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A critical discourse analysis of Saudi *Okaz* newspaper front-page headlines: A case study

ABSTRACT

The present article aims to probe the language used in one Saudi newspaper, Okaz. *It investigates the application of the critical discourse analysis on newspaper texts. Special attention was paid to front-page headlines. This study seeks to examine the textual features and the discursive features of* Okaz *newspaper. To achieve this goal, fourteen prints from* Okaz *were considered in the analysis. The findings revealed that language is used intelligently in three linguistic aspects: semantics, syntax and lexical morphology while it lacked phonological features. It also reveals that* Okaz *uses various discursive strategies to represent these textual features such as consensus, disclaimer, numbers and statistics, humanitarianism, illegality, vagueness, intertextuality and trope. Finally, the data analysis shows how do these discursive features employed to indicate a profound understanding of the Saudi culture and its society.*

KEYWORDS

critical discourse
   analysis
Fairclough Model
Okaz newspaper
linguistics analysis
discursive strategies
ideology

INTRODUCTION

Newspapers can be considered one of the widest read and most reliable sources of news. Although some people have turned to online news recently, a large number still read newspapers. Moreover, a newspaper not only

reports what is trendy at a certain time, but it appears that newspapers also insistently use some homegrown ideologies and perspectives in its readers' outlook and mindsets. As Berger and Luckman pointed out, 'the language of the news plays a major part in the construction of what have been referred to as the 'social construction of reality' (as cited in Conboy 2010: 25). That is, the language used in newspapers can have a great impact on readers and on society in many different ways.

However, a headline acts as an indication of a news report (Mahmood et al. 2011). Further, headlines give the reader a brief summary of the news being reported; they are also responsible for gaining readers' attention. Conboy (2010) claimed that headlines serve three functions: (1) they offer a brief summary of the main news, (2) they catch readers' attention and (3) they frequently act as an initial indicator of the news values of the newspaper. As a result, after a quick look at the headlines, readers usually tend to read what they see as worthy of reading.

Furthermore, the language used in headlines has a particular language style that is very different from that of the news article itself. Headlines have their own writing structure: the words used have to be brief and meaningful to catch the readers' attention. Therefore, this study aimed to examine the textual and discursive features used by *Okaz* to attract the attention of readers. Okaz Organization for Press and Publishing is an organization that publishes two important daily prints, and is located in Jeddah. *Okaz* is a daily Arabic print and was established in October 1964.

RESEARCH QUESTIONS

1. What are the textual features of front-page headlines?
2. What are the discursive features used to express the textual features?
3. How do the discursive features reflect the social practice?

SIGNIFICANCE OF THE STUDY

Language is a powerful tool, particularly when it is used intentionally and purposely. It can be used in different ways to emphasize and deliver a message. Print is a linguistic medium and one of the most important vehicles for the exchange of ideas. According to Fowler (1991), the publication of newspapers can be considered an industry and a business that, like any other business, should be profitable. Therefore, it is important to be aware of the fact that the output of print media is related to the need to make a profit and to have external relations with other industries, with financial institutions and with official agencies (Fowler 1991). This study is the first of its kind because it analyses the language used in Saudi newspaper headlines. To the knowledge of the researchers, not much has been written on newspaper headlines in Saudi Arabia in either English or Arabic. The present study will be helpful for newspaper editors since it focuses on the use of language and aims to contribute towards the field of linguistics. In addition, analysis of the language used in the *Okaz* newspaper provides essential facts about the linguistic techniques that newspaper companies use. Fairclough's 3D model allows editors to see the language in three dimensions, which will not only help them look at linguistic techniques but will also broaden their insight into sociological facts.

LITERATURE REVIEW

Critical discourse analysis (CDA)

CDA is concerned with discourse in the forming and formed by, social and political ideological practices (Fairclough 2001). It is not a single, homogenous method or approach, but a paradigm of research, a programme or as Weiss and Wodak (2003a) suggested, a school, with leading scholars who have different backgrounds and their own approaches with different analytical tools. According to Wodak, this heterogeneous quality of CDA 'allows for open discussions and debates for changes in the aims and goals, and for innovation' (Wodak 2006: 8). However, all CDA methods share a view which confirms that there are 'social processes of power, hierarchy building, exclusion and subordination' (Wodak and Meyer 2001: 3). Racism, gender inequality, sexism, xenophobia, colonialism, employment, war, nuclear weapons and nuclear power are among the topics that most critical discourse analysts are interested in (Fowler 1991). In general, CDA aims to raise readers' consciousness of the power of language in changing events and influencing readers' views.

One of the key concepts in CDA is ideology, which is defined as systems of ideas, which are socio-cognitively defined as shared representations of social groups and more specifically as the 'axiomatic' principles of such representations (van Dijk 2006). In CDA, discourse is believed to be involved in the reproduction of ideologies. Of course, there are many ways in which ideology can be reproduced, but discourse plays a fundamental role in the daily expression of ideology (van Dijk 1995). In fact, the ultimate goal of CDA is to uncover the exposure of ideologies in discourses of different types.

It is worth mentioning here that CDA is different from other approaches to discourse, in that it is critical. It does not limit itself to analysing the immediate formal properties of the text, but rather it situates the text in its wider social, economic, historical, cognitive and political context, and critically examines how the text relates to other texts and how it is constituted by the existing social practices and constitutive of other new social practices. According to Wodak, 'critical' could be understood as having 'distance from the data, embedding the data in the social, making a political stance explicit, and having a focus on self-reflection as scholars doing research' (Wodak 2006: 209). Being critical also means showing how our use of language in particular (is) bound up with causes and effects that we may not be at all aware of under normal conditions (Fairclough 1992). In other words, CDA demystifies discourses by deciphering ideologies (Weiss and Wodak 2003b). It is worth noting that critical does not mean detecting only the negative sides of social interaction and processes and painting a black-and-white picture of societies. Quite to the contrary, critical means differentiating complexity and denying easy, dichotomous explanations and making conflicts translucent (Wodak 2006). The goals of CDA with how Wodak and Meyer (2001) responded to those who see CDA as a tool to judge what is right and what is wrong. Instead, they stress that the role of CDA should be, above all, to make choices at each point in the research itself, and make these selections transparent. It should also defend theoretically why certain explanations of discursive events seem more valid than others. Therefore, CDA just opens the doors and provides tools to those who are willing to practice and lead critical thinking and social change. It does not impose certain ideologies on certain situations or problems.

CDA and newspapers

Newspapers are well known for using particular patterns of language in their discourse to mediate various ideologies, especially when writing on topical social issues. This is contrary to their occupational norms, which entail reporting something called news without commenting on it, slanting it or shaping its formulation in any way (Schudson 2001). Journalists who have total control of newspaper articles therefore have the power to use the genre to mediate various ideologies, thereby possibly controlling the minds of their readers as they wish. This is reflected in the rhetorical organization of newspaper articles: headlines, lead and body. Because headlines are designed to be short and catchy, and given that most readers often read and recall only headlines, journalists tend to exploit them to express their ideological view of the news stories that they report (van Dijk 1988). In the lead, which is the first sentence of the news story, they introduce the story by advancing explanations to harness the view initiated in the headlines. The body consists of a series of details, examples, statistics and so forth that serve as concrete illustrations that sustain and justify intended ideologies. Newspaper discourse has recently been the focus of many critical discourse analysts to reveal biased language and raise readers' consciousness of the way in which language is manipulated. For instance, Sivandi and Dowlatabadi (2016) conducted a comparative study of two daily English newspapers (the *Los Angeles Times* and the *Tehran Times*) regarding the negotiations around Iran's nuclear programme. To this end, eight reports regarding this issue were collected from the websites of two newspapers using the micro and macro strategies suggested by van Dijk (2000) to identify the main discursive features used by both newspapers. The result revealed that the *Los Angeles Times* tended to utilize authoritative, explanation, evidentially and counterfactual discursive strategies, whereas the *Tehran Times* utilized actor description, hyperbole, lexicalization, repetition and situation description discursive strategies. Further, Ghannam (2012) investigated the language used in six Lebanese newspapers to find out whether the freedom to use expressions might be limited according to the type of the ideology behind the text. To this end, the active and passive voice used in the articles; disjunctives, or modal adjectives; the modality, with the help of modal auxiliary verbs; and the transitivity of the sentences were analysed. The study found that each newspaper applied diverse and opposing political ideologies through language. Ghannam claimed that language is an instrument that is purposely manipulated to meet the newspapers' concealed interpretation. In addition, Mahfouz (2013) investigated police news story framing in two Egyptian newspapers, *Al-Gomhuria* and *Al-Dostour*, before the 25 January revolution. To investigate the linguistic features and ideological perspectives used in the two newspapers, he analysed the data using the CDA framework. The findings of the study showed that the two newspapers manipulated language to make it homogenous with the beliefs of the targeted audiences. Teo (2000) also studied two Australian newspapers (the *Sydney Morning Herald* and the *Daily Telegraph*) regarding racism. His study focused on news reports related to a Vietnamese gang in Australia with violent and drug-dealing activities. He highlighted the general characterization of the newspaper discourse and revealed evidence of a systematic 'othering' and stereotyping of the ethnic community by the White majority. Teo concluded with a discussion to explain the evidence of racism in the News, which both reflected and supported the marginalization of recent Vietnamese migrants in Australia. Another study conducted by Poorebrahim

and Zarei (2012) investigated the relationship between language and ideology by examining the representation of Islam and Muslims in western discourse. The analysis of linguistic choices confirmed that Islam was frequently stereo-typed with a negative representation of Muslims.

Another study that looked for the representation of Islam and Muslims was conducted by Tahir (2013), who analysed the representation of Muslims in the *Washington Post*, which covered protests carried out by Muslims against the publication of offensive cartoons about the Prophet Muhammad (PBUH). Tahir claimed that the article described Muslims and their actions negatively by treating them as others. Costelloe (2014) examined the portrayal of urban violence in 2005 in French newspapers. He concentrated on violent rioting, which encouraged media discussions related to the French national identity. He also claimed that a discourse of sameness constructed symbolic bounda-ries between us and them, and that the print news adopted strategies that represented immigrant minorities as 'Others'. Eissa (2014) studied the ideo-logical structures of a polarized discourse in the reports of two online news websites: *Egypt Independent* and *Ikhwanweb*. His study focused on online news reports related to three interrelated events: the issuing of a constitutional declaration by the Egyptian president, the aftermath clashes outside the presi-dential palace and the issuing of the Egyptian draft constitution. Data analysis revealed that both websites established a dichotomy of 'we' versus 'them' in their ideological portrayals of the events. Klaisingto (2010) published a paper on the headlines about criminal news in Thai newspapers. She focused on studying crime news headlines on the front page of four Thai newspapers – *Thairath*, *Daily News*, *Khaosod* and *Khom Chad Luek* – between 2006 and 2007. The results showed that there are thirteen patterns of crime news headlines, and the most frequently found pattern is violent actions. Data analyses also revealed that when the agent is a man and the victim is a woman, the pattern of the headline tended to be police process + violent action.

METHODOLOGY

Data collection

The data in this study were collected from *Okaz*, a well-known Saudi newspa-per. The headlines that were used are from the front page. The total number of headlines is about 141; they were collected from 19 March 2016 to 3 April 2016. All of the headlines were written in Arabic; therefore, a Romanization table is attached in Appendix 1.

Data analysis

Fairclough (1992) created a model for understanding language practices within a society. He pointed out that to see language as discourse and social practice it should be analysed according to the following three dimensions: text, interaction and context. Further, he represented the three dimensions in boxes, with one inside the other. The first box is the text box or the object of the analysis. The term 'text' not only includes the linguistic units of sentences or clauses, but all semiotic indications, such as images, different colours, signs and sounds. The second box is interaction discursive practice, which, accord-ing to Janks (1997), can be described as the processes by which the entity is produced and received (writing/speaking/designing and reading/listening/viewing) by human subjects. At this stage, various questions arise: for example,
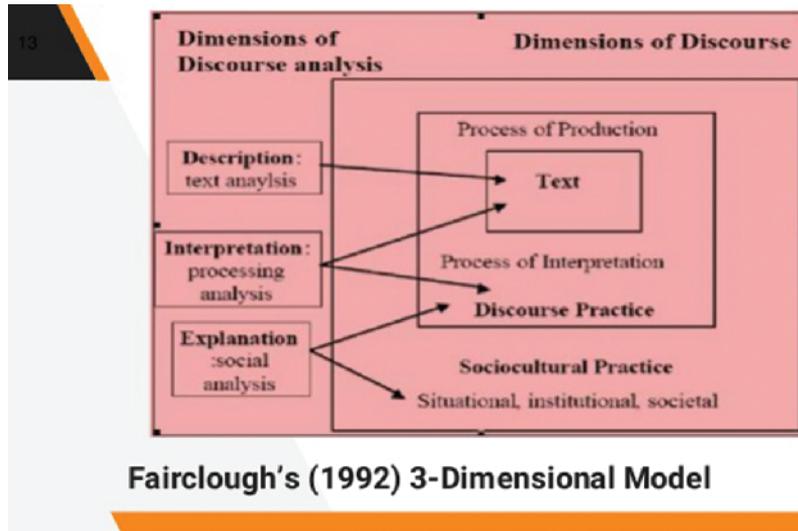
Figure 1: Fairclough's dimension of discourse and discourse analysis.

who are the producers and what are their objectives? The last box is context, which is the relationship between interaction and social context with the social determination of the processes of production and their social effects. However, each dimension has its own method for analysis: text analysis involves description, interaction involves interpretation and context involves explanation.

RESULTS AND DISCUSSION

Textual analysis

The classification set by Lapšanská (2006) will be applied in this study. It deals with the four main linguistic categories when investigating text: phonological, morphological, syntactic and semantic aspects. It should be mentioned here that the researchers did not find any phonological features in headlines; therefore, phonological aspects were deleted from the analysis. Accordingly, this section deals with three linguistic aspects: semantics, syntax and morphology.

Semantic aspects

Semantics refers to the study of meaning in language. It involves the meaning or the interpretation of a word, sentence or other language form. The most frequently used features in headlines under the semantic field are metaphor and metonymy. These semantic aspects are very clear in *Okaz* newspaper headlines.

Metaphor is one of the semantic aspects used in *Okaz* to garnish the headlines and to attract the attention of the reader. According to Lakoff and Johnson (1980), a metaphor is not merely a decorative device but is a cognitive mechanism whereby a concept is partially mapped onto another concept. Thus, a single metaphor may be worth 100 words in headlines and can have an interesting value that itself motivates the curiosity of readers about the news. The use of metaphor usually helps readers shape an understanding of

an activity as an extraordinary activity that is not actually happening. Writers use metaphors to communicate or transform complex ideas into what is perceived as real or familiar and concrete: for example, ('الشهرين الشرطة تهزم مكاتب', 'ash-shuraṭah tahazim makātib ash-shaharīn', police defeated recruitment offices), ('الصحة ترتعد', 'As-ṣiḥah tarta'd', health shivers) However, metaphor often provides only one perspective on an issue by hindering or hiding other viewpoints (Cruse and Cruse 1986). Besides, how media uses language to describe concepts can cause wider social and political implications (Mahmood et al. 2014). Therefore, meanings can be confusing in context, depending on the purpose of the user.

Another semantic aspect is the use of metonymy, which is the most frequently occurring figure of speech in the *Okaz* newspaper. Metonymies are categorized under subsequent criteria formulated by Richardson (2007): that is, the creator is replaced by the product, the user of the object is replaced by the object, people are replaced by the place in which they work, events are replaced by a date and a country or state is replaced by the people living in that country. This substitution observed during analysis is mostly to hide the real agent who is responsible for an action: the agent is a general agent and the reader is unable to narrow down the source. Metonymies in nature are general and might be inexplicit and ambiguous, creating confusion for the reader, such as in ('التعليم تدرس', 'alta'alīm tadarus', Education is considering), ('واشنطن تبحثان الرياض و', 'alriyadh wa wāshunṭun tabḥathān', Riyadh and Washington are discussing). Metonymies also reflect the whole-part relationship: for example, ('الشورى تناقش', 'Ash-Shūrá tunāqish', Shura is discussing), ('للمحاكم: لا فرق', 'وزارة العدل', 'wizārat al-'adal lil-maḥākim: lā farq', The Ministry of Justice to the courts: No difference). They sometimes refer to the unknown agents/actors of the event. Metonymy also represents concrete bodies and institutions that are usually local: for example, ('التعليم تتراجع', 'alta'alīm tatraj', Education retreats), ('التأمينات تتجه إلى', 'al-t'mīnāt tatajh', Insurance tends to).

Syntactic aspects

In almost all of the data, one can see the employment of the syntactic aspects within the text. Syntactic aspects are concerned with the type and structure of the sentences in the text. The researchers thus divided the syntactic aspects into sentence type and sentence structure. For the first type, Arabic has two classifications of sentence type: nominal and verbal. According to Abdul-Raof (1998), nominal sentences are statements that begin with a noun, as in ('9 إيرانيين بتهمه المساس بأمنها الوطني السعودية تحتجز', 'As-s'ūdiah taḥtajiz 9 irānīn bi-tuhmat al-masās bi-'amnihā al-waṭani', Saudi Arabia is detaining nine Iranians on charges of violating its national security), while verbal sentences begin with a verb: ('رفض طلب أمين المدينه', 'rafaḍ ṭalab amīn Al-Maddinah', the request of Secretary city). Throughout the analysis of the data, it was found that nominal statements were used more extensively in the *Okaz* newspaper than verbal ones.

Furthermore, according to Lapšanská (2006), sentences fall into four types: declarative, interrogative, explanative and imperative. The data analysis reveals that the most commonly used type is the declarative. For example,

> ('5 تحالفات تتنافس لبناء مطار الطائف الدولي', '5 taḥālufāt tatanāfs li-binā' maṭār aṭ-ṭā'if ad-dwali', 'five alliances are competing to build Taifs', International Airport), ('فصل المياه عن 30 فندقا', 'faṣal al-miyah 'An 30 funduqan fāturat

'Aḥaduha 330 'Alfan', water separated from 30 hotels), (أحد ولم يتقدم وظيفه في As-ṣiḥah wa lam yataqadm 'Aḥad', 625 job vacancies in the health ministry and no one has submitted an application).

Declaratives bear both truth and wrongness; in other words, one cannot admit for its truthfulness or wrongness. Usually editors use this type because they want to deliver a piece of information: their main purpose is to inform readers about certain things.

With respect to sentence structure, there are different structures in *Okaz* headlines. Data analysis shows that ellipsis, incomplete sentences, compound sentences and fronting are common structure types. According to Goddard (1998), ellipsis means the omission of part or parts of the structure. In some headlines, the ellipsis is very clear, as in

(بعد تعز: عدن و مأرب شكرا سلمان), 'Ba'da ta'az:'adin wa m'rib shukran salamān', After Taiz, Aden and Marib: Thank you Salman), (الطائف: منع سفر أطباء تقرير الرضيع الميت الحي), 'aṭ- ṭā'f: mana'safar'aṭibā taqrīr ar-radī'almayyit Al-ḥayy', Taif: the doctors of the 'living dead infants' were prevented from travelling), (تعليق مؤلف كليات القانون ل عكاظ: لا, 'Mu'alif Kullīyāt al-qānūn li-'ukaẓ: lā ta'alīq', Author of the law schools for Okaz: No comment).

Writers use ellipsis strategies either to save space or to create ambiguity around the news itself, to attract readers. Another sentence structure is incomplete sentences, as in (الموت سليماني قائد مليشيات), 'sulaymāni qā'd milishiyāt al-mawt', Soleimani, the commander of the death militia), (سودانية مهندسه حفاره نفطيه, 'Sūdāniah muhandisah ḥafārah nifṭiyah', a Sudanese oil excavator engineer). The editors may use this type of structure to force readers to read the whole article to read the missing part of the sentence. Further, they tend to use compound sentences, as in

(الصحة ترتعد من تويتر و تشكو للشرطة استشاريا انتقدها), 'As-ṣiḥah tarta'd min twitter wa tashaku lil-ashshuraṭah istishārin intaqadāhā' Health shiver from Twitter and complain to the police advisory criticized it), (المطارات وقف دعم, 'waqf da'm miyzāniyt aṭ-ṭyrān al-madani wa manhahā imtiyāz istithmār al-maṭārāt', the support of the Civil Aviation budget were stopped and it was granting airports Franchise Investment), (تمديد سداد القرض العقاري و السماح بتمويل المرأه, 'tamdīd sadād al-qarḍ al-'aqāri wa as-smāḥ bi-tamwil al-mr'ah', the repayment of the mortgage loan is extended and women were allowed to be financed).

Editors employ compound sentences to add a rationale and to make simple sentences more persuasive (Buja 2010). In addition, some writers use the fronting process to make the headline more attractive. Fronting, according to Abdul-Raof (1998), means the movement of a grammatical component to the start of a clause: for example,

(في الشورى مزايدات دينيه و ايديولوجيا تجهض التوصيات), 'Fī - Ash-Shūrá muzāydāt diniyah wa 'aydūlūjiā tujhiḍ at-tawaṣīyāt', in Shura, religious and ideological outbidding abort the recommendations), (بـ1000 دولار في أراضي داعش: السبيه, 'Fī 'araḍ dā'ish: as-sabiyah bi 100 dulār', In Daash territory: 1000$ for captivity),

(محاكمته: قاعدي يقدم كنز معلومات للمحققين خلال إعادة'), 'Khilā I'ā-dat muḥākamtih: qā-'idi yuqadim kanz ma'alūmāt lil-muḥaqiqīn', During his retrial: a person who belong to Al-Qaeda offers a treasure of information for investigators).

Abdul-Raof (1998) claims that fronting is a type of focus strategy often used to improve cohesion and provide emphasis.

Morphological and lexical aspects

This section presents the common morphological features found in *Okaz* headlines and the typical lexical choices preferred by writers. With regard to morphological aspects, it has been found that intertextuality, numerals are of the morphological devises used in *Okaz*. For instance, the common lexical devices include idioms, collocation, repetition, synonymy, etc.

One morphological aspect that is used in headlines is intertextuality. Fairclough (1992) identified intertextuality to be relevant to the process of productivity, in which new texts are generated by transforming prior texts and restructuring existing conventions. For instance, Quranic verses are sometimes used to support a news article, such as in ('وشهد شاهد من أهلها', 'wa <u>sh</u>ahida <u>sh</u>āhidun min 'ahlihā', a witness of her household bore witness'). Goddard (1998) insists that for intertextuality to work completely, readers have to be able to remember the original advertisement and to place the reference being established. Thus, it is used in conditions where there is a justified assumption that the original text is well known by people.

Another morphological aspect that appeared in most headlines in this research is the use of numerals. Lapšanská (2006) clarified that numerals are used to identify the quality and characteristics of something. Once a person starts reading the front page of *Okaz*, sooner or later he or she will figure out the extensive use of numerals: for instance

(900 ألف وحده سكنيه', '900 'Alfa wiḥdah jāhizah', 900 thousand housing units), (11 ساعه لتلقي المكالمات', '11 sā'ah li-talaqi al-mukālamāt', 11 hours to receive calls), ('83% من سكان السعودية', '83% min sukkan as-s'aūdiah', 83% of Saudi Arabia's population), ('السجن 10أعوام', 'as-sijna 10 a'awām', 10 years in prison), ('هجمات 11 سبتمبر', 'hajamāt 11 sibtambar', September 11 attacks).

'Copywriters use numerals to indicate the credibility and realism of the news. Usually the reader is attracted to numbers because they provide order in a chaotic world. Further, numeric lists pretense as research.

With respect to the lexical level, it appears that copywriters tend to use idiomatic constructions. Levorato et al. (2004) stated that idiomatic expressions refer to common phrases or sayings whose meanings cannot be understood from the individual words or elements. They are also non-standard speech or dialects that are natural to native speakers of a language. Journalists are sometimes inclined to use idioms in formulating headlines because these constructions are familiar to most potential readers in a society. Idioms may be used in a text without proper changes or in an inventive way, where an element of a proverb or idiom is altered or substituted with another word to create a pun and, consequently, a connection with a report (Lapšanská 2006). In *Okaz*, there are plenty of idiomatic constructions. For instance, idioms such as ('الخناق ع دشتي تضييق', 'taḍyyq al-khināq 'ala Dishti', closing in Dishti), ('يلوي عنق القانون',

'yalwi 'unuq al-qānūn', twist the neck of the law)' are widely published on the front page of *Okaz*.

Another lexical device is the use of collocation. The term collocation, according to Cruse and Cruse (1986), refers to sequences of lexical items that consistently co-occur, but that are nonetheless fully transparent in the sense that each lexical constituent is also a semantic constituent. *Okaz* headlines are full of collocations, such as

(مجلس الوزراء/, 'majlis al-wūzurā', council of Ministers), (التحالف الإسلامي/,'at-taḥāluf al-islāmī, Islamist alliance), (مغسل أموات/, 'mughssil 'amwāt', dead washer), (قاضي الليث/, 'qāḏi al-Lith', Laith judge), (صلاه الميت/, 'ṣalāt almayyit', funeral prayer), (/المال الحرام/,'almāl alḥarām', ill-gotten money).

Writers know that collocations assume prior knowledge by the reader, and as a result, they tend to use them to attract readers.

DISCURSIVE ANALYSIS

This discourse dimension is concerned with the processing analysis. Questions such as 'Who are the producers and what are their objectives?' and 'What is the context of the production?' will find their answers. According to Fairclough (2001), discourse practice has two factors. One is concerned with the institutional process and the other one is discourse processes (i.e., changes that the text goes through in production). Text and its production and distribution reveal some of the producer's identity and will likely stimulate certain about companies in the reader (See Table 1).

Discursive strategies are the methods that editors tend to use to highlight certain ideologies or to deny others. From the analysis of the data, it appears that there are eight strategic devices in the *Okaz* newspaper. One of these strategies is the use of consensus. According to van Dijk (2000), this is a political strategy that is used especially when a county is threatened by out-groups, so cross-party and national consensus is used: for example ("داعش' يدرك بدأ الغرب أقرباءهم يجند لسعوديين ليقتلوا', 'al-gharb bad'yudrik 'dā'sh' yujannd as-s'ūdyyn li-Yaqatalū 'aqribāhum', West began to realize Daash recruiting Saudis to kill their relatives the). Saudi Arabia considered Islamic State of Iraq and Syria (ISIL) a criminal group that became notorious for its beheadings of soldiers and civilians, including journalists and aid workers, and for the destruction of cultural heritage sites. In this headline, editors tended to show support of western countries for Saudi notions. Another discursive strategy is the use of a disclaimer, whereby writers save face by stating the positive characteristics of the country first and then focus on the 'negative attributes' (Farahani and Ahmadian: 2014a). As an example, (/عام من 'الحزم' المتمردون منكسرون .. و المخلوع مذعن/, ˆĀmun min 'al-ḥazm' al-mutamridūn munkasirūn […] wa al-makhlū' Muḍ̣in', A year of firmness and determination […] rebellious are submissive). The editors wanted to show the positive characteristics of Saudi in the Yemen war, and then they showed the negative attitudes and performance of the Yemeni ex-president and his allies. Further, writers tend to use numbers and statistics in the discourse to show that they are objective and that what they are discussing is not just their opinion, but 'facts', as in (/نسبه نجاح المناصحة 85% تشمل 27 سيده/, 'nisbat najāḥ al-munāṣaḥ 85% tashmal 27 Sayyidah', awareness processes have succeeded rating of 85%, including 27 ladies). Moreover, newspaper editors use humanitarianism to attract the attention of readers (/غسل أموات ينقذ رضيعا 5 ساعات/,

Strategy used in advertisement	Linguistic device
1- Consensus	- الغرب بدأ يدرك 'داعش' يجند السعوديين ليقتلوا أقرباءهم
	-al-gharb bad' yudrik 'dā'sh' yujannd as-s'ūdyyn li-Yaqatalū 'aqribāhum
	English Translation: The West is starting to recognize that 'Daish' are recruiting Saudis to kill their own relatives
2- Disclaimer	- عام من "الحزم" المتمردون منكسرون .. و المخلوع مذعن.
	- 'Āmun min 'al-ḥazm' al-mutamridūn munkasirūn, wa al-makhlū' Muḍ'in
	English Translation: A year of the 'beams' the rebels are broken. The deposed submissive.
3- Numbers and statistics	- نسبه نجاح المناصحه 85%. تشمل 27 سيده.
	-nisbat najāḥ al-munāṣaḥ 85% tashmal 27 sayyidah
	English Translation: Success rate is 85%. Including 27 ladies
4- Humanitarianism	-مغسل أموات ينقذ رضيعا 5 ساعات
	-mughssil 'Amwāt yunqḍ raḍī' 5 Sā`āt
	English Translation: Cleanser of dead saves baby five hours
5- Illegality	- إيران تعترف بتهريب أموالها لزعزعه السعودية
	- Iran ta'tarif bi-tahrīb 'Amwālhā li-za'za'at as-sa'wdiah
	English Translation: Iran admits smuggling its money to destabilize Saudi Arabia
6- Vagueness	- العمل تناقض نفسها.
	- al'mal tunāqḍ Nafsahā
	English Translation: The work contradicts itself
7- Intertextuality	-و شهد شاهد من أهلها.
	- Wa Shahida Shāhidun Min 'Ahlihā
	English Translation: And The witness was from her family
8- Trope	-انشقاقات في صفوف داعش
	-inshiqāqāt fi ṣafuf Dā'ish
	English Translation: Splits in the ranks of the 'Daish'.

Table 1: The discursive strategies in Okaz *newspaper headlines.*

'mughssil 'amwāt yunqd raḍı' 5 Sā`āt', dead washer rescues a baby 5 hours). In this example, the writers want readers/listeners to pay more attention to human rights or to show empathy for the situation of in-group members. In addition, editors use what van Dijk (2000) calls illegality, a device by which the out-group members are categorized as criminals or lawbreakers. Sentences such as ('إيران تعترف بتهريب أموالها لزعزعة السعودية', 'Iran ta'tarif bi-tahrīb 'Amwālhā li-z'z"t alss'wdiah', Iran admits by smuggling money to destabilize Saudi Arabia) include an illegality wherein Iran is considered to be a criminal country that tends to destroy other countries' peace. Furthermore, editors sometimes use vagueness strategies so as not to provide enough information to readers/listeners, either as a positive self-presentation or as a negative 'other' presentation (Farahani and Ahmadian 2014b). Accordingly, they sometimes use words such as 'few', 'a lot', 'very', 'thing', 'low' and 'high', or they tend not to mention the names behind the discourse and to provide implicit information, as in ('العمل تناقض نفسها', 'al'mal tunāqd Nafsahā', The Ministry of Labor contradict itself)'. In addition, writers sometimes use certain quotations to gain readers' attention, as in ('و شهد شاهد من أهلها', 'wa s̲h̲ahida s̲h̲āhidun min 'ahlihā', a witness of her household bore witness). They presuppose readers' previous knowledge about the quotation and generate new ideas accordingly. Furthermore, editors use trope strategies to support headlines: ('انشقاقات في صفوف داعش', 'inshiqāqāt fiṣafuf Dā'ish', Splits in the ranks of Daash)'.

SOCIAL PRACTICE

This level of analysis, according to Fairclough (1992), deals with ideological conventions; it explains the current situations, trends and background information. Headlines are a particularly rich source of information about the field of cultural and social references. This is because titles stand alone without explanation or definition; they depend on the reader instantly recognizing the field, allusions, issues and cultural references necessary to identify the content of articles. Thus, they rely on a stock of cultural knowledge, representations and models of reality that must be assumed to be widespread in society if the headlines are to have meaning. The recognition by the reader of various types of puns and plays on words also relies on general and cultural knowledge. This wordplay is a very typical feature of headlines and is generally confined to the headlines and found far less often in the body of articles. *Okaz*'s headlines reflect the nature of Saudi society: the mentality, norms, values and how Saudis perceive life around them. This analysis deals with the cultural aspect of Saudi culture in news; in other words, it looks at the features that make this newspaper a Saudi one.

One of the social practices that is very clear is the use of national words. A headline such as ('الشؤون الاجتماعية', 'ash-shu'ūn al-ijtimā'iyh', social affairs), ('الضمان الإجتماعي', 'aḍ-ḍmān al-ijtimā'iy', Social security), ('الإسكان', 'al-isakān', Housing) represents one of the social issues in Saudi Arabia. In addition, words like ('الشورى', 'as̲h̲-S̲h̲ūrá;, Shura), ('مجلس الوزراء', 'majlis al-wūzurā', council of ministers) would be ambiguous to a foreigner who does not know Saudi Arabia.

Another social practice that is clear is the use of religious expressions: for instance, ('10 أعوام لإرهابي جمع بين الاختين السجن', 'as-sijna 10 a'awām li-irhābi jam' bayna al-'Uk̲h̲tayni', Prison terrorist ten years for combining two sisters). Saudi Arabia is an Islamic country. One of the principles in Islam is that a man is not allowed to have wives as sisters at the same time; it is considered forbidden. Accordingly, writers understand this religious value and

employ it in headline writing to show the prohibited act. Another religious aspect is ('صلاه الميت/ المال الحرام' ṣalāt almayyit', funeral prayer), ('المال الحرام', 'almāl alharām', ill-gotten money), ('المصلين', 'almuṣallīna', prayers), ('الزكاة', 'al-zak<u>a</u>h', Żakah), ('الديات', 'al-diyat', blood money)', where these examples represent the religious principles of Saudis and reveal the effect of religion on their life.

Editors use various types of discursive and textual strategies to display social practices. For instance, they use tropes, as in ('الشرطة تهزم مكاتب الاستقدام', 'ash-shuraṭah tahazim makātib ash-shaharīn', police defeated recruitment offices), ('الشورى تقترح', 'Ash-<u>Sh</u>ūrá taqtariḥ', Shura suggests) as they know that Saudi culture is full of these trope terms. Further, they use vagueness to display social issues since Saudi culture likes the idea of being vague, as in ('سعودي باع نفسه مبتعث', 'mubta'th su'awdi bā'nafsh', a Saudi scholarship student sold himself)'. The editors did not mention who the agent is in this story; they just mentioned the news. In addition, writers sometimes tend to use humanitarianism because they know that Saudis interact better with humanitarian news not just because of their humanity but also because of the influence of their own religion and cultural background, as in ('مستشفى نجران في خطر', 'Mustashfá Najrān fī khaṭar', Najran Hospital is in risk). Furthermore, they tend to use numbers and statistics as Saudis have become very aware recently about the numbers in, and the credibility of, the news. Editors understand Saudi culture very well, to the point that they know which discursive strategies to apply when they report cultural or social news.

DISCUSSION

The article dealt with the language used in headlines, which has a particular construction that is very different from that of the news article itself. The findings revealed that authors and editors impede certain language features to attract more readership. These features are mostly distinct to Arabic readers and have special linguistic and cultural values that the Arabic reader favour and may have a greater impact in delivering the intended messages in the article Headlines. By using Fairclough's 3D model, the authors have indicated that the editors have craftily used their Arabic language skills no only them help them with the linguistics linguistic techniques but will also, broaden their insight into sociological facts that reader hold close to their ideological and cultural customs and philosophies. The use of CDA in the headlines analysis has proved that such linguistic features aim to raise readers' awareness of the power of language in changing events and influencing readers' views. There is also an apparent use of discursive processing in the headlines. Discursive strategies are used by editors to formulate the production of the headlines. Among the prominent discursive strategies are the use of consensus, disclaimers, numbers and statistics, humanitarianism, illegality, vagueness, trope and intertextuality. Each strategy holds an ideology that editors coat their message according to the intended meaning of the news headline. Ideally, this system of ideas and ideals are interwoven and interlinked with day-to-day life for one's own set of beliefs. Such strategic techniques have a major impact on readers. This is reinstated by Conboy, who claims,' the language of the news plays a major part in the construction of what have been referred to as the "social construction of reality"' (2010: 25). Believers in ideology range from passive acceptance to wholehearted advocacy to ultimate true belief.

The findings indicate that the headlines employed by *Okaz* writers using Arabic text are not short of semantic, syntactic, morphological and lexical aspects that use a certain tone of language to attract, fascinate and intrigue the newspaper's readers. Also, the findings indicate that not only linguistics features have been employed by the *Okaz* writers but also editors have relied on their hometown ideological mindsets which are familiar to the newspaper's readership to gain more readership and attract the attention of its readers.

CONCLUSION

The aim of the present study is to investigate the linguistic features of *Okaz*, a well-known newspaper in Saudi Arabia. Data analysis was based on Fairclough's 3D model. The analysis of the data revealed that *Okaz* uses semantic, syntactic, lexical, morphological and phonological aspects to formulate its headlines. On the semantic level, metaphors and metonymies show their dominance, which helps make headlines attractive. The syntactic level reveals that nominal sentences are used the most frequently throughout *Okaz*. In addition, declarative sentences are commonly extensively used in *Okaz* headlines. Furthermore, the data reveal that *Okaz* editors employ certain syntactic strategies to attract attention, such as ellipsis, incomplete, compound sentences and fronting processes. Among the lexical and morphological aspects are the use of intertextuality to support headlines and connect them with the prior knowledge of the reader. In addition, among the common morphological aspects is the use of numerals to show credibility. It also appears that writers tend to use some idiomatic expressions, such as idioms and collocations, to gain the attention of the readers. This study also highlights some discursive strategies used by editors to formulate the production of the headlines. Among the prominent discursive strategies are the use of consensus, disclaimers, numbers and statistics, humanitarianism, illegality, vagueness, trope and intertextuality. Behind each strategy, there is an ideology the writers and editors want to achieve, and it differs according to the intended meaning of the headline. As the last part of this study, the researchers discuss the social and cultural practices in news headlines and how they are reflected in headlines using certain discursive and textual features.

To follow up on this study, the researchers recommend building a language corpus that consists of a large number of Saudi newspaper headlines to carry out a more considered and accurate study of the linguistic features that appear in newspapers. This could lead to a more scientific and comprehensive research.

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APPENDIX 1
Romanization table
1-Consonants

Letter	Romanization
ا	ā
ب	b
ت	t
ث	th
ج	j
ح	ḥ
خ	kh
د	d
ذ	ḏ

Letter	Romanization
ر	r
ز	z
س	s
ش	sh
ص	ṣ
ض	ḍ
ط	ṭ
ظ	ẓ
ع	ʿ
غ	gh
ف	f
ق	q
ك	k
ل	l
م	m
ن	n
ه	h
و	w
ي	y

2-Vowels and diphthongs

◌َ	a
◌ِ	i
◌ُ	u
ا	ā
ى	á
و	ū
◌ِى	ī
◌َوْ	aw
◌َّىْ	ay

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