cm in size. The volume of advertising procured dictates the relative amount of editorial space with the readership level between the northern and southern parts of Nigeria in a ratio of 70:30.

Daily Trust readers are the modern elite of Nigeria's multi-ethnic and multi-religious society. It made its debut in January 2001 and is owned and funded by 19 shareholders of Media Trust Nigeria Limited. It is the largest circulating newspaper within many of the Northern

states and has had some prominent columnists some of which are: Mohammed Haruna, Mahmud Jega, Sam Ida Isaiah, Ujudud Sheriff, Kabiru Yusuf, and Mannir Dan Ali. The newspaper claims to uphold the libertarian principle, with the mantra: ***Trust is a burden***. *Daily Trust* is described on its website (*www.dailytrust.com.ng/)* as a publication that displays profound regard for social responsibility in its news coverage and editorial comments.

1.2 Statement of the Research Problem

When a newspaper writer reports on a current event, the initiation, advancement and sustenance of that news could be embellished and influenced by the journalists' own personal angle of the story. This is because producing a text depends not only on knowledge of word or sentence meaning but on crucial cultural frames of reference, meanings and personal philosophy. This is in line with Fiske (1994, quoted in Marquez 2011:246) who argues: "Our words are never neutral; they carry the power that reflects the interest of those who speak and write".

According to Aliyu (2010:6) "many of the mass media practitioners whether in print or non-print media have been accused of so many vices…and carrying on with high prejudice in important national and international issues". Newspapers can manipulate news by determining which reports to transmit (resulting in selection of what news to present and decisions as to how much or how little prominence to give a particular news item), where to place such news items in the newspaper, and how much space to make available for them with the editorial committee organising and painting a world for readers to accept as real. Fowler, Hodge, Kress and Trew (1979:75) assert: "All news items are processed through minds. They must always be subjective, therefore, conditioned by the ideology of the language user". van Dijk (1995) similarly advances the idea that studies of numerous argumentative speeches has shown that powerful arguers may often manipulate their audiences by making self-serving arguments more explicit and prominent, whereas other

arguments are left implicit, sometimes even unspoken. In view of these, the following research questions are advanced:

1. How do editorial writers manipulate language to serve their (the newspaper's) ideological interests?

3. What are the underlying messages in the editorial content of *The Guardian* and *Daily Trust*?

3. Whose interests do these underlying messages serve?

1.3 Aim and Objectives of the Study

This research was carried out with the aim of helping newspaper readers to move from seeing language employed in editorials as abstract to seeing the words as having meaning in particular historical, social and political conditions. The specific objectives of this research were:

1. To examine how the editorial writers manipulate language to serve the ideological interests of the selected newspapers.
2. To probe into the underlying messages in the editorial content of *The Guardian* and *Daily Trust*.
3. To highlight whose interests these underlying messages serve.

1.4 Significance of the Study

According to Martin (2004: 342) "Common sense tells us that one text can change the world. Theoretically speaking, every text does. We need to ask how and why".

The researcher is interested in the area of study because it has been a linguistic observation and assumption that the editorial section can be partitioned in a certain manner to suit a paper's existing ideology and also be used as a persuasive device, to convince readers to *their* (the newspapers') own side and belief. Studying editorials is of special significance when analyzing the ideological role of news media because editorials can be expressions of

the broader ideological stance of the newspaper's owners and managers and are conversations among a society's economic and power elites, with the public being less of an addressee than spectators, as propounded by Henry and Tator (2002).

Understanding the ideological stance of the news media has been the subject of some scholarly interest including: Fairclough (1989), Gitlin (2003), Kress (1990) and Trew (1979). But these studies did not specifically focus on the use of Nigerian newspapers for study. Olowe (1993) studied the interplay of language and ideology in Nigerian English-medium newspapers, identifying the various linguistic devices used by these newspapers in projecting their ideological viewpoints, such as thematization, passivisation and nominalisation.

This present work sought to help language users understand social problems that are mediated by mainstream ideology and power relationships, all perpetuated by the use of written texts in our daily and professional lives. The study adds ideas to the existing literature on the burying of ideologies in written texts and in this case, in Nigerian newspaper editorials. The research, apart from being a guide to other researchers in similar field, will be useful in the society, especially as news telling is a core and inalienable feature of the society. It serves as knowledge for writers and the print media and as reference material for further study in the area of covert propaganda in the media and ideological discourse in written texts.

1.5 Scope and Delimitation

This study analysed selected editorials of two Nigerian newspapers: *The Guardian* and *Daily Trust*. The investigation was limited to analysis of ten editorials discussing salient and pressing national issues; five from *The Guardian* and five from *Daily Trust*. The linguistic element that was analysed is the modal. The analysis is premised on the three parameters of text analysis recommended by Fairclough (1989) for a critical discourse analysis of a text. They are description, interpretation and explanation.

The Guardian and *Daily Trust* were selected because the two are considered high quality newspapers and are among the largest media outlets in Nigeria. An online website *Newspapers in Nigeria* describes *The Guardian* newspaper as "one of Nigeria's most respected newspapers" and *Daily Trust* as "the largest circulating newspaper in the north" in terms of circulation size. The researcher was aware that there were many newspapers in Nigeria with some laying claim to being nationalistic or demonstrably neutral, but data was collected from/limited to two newspapers, out of the significant number that are available in the Nigerian market.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.0 Preamble

This chapter is partitioned into two. The first section deals with a broad review of related literature and the areas covered in the review include: *Ideology and Language*, *The Mass Media, Sections of a Newspaper - Editorials, The Types of Editorials, Style, Types of Style, The News Media and Stance, The News Media and Power, Reading and Comprehension, Discourse Analysis, Text, Systemic Functional Linguistics and Critical Discourse Analysis.*

The second section of the chapter discusses the theoretical model adopted for the analysis of the data for the research which is a further discussion of *Critical Discourse Analysis* according to Fairclough's (1989) paradigm of analyzing a text for unearthing ideology.

2.1 Ideology and Language

The term *Ideology* can mean a different concept to different people depending on the context it is used. It can have negative connotations e.g. when a person is being charged with being *ideological*; as it can mean such a person is being inflexible in the face of overwhelming evidence.

Ideology is prominently associated with Marx and Engels whose notion ties ideology to power, dominance and class conflict. They wanted to comprehend how a small section of the society could maintain power and why the majority of people were impassive concerning a system that appeared in contrast to their own interests, according to Grossberg, Wartella and Whitney (1998). Their theory views ideology as "false consciousness" whereby individuals in society are presented with a deceptive view of reality that is disguised and presented as common sense so that systems of power can be maintained.

Croteau (2003:159-160) sees ideology as "a system of meaning that helps define and explain the world and that makes value judgments about that world". He acknowledges that ideology is a concept normally related with notions as *worldview, belief system,* and *values,* but argues that it is broader than those terminologies. He goes further:

> When Marxists speak of "ideology," they often mean belief systems that help justify the actions of those in power by distorting and misrepresenting reality. When we talk about ideology, then, we need to be careful to specify what is meant

Ideology is not just about politics; it is much broader and has more fundamental connotations that reach far into language and the use of language. Fairclough (1989:2) says: "Ideologies are closely linked to language, because using language is the commonest form of social behaviour, and the form of social behaviour where we rely most on *common-sense* assumptions". The use of ideology is a mechanism of power in modern society, contrasted against the exercise of power through coercive means that was utilised in times past. "Ideology is the prime means of manufacturing consent for power and works through disguising its very nature, pretending to be what it isn't", Fairclough (*ibid*). Ideologies are the mental frameworks comprising of the languages, the concepts, categories, imagery of thought, and the systems of representation that different groups use to understand and explain the workings of society, Hall (1986:97). More importantly, they function as symbolic systems of thought to organize, maintain, and stabilize particular forms of power relations, Hall (*ibid*.), van Dijk, (1998).

Ideology in one of its simplest forms is the set of established values in a human being and this is formed through a network of life experiences and interactions within a myriad of social institutions, of which media play a central role. There are conscious and unintentional behaviours in humans and these behaviours are not created in a social, cultural or political vacuum. They are contested and formed by groups, such as social movements, politicians,

business owners, organizations and the media themselves. Individuals thus shape their own ideologies by learning about the world, of which the media plays a part.

2.2 The Mass Media

The mass media is one of the major various routes through which news items and other bits of information are communicated to the society at large. News is defined as "information about recent events that are of interest to a sufficiently large group, or that may affect the lives of a sufficiently large group", Reah (2002:4).

The mass media consists of two main categories: the print and the electronic media. The print media incorporates newspapers and magazines of diverse types, while the electronic media comprises of the radio, television and satellite. The newspaper is an unbound printed publication issued at regular intervals which may be daily, weekly or even monthly. *The Guardian* and *Daily Trust* originated in 1983 and 2001 respectively as weeklies (produced only once a week) before eventually becoming daily newspapers.

The print media started in Nigeria with the advent of the missionaries, but the main objective of this first generation of printed materials was not the same as the modern day paper today. According to Omu (1978:5-7):

> Missionary journalism started in 1846 with the installation of a printing press at Calabar by the Presbyterian mission. However, the primary purpose was to increase the level of literacy among local people so that they could be able to acquire more knowledge.

Henry Townsend (a missionary) started producing *Iwe Irohin*, a local newspaper with the primary motive of disseminating religious news to the Egba people in 1859. It later folded up in 1867 as a result of the crisis between the Europeans and the indigenous people, but before its demise the *Iwe Irohin* had hit a purported 3,000 in circulation and had expanded from being strictly religiously inclined to reporting news on crime, sports, trade and commerce, hygiene and so on. It did not exert very wide influence on West Africa as a whole,

but then it introduced the first generation of emergent educated elites and inspired Africans, introducing them to the new world of reading that was both stirring and emotive. This claim is supported by Aliyu (2010):

> Arguably, the most potent consequence of the early debut of the newspaper was its manifestation of the Nigerians' thirst for literacy. If there was proof needed to confirm the indigenes' abhorrence of ignorance, the newspaper was it. Today, the mass media have come to be regarded as multiple avenues through which societal needs are met. They inform, they educate, they entertain, they provoke/incite, they challenge, they store (serving as reservoir of knowledge and current happenings), and they reflect (serving as indicator of the times). In some instances, the forms and features of mass media could be symptomatic or emblematic of the norms, values and morals of a particular society of people.

One of the major aims of setting up a newspaper is to inform and influence the communities in which it is domiciled or published. Newspapers are particularly known to lead in the initiation of discourse on key national issues by picking on statements and actions of renowned national figures, celebrities, and events around the nation and divulging them to their readership. A newspaper influences its readers and tries to get them involved in what is happening in their community, country and the world; communicating to its readers what fellow humans do, feel and think about universal issues. It tries to help establish connection between an individual and his community, the state, and national organizations and movement. It also points out the needs of a particular community to the appropriate authorities, serving as a watchdog for the downtrodden and those without a voice. "Newspapers externalize viewpoints that are either provocative or challenging thereby drawing readers to participate in the discourse or simply take a stand", Aliyu (2010). It equally helps to publicise the activities of government and aids the public to determine their roles in a given program. By so doing, it gives substance to its universal aims of educating,

informing and entertaining. Berelson (1949) also delineates the various uses of the newspaper by the average reader.

1. To get information about, and interpretation of, public affairs (and also to develop public opinion).
2. As tools for daily living (for example: advertising, announcements of births, deaths and weddings).
3. For relaxation and escape (to unwind from stress and from the rigours of daily existence).
4. For prestige (since newspaper content is raw material for conversation and arguments, it raises the social profile of the voracious reader who is well-versed in current affairs).
5. For social contact (stemming from human interest stories and advice columns).

The various sections of a newspaper might include: a sports section, financial matters, health topics, education, security, entertainment, law and society, industry, politics, governance and columns for both local and foreign news. There are also sections designated for discussions that border on issues affecting women and children as well as the segment known as the opinion page in the form of letters to the editor which reflect readers' opinions about the newspaper or previously published issues/articles.

Additionally, the newspaper also serves as the political weapon for socialization and mobilization. It is the means for recording and influencing the social behaviour of an individual or groups and it also has an obligation to expose the wrongful acts of public officials. Media news text can be divided into two main types, which are: (1). news reports that aim to objectively present factual information, (2). articles that clearly present authors' (i.e. editors) and readers' point of view, evaluation or judgement about some specific events, news story or persons. The first type of media news text delineated above is the normal practice of reporting current and factual news/happenings in newspapers while the second

type appears in such sections as *The Editorial* (a piece written by the senior editorial staff or publisher of a newspaper or magazine usually discussing and explaining pertinent issues) and *Letter to the Editor*, where readers send in their opinions on issues to the newspaper management.

It is imperative to know the variables that make an event newsworthy within this study. A number of contributing factors is delineated by Grossberg, Wartella and Whitney (1998:327). They include:

1. The *impact,* i.e. the greater the force of an event, the more newsworthy it is.
2. The *timeliness* of news is also important because old news is not as valuable as current happenings.
3. The *perishability* of news; that is how long the readers may find the news interesting, or how soon the readers are liable to lose interest.
4. The *bizarreness* or *unusualness* of the news. This is because the writers of the news know that readers have a morbid fascination for strange happenings.
5. The *negativity* of news is another determinant of newsworthiness, as this is deemed interesting and attracts receivers. As a proverb says, "there is no news like bad news".
6. Increasing *proximity* to the reader, which is to say, readers are attracted by news that affects them/their wellbeing.
7. The *prominence* of famous figures present in the news also increases its value.
8. The profile of the *audience* and what news interests them also guides news producers in deciding what is newsworthy.

"News communicates more than just inert information, and part of the meaning of the news is derived from the social structure in which it is uttered" Rodriguez (2006:151).

2.3 Sections of a Newspaper – Editorials

The editorial process and *the editorial* are two different concepts. Beharell et al (1976:140) clearly state that:

> The editorial process whittles down from the vast range of events occurring in any given day in the world, into an extremely small number of discrete stories which go to make up the newspaper….

Dewitt (1976:231) on the other hand defines below what may be expected from an editorial by the discerning reader:

> To provide leadership in recommending actions that should be taken, explain the significance of a trend or an action and interpret its causes and consequences, express appreciation for worthy services, point out weakness, excess, abuses of power and incompetence in the process of government, education, community relation and other human activities with recommendation for improvement and recognize those attributes and traditions worth preserving and fight for their strengthened support.

The editorial function in a newspaper has a very important and powerful role in shaping public opinion and this power lies solely with the writer or those who sit on editorial boards. The larger the newspaper, the more editorial writers it will have and every day these writers meet to discuss possible editorial topics and decide what the newspaper's stance will be on certain issues, Hutleng (1973). He describes the various duties of the editorial writer as "a combination of *philosopher, historian, advocate and educator*", (1973:17). The names of the members of the editorial committee do not typically appear at the end of the column, but the use of the pronoun ***we*** in editorials is often known to refer to the entire management of the newspaper, signaling the opinion of the newspaper as an institution.

2.3.1 The Types of Editorials

An observation of Nigerian newspaper editorials shows that the fundamental aims of newspapers are quite identical. The editors of these newspapers are basically committed to keeping to the requirements of the consumers which is primarily obtaining timely and significant information. They are also equally faced with the need to be brief and precise with

regard to the subject matter up for discussion. Basically, editors perceive element of readers' appeal in the stream of events that may be covered each day and therefore always make the write-up current and up to date.

The types of editorials found in Nigerian newspapers can be classified into three major types as follows:

I. Interpretative Editorials.

ii. Controversial Editorials.

iii. Explanatory Editorials.

Interpretative Editorial

These are the kinds of editorials written mainly with the aim of explaining issues by placing facts, figures, details and specifics at the reach of the readership. Interpretative editorials can be optimistic, pessimistic or even neutral in approach or posture depending on the circumstances and the treatment of the subject matter by the editorial writers.

Controversial Editorials

Controversial editorials are written with the particular mandate of disseminating a particular or specific point of view. The basic aim here is to persuade the reader on the desirability or inevitability of a particular issue while presenting or painting the opposite side negatively. These kinds of editorials have no place for objectivity and can strongly oppose a cause or out rightly support it.

Explanatory Editorials

Explanatory editorials only present the worrisome issues of the day for the judgment of the reader. These kinds of editorials open up thought-provoking issues of socio-political and economic interest for the attention of the readers and allow them to judge as the main aim is to identify a problem, explain it and allow the reader to find solution to it. In an era when problem-solving is the norm, explanatory editorials are not seen by media experts as

editorials because these editorials only duplicate problems as they appear and leave the entire problem-solving to the reader. Ukonu (2005) alludes to the fact that these kinds of editorials are gradually fading out of the mass media because of their structural deficiency of non-proffering of solutions to identified problems.

Some scholars classify editorials from the perspective of the functions they perform. Viewed from that angle, there are editorials that attack, editorials that defend and editorials that support issues. Also in existence are editorials that amuse or amaze the audience among other types.

Editorials are usually arranged in the order of descending importance. There is the headline (which is the opening), the body which deals with facts and answer questions that come to readers' mind and finally, there is the conclusion or the reaction part where the editorial impresses his arguments on readers.

In editorial writing, readers are usually first briefed in form of reporting the news which has prompted the editors' comment, because readers are assumed to be ignorant of the issues at stake.

2.4 Style

A publication by adhering to a regular style helps its readers - who are accustomed to the style - give their complete attention to the message of the news that the writer is trying to pass across. Crystal (1988) in *Encyclopedia of Language* (where he refers to style) asserts that: "To Samuel Wesley, it (style) is the dress of thought; to Jonathan Swift, it is proper words in proper places, to W.B Yeats, it was high breeding in words and argument".

Crystal and Davy (1969) refer to style as "some or all language habits of one person as when we talk of Shakespeare's style (or styles). In this sense, it can be confused and identified with an individual's uniqueness".

As a starting point, it is plausible to argue that newspaper language, which is popularly called *House Style,* means the way a newspaper or magazine chooses to publish in matters of detail. Thus, the writing style employed in newspapers differs from one newspaper to the other. The language used is merely a matter of the writing style of an individual editor which has nothing to do with the content as such.

To be effective, a writer must develop a style that has four principal attributes which are: suitability, simplicity, precision and poise, according to Hicks (1993).

Suitability – The way a story is written must match the subject, the mood and the pace of the events described and above all, the needs of the reader. The style must arouse the reader's interest and maintain it throughout. It must also present the facts or arguments in a way that enables the readers to understand them quickly and easily. If the subject is serious, then the writer should treat it seriously. A writer should not needlessly offend the reader.

Simplicity – The writer should avoid tautology and unnecessary repetitions of the same message. He should avoid pomposity or grandiose words.

Precision – The writer should not leave room for ambiguity (ambiguity being a situation in which a sentence or writing can be understood in more than one way and it is not clear which meaning is intended).

Poise – The sentences written should be a pleasure to read because they are balanced and rhythmical. Paragraphs should be written to convey the writer's meaning and leave the reader in no doubt that they have grasped it.

Style is different from grammar in that it cannot be quantified: It has no precise rules. Style is concerned not so much with the mechanics of language as with the way the writer uses it to play on the sensations of the reader. Style adds impact to writing, strengthens the contact with the reader and heightens their awareness, even though the reader may be unaware of what is happening and may be unable to recognise the techniques used.

2.5 The News Media and Stance

As aforementioned in this study, the mass media play a very important role in the society, and a newspaper is a reflection of the mood of the times. According to Pearson et al (2003) because people rely on the mass media to enlighten them, the media in turn plays a key role in shaping society. When the media decide to pay attention to certain topics, they set the ground for what topics are discussed by individuals in *that* society. Producers of the news are responsible for selecting what news they feel is newsworthy and constructing it from their point of view. Fowler (1991:4) points out that this means that the news is not a value-free representation of the facts because it "imposes a structure of values, social and economic in origin on whatever is represented".

Firth (1964:89) posits: "Every time you open your mouth, you show the sort of man you are". This implies that a person's belief system could be ascertained through his spoken discourse or through his writing. When a speaker or writer communicates, there are different forces in operation which could include the need to influence the reader and the need of the writer to remind himself of who he is, who he wants to be and what he stands for. We can go further to say that people encode their world-view into language, using its communicative function to propound their ideologies. "Although journalists attempt to serve as watchdogs of the political press, other forces also shape such agendas", Pearson, Nelson, Titsworth and Harter (2003). These other forces might stand for personal opinions, stance and ideology as "all perception involves theory of ideology and there are no raw, uninterpreted, theory-free facts", according to Trew (quoted in Fowler et al, 1979).

Herman and Chomsky (2002) argue that commercial media institutions form and define people's norms and beliefs according to the social, political, and economic interests dominating the state. Thus, the media mobilize the public to support the social interests of whom they support. Gramsci (1971) also recognizes the power of the media in using its

stance to influence its readers. He contends that the ruling groups in democratic societies gain dominance through a double process of coercion and persuasion and that the media are among the key institutions of persuasion in modern societies. This is in line with Gitlin's (2003:4)

> Every day, directly or indirectly, by statement and omission, in pictures and words, in entertainment, news and advertisement, the mass media produce fields of definition and association, symbol and rhetoric, through which ideology becomes manifest and concrete.

Oktar (2001:320) likewise posits "…to establish and sustain relations of power, far from being neutral agents, the media perform a function that is both ideological and political".

A writer in the course of writing is often faced with a decision to critique, select and choose from the vast array of words available to him, words which would adequately pass across his general message/his personal feelings about the issue he reports and capture the attention of his readers. "Lexical choice is an eminent aspect of news discourse in which hidden opinions or ideologies may surface, such as an example of using *terrorists* instead of *guerillas* or *freedom fighters*", Van Dijk (1988:117). News headlines, even those on facts can reveal the philosophies of the reporters and editors, who are for the most part responsible for the captions. The choice to allow a piece of writing to display personal ideology is sometimes accidental but often intentional.

Naming is a powerful ideological tool and it is also an accurate pointer to the ideology of the journalist who does the naming act or is responsible for writing. Different names for an object represent different ways of perceiving it. For example: how does a writer refer to a person who seeks political aims using aggression? Is he or she a terrorist, guerilla, freedom-fighter, rebel or resistance fighter? Different connotations of legitimacy and approval are carried by these labels. Johnstone (2002:48) says:

> Deciding what to call something can constitute a claim about it…choices from among existing terms also reflect claims about the world. Euphemism, the use of a supposedly less-objectionable variant for a word with negative connotations, is a frequent kind of rewording.

The military uses *casualties* for *deaths*; the US Forest Service refers to *logging* as *vegetation management* activity; stockbrokers call *falling prices*, *corrections* and so on. Bloor and Bloor (2007) assert: "an ideological position can also be hidden (or at least screened) by the use of words, such as when an act of war is termed *peacekeeping*". In the case of the representation of actions, actors and events in a piece of writing, the passive voice is often employed to downplay an incident, especially to downplay the role of the agent in a sentence. For example:

The man shot the invading thief.

Here, the sentence is in the active voice, with the agent (the doer or source of the action) and the recipient (in this case, the invading thief, who was shot) both receiving the same level and degree of attention. The man (who is the semantic agent/grammatical subject) shot the invading thief (who is the semantic patient/grammatical object). This sentence is *transactive,* because an action is represented as having an origin and a receiver, an agent and a patient. The man is clearly outlined as the doer of the action and the thief is clearly portrayed as the recipient of the action. *The man* and *the shot thief* are thereby the focus of the reader.

The invading thief was shot, written in the passive voice only has the recipient present, while the agent/doer is conspicuously absent. It gives a lower profile to the agent who carried out the act of shooting the invading thief; and it is the shot thief that instead becomes the main and only focus of the sentence. Thus, it can be deduced that through writing in the active or passive voice, a journalist could easily give a higher or lower profile to a subject they wish.

In addition to the above, blame or lack of responsibility, absence, emphasis or prominence of a participant can all be encoded into a report by a newspaper through its choice of transitivity

(transitivity is concerned with language at the level of clauses). These are potentially made up of three components:

1. The process-material; mental, verbal or relational.
2. The participants in the process.
3. The circumstances of the process.

Johnstone (2002:45) asserts:

> Every (linguistic) choice is strategic, in the sense that every utterance has an epistemological agenda, that is, a way of seeing the world that is favoured via that choice and not via others.

He goes on to list the following as elements that discourse producers make choices about:

- Choices about the representation of actions, actors and events. Who or what is presented as an agent? Who or what is acted on?
- Choices about naming and wording.
- Choices about incorporating and representing other voices.

Thus, the readers' ways of thinking (or lack of thinking) can be manipulated via choices the writer makes in his grammar, style, wording and virtually every other aspect of discourse.

Bloor and Bloor (2007) advance that it is important to be aware that most discourse used by members of a group leans towards being ideologically based. However, these beliefs or attitudes stemming from ideology may not always be held consciously by individuals. They can be…deeply ingrained in thought patterns and language…." This goes to show that even the best intentioned journalist/writer - though objective - may knowingly or unintentionally incorporate his beliefs into his writing. The basic premise is that there is no single meaning in a text but a potential of many meanings some of which are privileged and prioritized for social, cultural and political reasons for various reasons at various times. Thus, language is not freely chosen. Rather language choices are made according to a series of political, social, cultural and ideological constraints.

Rhetorical devices can also be employed to propound personal viewpoints, to modify a readers' perspective and to evoke thought. Below are examples:

Rhetorical questions

Rhetorical questions are questions which are asked – not with the intention of getting an answer – but with the intention of provoking thought and evoking action. They could emanate from or could be triggered by one's effort to raise a semi obvious observation or propose a viewpoint to provoke the reader or the listener. The rhetorical question could occasionally be used to challenge some orthodox reasoning.

Abioye (2004) asserts that while the rhetorical question involves asking questions, it is not to gain information but to assert more emphatically the obvious answer to what is/has asked. No answer, in fact, is expected by the speaker. The device is illustrated in the following series of sentences: *Did you help me when I needed help? Did you once offer to intercede in my behalf? Did you do anything to lessen my load?*

Euphemism

This is the substitution of a delicate or inoffensive term or phrase for one that has coarse, sordid, or otherwise unpleasant associations, as in the use of *lavatory* or *rest room* for *toilet*, and *passes away* for *die*.

Irony

This is a word or sentence that means the opposite of what is said. For example; *He is a good leader. He had the newspaper editor locked up for writing articles against his administration.*

Litotes

This refers to an understatement; the opposite of hyperbole. For example: *The government has done nothing for its people!*

Metaphor

The use of metaphor is the implicit comparison to describe somebody or something of a word or phrase that is not meant literally but by means of a vivid comparison expresses something about him, her or it. For example; *Politics is a dirty game*.

Repetition

Repetition is when a particular word is repeated over and over often to make emphasis. For example: *I have a dream, oh yes, I have a dream*.

Simile

This is figure of speech/figurative expression that draws a comparison between two different things, especially a phrase containing the words *as* and *like*. *He is as shrewd as the tortoise.*

2.6 The News Media and Power

"Language is centrally involved in power and struggles for power and it is so involved through its ideological properties", Fairclough, (1992).

Different types of power may be distinguished according to the various resources employed to exercise such power. The intimidating power of the military, the dictator and of the violent criminal is based on force respectively. The rich in the society have power because of the commanding force of their money, whereas the persuasive power of parents, professors or journalists, (the latter which is the aspect of power that this research examines) may most likely be based on respect, authority and information respectively. This power however is and can only be used or successful in specific situations or social domains. For example, the power of the violent criminal in the streets quickly comes to an end in the

confines of a secure prison and the power of the strait-laced parent is significantly reduced when the child seeks academic pursuits in a far-off land.

For the analysis of the relations between discourse and power, it is discovered that access to specific forms of discourse e.g. those of politics, the media or science is itself a power resource, as Fairclough (1989:2) contends "…the exercise of power in modern society is increasingly achieved through ideology and more particularly through the ideological workings of language".

In consequence, if a writer is able to influence people's minds, knowledge and opinions by text and talk, such a writer indirectly may also control (some of) these people's action as "the prose of persuasion in cunning hands and on skilful tongues commands powerful human and social forces; it may be used to mobilize our energies to our own and the common good, or it may be used to compass ends the achievement of which may involve our undoing", Firth (1964:116). This means that those groups who control most influential discourse (like newspapers, magazines and so on) also have more chances to control the minds and actions of others, especially the readers of these newspapers and magazines. "Ideology is the prime means of manufacturing consent" Fairclough (1989:4) and in a writer's pen and paper, lies his power.

Critical Discourse Analysis (CDA from this point on) is a field that emphasizes on power, especially on dominance (on the ways control over discourse is used to influence peoples' beliefs and actions in the interest of dominant groups, and against the best interests or the will of the others) and seeks to find answers to questions such as; (a) How do (more) powerful groups control public discourse? The question is very much relevant to this work as editors (by virtue of their office) via the editorial, attempt to control public discourse on a particularly news or happening in the community and society at large. In the case of knowledge and information, most people only have active control over everyday talk with

family members, friends or colleagues and passive control over media usage. This is because in normal situations, ordinary people are more or less passive targets of text or talk e.g. of teachers, bosses, editors or instructors; who may simply tell them what (not) to believe or what (not) to do.

2.7 Reading and Comprehension

Comprehension is an important aspect in any undertaking of reading. Every endeavour of reading becomes a success when comprehension is achieved.

According to Harley (2003:334) "Comprehension is the stage of processing that follows word recognition and parsing". As a result of identifying words and parsing the sentence, the reader has identified their thematic roles and accessed their individual meanings. For understanding and comprehension to take place, the notion of inference is also important. Comprehension requires going beyond obvious linguistic information in order to make logical interpretation. Whenever information is not presented explicitly, readers must infer to ensure perception.

"Inference is the process of deduction which listeners characteristically employ in interpreting utterances" (Finch 2000:168). This means that additional information which is used to draw conclusion from data is inference. When an utterance/writing is made, the reader interprets it according to the experiences he has had. When a set of sentences are read, the reader makes assumptions which are inferred from the information provided in the individual sentences. In the following sentences, for example, the writer/speaker relies on the listener/reader to be the one to flesh out what has been left unsaid.

A: *I am looking for my beret.*

B: *Have you looked in your box?*

The inference in this sentence is: *It might be in your box.*

A: *I had diarrhoea after eating the food.*

B: *No wonder, with all those flies in that restaurant!*

The inference in the second sentence is: *A fly (or flies) perched on A's food, infected it, and was responsible for his diarrhoea!*

Inferences are conclusions done from observation. It involves going beyond mere literal meaning. Harley (2003:341) says: "An inference is the derivation of additional knowledge from facts already known". This involves going beyond the text to maintain coherence or to elaborate on what was actually presented.

Harley (2003:342) delineates three main types of inferences:

a. Logical inference.

b. Bridging inference.

c. Elaborative inference.

Logical inferences follow from the meanings of words. For example, hearing a sentence such as *Mabel is a spinster* enables a reader to infer that Mabel is female. Bridging inferences help a reader to relate new information to previous information. Bridging inferences provide links among ideas to maintain coherence. Elaborative inferences refer to when a reader links what is in the text with world knowledge. A reader also has to depend on existing background knowledge (presupposition) to understand a given text, which brings to bear the need for logical reasoning when the writers' intention is not explicitly stated. For instance, the statement: *John is a thief* presupposes that: *John stole something*. The reader knows these presuppositions before he/she can conveniently interpret and understand a statement or text as the case may be. Writers often deliberately leave out some information gaps which they expect readers to fill. This is a device often employed by the media.

Usually, the author of a text i.e. the writer is the one responsible for the words written, its structure and therefore, its meaning. He is the one who decides what gets written, how to write it and what the readers should take it to mean. Readers can be thought of as the passive

decoders of the text. They read, digest, meditate, reason and decide on what the writer's intended meaning is. According to Butler and Manus (2005), "Reasoning involves operating with the information we have in order to draw conclusions, solve problems, and make judgements and so on".

Butler and Manus (2005) distinguish three types of reasoning used for finding solution to different kinds of problems. These are deductive, inductive and dialectal reasoning. Consequently, the readers either get the real meaning that the writer intended to pass across or they do not (either because the writer has failed in using the most effective means of passing across his message/intentions or because the reader is using the wrong interpretative strategies).

Thus, a writer has to take into cognizance how accurately transmitted signals convey intended meaning. Scott, Bowley, Brockett, Brown and Goddard (1986) also add another dimension to the considerations that enhance meaning. They emhasize the importance of context in meaning-making when they posit that we roughly know what a word conveys but we never really know what a word means till we take the context into cognizance. Thus we cannot know what a word is until it appears in a particular situation along with its co-texts (other words accompanying a particular word that might help in making meaning clearer) or is used in a physical situation where the right references can be made. Bransford (1973) also carried out series of experiments that deduced that prior knowledge play an important part in comprehension. He determined that context and background cannot be overemphasized in providing a structure for the clarity of a text. The more that is known about a topic, the better we can comprehend and recall new material.

Thus, the meaning of a message is not fixed and absolute: it is produced by an interaction between the communicator, the recipient and the context. Furthermore, people differ in their sensitivity to meanings, especially if these meanings are implied rather than

unambiguously expressed. "The study of meaning…the connection between language and what it is talking about is called *semantics*". Newspapers and media in general make use of semantics in an effort to pass across their message.

Structural meaning is that part of the meaning of a sign which is established through examining its relationship with other signs. There are two sign aspects to structural meaning: paradigmatic and syntagmatic. Paradigmatic meaning is the relationship between one sign and others which could correctly occupy its place within the rules of this system of communication (the grammar). Syntagmatic meaning is the relationship between a particular sign and others with which it is combined to produce a single act of communication. As mentioned earlier, a text - in normal circumstance - should be coherent. There is a topic and the 'body' of the text forms a semantically integrated whole. When people read, they generally forget the details of word order very easily. What is remembered is the meaning of what is read and not the details of syntax. People are also more prone to recall what they consider to be the most important aspects of text.

2.8 Discourse Analysis

According to Hartman and Stock (1972), "Discourse analysis is the linguistic analysis of language longer than a sentence with the aim of finding sequences of utterances with similar environments (equivalence classes) and of establishing regularities in their distribution".

> Discourse refers to expressing oneself using words. Discourses are pervasive ways of knowing, valuing and experiencing the world. It can be used for assertion of power and knowledge, for regulation and normalization, for the development of new knowledge and power relations, and for hegemony (excess influence or authority of one nation over another). Keen interest in discourse started in 1970, van Dijk (1998).

Johnstone (2002) discusses the many uses of discourse and how it has been used to answer different enquiries that have to do with language, saying: "Discourse analysts have

moved the description of structure up a level, looking at actual stretches of connected text or transcript of talk and providing descriptions of the structure of paragraphs, stories and conversations." Discourse also frequently discusses pragmatic concepts as reference, communicative function, presupposition and implicature.

To Fairclough (1992:28) however, discourse stretches far above the field of language use alone. He asserts "Discourse is for me more than just language use: it is language in use, whether speech or writing, seen as a type of social practice. Discourse transmits social and institutionalized values or ideologies and also creates them".

Discourse analysis, though primarily a field of enquiry in linguistics, has now become multidisciplinary in nature and the object of inquiry may mean different things to socio-linguists, anthropologists, psychologists, and computational linguists, especially those interested in artificial intelligence. The analysis of written discourse is often subsumed under *Text Linguistics*.

2.9 Text

"A text is traditionally understood to be a piece of written language – a whole *work* such as a poem or a novel, or a relatively discrete part of a work such as a chapter", Fairclough (1995:4).

The text is a record of an event where something was communicated and involves the presentation of facts and beliefs (often ideological), the construction of identities of participants discussed in the communication, and strategies to frame the content of the message. Simply put, the text can become more than just words on a page – it can disclose how those words are used in a particular social context, Huckin (1997).

Text is also used by some linguists and discourse analysts to describe any stretch of writing or speech, not necessarily complete, which is the object of observation or analysis. Halliday and Hasan (1976:2) define the text as:

> Spoken or written, prose or verse, dialogue or monologue. It may be anything from a single proverb to a whole play, from a momentary cry for help to an all-day discussion on a committee.

A significant characteristic of the text is that it is coherent. Gernsbacher (1990) proposed four sources of coherence in a text:

Referential coherence, which is consistency in whom or what is being talked about. **Temporal coherence** refers to a consistency of occurring events. **Locational coherence** points to consistency where the events occur and **Causal coherence** refers to a consistency in reasons or why events happen. When we read, we strive to maintain coherence and cohesion to enhance grasp of the subject-matter.

Previous texts impact present text. An experience with a present text will in turn have an effect on future texts. A writer whose written discourse is completely creative, completely unlike anything previously tried, would be virtually impossible to understand by the unacquainted mind. For instance, a primary school student reading Shakespeare's *Julius Caesar* for the first time, might have a difficult time identifying with it especially since its English is unlike any that he has studied previously.

Kristeva (1986) coined the word "intertextuality" for the ways in which texts can refer to and build on other texts and discourses. She delineates two types of intertextuality:

A. Horizontal intertextuality (which is also known as *syntagmatic*) deals with how texts build on other texts which they are related sequentially.

B. Vertical intertextuality (*paradigmatic*) refers to how texts build on other texts of the same or similar categories.

According to Johnstone (2002), texts can bear intertextual traces of other texts in many ways, ranging from the most direct repetition to the most indirect allusion. Fairclough (1992) also described some possibilities of intertextuality in texts and he posits that a text can

quote or paraphrase another text, a text can presuppose a prior text, and texts can employ negation to prompt previous texts that made an opposite assertion.

As described earlier in the chapter, a text is a product of discourse. It is normally used to describe a linguistic record of a communicative event. This may be an electronic recording or a written text like the newspaper.

Beaugrande and Dressler (1981:25) propose that text as a meaningful speech event will meet seven standards of textuality. These are *cohesion* which they describe as the ways the words are connected in sequence, *coherence* (the outcome of cognitive relations, such as mutual knowledge between the participants in the discourse), *acceptability* (the form of the text in terms of appropriateness to the cultural setting and the way in which it is received by those taking part), *intentionality* (the text producers' discourse purpose, goals or plan), *informativity* (how far the degree of information transmitted is more or less suitable for the receivers in the circumstance), *situationity* or *relevance* (the factors which make a text relevant in the situation in which it occurs) and *intertextuality* (the way in which the text relies on previous texts for its form and reference and the ways in which it may incorporate other texts).

2.10 History of Systemic Functional Linguistics

Critical Discourse Analysis which is employed later in this chapter as the theoretical framework in this study has its beginnings in Systemic Functional Linguistics. It is thus imperative to give a general depiction and description of Systemic Functional Linguistics.

Systemic grammar was originally propounded by M.A.K Halliday. It can be traced through two principal stages of development. The early form of the theory was known as *Scale-and-category* grammar (Morley 1985). Halliday - a former student of Firth - had been influenced by Firth's teachings, and though the *scale-and-category* grammar was not a direct translation of Firth's ideas, it was an inspiration from it. *Scale-and-category* grammar was set

against the background of the belief that language occurs in a situational context. Whereas, most other grammars would focus on generated sentences, *scale-and-category* "provided a framework for the analysis and description of any stretch of written or spoken language that has actually occurred". (Morley; *ibid.*). The early part of the 1960's saw *scale-and-category* grammar focusing on the syntax of these sentences, until the later part of the decade when - with increasing influence by Malinowski's ideas of the functional nature of language - a multifunctional semantic dimension was not only added to the model but became one of the central ideas and a major undergird to the principle. With the added semantic focus, syntactic structure alone was no longer the focus of attention, "nor did the grammar seek just to analyse stretches of actual text", Morley (1985). At the time of this reorientation, the theory became known as **Systemic Functional Grammar or Systemic Grammar** (to be called SFL from this point on). In this new and enhanced form, the grammar began to account for the nature of the linguistic system available to the native speaker of a language and for the selection of options which a person makes when using the language. These options are selected not from the syntax, but from the semantics of the grammar and thus, represent the choices of meaning which the speaker/writer is expressing. In systemic grammar, semantics is the generative base.

Scale-and-category grammar was designed to analyze structures in their natural state rather than generate new sentences. Morley (1985) posits that "this early stage of systemic theory held that a text may be analyzed at three primary levels; substance, form and situation". Substance deals with the actual speech sounds heard or seen. Form deals with the grammar and lexis of the text to be analyzed, while situation is seen as "all the sociological factors which constitute the background to and circumstances of the text under discussion." Substance is said to be outside the domain of linguistic study. A level, lying between form and situation was however described. This level was described as *context.* Under the SFL

theory however, context has been subsumed under the name, *register*. Morley (*ibid.*) describes register as "the variety of a language used in a particular situational context". He goes further: "To account for the aspects of situational context, four parameters are established at this stage: the field, the mode, the tenor and the role of discourse".

2.10.1 Systemic Functional Linguistics

Systemic functional Grammar is a way of looking at grammar in terms of how language is used. In the field of linguistics, the main alternative to functional grammar is formal grammar which is concerned with ways in which our genes constrain the shape of our grammars, and thus impact what we can and cannot say. On the contrary, functional grammar is not genetically oriented to our neuro-physiology like formal grammar. Rather, it focuses on the development of grammatical systems as a means for people to interact with each other. In other words, its orientation is social, not biological.

In systemic grammar, meaning is the singular most important aspect because we communicate to understand meaning and this meaning, according to Halliday (1979) can be realized through certain forms which are referred to as the three functional components of language namely: ideational, interpersonal and textual components.

The ideational function of language is the major component of meaning in the language system. It represents the structure whose elements are recognisable as elements in our interpretation of our experience of the world around and inside us.

Transitivity is the grammar of the clause and through it a particular range of ideational meaning is expressed. For example:

//Bala went to the market to buy meat//

The example provides us with the information that ideational function helps us to encode our experience in form of content and that actor, process, circumstance and goal reflect our knowledge of phenomenon that comes with our field of experience. The *interpersonal*

involves communication between people, the roles they assume as they express themselves and the attitudes they express towards one another and towards their subject matter. Lastly the *textual* metafunction involves the actual organisation of the text itself, Bloor and Bloor (1995), Halliday (1985).

The systemic model (like its earlier version of *scale-and-category*) recognizes three primary levels of language known as substance, form and situation. Substance is the raw material of language, that is, the sound used when speaking and the symbol used in writing. Form deals with the arrangement of the substance into recognizable and meaningful pattern. For example, the inventory *B, A, S, K, E,* and *T* are merely substance while the word *BASKET* is both substance and form because it has been arranged to give meaning. Situation refers to the linguistic circumstances in which a given bit of language is used, that is, what it sounds like.

We therefore conclude that the primary concern of the functional components of language deal with meaning since the internal organization of language according to Halliday (1985) is not arbitrary but embodies a positive language that has evolved to serve in the life of a social man. Another important strand of functional grammar is associated with *grammaticalization* or how language change is shaped by language function.

Bloor and Bloor (2007) posit that: "this model of grammar (functional grammar) stresses the importance of social context (the context of culture and the context of situation) in the production and development of language…In addition, functional linguistics, unlike some branches of linguistics, has always been concerned not only with words and sentences, but also with longer texts and collections of texts above the level of the sentence".

Cohesion and Cohesive Devices

Cohesion comes from the verb "cohere" which is to hold or stick together. Cohesion occurs where the interpretation of some elements in the discourse is dependent on that of

another discourse. A given text is said to be cohesive when the sentences and paragraphs are structurally linked together. That is, when the variables used determine whether the sentences and paragraphs are consistent or not. The one presupposes the other in the sense that it cannot be effectively decoded except by recourse to it.

A reader rarely decides if a set of sentences constitutes a text solely on the base of its structure. He would rather find situational cues that help him in making sense of what he is reading. Such cues help a group of sentences to function in sync as a coherent text or a text that makes reading sense. Writers also make use of internal signals to link a text cohesively. Halliday and Hasan (1976) describe five general grammatical and lexical cohesive ties in a text. These ties are responsible for linking and relating different parts of a sentence, thereby creating an interconnection within the text. They are enumerated as *reference*, *substitution*, *ellipsis*, *conjunction* and *lexical cohesion*. "Referential ties are created when an item in one sentence refers to an item in another sentence, so that in order to interpret part of one sentence, readers or hearers have to refer to part of some other sentence" (Johnston 2002). Reference is further broken down into two main components: (1) *Situational* (exophoric) – which is when the referent is identifiable in the context of situation and (2), *Textual* (endophoric) – a situation in which the referent can be discerned in the text itself. Halliday and Hasan (1976) in addition go further to allude to additional concepts as anaphoric and cataphoric reference, which are concepts encapsulated in textual (endophoric) reference. Anaphoric reference can be defined as a process where a word refers to some earlier textual element, while cataphoric makes reference to some later textual elements. Johnston (2002) says pronouns are "perhaps the main resource people have for referring", agreeing with Halliday by positing that they (pronouns) can point backwards in the sentence (anaphora), or forwards (cataphora). Pronouns can also point to an entity outside of the text.

Quirk, Greenbaum, Leech and Svartvik (1985) define anaphoric reference as being "used where the uniqueness of reference of some phrase *the x* is supplied by information given earlier in the discourse". They further break anaphora into two kinds: *direct* and *indirect anaphora*. Direct anaphora is described as a situation "where the same noun head has already occurred in the text and it is clear that a relation of co-reference exists between the two noun phrases." For example:

The vacuum cleaner must be bad. The suction is not pulling the dirt from the rug.

Indirect anaphora on the other hand is when a reference becomes part of the hearer's knowledge indirectly, by inference from what he has already mentioned, Quirk et al (1985). For example:

I had to let the dog outside. I found a flea on the floor.

Quirk et al (1985) go on to posit that cataphoric is…the opposite of anaphoric reference.

"Reference in a grammatical sense is extremely important in the cohesion of texts" according to Bloor and Bloor (2007). Items under this type are directives indicating that information for its decoding is to be retrieved elsewhere in the referential, meaning the identity of the particular thing or class of things that is being referred to. The cohesion lies in the continuity of reference whereby the same thing mentioned previously, enters into the discourse a second time. The following example is taken from Halliday and Hasan (1976):

"Three blind mice, three blind mice. See how they run, see how they run. They all ran after the farmer's wife, who cut off their tail with a carving knife…." *Three blind mice* serves as the introducer; the subject of the sentence. In the line *see how they run*, while *they* refers to the three blind mice, it also points to the fact that the three blind mice have been mentioned earlier and *they* are still the ones being referred to.

Cohesion within the sentence can be discussed under two headings namely *coordination* and *subordination*. Coordination is the linking of words by means of

coordinating conjunction. "Conjunction is the use of any one of a variety of strategies to show how sentences are related in meaning to other sentences", Johnstone (2002). Such conjunctions include words such *however, as, or, because, so nevertheless, but* and *and* which connect words of equal status. Conjunctive elements are cohesive not in themselves but indirectly by virtue of their specific meanings. They are primarily devices for reaching out into the preceding (or following) text, but they express certain meaning which presupposes the presence of other components in the discourse. Conjunctives explicitly tie the meanings of utterances together, linking the meaning of one coordinate with or subordinate to the meaning of the other.

Types of Coordination

The three types of coordination are *Linking, Parataxis* and *Apposition*.

Linking – This is achieved by the use of the coordinative conjunctions *and* and also *or.*

Parataxis – This is defined as "the joining together of sentence clauses by juxtaposition with the use of conjunctions".

Apposition – This is the situation where a word or phrase modifies a proceeding noun phrase or clause.

Subordination

This is the relationship between a dependent and an independent grammatical structure. A dependent grammatical structure is that which depends on another grammatical structure for its full meaning and which is joined to an independent grammatical structure by means of a subordinating conjunction such as *if, although, because* and so on.

Quirk et al (1985) refer to subordination and coordination "as two principles whereby the structure of a simple sentence can enter into a more complex structure." In other words, substitution and coordination are means of sentence expansion. They add "in the case of subordination, one clause is embedded in another, while in the case of coordination, one

clause, or part of a clause, is combined with another constituent of equivalent status in the structure of the sentence."

Cohesive devices in communication are those tools which we use to make clearer the structure of what we are trying to say. A good writer starts by giving his audience a clear idea of the main lines of argument which he intends to develop, so that the readers can keep this framework in their heads while the details gradually unfold.

Cohesion across Sentence Boundaries

Cohesion across sentence boundaries refers to "the use of words or phrases that substitute in the same grammatical slot for material elsewhere in the text" (Johnstone 2002). **Substitution** is simply the replacement of one item by another. Substitution is similar to reference; the main difference being that while reference is a relation in meaning, substitution is a relation in the wording. Halliday (1976) in *Cohesion in English* says:

> Substitution is a relation between linguistic items such as words or phrases; whereas reference is a relation between meanings. In terms of the linguistic system, reference is a relation on the semantic level, whereas substitution is a relation on the lexico-grammatical level, the level of grammar and vocabulary or linguistic form.

For example;

A: *Do you think she has learnt her lesson?*

B: *Hope **so**!*

So in the example above, substitutes the clause *she has learnt her lesson*, thereby making the second sentence reliant on the first for cognitive meaning.

Quirk et al (1985) also gives an example of substitution which is shown in the sentence below:

*This coat is more expensive than the **ones** I saw in the market.*

In the case of the above sentence, ***ones*** is used to replace the nominal item ***coat*** in the first sentence.

Ellipsis

Ellipses (together with pro-forms) are a means of structure reduction in sentences. It is a cohesive tie achieved via omission; "a process whereby a part of a sentence is left out and as a result has to rely on another previous sentence for its meaning" Quirk et al, (1985).

The words or parts of words missing are often said to be understood or unnecessary to make the construction grammatically complete. Ellipsis is roughly similar to substitution, but in its case, it is something left unsaid, "substitution by zero", Halliday and Hasan (1976:142). However, what is left unsaid here is understood even without saying it. From the foregoing, it is therefore clear that ellipsis, like substitution, is a relation within the text. In almost all cases, the items that are presupposed are present in the preceding text. For example:

A: *I think she is in the office.*

B: *Indeed [she is in the office].*

In this case, *she is in the office* is elided, as *indeed* suffices as an adequate answer without undue repetition.

Lexical Cohesion

"Lexical cohesion comes about through the selection of lexical items that are related in some way to those that have gone before" Halliday (1976). There are three ways to achieve lexical cohesion in writing:

a. Repetition.
b. Synonymy.
c. Collocation.

Repetition

Nash (1980) says the following about repetition: "The most effective device to achieve cohesion is to reiterate a word until it becomes a pervasive pattern insistently claiming and directing the reader's attention". The repeated word eventually accumulates textual value as a powerful emotive term. For example: *Spike met a bear. The bear was bulgy.*

The lexical term which contributes to cohesion here is *bear*.

Synonymy

The next form of lexical cohesion involves the use of lexical items which are in some sense synonymous. The examples of synonymy given below in line with Halliday (1976) are the related words: *sound/noise* and *cavalry/horses*.

"…he was startled by a noise from behind him. It was the noise of trotting horses….The sound of the cavalry grew rapidly near…."

The central concern of systemic functional linguistics is how people use language with each other to accomplish everyday social life and how social worlds are, in turn, created in and through language. This interest leads to an investigation of how language is structured to achieve socio-cultural meanings.

The Hallidayan SFL school is of importance to this study as it explains what makes a text (like a newspaper section) tie together as a unified whole. Considered in relation to the social context in which they occur; it has particular applicability to the analysis of spoken discourse. A cohesive, coherent editorial will utilize the following linguistics variables: *reference, repetition, substitution, ellipses* and *conjunction*.

Systemic Functional Linguistics and Critical Discourse Analysis are related as members of the family of linguistics approaches that is socially oriented, essentially concerned with describing the relationship between language, text and social life. This outline is useful for analyzing the discourse level of texts; whether spoken or written.

Halliday (1985) as stated earlier in the chapter posits that language performs various functions, which are: ideational, interpersonal and textual. Ideology and its use by language users is subsumed in the interpersonal function, because it is through the interpersonal function that we represent ourselves, our views, and propaganda to others.

2.11 Critical Discourse Analysis (CDA)

In the late 1970s, Critical Linguistics was developed by a group of linguists and literary theorists at the University of East Anglia, as affirmed by Fowler, Hodge, Kress and Trew. (1979) and Kress & Hodge (1979). "Critical is used in the special sense of aiming to show up connections which may be hidden from people – such as the connections between language, power and ideology", Fairclough (1995:36). Fairclough (1995) goes further: "the approach of the critical linguists was based on Halliday's Systemic Functional Linguistics (SFL) and was heavily influenced by it; example of which is the fact that CDA theorizes (like the SFL School) that social context cannot be divorced from language use and that languages perform three major functions which are: ideational, interpersonal and textual. Thus, Halliday's view of language as a *social act* is central to Critical Discourse analysts.

Critical Linguists such as Trew (1979) aimed at isolating ideology in discourse and showing "how ideology and ideological processes are manifested as systems of linguistic characteristics and processes." This aim was pursued by developing Critical Linguistics' analytical tools based on Systemic Functional Linguistics, Fowler et al. (1979), Fowler (1991).

According to Fowler et al. (1979), Critical Linguists, like sociolinguistics, assert that, "there are strong and pervasive connections between linguistic structure and social structure". However, whereas in sociolinguistics "the concepts *language* and *society* are divided…so that one is forced to talk of links between the two, for Critical Linguistics "language is an integral part of social process", Fowler et al. (1979), and the social process is manifested in

language as well. CDA is concerned with the relationship between language, ideology and power, Fairclough (1989) and the relationship between discourse and socio-cultural change, Fairclough (1992).

Another central assumption of Critical Discourse Analysis and Systemic Functional Linguistics is that speakers make choices regarding vocabulary and grammar, and that these choices are consciously or unconsciously *principled and systematic*. Thus choices are ideologically based. According to Fowler et al. (1979), the "relation between form and content is not arbitrary or conventional, but . . . form signifies content" (p. 188). In sum, language is a social act and it is ideologically driven.

Critical discourse analysis (CDA) is a form of discourse that principally scrutinizes the way social power, abuse, dominance and inequality are enacted, reproduced and resisted by text and talk in the social and political context. Critical discourse analysts take explicit position, and thus want to understand, expose and ultimately to resist social inequality, Van Dijk (1991).

CDA is not a specific course of research; as it does not have a centralized theoretical structure. Within the aims of carrying out research using this method, there are many types of CDA and these may be hypothetically and logically different in their methods. There are many strands of critical discourse methodologies, amongst which proponents are prominent linguists like van Dijk (1988), Wodak (1989), van Leuuwen (2006) and Fairclough (1989). These methods are explained below:

The **Socio-cognitive Approach** (**SCA):** This theory of CDA has van Dijk (1988) as one of its adherents. Here, the theory serves as a framework systematizing phenomena of social reality. Its focal triad is construed between *discourse, cognition* and *society*. Discourse is seen as a communicative event, including conversational interaction, written text, as well

as associated gestures, face-work, typographical layout, images and any other 'semiotic' or multi-media dimension of signification.

van Dijk relies on socio-cognitive theory-splints and understands linguistics in a broad 'structural–functional' sense. He argues that CDA should be based on a sound theory of context.

The **Discourse-Historical Approach (DHA):** This theory has Wodak (1989) as one of its proponents. It explicitly tries to establish a theory of discourse by establishing the connection between *fields of action, genres, discourses* and *texts*. General social theory plays a minor role in the discourse model and the emphasis is on historical analysis. Context is understood as mainly historical.

The **Social Actors Approach** (**SAA):** This approach has proponents like van Leuuwen (2006). The model refers to a broad scope of sociological and linguistic theories, especially to those explaining the role of action to establish social structure: representation is ultimately based on practice, on that which people do – it is the primacy of practice which constitutes the theoretical core of SAA. This idea of individual actors permanently constituting and reproducing social structure is linked with a Foucauldian notion of discourse, somewhat similar to DA and DRA.

The **Dialectical–Relational Approach** (**DRA):** This has Norman Fairclough (1989) as the major proponent. The approach takes a rather grand-theory-oriented position: Fairclough focuses upon social conflict in the Marxian tradition and tries to detect its linguistic manifestations in discourses, in particular elements of dominance, difference and resistance. According to DRA, every social practice has a semiotic element.

Productive activity, the means of production, social relations, social identities, cultural values, consciousness and semiosis are dialectically related elements of social practice. He understands CDA as the analysis of the dialectical relationships between semiosis (including

language) and other elements of social practices. These semiotic aspects of social practice are responsible for the constitution of genres and styles. The semiotic aspect of social order is called the order of discourse. DRA draws upon a particular linguistic theory – Systemic Functional Linguistics, (Halliday 1985) – which analyzes language as shaped (even in its grammar) by the social functions it has come to serve. In this work, the researcher is concerned with the ideological work done by the discourse/text of the print media, measured according to the parameters delineated by Fairclough (1989).

Fairclough posits that the media and the newspapers are generally involved in phenomena known as hidden power; this is because the nature of the power relations enacted in it is often not clear. Newspaper discourse is quite one-sided; there is a sharp divide between producers and interpreters or producers and consumers.

Fairclough describes the nature of power relations in media discourse which is that:

1. They have sole producing rights and can therefore determine what is included and excluded.
2. They determine how events are represented and even the subjects position the readers.

Fairclough suggests that the reader – in a bid to understand the text – will make ideological inferences when reading. This, according to him is because "texts do not typically spout ideology". The texts position the interpreter through their cues that the interpreter brings ideologies to the interpretation of texts and reproduces them in the process.

Fairclough (2003) emphasizes that CDA is a necessary tool to analyze and understand how language affects and is effected by social life by saying "without a critical analysis, one simply cannot theorise about the effects of language".

2.12 Theoretical Framework – Fairclough's 1989 Approach

Given the power of the written and spoken word, CDA is necessary for describing, interpreting, analyzing, and critiquing social life reflected in text, Luke (1997). CDA is

concerned with studying and analyzing written texts and spoken words to reveal the discursive sources of power, dominance, inequality, and bias and how these sources are initiated, maintained, reproduced, and transformed within specific social, economic, political, and historical, and historical contexts (van Dijk, 1988). It tries to illuminate the ways in which the dominant forces in a society construct versions of reality that favour their interests. Premised on the notion that texts cannot be analyzed in isolation from the wider social context, Fairclough offers a three dimensional model for CDA that encompasses:

(1) The examination of the linguistic features of texts (the level of the text);

(2) The exploration of processes related to the production and consumption texts (the level of the discursive practice); and

(3) The consideration of the wider social and cultural context to which the text as a "communicative event" belongs (the level of the socio-cultural practice).

Fairclough's framework recognizes the interpenetration and over-determination of the multiple elements of the social (including discourse on one another). Discourse is therefore posited as one "moment" among six others in social process, all of them interconnecting and penetrating each other. In this view, discourse becomes "a form of power, a mode of formation of beliefs/values/desires, an institution, a mode of social relating, and a material practice. Power, material practices, social relations, institutions, beliefs are all a part of discourse.

The first dimension of Fairclough's framework calls for the analysis of the "texture of the text", which is its form and organization at all levels, including the grammatical and lexical, as well as the structures of argumentation used. Attention to the newspaper text can illuminate the ways in which language works to construct identities and social relations, and thus the method has special relevance to the researcher's newspaper analysis.

Based on Fairclough's crucial questions for a text analysis (1989: 110-111), one can systematically examine any of the following: Lexicalisation/Naming Choices, Patterns of Transitivity, Voice and Passivisation, Nominalisation, Modality, Thematic focus of the text, Information focus of the text, The Cohesion devices and Intertextuality.

1. Lexicalisation/Naming Choices:

This means a choice of words that imply negative (or positive) evaluations. What word choices are employed in describing people and events? Fairclough (1989) stresses the ideological significance of lexical choices and argues that "a text's choice of wordings depends on, and helps to create, social relationships between participants" (p. 116). Sykes (1985) also contends that the choice of different words for referring to the same thing by different speakers reveals "different ideological affiliations" (p. 87) on the part of the speakers. An example (also given earlier) is the choice of *freedom fighter* versus *terrorist*.

2. Patterns of transitivity:

Transitivity refers to the agent-patient relations in a sentence, or how the main action of a sentence is encoded (Fairclough). It answers the question: Who is doing what to whom? In most cases, the semantic agent (or actor) in a sentence is depicted as having more power than the patient. If a text consistently has the same agent from sentence to sentence, it may reflect a perspective favoring that agent's status.

3. **Voice and Passivisation:**

"Voice is a grammatical category that makes it possible to view the action of a sentence in either two ways, without change in the facts reported" Quirk et al (1985).

The woman sold the fish (active).

The fish was sold by the woman (passive).

A change from the active to the passive involves the rearrangement of two clause elements, and an addition.

(a) The active subject becomes the passive AGENT.

(b) The active object becomes the passive subject.

(c) The preposition *by* is introduced before the agent.

Table 1:

David (active subject)	loves (active verb)	Spike (dog). (active object)

Spike (passive subject)	is loved (passive verb)	by David (optimal agent)

Even though the corresponding active and passive sentences appear to be radically different, the relations of meaning between the elements of the two sentences are unchanged. The performer of the action in the two sentences remains the same even when the performer has a different position and function structurally. Unlike the case of the active subject, the agent *by* – phrase is often optional. "In fact, approximately four out of five English passive sentences have no expressed agent." Quirk et al (1985). The omission might be as a result of the agent being irrelevant, unknown or redundant.

e.g.:

The Governor has often been criticized recently.

In the sentence above, the agent might be deemed irrelevant.

Ife fought Wisdom yesterday and Wisdom was beaten.

In the sentence above, the phrase *by Ife* has been omitted "because repeating it is not necessary or even fully acceptable in this context" Quirk et al (1985).

In the case of newspapers and ideology, an omission might be employed to remove focus from a particular agent, as "without the agent, the sentence becomes informationally vacuous" Quirk et al (*op.cit.*). They also assert:

> The passive has been found to be as much as ten times as frequent in one text as in another….The passive is generally more commonly used in information than in imaginative writing and is more frequent in the objective, impersonal style of scientific articles and news reporting.

Fairclough (1989) also asserts: "such choices to highlight or background agency may be consistent, automatic and commonsensical, and therefore ideological; or they may be hedging or deception". This is in line with Martin and Girard (1993) who assert: "The passive voice avoids making anyone or anything responsible for the action in the sentence". They go further: "…sometimes this is the effect you (a writer) want to create…"

Kress and Hodge (1979:9) also declare:

> Passivisation is also known as transformation. In transformational theory it is assumed that transformations are always innocent (that is, they do not alter the meaning of basic form) and can always be reversed. In actual discourse this is, sadly, not always the case. Transformations serve two functions, economy and distortion, often so inextricably mixed that even the speaker cannot separate them. Transformations are more like permissible tampering.

3.The use of Nominalization:

A nominalization is a process converted into a noun. It is the backgrounding or foregrounding of participants within a text. Leeuwen (1996: 38) states that participants and their verbal/ideological representations are included or excluded to suit the interests of the intended readership. *Nominalization* of a proposition allows a writer to make an opinion

universal - thus making it difficult to challenge - by transforming a subjective statement into what seems an evidently objective one, Caldas-Coulthard, Holland (2001: 130).

4. The choices of Modality:

Quirk et al (1985:219) postulate: "Modality may be defined as the manner in which the meaning of a clause is qualified so as to reflect the speaker's judgement of the likelihood of the proposition it expresses being true" and to project a certain authorial *voice* or attitude". Kress and Hodge (1989:9) also see modality as: "indications of the degree of likelihood, probability, weigh or authority the speaker attaches to the utterance". Quirk et al list the modal verbs as:

Can, may, will, shall, could, might, would, should, and *must.*

"*May* is an auxiliary verb qualifying the meaning of another verb by expressing ability, competency, liberty, permission, possibility or contingency. *May* as opposed to *shall* is indicative of discretion or choice between two or more alternatives, but context in which word appears must be a controlling factor", Ibileye (2004).

According to Quirk et al (1985:137), "The modal auxiliaries are so called because of their contribution to meanings in the area of *modality* including such concepts as volition, probability, and obligation".

The eight meanings given by Palmer and Blandford (1969) for the eight modals are:

(a) ***will*** – willingness, (b) ***shall*** – obligation, (c) ***can*** – permission, (d) ***must*** – obligation, (e) ***ought*** – advisability, (f) ***would*** – willingness, (g) ***should*** – advisability, (h) ***could*** – ability, (i) ***Might*** – permission.

May according to Palmer (1965), quoted in Ibileye (2004) has two uses:

- Permission-You may go.
- Possibility- He may come.

Also, he identifies the meanings of ***can,*** which are:

- Ability
- Characteristic (she can be crafty)
- Permission (yes, you can)
- Possibility (He can be there)
- Willingness (can you pass the salt).
- Sensation (I can feel the cold).

Modal constructions facilitate various forms of manipulation including the hedging of claims in advertisements and reporters' accounts of statements from sources. Modality expresses:

(i) The speaker's attitude toward the proposition being expressed (e.g. his degree of certainty about whether it is true or not).

(ii) The actor's relationship to the described situation (e.g. whether he is under some kind of obligation to act in a certain way). It refers specifically to the way in which the verb expresses the attitude of the addresser toward the factual content of what is being communicated, i.e. whether it is being asserted, questioned, demanded, or wished for.

It is snowing (categorical assertion).

It must/may/ought to be snowing (modalised assertion)

Fairclough also identifies the following as equally ways of marking modality: they are modal adverbs such as 'certainly' obviously, usually, in fact; participial/modal adjectives such as 'required', 'possible', 'probable'; cognitive verbs such as 'think', believe' and verbs of appearance such as 'seem', 'appear'.

"In other words, modality allows language users to express what is, what would be, what may be, and what should be", Bonyadi (2011).

7. **The thematic focus of the text –** This is simply the basic theme that runs through the writing.
8. **The information focus of the text –** This simply refers to the information which is placed at the fore in the text.
9. **The cohesion devices:**

Cohesion is the linking of information throughout the text to provide meaning. Coherence also refers to the ability of a text to "hang together." Although textual coherence requires certain textual cues including consistent use of verb tense, sentence topics, pronoun reference, and so on, it also requires active interpretation on the part of the reader, drawing on his/her background knowledge, Brown and Yule(1983). By studying the coherence of a text, the critical discourse analyst can see what kind of background knowledge the text is evoking.

i. **Intertextuality:**

This refers to other texts cited within the text. Such references are employed to align ideas, provide an ideological framework and/or achieve an interconnected authority (Caldas-Coulthard, Holland, 2001: 137).

CHAPTER THREE

METHODOLOGY

3.0 Preamble

This chapter, which is anticipative of the analysis (chapter 4- the discoursal properties of the editorials published in the chosen newspapers, as well as the workings of ideology in those editorials) deals, firstly, with the data selected for analysis and, secondly, with the methods employed to collect data to undertake the critical discourse analysis on which the researcher reports in chapter four.

The third section discusses the method of data analysis and the fourth section discusses the analytical procedure. The editorials are selected from two different newspapers in Nigeria. Copies of the editorials chosen for the analysis can be found in the Appendices.

3.1 Sources of Data

The data used in the analysis of the work have been generated from 2 Nigerian newspapers (*The Guardian* and *Daily Trust*) each from a different geopolitical region. A total number of 10 data were collected from 10 newspapers (5 from *The Guardian* and 5 from *Daily Trust*). The newspapers were selected within the span of 15 months (July 2010-October 2011).

The researcher chose to analyse editors' comments published within this period because this period in Nigeria significantly dealt with the intensifying of social issues as kidnappings, economic downturns and the killing of perceived political opponents. As such, various social, political and economic issues affecting the Nigerian populace were given critical assessment by the media, most especially newspapers and magazines.

3.2 Method of Data Collection

The editorials chosen for close analysis come from a larger corpus of 30 editorials that the researcher assembled.

The Guardian and *Daily Trust* were selected for a number of reasons. *The Guardian* views itself and is viewed as the flagship of the Nigerian press, well respected for its news and opinion pages. It is seen as the most influential paper in the country, Nigeria, a serious and sober newspaper which appeals to the upper class in the society. It also has a rich history of radicalism and was targeted by the military government for its stance on policies in the 1980s. *Daily Trust* perceives itself and is perceived as the voice of the north, the Islamic north in particular.

CDA encourages the use of texts that have been employed in social situations, rather than generated texts.

There has been no addition or subtraction from the contents provided in the Newspapers.

3.3. Method of Data Analysis

The method of data analysis used in this study is known as CDA, using Fairclough's (1989) paradigm. According to Fairclough (1995:97), ideological representations in texts must be studied in relation to social power. A social approach to the study of texts means we must not just study the texts on their own but also the interactive processes of meaning-making of which they are a part.

3.4. Analytical Procedure

Fairclough's (1989) model for CDA consists of three inter-related processes of analysis tied to three inter-related dimensions of discourse. These three dimensions are:

1. The object of analysis (this could include verbal, visual or verbal and visual texts). The researcher has this present i.e. the newspaper editorial which is the visual text and the object of analysis.

2. The processes by means of which the object is produced and received (writing/ speaking/designing and reading/listening/viewing) by human subjects. The newspaper is

produced by the owners by writing and printing, while it is consumed by its customers through reading. This has been established earlier in the study by the researcher.

3. The socio-historical conditions which govern these processes: These conditions will be explored at the third stage of analysis, which is the explanation stage.

There are three stages of analysis and these are:

A. Description: This deals with describing the formal behaviour and properties of the text. Modality is chosen as the formal property to describe. As has been established earlier in the study, it is one of the variables that Fairclough (1992:10-11) posits can be examined at the description stage when analyzing a text for embedded ideology and this is in line with Ravelli (2000:48): "the attitudes and opinions of the writer are expressed through modality. It indicates whether the writer is presenting a straight fact or a piece of text which is opinionated". Thus the role of modality in newspaper editorials is of special importance because "editorial writers tend to make use of this property to establish either a favorable or unfavorable bias throughout the text to manipulate their readers' opinion".

Ravelli (*ibid.*) proposes that modality allows language users to express what is, would be, may be and should be. It is a realizer of CDA's interpersonal function of language – a process where we represent ourselves to others. Modality may therefore be used as a linguistic persuasive tool to control behaviour of people and through modals, an ideology can operate and function to persuade the receiver to accept and adopt a dominant ideology running through a data. However, the authority and power relations on the basis of which the text producers compel, obligate, assign and withhold permission from the people it is meant for, is implicit. Fairclough (1989) asserts that it is primarily this implicit authority that makes modality a matter of ideological interest.

Modality covers a broad area and can be expressed in many forms but the modal auxiliaries are the most central (shall, should, will, would, can, could, may, might, must, ought to), and these will be the main concern of the study.

B. Interpretation: Fairclough refers to the situational context and the intertextual context as central to the process of interpretation. Situational context can be defined as "the linguistic and situational context in which a word, utterance or text occurs" according to *Longman Dictionary of Language*. In terms of the situational context it is imperative to ask questions about time and place. This stage involves a probe of the situational context in which the editorials are domiciled. According to Fairclough (1989), the description stage cannot stand alone in a Critical Discourse Analysis. An analysis of the social structures and context surrounding the production and interpretation of the text is necessary to grasp the reasons behind the linguistic choices in the text.

C. Explanation: This is an analysis of the social context which the text is domiciled. It is concerned with the relationship between interaction and social context – with the social determination of the processes of production and interpretation, and their social effects. At this stage, the analysis considers the social conditions that possibly influence and possibly are influenced by the processes of production and interpretation of each of the editorials the researcher selected for analysis (see Appendices for copies of these editorials).

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Preamble

This chapter is concerned with the data presentation and analysis of the data for the present study which is a social and political commentary on the way meanings are embedded in editorials, overtly or covertly, in order to privilege a certain authorial ideology.

4.1.Presentation and Analysis of Data

This is the description level. Here, there is a concentration on the identification and labelling of the different forms of modality used in the selected editorials. The data and the analysis appear in a tabular form. The tables are made up of six columns in entirety. The first column is the serial number of the data entry; the second contains the extracted data from the selected editorials for analysis, with the modal appearing in the extract made prominent by underlying. The third column delineates the type of modal that appears in the extract. The fourth is cites the source of the data. The fifth delineates the contextual signal act, meaning what the modals used in the data indicate. The last column, which is the sixth, is the impact of the modal on the reader(s). The tables perform two functions:

(1) They point to the modals employed in the texts and;

(2) They provide information about the function(s) the modals perform in the text and the impact it has on the reader(s).

Table 1 (Appendix 1)

s/n	Text	Modal	Contextual signal Act	Impact
1.	I cannot rely on the statement (of admission of guilt by the accused) brought by the prosecution.	cannot	negation of possibility	Inability of the speaker to rely on statement of admission of guilt by the accused.
2.	And so, even as the judge may have done his duty under the law, the law has more importantly failed….	may	possibility	Talks about the possibility that the lawyer has performed his full duty.
3.	It will be no exaggeration to say that Nigerians live in unsafe times….	will	assertion	Statement of fact.
4.	Where are those who tried kill Mr. Alex Ibru, and the killers of Chief Bola Ige, Harry Marshall, Kudirat Abiola….The list could go on.	could	ability	Questions the competence of the government to protect its citizens.
5.	The state and the government in charge of the various cases seem powerless to protect the people's right to life, again it must be stated, as a constitutionally guaranteed.	must	obligatory	An assertion stating the fact that the government is constitutionally mandated to protect its citizens.
6.	And if ever suspects are arraigned, we can only wonder what manner of justice it is that, barring the appeal process, grinds so slowly as to keep	can	characteristic	Disappointment at the Nigerian judicial system.

	a man on trial and in Nigeria's hellish prison….			
	Who will pay for (the) 15 years of my wasted life?	will	willingness	Queries the willingness of the state in compensating the wrongfully accused.
	The time may have come to consider the appointment of special prosecutors to expeditiously handle cases that deserve to be so treated.	may	possibility	Suggests the possibility of setting up an extra panel to judge such cases as this.
	…we choose to believe that the curtain will not be drawn on them for good.	will	Future prediction	Voices the hope that such investigations will not be abandoned.
	If murderers of important persons such as an Attorney-General of the Federation, and a chieftain of the party in power can be murdered with impunity, then where lies safety for the common man?	can	possibility	Suggests the possibility that if such prominent people have been murdered, other less prominent members of the society would be in even more danger.
	And what will government do in respect of the five that died in prison?	will	Questioning willingness	Questions the intention of government further action.

SOURCE: *THE GUARDIAN*, JANUARY 30, 2011.

Table 2 (Appendix two)

s/n	Text	Modal	Contextual signal act	Impact
1.	The proposal by the Federal Government to embark on a 25-year rail development and modernisation programme appears to be a strategic endeavour that could leverage the economy if probably implemented.	could.	possibility	Voices the ability of the rail development to alleviate the lives of the citizens of Nigeria.
2.	Laudable as the proposal is it requires that the right steps should be taken and the right things done, if anything, to show government's seriousness about revamping the moribund railway system.	Should	advisory	Advises the government.
3.	It is on that basis that doubts are being raised as to whether or not the latest move will yield the desired result.	will	ability	Questioning the ability of the programme to impact lives.
4.	The onus is on government to show that this particular announcement will be treated differently.	will	Ability	Indicates capacity of the government to make a difference.
5.	The legal hinderance should be removed first…	Should	advisory	Advising the government on steps to take.
6.	…before the	can	possibility	Used to indicate possibility.

	private sector can be involved.			
7.	In fact, two critical steps should be taken in order to realise the object of the latest proposal.	should	advisory	Expresses desirability of the proposition.
8.	An encouraging environment should be created before the proposed modernisation could be effected on the railway.	should, could	advisory	Counseling the government on steps to take before the proposed project.
9.	The monopoly law remains the single most critical element that would hinder private sector investment and by extension, the modernisation being proposed.	would	Prediction	Forecasting future occurrence.
10.	Feasibility of the latest proposal will most likely be limited without first clearing the obstacle.	will	Prediction	Forecasting future occurrence.
11.	Government alone cannot modernise the railway.	cannot	Negation of possibility	Statement asserting that the government alone is capable of carrying out project.
11.	Besides, managing modern railway system and its associated core and non-core assets poses a huge challenge which government can only reasonably handle with private sector participation.	can	Ability	Statement asserting that the government can only handle the project with help.

12.	No monopoly should be allowed under the new dispensation.	should	Advisory	Statement advising the government.
13.	After repealing the Act, government should decentralize the railways with each of the six districts of the Nigeria Railway Corporation serving as operational zone with distinct management.	should	Advisory statement.	Advises the government on course of action.
14.	The zones would, however be linked and integrated into a national railway system.	would	Prediction.	Statement asserting future possibility.
15.	Guidelines should be provided by the Federal Government in order to maintain standard.	should	Advisory	Statement recommending line of action to the government.
16.	Government can provide the basic facilities such as the rail lines,…	can	Ability	An assertion on the capabilities of the government.
17.	…while allowing private concerns to operate the rail transportation, an arrangement that can propel competition once the government is dismantled.	can	Possibility	Used to indicate possibility.
18.	The importance of railway in the economic and social development of the country cannot be	cannot	Ability	Stresses the importance of the proposition in the statement.

	overemphasised.			
19.	The Federal government will do well to revive the railway in the national interest.	will	Advisory	Statement counseling the government.

SOURCE: *THE GUARDIAN*, AUGUST 7, 2011.

Table 3 (Appendix three)

s/n	Text	Modal	Contextual signal Act	Impact
1.	…whatever measure is adopted to positively change the status of the mega city in line with acceptable standards must also consider the provision of reasonable alternative means…	must	obligation	Declaration coveys force of obligation
2.	The state government has not gone out of its way to regulate trading activities, but it should be able to…put a human face to its actions.	should	advisability	Advises the government to be more compassionate.
3.	It may, for example, decide to tackle the problem through a phased but sustained market construction until a greater percentage of the mobile retailers are accommodated in mass, affordable stalls.	may	possibility	An advice to the government on possibility of action.
4.	It could only be interpreted that they identified with his programmes….	could	Ability	Talks about the possibility responsible for trader's actions.
5.	That trust must, therefore, be reciprocated by the government.	must	obligation	Mandates government to reciprocate the trust of its people.
6.	…Lagos is not a jungle, and should not be one….	should	advisability	
7.	Government	should	advisability	Recommends mode of action to

	should also ensure good roads….			government.
8.	25 traders have been arrested by the state and would be prosecuted…	would	predictability	Calculates future action.
9.	Prosecution would send strong signals to street hawkers….	would	predictability	Foretells future possibility.
10	but it should be done expeditiously to avoid the alleged offenders behind bars interminably…	should	advisability	Advises government on mode of action.
11	If the state officers must win the battle against street trading and hawking, they must sustain the effort.	must, must.	obligation	Mandates the government on action to take regarding the street trading habit.
11.	…governments at all levels should not overlook the glaring and threatening unemployment situation in the country which forced children, graduates…to the streets.	should.	advisability	Advises the government not to ignore the reasons undergirding street trading.
12.	But Government too should appreciate that laws alone cannot cure a perceived social problem.	Should. Cannot.	Should-advisability. Cannot-absence of possibility	Advises government that it is impossible for laws alone to remedy the situation.
13.	The state government can explore the idea of side-street markets….	can	Possibility, ability	Suggests possibility of action to the government.
14.	Such regulated markets can run on specific days of the week and on public holidays.	can	possibility	Suggests possibility of action to the government.
	Government	should	advisability	Advises the government on the

15.	should take the roads issue more seriously			need to be more firm.
16.	Besides, any attempt to run the traders out of town would be futile as they will always return to the streets….	Would, will	predictability	Predicts future occurrence.

SOURCE: *THE GUARDIAN*, AUGUST 28, 2011

Table 4 (Appendix four)

s/n	Text	Modal	Contextual Signal Act	Impact
1.	Many people thought the administration's preoccupation ought to be fixing the essential social problems, such as….	Ought	advisory	Indicating what should be done.
2.	Good reasoning ought to have dictated a comprehensive approach….	Ought	advisory	Indicating what should be done.
3.	…the presidency has again indicated that a far-reaching amendment proposal that would re-shape the federal essentiality of the Nigerian state is in the offing.	would	prediction	Predicting future happening.
4.	However, some of the proposals, if allowed to scale through, will breed authoritarianism and aggravate corruption.	will	prediction	Predicting future happening.
5.	Why should the pool of public officials drawn from the diaspora complain about not being able to fund their family unless they operate foreign bank accounts…	should	Query	Questioning the motives of the officials in question.
6..	The citizens must have the opportunity, at reasonable interval, to throw off non-performing public officers through the	Must	obligation	Mandating the citizens on possible cause of action.

	ballot box.			
7.	However, this should not be mixed up with the so-called autonomisation of the local governments.	Should	advisability	Expressing desirability.
8.	The latter, in the context of federalism, should be a creation of the regions or states that are party to the federal covenant.	Should	advisability	Expressing desirability.
9.	States making up the federal government should decide on the number of local governments they should have.	Should, should.	advisability	Expressing desirability.
10	It is note-worthy however, that the abuse of local government funds by state executives may have informed the current position.	may	possibility	Indicates possibility.
11	Allowing probity and flourish of democracy at the local level should be thorough and within the principles of federalism and not half-baked measures.	should	advisability	Expressing desirability of the proposition in the sentence.
12	This may have informed the protest from some parties on the issue.	may	possibility	Indicates possibility.
13	The Action Congress of Nigeria (ACN) for instance argued that financial autonomy to the	would	predictive	Prediction used to indicate future happening.

	local units would amount to making local governments units of the federation.			
14	At the moment, the area of priority for the government should be fixing the pressing social problems facing the country.	should	advisability	Indicates desirability of proposition.
15	The issue of amendment should be process-led, not entirely state-driven.	should	advisability	Indicates desirability of proposition.
16	In the interim, these ideas should be engrossed as green paper for public debate….	should	Advisability	Indicates desirability of proposition.
17	These done, a more conducive environment would emerge to deal head on with the question of constitutional amendment….	would	predictive	Predicting future happening.
18	…and naturally, the basic outlines of what needs to be done would have been on the public domain.	would	predictive	Predicting future happening.

SOURCE: *THE GUARDIAN*, AUGUST 28, 2011

Table 5 (Appendix five)

s/n	Text	Modal	Contextual signal Act	Impact
1.	Politicians…should be held partially responsible for this novel form of terrorism.	should	advisability	Recommends course of action to the government.
2.	But nothing can be compared to the carnage that the group have unleashed this year.	can	ability	The group has unleashed an evil with great capacity within the year.
3.	From their activities we can infer that they are dissatisfied with the Nigerian state in all ramifications.	can	possibility	Mentions the likelihood reason for the group's nefarious acts.
4.	A combination of the stick and the carrot may well be in order….	may	possibility	Suggests a possible antidote to the group.
5.	It certainly would be dangerous to give room for other organised groups like the… (MASSOB)....	would	predictability	Foretells future possible occurrence.
6.	This is why the government should be resolute in handling them.	should	advisability	Counseling the government.
7.	The authorities should avail themselves of all the foreign expertise that they can muster. Nigerian system.	Should, can	Should-advisability Can-ability	Counseling the government.
8.	But more than this, they should immediately	should	advisability	Recommending course of action.

	revamp the….			
9.	If persons repeatedly show inability to carry out their duties, they <u>should</u> be removed.	should	advisability	Recommending course of action.
9.	There <u>should</u> be no room for complacency in security matters.	should	advisability	Directive statement to the government.
10.	If it <u>would</u> be helpful, retired security personnel…<u>shou ld</u> be drafted to bring order to a troubled region.	Would , should	Would-predictability Should-advisability	Counsels government on course on action
11.	All resources, covert and overt, <u>must</u> be deployed to contain a very serious situation that is unfolding.	must	obligation	Mandates the government on desirable course on action.
12.	Above all, government, whether at the state, federal or local level, <u>must</u> urgently initiate measures to correct the serious socio-economic dislocation in the country.	must	obligation	Mandates the government on desirable course on action.
13.	In particular, they <u>must</u> provide jobs….	must	obligation	Mandates the government on desirable course on action.
14.	Only then <u>can</u> government succeed in rehabilitating the Boko Haram….	can	possibility	Statement on likelihood of government succeeding in its bid.

SOURCE: *THE GUARDIAN*, AUGUST 21, 2011

Table 6 (Appendix six)

s/n	Text	Modal	Contextual signal Act	Impact
1.	The country's infrastructure will take some years to recover with estimated cost of the damage to buildings and….	will	predictability	Predicts possible future happening.
2.	…though the situation soon degenerated to the extent that millions of tonnes of contaminated materials were emptied into the ocean, which will most certainly threaten marine life….	will	predictabilty	Predicts possible future happening.
3.	Reconstruction in Japan will be extremely challenging because the damage was so widespread….	will	predictability	Predicts possible future happening.
4.	Casualty figures could have been higher if not for efficient and effective handling of the crisis by the Japanese government.	could	Ability	Aversion of possible consequence.
5.	…whatever affects Japan's economy could have some rippling effects on the global economy.	could	Ability	Predicts likelihood action.
6.	…they have endured and project a high spirit in their	will	predictability	Predicts possible future happening.

	belief that they will overcome the challenges of reconstruction that lies ahead of them.			
7.	Disaster agencies in Nigeria can learn one or two ideas from the Japanese rescue crews.	can	ability	Recommendation statement to the Nigerian.
8.	There should be mechanisms in operations that should automatically eliminate bureaucratic obstacles in times (of) disaster….	Should, should	advisability	Instructional/ counseling statement.
9.	Government should provide appropriate equipment on disaster management.	should	advisability	Instructional/ counseling statement.

SOURCE: *DAILY TRUST*, APRIL 12, 2011.

Table 7 (Appendix seven)

s/n	Text	Modal	Contextual signal Act	Impact
1.	It is embarrassing that high-ranking officers would speak from both sides of the mouth only when the country is faced with serious threats, like this one.	would	volition	Reported speech
2.	Police officers should be seen taking action, and reporting on their progress….	should	advisability	Instructional/ counseling statement.
3.	It is important that all hands should be on deck to address this outrage….	should	advisability	Instructional/ counseling statement.
4.	We have the local resources, including the manpower, to fight this creeping menace of kidnapping; however inviting foreign 'experts'…to deal with this domestic crime, is not our idea of how this should be done.	should	advisability	Instructional/ counseling statement.
5.	…we expect the police to be atleast a step further in the use of modern tools to track and eventually capture the perpetrators and their collaborators who, as the president noted, could be well-placed and	could	possibility	Statement on likelihood of the sponsors of terrorism being highly placed members of society.

	highly respected persons in the community.			
6.	The family and community values that emphasize identifying all strange persons in their midst, and punishing transgressions by individual members <u>should</u> be highlighted….	should	advisability	Instructional/ counseling statement.
7.	…character formation <u>must</u> be revisited if the nation is to address these and other social problems….	must	obligation	Mandatory statement.
	…the death penalty option adopted by some states especially in the South-East and South-South <u>may</u> be given consideration to apply nationwide if this frightening, anti-social practice is to be dealt with severely and speedily.	may	possibility	States feasible cause of action.

SOURCE: *DAILY TRUST*, JULY 19, 2010

Table 8 (Appendix eight)

s/n	Text	Modal	Contextual Signal Act	Action
1.	Since his assuming the full paraphernalia of the executive office of President, Jonathan has taken major decisions and made important appointments that may serve to define his presidency.	may	possibility	Indicating possibility of choice.
2.	For leaders to be successful they must be selfless and just, to all constituent parts.	must	obligatory	Mandating leaders on their actions.
3.	These divisive and potentially serious flaws in the character of the administration should be checked as we approach the countdown to elections next year.	Should	advisory	Expressing desirability.
4	Much energy and time have been squandered in the politics of succession, when they should have been directed at development efforts in providing infrastructure….	should	advisory	Expressing desirability of the proposition in the sentence.

SOURCE: *DAILY TRUST*, NOVEMBER 19, 2010

Table 9 (Appendix nine)

s/n	Text	Modal	Contextual signal Act	Impact
1.	…and there are misgivings that she would again pursue neo-liberal economic policies….	Would	Predictability	Possibility of future happening.
2.	A lot would depend on Ngozi-Iweala's leadership and how she manages the team.	Would	Predictability	Used to refer to an event that has not happened.
3.	The job of the economic team would appear gargantuan, but…there is no reason why it cannot surmount it and make a positive impact on the economy.	Would, cannot	Would-Predictability Cannot-ability	Positive statement on the capabilities of government to overcome in spite of perceived hurdles.
4.	The finance minister has said that the main thrust of her economic policy will be job creation….	Will	Promissory willingness	Predicts possible future happening.
5.	She said the Federal government would set up a Road Management Agency (RMA) whose task would be to bridge the funding gap in the financing of road projects….	Would	Promissory willingness	Provides glimpse into possible future events.
6.	However, the hope is that RMA would lead to fast-tracking of road construction in the country.	Would	predictability	Positively hopeful statement.

7.	Efforts should be geared towards curtailing imports and encouraging local production.	Should	advisability	Instructional/ counseling statement.
8.	The lack of food security in the country must be taken much more seriously.	must	obligatory	Mandates government on possible course of action.
9.	It is inevitable that vested economic interests will resist some of the changes that are needed to achieve some growth as a result of the work of the economic team.	will	predictability	Envisaging possible action by particular set of people.

SOURCE: *DAILY TRUST*, SEPTEMBER 5, 2011

Table 10 (Appendix ten)

s/n	Text	Modal	Contextual signal act	Impact
1.	This ugly cycle of violence in Benue is condemnable and should be brought to a halt.	should	advisory	Advising on future step.
	The Benue State government must exercise its responsibility and take steps to break the cycle.	must	volition	Mandating the government to take steps.
	The situation should not be allowed to deteriorate to the level of anarchy or spill over to other states in order not to compound the current security problem in the country.	should	advisory	Recommending line of action.
	The killings in Logo council in Benue State, and the others before them, must be fully investigated and the culprits appropriately punished to serve as a deterrent to other potential trouble-makers.	must	volition	Mandating the government on course of action.
	No offender should be treated as a sacred cow in these crimes.	should	advisability	Recommending line of action.
	No matter the level of disagreement,	should	advisability	Recommending line of action.

	people should not be allowed to take laws into their hands; there are established channels for handling grievances.			
	Security officials, especially in Benue state, should alert to their duties and resist being used by politicians.	should	advisability	Recommending line of action.
	No opportunity should be provided for undemocratic elements to exploit.		advisability	Recommending line of action.
	Unscrupulous politicians in the habit of stirring up crises through provocative and inciting utterances should bear in mind that violence is not only a threat to democracy but eventually consumes those who peddle them.	should	advisability	Recommending line of action.
	Politicians should shun violence and restrain their supporters from self-help outside of the judicial process.	should	advisability	Recommending line of action.

	This is the topmost priority of any leadership and it <u>should</u> be fair and just in performing this function.	should	advisability	Recommending line of action.
	This is what the authorities in Benue state <u>should</u> do for peace to prevail.	should	advisability	Recommending line of action.
	To facilitate this task, it <u>would</u> help if he commences a programme towards genuine reconciliation of all aggrieved persons so that the state will forge ahead.	would	predictive	Predicting future occurrence.
	The opposition parties <u>can</u> help the process to by sheathing their sword and embracing such offers to conciliate.	can	possibility	Possibility of what can be done.
	Both sides have a common goal of seeing to the progress and development of Benue State, efforts that <u>will</u> come to nought in the current climate of acrimony and violence.	will	predictive	Indicating future time.

SOURCE: *DAILY TRUST*, 2 OCTOBER 2011

4.2 Ideological functions of modals in the data

This section is a fusion of the second and third levels of Fairclough's (1989) Critical Discourse Analysis paradigm. It deals with the interpretation of the modals in the data in relation with the situational and social context in which they appear.

4.2.1 Modality employed as strong counselling or reprimand

Appendix 3, Excerpt 1:

> *All resources, covert and overt, **must** be deployed to contain a very serious situation that is unfolding.*
> *Above all, government, whether at the state, federal or local level, **must** urgently initiate measures to correct the serious socio-economic dislocation in the country. In particular, they **must** provide jobs for the teeming populace, reduce the yawning gap between the rich and the poor, restore basic infrastructure and facilities that make life meaningful, and thereby attempt to calm frayed nerves of the average Nigerian.*

With the certainty expressed by ***must*** in the extract, the speaker does not accept any possibility of the proposition in the extract not being true. Downing and Locke (2006) refer to the use of *must* in a text as "inescapable obligation". Its use in quick succession in this particular instance thus reinforces the obligation and desirability of the propositions contained within the text. It gives the statement a mandatory tone, as opposed to the tone the use of ***should*** which would have connoted the appropriateness of the government protecting its citizen.

The editorial is premised on the release of Pa Alfred Rewane's accused murderers. Alfred Rewane was an elder statesman and NADECO financier; an avowed critic of military dictators and an astute businessman who was murdered at his Ikeja, Lagos home in 1994.

Since the inception of independence in 1960, Nigeria has witnessed a rise in the killing of prominent political citizens, and most of these assassinators have never been found.

Thus, the socio-cultural background of this editorial is one where the people of the nation are questioning the government's abilities and capabilities to protect its citizens. It asserts the

fact that if killers of prominent Nigerians are never found and prosecuted, then what hope for protection does the common man have in the government? To be secure is to be protected from danger, harm or anxiety. To provide security is not the absence of threats but the ability to respond to breaches with expertise and expediency. This is what the Nigerian Government has been accused of failing to do in the editorial.

The case with Pa Alfred Rewane's accused murderers had been in court with the suspects submitting the *not guilty* plea to the heinous crime. It was the release of these suspects, with a *not guilty* verdict after 15 years behind bars that informed the editorial.

4.2.2 Modality used as understated reprimand.

Appendix 3, Excerpt 3:

> *If persons repeatedly show inability to carry out their duties, they **should** be removed. There **should** be no room for complacency in security matters.*

A medium degree of conviction is expressed by ***should***. The main feature distinguishing this modal from ***must*** is that it implicitly admits non-fulfilment of the predicated event, whereas ***must*** does not.

The use of ***should*** in this context is suggestive of the fact that the government has been very complacent about lazy officials. The editorial writer is proposing a necessary course of action on what the government ought to do, painting it as a desirable. The use of *should* results in this particular sentence not being as strongly worded as when *must* is employed as *should* is non-factive i.e. not binding. The excerpt implies that the government is duty-bound to carry out decisive actions on people who show an inability to carry out duties.

4.2.3 Modality employed to suggest possible course(s) of action.

Examples of modality employed thus can be found in Appendix 3.

Appendix 3, Excerpt 4:

> *If it **would** be helpful, retired security personnel who understand the security terrain **should** be drafted to bring order to a troubled region.*

Appendix 3, Excerpt 5:

> *The authorities **should** avail themselves of all the foreign expertise that they can muster. But more than this, they **should** immediately revamp the Nigerian security system. Our security agencies have been constantly outwitted by Boko Haram.*

The editorial crew of *The Guardian* is here suggesting to the Nigerian government steps that it ought to take to curb the menace of the Boko Haram. The paragraph above suggests to the government the need to work with security agents from other countries, suggesting that the local security agents cannot handle the development. At the same time, while the use of *should* recommends a course of action to the government, it also suggests to the reader what the government has failed to do and, indeed, ought to be doing.

4.2.4 Modality used as a way of making known the editorial's stance on reported speech.

In the analyzed data modality was also found to be expressed through certain reporting verbs such as *claimed.*

The excerpt below from appendix six exemplifies the point:

> *The plant operators **claimed** that they have succeeded in preventing the situation from getting worse.*

The use of this reporting verb is of significance as it reflects editorial writers' opinion and attitude towards the truth value of the reported content, that is, the extent to which they consider the proposition as true or false. That is to say that *claimed* as used here in the editorial, implies that the plant operators could as well be prevaricating.

There are other strategies employed to underpin the authority with which the editorials speak. Their confidence is developed in a hypothetical prediction as can be seen in the excerpt below:

> *In the particular case of the murder of Rewane, the sincerity of the state to find and punish offenders is **very much in doubt**.*

4.2.5 Modality used as a prediction of future events.

Appendix 3, Excerpt 8:

> *Above all, government, whether at the state, federal or local level, must urgently initiate measures to correct the serious socio-economic dislocation in the country. In particular, they must provide jobs for the teeming idle populace, reduce the yawning gap between the rich and the poor, restore basic infrastructure and facilities that make life meaningful, and thereby attempt to calm frayed nerves of Nigerians.* ***Only then can*** *government succeed in rehabilitating the Boko Haram and their likes across the country.*

The excerpt gives a prediction of likely state of event if the Government follows a certain course of action.

Appendix 3, Excerpt 9:

> *It* ***certainly would*** *be dangerous to give room for other organised groups like the Movement for the actualization of the State of Biafra (MASSOB), the Oodua People's Congress (OPC), and the Movement for the Emancipation of the Niger Delta (MEND) to imitate or even collaborate with them. This is why the Nigerian government should be resolute in handling Boko Haram.*

The excerpt above using the modal phrase *certainly would*, predicts an unquestionable future course of event in which if the Boko Haram issue is not handled resolutely by the government, the other groups could either imitate them, or collude with them. Thus, the excerpt is a prediction of a future possibility that could arise, depending on how well, or not, the issue is controlled.

Also, the use of *certainly* shows that the editorial believes strongly, without a modicum of doubt that the state of events listed would surely be reality, if not halted.

Appendix 2, Excerpt 10:

> *Besides, any attempt to run the traders out of town* ***would*** *be futile as they* ***will*** *always return to the streets when law enforcement agents are off the streets.*

The excerpt above is another example of what the editorial feels is likely to happen in the future. ***Will*** expresses a confident assumption by the speaker as observer, based on experience, known facts or what is usually the case.

4.2.6 Modality used as personal manifesto

> *It **certainly** would be dangerous to give room for other organised groups like the Movement for the actualization of the State of Biafra (MASSOB), the Oodua People's Congress (OPC), and the Movement for the Emancipation of the Niger Delta (MEND) to imitate or even collaborate with them. This is why the Nigerian government **should** be resolute in handling Boko Haram.*

In the above excerpt, the writer sees it as a strong possibility that the other groups like *MASSOB* and *OPC*, could join *Boko Haram* in carrying out terrorist activities.

A strong sense of conviction is also propounded by the editorial through adverbs in the sentence below:

> *1. Justice delayed, **obviously**, is justice denied. There is, if not outright failure, **certainly** a weakness in the judicial system.*
> 2. *There is…**certainly** a weakness in the judicial system* (Appendix 1).

Also, in the excerpt below, the strong modal ***cannot*** adds intensity to the writer's argument and in a sense contract the opinion, shrinking the possibility the scheme could fail. The reader is thus persuaded to accept the one point of view that with commitment and cooperation, the scheme would succeed. This contraction is also achieved through the use of disclaimers, mainly by using concession in the form of negation, which works to deny any negotiation from alternate voices.

Appendix 6, Excerpt 10

> *3. The job of the economic team would, on the face of it, appear gargantuan, but with the commitment and cooperation of all concerned, there is no reason why it **cannot** surmount it and make a positive impact on the economy.*

4.3 Summary of findings

The analysis of the selected editorials in both *The Guardian* and *Daily Trust* indicates editorial writers not only aim at reporting and giving information on news events but also try to embed personal nuances and opinions to provide the readers with their own judgments and comments.

According to Fowler (1991) "language does not allow us to say something without conveying an attitude to that something". Through Critical Discourse Analysis of the selected editorials extracted from the Nigerian newspapers, *The Guardian*, and *Daily Trust*, the researcher identified the linguistic manifestations of modality employed in the two newspapers that contributed to a level of ideology embedded in the texts.

The emotive modality, *we agree* was found in *The Guardian* (Appendix 2), while *we expect* and *we wonder*, were also employed by *Daily Trust* (Appendix 5). These emotive modals serve to introduce a degree of subjectivity and personal feeling in the text.

To convey a lower degree of certainty and commitment on the writer's part with regard to the propositional content the writers in both editorials used lower value epistemic modality such as *may, might, can, could.*

This study also indicated that *should* and *could* were prominent features in editorials, used as a concept of advisability and possibility, especially when it came to the newspapers prescribing a course of action for the government.

The editorial writers tried to show their uncertain stance in an unambiguous way without offending readers. Thus they preferred mitigating modal verbs *could* and *might,* to show only a certain degree of certainty in the course of actions they prescribe.

The 10 editorials, though on different topics, ended up being editorials of criticisms on the letdowns and inadequacies of the Nigerian Government. Thus the editorials serve the

people's interests and echo the sentiments of the common man; an answer to the second question asked in the study.

A comparison of the two papers suggested that *The Guardian* made more use of *should*, and *must* which are modals of obligation and necessity, while *Daily Trust* preferred mainly predictive auxiliary modals such as *will* or *would* to the other kinds of modals (cf. appendice). The higher number of predictive modals in *Daily Trust* thus suggests the idea that identifying what would happen in the future is the main concern of the editorial writers, while *The Guardian* is more concerned with strongly prescribing steps for the government with the high use of strong modals, that is editorial writers in *The Guardian* were occupied with what should be done. Low rating of the government by *The Guardian* for the government is hardly veiled, while the Daily Trust has a more optimistic stance.

There are findings of rhetorical devices employed to persuade readers. These are:

Knowledge Verbs:

The analysis revealed that in four cases the editorial writers expressed modality through verbs such as ***seem*** and ***appear***, which can be referred to as "knowledge verbs" (Fowler, 1986). The following excerpts are instances of this kind of modality:

> *1. They **appear** to be particularly hostile to the police perhaps because their leader died in police custody.*
> *2. When they attack banks, they **seem** to be targeting the economy.*
> *3. …but Boko Haram does not **appear** to respect the authority of these leaders.*
> *4. In that interregnum that lasted from November 2009 to early May, 2010, the constitutional logjam over succession raised the nation's political tension to critical levels. It was so much that the country **seemed** to be on the brink of a serious schism.*
> *5. In some very vital areas that have implications for national cohesion, the president **appeared** to have either wavered, or failed.*

The use of such knowledge verbs is important in editorials as they are often "associated with some (often indirect) expression of how accountable a writer is for knowledge content"

(Malmström, 2007, p. 36). The use of ***seem(ed)*** in excerpt 2 and 4, is an attempt by the writer to distance himself from making definite statements.

Evaluative Adverbs:

The editorial writers employed this as another textual strategy to express their own attitude towards the desirability or otherwise of the state of affairs referred to in the editorials.

The following excerpts present the point:

> ***1.*** ***Sadly****, the unemployment situation appears irredeemable.*
> ***2.*** ***Sadly****, we have observed some predilection to a divide-and-rule tactic on the part, if not of the president, but those who appear to act at his behest.*

The above-mentioned excerpts indicate that the editorial writers not only presented some factual information on the issue at hand but also expressed their own evaluation of the status quo through the evaluative adverb: *sadly* i.e. showing that they (the editorial) were not happy. The events stated above can be measured to a certain extent in terms of their effect.

Furthermore, the phrase: *army of menacing traders and hawkers* used in describing the hawkers in appendix 2 can be named as examples of evaluative adjectives used in the editorials, expressing the writers' attitudes and values towards the hawkers they are reporting on. The attitude towards the traders is negative, shown by the act of describing them a menace.

Polarity:

Polarity, situation where utterly different variables are contrasted for emphasis, is employed to help the writer in appendix 3 to distinguish between two notions, creating a juxtaposition of different values:

> *1. Elsewhere children are being sent to school but it is the elite who send their children to proper schools in the North.*

> *2. Some people have suggested that dialogue is the best tool for Boko Haram, although others with equal vehemence have opposed that option. Perhaps a combination of the carrot and the stick may well be in order.*

An instance of polarity, present in appendix 6 is also shown below where *Daily Trust* employs polarity in describing the economic situation in the country.

> *3. Nigerians have been given the impressive statistics about the country's economic growth; yet the vast majority of its citizens haven't noticed appreciable improvement in their living standards. No matter how impressive these GDP figures appear to be, what is important is whether they translate into positive impact on the lives of the people.*

Naming:

Van Dijk (1988) posits that "lexical choice is an eminent part of discourse in which hidden opinions and ideology may surface". A look at the lexical choices (adjectives and evaluative language) employed in appendix 3, clarifies this assertion:

The activities of the Boko Haram in appendix three is variously described as *carnage*, *a horrendous onslaught*, *terrorism*, *radical*, *killing machines* and *socio-economic dislocation*, all negative evaluations.

There is thus little doubt about the editorials' attempts to appeal to emotions. For short-term results, where ends may justify the means, an appeal is based upon fear and arousal (Stonecipher 1979).

Choice of negative naming in describing a phenomenon, showing editors' negative evaluation of event is also present in appendix 5 (*Dangerous Upsurge of Kidnap Cases*). The naming used in describing events is a pointer to the stance of the editorial on the issue. Negative words are used to describe the development: *affront*, *troubling fact*, *outrage*, *national threat*, *antisocial*, *frightening*, *worrisome*, *embarrassing*, *serious threats*, *trauma*, *anti-social*, *outrage* and *crime*. It is the situation that is focused on and evaluated negatively with this word choices and not the government. These are evaluations that connote the

negative way the editorial perceive the situation which is in line with Stonecipher's (1979) position where he sees editorial argumentation as "a form of linguistic strategy that strives to convince readers of the rightness of the position being advocated by logical force and even by emotion of expression".

Euphemism:

Instances of euphemism also abound in the text. For example:

> *1. **The state** has more importantly failed, at least for now, to find the killers of not just another citizen, but an eminent one.*
> *2. It will be no exaggeration to say that Nigerians live in unsafe times as **the state** consistently proves itself incapable of meeting a very primary obligation to the citizenry as required in section (14) (6) of the constitution.*
> *3. In the particular case of the murder of Rewane, the sincerity of **the state** to find and punish offenders is very much in doubt.*

The State is employed instead of the Government and the authorities. This is an indirect way of pointing fingers to the government and the authorities covertly.

Personification:

Personification is an ontological metaphor that allows us to make sense of our world in human terms, Lakoff and Johnson (1980).

> *1. **Impunity drives criminality**.*
> *2. **Justice** demands that these and other related issues be addressed.*

In 1 and 2 above, the editorial attributes human qualities to abstract notions. *Justice* is anthropomorphized and is said to be seeking for resolution of issues, while impunity is said to be the vehicle that drives criminality. Writing and thinking of a nonhuman entity in human ways thus renders it worthy of moral care and consideration.

The rhetorical question is utilized in appendix 1 to evoke thought in the reader. It positions the readers so that they can only hold one view that really, the government has failed over and over again in finding the killers of prominent Nigerians:

> *1. Where are those who tried kill Mr Alex Ibru, and the killers of Chief Bola Ige, Harry Marshall, Kudirat Abiola, Olu Onagoruwa Jr., Arc Layi Balogun, and Dipo Dina? The list could go on.*
> *2. If the murderers of important persons such as attorney-General of the federation, and a chieftain of the party in power can be murdered with impunity, then where lies safety for the common man?*
> *3. What compensation, to enable them pick up the pieces of their lives, does the state intend to pay for the incalculable challenges they have suffered?*
> *4. And what will the government do in respect of the five that died in prison?*
> The editorial also cunningly quotes Igbinovia, one of the acquitted. His statement is described as a lament, a cry of grief and disappoint against the government.
> *5. Now they said we have been acquitted for nothing. Who will pay for (the) 15 years of my wasted life?*

The statement above is an emotional appeal, designed to evoke pity for the character in the mind of the reader, creating an emotional response of compassion, heartbreak, empathy or even anger and insidiously influences how a reader thinks about the issue. The editorial uses a populist strategy by employing emotional language aimed at whipping up emotions of the people against the government, using a sensitive subject.

Intertextuality

The constitution is quoted in appendix 1 as an intertextual reference, with the government accused of failing in its primary obligation to the citizenry as required by the constitution. This is the editorial's own way of disarming any excuse to the issue. It is an appeal to legal reason.

> *It will be no exaggeration to say that Nigerians live in unsafe times as the state consistently proves itself incapable of meeting a very primary obligation to the citizenry* ***as required in Section (14) (b) of the Constitution.***

The introduction of the constitution as an intertextual text creates an even convincing argument to support the thesis or the argument and serves to introduce into the main text the writer's own implicit stance on the issue being discussed.

Omission

> *The menace that kidnapping has become began as a protest tactic by the Niger Delta militants over what was known as resource control; unchecked, even abetted, it assumed dangerous proportions.*

Here, the agents or doers who uncheck and abet kidnapping are omitted from the sentence, leaving the text informationally vacuous. This places emphasis on the information that kidnapping is being unchecked and abetted, while, those who are allowing the kidnappers to run riot and are aiding and supporting them even, have been omitted and obfuscated. The omission and consequent passivisation of that particular piece of information has succeeded in pushing the doers of this action into the background.

Overstatements

> ***No one*** *seems to be in the picture of what is happening of what is happening with this supposedly highly-trained squad, or, if it is indeed in existence, what its activities have been since, in view of the escalating cases of kidnapping across the country.*

The use of the absolute, ***no one*** is an embellishment of the writer. Could it truly be said that no one would have the information they seek? Instead of stating that the editorial and its readers do not seem to know what is happening, an all-encompassing word is used instead.

CHAPTER FIVE

SUMMARY, CONCLUSION AND IMPLICATIONS

5.0 Summary

Modality as a property of language has been exploited by the newspaper editorials that employ this property either to create a favourable or unfavourable bias to influence their readers' opinions.

5.1 Conclusion

The analysis of the selected editorials in both *The Guardian* and *Daily Trust* indicates editorial writers not only aim at reporting and giving information on news events but also try to embed personal nuances and opinions to provide the readers with their own judgments and comments.

Modality entails scrutinising elements of language, particularly grammar and indicates the attitude of the writer of a text. Ravelli (2000) posits that "the attitudes and opinions of the writer are expressed through modality". It indicates whether the writer is presenting a straight fact or a piece of text which is opinionated, Ravelli (2000:48). *Must* and *should* are considered high modality, while *may* and *could* are considered low modality, according to Halliday (1985) and Ravelli (2000) because they serve to indirectly attenuate the expression of opinion.

Modality is realized in the two papers through modal auxiliary verbs, adverbs, adjectives, reporting verbs and some generic expressions.

According to Fowler (1997:76) "language does not allow us to say something without conveying an attitude to that something". Through textual analysis of the selected editorials extracted from the Nigerian newspapers, *The Guardian*, and *Daily Trust*, the researcher identified the linguistic manifestations of modality employed in the two newspapers that contribute to a level of ideologies embedded in the texts.

The emotive modality, *we agree* was found in *The Guardian* (Appendix 2), while *we expect* and *we wonder,* were also employed by *Daily Trust* (Appendix 5). These emotive modals serve to introduce a degree of subjectivity in the editorials.

To convey a lower degree of certainty and commitment on the writer's part with regard to the propositional content the writers in both editorials used lower value epistemic modality such as *may, might, can, could.*

This study also indicates that *should* and *could* are prominent features in the editorials scrutinised. A possible reason for this preference could be that the editorials were commentaries on events which had already happened, thus the past tense was preferred. The past modals occasionally portray the facade of politeness or restraint on the writer's part.

When the editorial writers were uncertain or did not want to sound overtly assertive, they show their uncertain stance in unambiguous ways without offending readers. Thus they preferred mitigating modal verbs *could* and *might*, to show only a certain degree of certainty in the course of actions they prescribe.

A comparison of the two papers in terms of employing auxiliary modal verbs suggests that *The Guardian* made more use of *should*, and *must* which are modals of obligation and necessity, while *Daily Trust* prefers mainly predictive auxiliary modals such as *will* or *would* to the other kinds of modals (cf. appendices 1-10). The higher number of the predictive modal in *Daily Trust* might suggest the idea that identifying what would happen in the future is the main concern of the editorial writers, while *The Guardian* is more concerned with strongly prescribing steps for the government to follow.

All these linguistic templates manifest to a large extent varieties of the kinds of opinions that abound in the data and therefore, the writer's ideology. To be precise, words and ways of writing have been utilised to control the reader and his ideological perspective.

5.2 Implications

This study has both implications for readers and writers in ways that pertain to versatility in the use of language forms.

When one reads such classics as *Animal Farm*, *To Sir, With Love*, and *Things Fall Apart*, one will encounter the different uses of the modal form, in some instances, they could be indicative of certainty. The common tendency among non-native speakers is to ascribe predictive meanings or interpretations to certain modals but sometimes this assumption is inaccurate. In the 10 commandments of the Bible, the use of *shall* (Thou shall not kill) serves as an imperative. It means *you **must** not kill*. In *Animal Farm*, the phrase *tyrant man shall be overthrown*, may seem like a modal of possibility to the non-native speaker, but it is really compulsion.

Some of the findings have also attested to the oft made claim that each newspaper possesses an in-house style that consciously or indirectly influences language selections made. It is the contention of the investigator that some features of such in-house style could manifest through the selection of modal options.

An implication of the above observation is that writers and their readers must constantly familiarise themselves with language possibilities. They must keep abreast of trends in language development particularly with regard to usage.

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