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A Critical Discourse Analysis of Newspaper Headlines :

Diverse Framings for the EgyptAir Flight MS804 Crash

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Abstract

EgyptAir Flight MS804, en route from Paris to Cairo, disappeared from radar over the Mediterranean Sea on Thursday morning 19th May 2016 after it abruptly turned and dropped in Altitude. 56 passengers were aboard, along with seven crew members and three members of airline security personnel. At least 30 of the passengers were from Egypt with others from Algeria, Belgium, Britain, Canada, Chad, France, Iraq, Kuwait, Portugal, Saudi Arabia and Sudan. This study is a Critical Discourse Analysis of news headlines of different papers about this event. The headlines on this event serve as good material for discourse analysis, specifically the kind of framing for the event. Six headlines on the event were evaluated for the perspectives offered and the event framing. The researcher drew upon Fairclough's (1995) three-dimensional model of CDA: Description, Explanation and Interpretation, and Ruiz's (2009) three-level sociological discourse analysis: Textual, Contextual and Interpretation, in order to answer the following research questions:

 1) What are the most salient linguistic features that characterize the headlines in portraying the event?

2) What are the kinds of framing that were used in the headlines?

3) How do the identified frames present the event differently? The analysis suggests that thematic framing; i.e. focus on the causes and effects of the event rather than individual responsibility, was predominantly used in the selected newspaper headlines. This study observed the representation of a single news event, the EgyptAir Flight MS804 crash, in different papers in their own ideological perspectives. It has shown that ideology plays a central role in the construction of newspaper headlines. Hence, it is recommended that news agencies should provide accurate data, use fair word choice and present a comprehensive exploration of the different angles of news or stories. Furthermore, readers should learn how to identify structural cues in order to avoid news misinterpretation.

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Keywords: EgyptAir crash, critical discourse analysis, sociological discourse analysis,newspaper headlines, framing

1.Introduction

EgyptAir Flight MS804 was a scheduled international flight from Paris Charles de Gaule Airport to Cairo International Airport, operated by Egypt Air, which crashed into the eastern Mediterranean early on Thursday 19th May. The aircraft made a 90-degree left turn followed by a 360-degree turn to the right before vanishing off radar. There were 66 people on board: 56 passengers, 7 aircrew and 3 security personnel. No survivors were found. Some surface debris was found 180 miles north of Alexandria. Wreckage was subsequently found in several locations at a depth of about 3,000 m. Both flight recorders were recovered in a multinational search and recovery operation.

Initially, the disappearance and crash of Flight MS804 was assumed to be linked to terrorism and insurgency in the region. For instance, the Egyptian Civil Aviation Ministry stated on 19th May that Flight MS804 was probably attacked. Two US officials believed the aircraft was downed by a bomb and a senior official asserted that monitoring equipment that focused on the area at the time detected evidence of an explosion on board the craft; however, other officials from multiple US agencies claimed that they had seen no evidence of an explosion in satellite imagery.

This study is a Critical Discourse Analysis (CDA) of news headlines of six national and international newspapers on this event; more specifically, the diverse framings of the event. Fairclough's (1995) three-dimensional model of CDA: Description, Explanation and Interpretation and Ruiz's (2009) three-level sociological discourse analysis: Textual, Contextual and Interpretation were employed by the researcher in order to give answers to the following research questions :

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1) What are the most salient linguistic features that characterize the headlines in portraying the event?

2) What are the kinds of framing that were used in the headlines?

3) How do the identified frames present the event differently?

The data for this study has been collected from news headlines of two local Egyptian papers and four international papers on EgyptAir Flight MS804 crash. The objective of this research is to find out the different representations of the same event in different newspapers. The CDA analysis describes the way in which the same event is represented in national and international papers.

The author starts with a theoretical part which gives background information about CDA, the major characteristics and influence of newspaper headlines and the Framing theory. Second, the methodological framework adopted in this study is outlined. Third, a brief overview of related studies on the analysis of newspaper headlines is presented. Then, an analysis of the selected newspaper headlines is given and, finally, the main conclusions of the study are presented.

2. Theoretical Background

In this part, background information about different perspectives of discourse analysis, including CDA; ideology and discourse; sociological discourse analysis and CDA of media texts, is first given. Next, the functions, the major characteristics and the influence of newspaper headlines as well as the need for a CDA of newspaper headlines are presented. Finally, the main tenets of the Framing theory are outlined.

2.1 Critical Discourse Analysis

Discourse can be defined as a set of regulated statements which constructs an object of inquiry. Discourses are realized in texts; are about

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objects and subjects; are a coherent system of meanings; refer to other discourses; reflect their own way of speaking; are historically located; support institutions; reproduce power relations; and have ideological effects. Discourses – as a set of meanings, metaphors, representations, images, stories, and statements – produce a particular version of events. Based on these definitions, discourses offer versions of reality, opinions to adopt and ways to interpret the world. Discourses, which are about the production of knowledge through language, make it possible to enable the construction of a topic in a certain way ((MacRitchie & Seedat, 2008).

CDA is basically concerned with "language as social practice" and considers the context of language use to be crucial (Wodak & Busch, 2004). Since language is no longer viewed as merely reflecting outer reality, the objective of CDA is to uncover the assumptions and ideologies that are hidden behind the words of written texts or oral speech. Woods and Kroger assert that since discourse is language in use, the ultimate goal of CDA "has been to link linguistic analysis to social analysis" in order to perceive how social power is linked to language (as cited in Mahfouz, 2013, p. 310). Hence, CDA aims at creating connections among discourse practices, social practices and social structures (Mahmoud, Javed & Mahmood, 2012).

CDA analyses news texts, political speeches, advertisements, etc. revealing strategies that appear normal or neutral on the surface, but may be ideological and seek to shape the representation of events and persons for particular ends. Therefore, the term 'critical' means 'denaturalising' the language to reveal the kinds of ideas and taken-for-granted assumptions in texts. This will allow us to reveal the kinds of power interests implied in such texts (Machin & Mayr, 2012).

Fairclough (1995) articulates a three-dimensional framework for studying discourse, "where the aim is to map three separate forms of analysis onto one another: analysis (spoken or written) of language texts, analysis of discourse practice (processes of text production, distribution

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and consumption) and analysis of discursive events as instances of sociocultural practices" (p. 2). Thus, CDA examines the use of discourse in relation to social and cultural issues and attempts to answer the question why the discourse is used in a particular way and what are the implications of a particular kind of use. CDA explores the connection between the use of language and the social and political contexts in which it is used. It explores issues such as gender, ethnicity, cultural differences and ideology and investigates how these are constructed and reflected in texts (Fairclough, 1995).

2.1.1 *Discourse and Ideology*

It is worth noting here that there exists a close relationship between discourse and ideologies. van Dijk (2006a) defines ideology as "foundational beliefs that underlie the shared social representations of specific kinds of social groups. These representations are in turn the basis of discourse and other social practices" (p. 120-121). van Dijk (2006a) further assumes that "ideologies are largely expressed and acquired by discourse, that is, by spoken or written communicative interaction" (p.121). Accordingly, this happens through a number of "discursive structures and strategies" (p. 124).

Ideological discourse is generally organized by a general strategy of positive self-representation (boasting) and negative other-presentation (derogation). van Dijk (2006b) asserts that much ideological discourse often features the following overall strategies of what might be referred to as the ideological square:

Emphasize Our good things

Emphasize Their bad things

De-emphasize Our bad things

De-emphasize Their good things (p. 734).

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When applied to discourse, this principle will likely affect both forms and meanings. This may be reflected not only explicitly by propositional means (topics, meanings, etc.) but also by other discursive moves such as headlines and position, sound structures and visuals, lexicalization, syntactic structures, semantic moves such as disclaimers and other rhetorical figures and argumentation moves. However, not all discourse structures are ideologically marked. This depends on the context, being defined as "subjective mental models representing relevant properties of communicative situations" (van Dijk, 2006b).

2.1.2 *Sociological Discourse Analysis*

Sociological discourse analysis shares many of the procedures adopted in other social sciences including linguistics, ethnography, anthropology and psychology. In order to analyze and interpret discourse from a sociological point of view, discourse must be analyzed at both the textual and contextual levels. Therefore, there are three different levels of analysis: a textual level, a contextual level and an interpretive level. According to Ruiz (2009), Textual analysis helps the analyst to "characterize discourse as it focuses chiefly on the utterance and considers the discourse as an object of study"; Contextual analysis, on the other hand, allows the analyst to "understand discourse as it centers on enunciation, considering the discourse as a singular act or event", Finally, interpretation provides us with "an explanation of the discourse as it addresses sociological aspects and considers discourse as information, ideology or a social product" (pp. 4 - 5).

Ruiz (2009) argues that though the analysis normally moves from textual analysis to contextual analysis and, finally, to interpretation, in practice these three levels do not form three separate stages; it is quite common for the analysis to be carried out simultaneously on all three levels. It is usual that textual analysis and contextual analysis would lead to sociological interpretations, being the ultimate aim of the analysis.

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In this study, the researcher draws upon both Fairclough's (1995) three-dimensional framework and Ruiz's (2009) model of sociological discourse analysis in analyzing the discourse of the selected newspaper headlines on the event under study.

2.1.3 CDA of Media Texts

Generally speaking, media is one important discourse domain to which CDA has been applied. According to Wodak and Busch (2004):

> [i]n our more globalizing world, media have gained more power. The impact of media on political developments and decision making still has to be fully explored. Moreover, the influence of media on the production and reproduction of beliefs, opinions, stereotypes, prejudices, and ideologies also has to be thoroughly investigated and compared throughout different countries worldwide. (p. 116)

Wodak and Busch (2004) argue that in recent approaches to media texts, the "text" has been "decentralized" and the focus of interest has shifted to the social, political and cultural contexts and to the "localization" of meaning (p. 106).

Newspaper texts, in particular, are one common form of written discourse. Due to their public nature and availability for large numbers of people, newspapers are one of the most widely-read types of written texts. Newspapers play a key role in creating discourse on the statements of national and international prominent politicians. Newspaper editors try to build up the ideologies of what is being talked about and in what manner. Thus, newspapers are a source of power imposition in society. Not only do news stories work for forming ideologies but headlines are also a great source of attraction for the readers. Themes and topics are frequently realized in the headlines and lead paragraphs (Mahmoud, Javed & Mahmood, 2012).

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There are certain features that characterize newspaper texts and make them stand apart from other types of discourse. Therefore, newspaper discourse deserves to be studied as a text form of its own (Pajunen, 2008).

2.2 *Newspaper Headings*

2.2.1 *Functions of Headlines*

Headlines in media discourse have frequently been analyzed due to their attractiveness and eye-catching properties. Halliday (1994) asserts that newspaper headlines are a typical example of "little texts" and are frequently understood as "a riveting short-cut to the contents of newspapers" (as cited in Silaski, 2009, p. 60). van Dijk (1988) asserts that headlines depict the unity of discourse and are a source of information which is easily memorized by the reader. He claims that readers usually adopt such subjective media definitions of what is important information about an event. Ifantidou suggests that the main functions of headlines are "summarizing and attracting attention to the full-text newspaper article" while, at the same time, persuading them to read the whole article by arousing their curiosity (as cited in Silaski, 2009, p. 60).

Newspaper headlines not only have the function of indicating the topic and summarizing the main content of the news text, but they also try to help the reader grasp the meaning of the text (Dor, 2003). Attempting to address the question of the communicative function of headlines, Dor (2003) further transcends the different functions of headlines and defines them as "relevance optimizers" that "are designed to optimize the relevance of their stories for their readers" (p. 696).

Discussing the news schema, van Dijk (1988) refers to headlines and leads as categories forming "the summary" of the news reports. Bell (1991) makes a distinction between headlines functioning as the abstract of the main event of the story and headlines promoting one of the details of the story. Although, in most cases, headlines bear these functions in news

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reports, some newspaper headlines present their readers with complex riddles which neither summarize nor present the detail of the news reports (as cited in Bonyadi and Samuel, 2013, p. 1).

2.2.2 *Characteristics of Headlines*

According to Develotte & Rechniewski (2001), an exhaustive study of the characteristic features of the headlines of a range of English newspapers is offered by Mardh (1980). She identifies the following linguistic features as typical of headlines in English newspapers: the omission of articles; the omission of verbs and of auxiliaries (verb 'to be' for example); nominalizations; the frequent use of complex noun phrases in subject position (in theme position); adverbial headlines, with the omission of both verb and subject; the use of short words; the widespread use of puns, word play and alliteration; the importance of word order, with the most important items placed first. As far as readability is concerned, a headline must be short enough to read quickly but long enough in order to present the facts clearly.

Headlines expose social, cultural and national representations. Develotte and Rechniewski (2001) identify the characteristics that justify why particular attention is to be given to headlines in press analysis:

- the prominence they acquire through diffusion;
- the role they play in orienting the interpretation of the reader;
- the shared cultural context which they evoke.

Headlines reach a wider audience than those who read the articles. This is particularly true of front page headlines which draw the reader to conclude the importance of a particular issue which has been given prominence in this way. The strong impact of headlines on the reader is also due to the fact that certain linguistic features of titles make them particularly memorable and effective: the use of puns, alliteration, the choice of emotive vocabulary and other rhetorical devices.

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Perspective refers to the role played by headlines in orienting the reader's interpretation of subsequent facts contained in the article. Headlines encapsulate not only the content but the orientation; i.e. the perspective the reader would bring to their understanding of the article. As they succeed each other through the newspaper, headlines build a particular view of the world by imposing a hierarchy of importance: a hierarchy from top to bottom of the page; according to the size of headlines, font, etc.; in order of appearance through the newspaper from front to back.

Because headlines stand alone without explanation or definition, they depend on the reader's recognition of the field, issues and cultural references that are necessary to identify the content of the articles. They depend on a stock of cultural knowledge, representations and models of reality that are widespread in society if the headlines are to be meaningful. For example, the recognition of various types of puns and wordplay, which is usually confined to headlines and found less often in the body of articles, relies on general and cultural knowledge. Thus headlines constitute a 'shorthand', i.e., a condensation of ideas.

White (2011) states that headlines constitute "a privileged genre" in a number of ways. They are privileged by the initial position they occupy, the bold print and size they are given and by the frequent syntactic and semantic features they have as different from conventional sentence structure. Crafting of headlines operates by taking advantage of the phonic, syntactic and semantic resources of a language in order to produce a linguistic product which is different from the conventional use of the language in question. Headlines discourse is idiomatic and it is this idiomaticity that poses great difficulties for second language learners.

White (2011) also asserts that though "bibliography on headlines is now quite vast, it has been quite stable in claiming what their main functions are." The author further claims that from the classic account of Galtung and Ruge (1965) through Bell (1991) to Dor (2003), the most outstanding characteristic of headlines is considered to be summarization

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of content and this has to be presented with clarity. Additionally, headlines should attract the reader to the news item and encourage him to keep on reading. White (2011) claims that some studies (e.g. Ifantidou, 2009) have shown that headlines fail in summarization. Deliberate ambiguity is often sought in headline construction. This requires far more processing labour. This processing labour is due to the linguistic devices employed in the crafting of the headlines.

Taiwo (2007) classifies news headlines into thematic and surface structures (as cited in Mahmood, Javed & Mahmood, 2012). Themes vary from issues on politics, education, religious crises, etc. He classifies headlines in surface structures such as plain headlines, speech as headlines, headlines with pointers and question as headlines.

2.2.3 Linguistic Tools for the Analysis of Headlines

Olowe (1993) identifies various linguistic devices used in news headlines to form ideologies in a hidden way. These devices are thematization, presupposition, passivization and nominalization (as cited in Mahmood, Javed & Mahmood, 2012, p.122). Topicalization is the framing of a sentence. It presents the perspective a writer wants to present in order to influence the reader's perception by putting something on topic position. The theme is what the sentence is "about". It is usually the first element in the sentence. The rest of the sentence is called "the rheme".

Presupposition signifies that certain ideas are taken for granted in such a way that there is no alternative. Van Dijk (2006b) claims that "Discourses are like the proverbial icebergs; most of their meanings are not explicitly expressed but presupposed to be known, and inferable from general sociocultural knowledge" (p. 739). It is worth commenting here that in texts, there are different degrees of presence and absence. According to Fairclough (1995), degrees of presence can be divided in the following way: absent-presupposed-backgrounded-foregrounded. Things which are presupposed are implicitly present in the text. Things which are explicitly present in the text may be informationally foregrounded or backgrounded.

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Passivization is being used with the deletion of the agency being involved in a certain action or saying. Whether the sentence is active or passive is of importance. In the active voice, the focus is on the subject, the doer of the action whereas the passive voice focuses on the object, the target of the action. In the passive voice, the doer of the action is at the end of the sentence, but the agent can be deleted.

Nominalization means the derivation of a noun from a verb. For example, in this sentence "The shooting of the demonstrator will be investigated", shooting is a nominalization where much information is absent: there is no indication of time (no verb and no tense), modality (the writer's evaluation of the matter) or an object and a subject.

Transitivity is another indicator of ideology. Halliday & Hassan (1967) explains that the way in which transitivity carries out the ideational function of language is by expressing processes. Transitivity analyzes what happens, who are the participants and what are the circumstances. A transitivity analysis reveals the linguistic options available in written production. In any utterance, some linguistic choices or possibilities are suppressed while others are manifested. Such discursive choices indicate a certain point of view and therefore, are ideologically significant (Meniku, 2014, p. 240).

2.2.4 *The Influence of Headlines*

It can be argued that news production involves a complex set of social and discursive interactions through which news agencies and their journalists obtain a wide variety of information from many different sources. It can be claimed that news reports are frequently influenced by the news agencies' social schemata and underlying social representations, journalists' own ideas, sources and personal idiosyncrasies, and a range of news values. News values related to *impact* (the scale and effect of the event, e.g. number of deaths), *proximity* (the closer the target reading audience is to the event, the greater the news values), *relevance* (direct or indirect effect on readers), and *human interest values* (attention and

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curiosity pull) are all important in determining how much significance a news story is given by particular media (Morrison, 2006).

The print media utilize these values along with well-crafted headlines to flourish in a strongly competitive environment. Headlines are the newspapers' tools to attract prospective buyers. Newspapers make use of certain linguistic features such as puns and emotive vocabulary within headlines in an attempt to influence the reader's mind with certain key messages and perspectives. Headlines which provide an indication of how an article may portray an accident are used to convey the first and perhaps the most significant message to the news reading public. Headlines also draw part of their influence and meaning from the readers' shared cultural, political and general knowledge. Therefore, though headlines might seem deeply ambiguous, the surface differences may hide deeper meanings and associations (Develotte & Rechniewski, 2001).

2.2.5 The Need for a DA of Headlines

Newspaper headlines fulfill several functions. One of these functions is presenting the truth. However, headlines may be misleading, inaccurate or ambiguous. Ambiguity is sometimes created intentionally to mislead readers (Metila, 2013). Even with one story or theme, the framing of news could be highly variable due to discourse participants' diverging world views and interests (MacRitchie & Seedat, 2008).

It follows that identifying linguistic cues that impose diluted views and truths become more and more important. Additionally, the network of social relationships and issues should likewise be explored since they could be the base for such critical and sociological discourse analysis (Metila, 2013).

Researchers on newspaper headlines have recently made continuous achievements in various aspects. For linguists, news language has become a particular genre in linguistic studies in which they apply various theories to analyze the linguistic features of this special field. Meanwhile, some

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journalists are transferring their attention from the practice of reporting news to writing books on news reporting. Due to the unique role of newspaper headlines, both linguists and journalists have given them great importance by putting their efforts into this field aiming at achieving theoretical and practical advancement (Hariyan, 2013).

2.3 *Framing Theory*

The information that is presented in the news is skillfully presented via *micro-rhetorical linguistic choices*: subtle structural and linguistic elements that impact readers in forming opinions or interpretations (Metila, 2013). This careful packaging of information is *framing*, the "selection of some aspects of a preconceived reality and making them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/ or treatment recommendation for the item described" (Entman, 1993). This linguistic manipulation creates a frame that draws readers' attention to selected information. The more subtle the presentation is, the more effective the message is (Metila, 2013).

Iyengar (1991) distinguishes between *episodic* and *thematic framing*. The former concentrates on concrete events, while the latter focuses on causes, effects, and corresponding issues (as cited in MacRitchie & Seedat 2008, p. 341). *Episodic framing* draws readers' attention to individual responsibility or agency rather than social responsibility, while *thematic framing* mitigates individual responsibility and gives more attribution to institutions or uncontrollable factors (Metila, 2013).

Likewise, four common news frames are cited in the literature: *conflict frame* (clash between people or groups), *human interest* (personal or sentimental slant), *responsibility* (culpability of a person or group), and *economic* (effect of event's financial repercussions). Since newspaper headlines are frequently the only lines read by busy readers, these concise reports usually represent the only information that readers have about a story. This explains why much of framing in news discourse is done in headlines (Metila, 2013).

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The concept of *framing* signifies that communication is a dynamic process that consists of different phases: *frame-building*, *frame-setting* and individual and societal consequences of *framing*. *Frame building* includes the aspects that establish the structural qualities of news frames; how journalists frame issues. *Frame setting* refers to the interaction of media frames with audiences' previous information, understanding of issues and predisposition. *Framing* can affect both individuals and society. An individual-level consequence may result in altered attitudes after exposure to certain frames. On the societal level, frames can affect processes such as political socialization and collective actions (Entman, 1993).

Framing differs from *Agenda setting* and *Priming*. *Agenda setting* refers to the idea that there is a strong correlation between the emphasis that mass media place on certain issues and the importance attributed to these issues by mass audiences (Sheufele & Tewksbury, 2007). Iyengar and Kinder (1987) claim that, as defined in the political communication literature, *Priming* refers to "changes in the standards that people use to make political evaluation" (as cited in Sheufele & Tewksbury, 2007, p. 11). *Priming* occurs when news content suggests to news audiences that they ought to use specific issues as benchmarks for the evaluation of leaders and governments. *Priming* is often considered an extension of *agenda setting*. By making some issues more salient in people's mind (*agenda setting*), mass media can also shape the considerations that people take into account when making judgments about political candidates or issues (*priming*).

Framing differs significantly from these two models. It is based on the assumption that how an issue is characterized in news reports can have an influence on how it is understood by audiences. *Framing* is often traced back to roots in both psychology and sociology. *Framing* differs from *agenda setting* and *priming* in that it analyzes the factors that affect the way news is written. These factors include the cultural references, choice of sources, the influence of external agents and professional habits and values. One of the main questions raised by scholars researching *framing*

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theory is how the mass media frame causal relationships and explain events (Sheufele & Tewksbury, 2007).

Therefore, *framing* is both a macrolevel and a microlevel construct. As a macroconstruct, *framing* refers to modes of presentation that journalists and communicators use to present information in a way that agrees with existing underlying schemas among their audience. Frames have become significant tools for presenting complex issues in a way that makes them accessible to lay audiences. As a microconstruct, *framing* describes how people use information and presentation features of issues as they form impressions (Sheufele & Tewksbury, 2007).

According to Entman (2004), there are two classes of *framing*. The first class is "substantive frames" which has at least two of the basic functions of the *framing theory* in covering political events or issues. The basic functions of the *framing theory* are "definition of the problem", "giving causality to the problem", "covering moral judgment" and "giving solutions to the problem". The second class is the "procedural frames" which give suggestions to ways of evaluating political actors' legitimacy based on their technique, representativeness and success.

These criteria can also be enriched by the tone used in the news story. In the tone, the reporter tends to give his/ her personal opinion while taking the news. Tone is considered another part of media framing that influences the audience to think about a particular issue in a certain way. Tone is often expressed through the choice of words; specifically descriptive words such as adjectives, adverbs.

According to Entman (1993), frames have at least four locations in the communication process: the communicator, the text, the receiver and the culture. Several critics suggest that reporters and editors use their personal ideologies and beliefs in making news decisions; yet, journalists deny such bias.

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3. Review of Related Literature

Reviewing the literature on the analysis of newspaper headlines reveals that a number of studies have been carried out either to analyze the linguistic features of newspaper headlines (morphology, syntax, semantics, etc.), to conduct a discourse analysis of the headlines or to investigate the diverse ways these headlines are framed.

In his influential paper, Dor (2003) suggests an explanatory functional characterization of newspaper headlines. Drawing upon Sperber and Wilson's (1986) *relevance theory*, he claims that headlines are designed to "optimize the relevance" of their stories for their readers: "Headlines provide the readers with the optimal ratio between contextual effect and processing effort, and direct readers to construct the optimal context for interpretation" (p. 695). Dor's paper presents the results of an empirical study conducted in the news-desk of one daily newspaper. The study explains why the construction of a successful headline requires an understanding of the readers- their knowledge, beliefs, expectations and cognitive styles as well as an understanding of the story. In addition, the study concludes that skilled newspaper readers spend most of their time scanning the headlines rather than reading the stories.

MacRitchie & Seedat (2008) explore the ways in which traffic accidents on South African roads were constructed by the media and the way these constructions are related to the media's role in producing public consensus and promoting public agency. Using discourse analysis, the researchers analyze 52 South African newspaper articles that report on traffic accidents during the Easter weekend in 2005/6. The findings suggest that well-crafted headlines and multiple discourses, along with a range of news values and specific framing modalities, are interrelated to present the view that South African roads are war-zones during the holiday season. Reckless drivers, particularly taxi drivers, are represented as unworthy citizens. Motorists and occupants of public transport vehicles are presented as the primary victims of traffic deaths. The analysis reveals

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silences related to institutional and societal responsibility in road safety and highlights the need of presenting evidence-led reporting of traffic accidents by the print media.

Mahmood, Javed & Mahmood (2011) conduct a Critical Discourse Analysis of news headlines of different papers about the 2011- 2012 budget of Pakistan. In this study, the authors randomly select 37 different headlines from local English papers, local Urdu papers and international English papers and group them according to the surface structure classification. The authors observe the representation of a single news item of the 2011-2012 budget in different papers in their own ideological perspectives. It is found out that headlines are representations of the editors' ideologies, regarding their political inclinations though they claim to give neutral information.

Abdulla & Salih (2012) conduct a study that aims at investigating the linguistic features of headlines: the morphology, syntax and semantics of headlines in an attempt to find out the differences between the language of headlines and the ordinary language since the authors believe that the headlines represent the most important part of news. The study concludes that the language of headlines is different from the ordinary language in terms of vocabulary and structure. Such typical features such as the choice of words and grammatical structures that characterize newspaper headlines achieve impact and influence the readers to go on reading the whole article or news story.

Drawing upon the idea of *news framing* which is believed to have a certain impact on people's perceptions of the world around them, the research carried out by Grbesa (2012) examines how the major newspapers in the country use certain frames to report about the two candidates in the presidential elections in Croatia in 2010. The paper investigates how newspapers examined *valenced frames* to report about the candidates and how the news framing of the candidates may have affected the outcome of the elections. The results show that three *valenced news frames* dominated

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the news coverage about the candidates: success frame (winner – loser), suitability frame (suitable – unsuitable) and integrity frame (winner – loser). Ivo Josipovic was framed as honest, decent and suitable for the position; on the other hand, Milan Bandic was framed as dishonest and unsuitable for the position. The paper concludes that the news framing of the candidates might have contributed to the actual results of the elections.

Metila (2013) carries out a discourse analysis of news headings, examining diverse framings for a hostage-taking event that took place in Manila, Philippines and that led to the deaths of 8 foreign tourists and the hostage-taker himself. Three Philippine newspaper headlines on the event are evaluated for information accuracy, perspectives offered, and event- and subject-framing. Ruiz's (2009) three-level sociological discourse analysis and is used to identify the linguistic forms and structures that are used to present the event and the concerned subject groups and the kinds of framing that are used in the headlines. The findings suggest that the figures and exaggerated word choice are used in exaggerating the violence and impact of the event. Furthermore, limited references to the hostages' background and suspect's motives failed to provide a comprehensive context that could have presented significant social issues. In general, the predominant framing is *episodic* framing that resulted in an incomplete story. The researcher recommends that news agencies should provide accurate date, use fair word choice and present a comprehensive exploration of different story angles.

4. Methodology

4.1 *Conceptual Framework*

This study is a CDA of news headlines of six national and international newspapers on EgyptAir Flight MS804 crash; more specifically, the diverse framings of the event. This study purported to answer the following research questions:

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1) What are the most salient linguistic features that characterize the headlines in portraying the event?

2) What are the kinds of framing that were used in the headlines?

3) How do the identified frames present the event differently?

Fairclough's (1995) three-dimensional model of CDA: Description, Explanation and Interpretation, and Ruiz's (2009) three-level sociological discourse analysis: Textual, Contextual and Interpretation, were employed by the researcher in order to give answers to the above questions. In this study, CDA is used as a method and interpretive framework to examine how the event under scrutiny is portrayed in newspaper headlines. The researcher considers the underlying messages contained in headlines as newspapers may draw on different ideological perspectives to influence the readership to be responsive in particular ways. The sociological discourse analysis of six headlines aims to analyze the perspectives offered and the framing of the event. The *textual* analysis that determined the composition and structure of the target text was derived from content analysis (breaking down of text into pertinent units), ground theory (identifying hidden implication in the text), and semiotic analysis (investigating how linguistic elements present meaning). The *contextual* analysis explored concrete details about the event in the light of the five values of news stories (Morrison, 2006). Finally, *interpretation* explained discourse with regard to social issues.

4.2 Procedures

In the current study, the following steps were taken:

1) Newspaper headlines were selected: six news headlines from national and international newspapers were chosen to be cross-referenced. Two headings were from national newspapers: Al-Ahram and Al-Youm Al-Sabea and four ones were from international newspapers: The New York Times, The Mirror, The Guardian and The Economist. The selection of

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the headlines was limited to the short period of 19ᵗʰ May to 30ᵗʰ May 2016. This time period was chosen because it represents the first two weeks after the event. These sources were chosen because of their prominence and extensive readership.

2) Linguistic forms and structures were analyzed for meanings and patterns.

3) Frames used to represent the event under study were identified.

4) Diverse representations of the event under study reflecting different ideologies of the newspapers' editors were explored.

5. Results and Discussion

The event-related headlines published during the period of 19ᵗʰ May to 30ᵗʰ May 2016 came mostly from broadsheets that were selected for their wide readership. Each headline precedes a discussion that merges the levels of analysis. The summary provides the social analysis for the target texts.

1- طائرة مصر للطيران.. آخر المواجهات الإرهابية ضد القاهرة خلال 6 أشهر
.. و» خبير أمني» يستحضر «داعش» بالمشهد

EgyptAir plane .. Last terrorist confrontations against Cairo in 6 months and a "security expert" conjures "Daash" to the scene

(*Al-Ahram*, 19 May 2016)

The first headline comes from *Al-Ahram* newspaper on 19ᵗʰ May 2016. *Al-Ahram* newspaper, which was founded in 1875, is the most widely circulating Egyptian daily newspaper owned by the Egyptian government.

This headline is a plain headline in the form of a simple statement. The headline is divided into three parts: the first part is طائرة مصر للطيران which

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is topicalized in order to draw the reader's attention to the theme of the headline. As previously mentioned, topicalization presents the perspective a writer wants to present in order to influence the reader's perception by putting something on topic position. The second part of the headline is the description of the crash as آخــر المواجهــات الارهابيــة ضــد القاهــرة خــلال ٦ أشــهر, the last terrorist act against Cairo, during the short period of six months. This part lacks a verb: it consists only of a nominal group with the noun head المواجهـات which is pre-modified by the adjective آخــر and post-modified by both an adjective, الارهابيـة, and a prepositional phrase, خــلال ستة أشهر. This part has a lexical presupposition: the presupposition trigger آخــر clearly signifies the editor's assumption that there were terrorist acts which preceded this one. In his article, the editor refers to two other incidents: the bombing of the Russian Airplane at Sharm El-sheikh in October 2015 and the kidnapping of an Egyptian Airplane and landing in Larnaka Airport in Cybrus in March 2016, in order to emphasize the fact that this incident is a further terrorist act. The third part of the headline is a reference to a security expert who believes that Isis is most probably involved in the scene.

The mention of داعـش in the headline capitalizes on the attribution of this appalling incident to terrorism. The word triggers connotations of violence, death and terrorism. This deserves scrutiny on the part of the reader. It is also preceded by آخــر المواجهــات الارهابيـة. The choice of the word المشــهد is associated with the scene of a play that we are watching: a sequence of events and the agent. The chosen verb يسـتحضر which is a transitive verb in the active form implies that the presence of داعـش is inevitable in the scene.

The framing of the headline in one of the most widely read Egyptian newspapers, *Al-Ahram*, is *thematic* since it concentrates on mitigating individual responsibility and giving attribution to social responsibility or uncontrollable factors. It indicates that this appalling incident is an act of terror against Egypt and that this act is not the first one; rather, it has been preceded by other acts. The editor portrays Egypt as the victim

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of terrorism that aims at hitting the economy especially after Egypt has recently managed to complete the 'road map', control internal affairs and dry up sources of terrorist groups. Hence, due to the focus on terrorism, the headline offers a framing that emphasizes the fact that the event is not due to a mechanical failure; rather, it is due to a terrorist act.

In short, the text gives importance to terrorism through the lexical choice of آخـر المواجهـات الارهابيـة and داعش. Diction capitalizes on the role of terrorism in causing this violent crime. The given structures contribute to a framing that heightens the role of terrorism. The tone of the editor, which refers to their attitude towards the subject, is positive towards Egypt.

In this headline, the political implicature is that Egypt is the victim of conspiracies and terrorist acts. The discourse is organized by the strategy of positive self-presentation and negative other-presentation in such a way that our good things are emphasized and our bad things are de-emphasized, and the opposite for the Others- whose bad things are enhanced and whose good things are hidden. The lexical choices of the headline confirms the notions of SELF and OTHER of van Dijk (2006a) with positive terms used to describe ourselves and negative terms to describe opponents. Examples are آخـر المواجهـات الارهابيـة and داعش.

2- سياسـيون: مصـر الأهـداف الخفيـة وراء تحطـم الطائـرة المصريـة..
المسـتهدفة وليسـت فرنسـا.. حمـدى بخيت: مؤامـرات استخباراتية تحاول
إحباط إنجاز مشـروعاتنا القوميـة.. ومصطفـى بكرى:تعامـل أمريكا يكشـف
حجـم التآمـر ضـد القاهـرة

Hidden objectives behind the Egyptian plane crash .. Politicians: Egypt targeted and not France .. Hamdi Bakhit: conspiracies are trying to hinder the achievement of our national projects and Mustafa Bakri: dealing with America reveals the size of the conspiracy against Cairo.

(*Al-Youm Al-Sabea*, 20 May 2016)

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The second headline comes from *Al-Youm Al-Sabea* on 20th May 2016. It is an Egyptian privately owned daily newspaper. It was first published as a weekly paper in 2008 and has been published daily since May 2011. The paper is published in Arabic and was once selected by *Forbes Middle East* as having the most effective news website in the Middle East.

This headline is in the form of speech. In this type of headlines, either direct or reported speech of a person is used and the name is also shown in front of the statement. The headline starts with an attracting phrase about the hidden objectives behind the crash of the Egyptian plane which functions as a lead-in towards the rest of the headline. Some politicians believe that the target behind this act is Egypt, not France (or rather it is an attempt to strike against the Egyptian-French relations). Hamdy Bekheit, a member of the Parliament Committee for Defense and National Security, believes that certain conspiracies are meant to weaken our national projects and Moustafa Bakry, the Egyptian journalist, further claims that the way America is dealing with Egypt reveals the amount of conspiracy against Egypt. The hidden meaning is: we do not know the exact cause of the disappearance of EgyptAir flight MS804; however, early signs point to an act of terror targeting Egypt and France and dozens of innocent people.

The text gives importance to the hidden objectives behind the crash of the Egyptian plane. The phrase الأهداف الخفية لسقوط الطائرة in phrase-initial position discloses the main message meant to be delivered by the editor. The use of a noun phrase with a negative connotation as the opening of the headlines plays an important role in convincing the reader that there are mysterious motives behind this tragic incident. Furthermore, this headline makes use of the persuasive move through the use of selected direct quotations by prominent figures which helps in presenting objective reporting in unfolding the hidden objectives behind the event. The quotations present convincing evidence of the hidden objectives behind the EgyptAir plane crash. Giving examples or illustration is a powerful move in argumentation through making a general point defended by the speaker more plausible. Claims or points of view in argument are more

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plausible when the speaker or writer presents some evidence or proof for their opinions in order to support their case. This is achieved by references to authority figures or institutions or by various forms of evidentiality: How and where did they get the information? (van Dijk, 2006b). Furthermore, in this headline, diction capitalizes on the role of outside conspiracies in leading to the event under investigation. The selection of words is very purposeful and meaningful. According to Fairclough (1989), the wording is the best indicator of ideology in a text.

Similar to the preceding headline extracted from *Al-Ahram* newspaper, the framing of this headline is *thematic* since it gives attribution to uncontrollable factors like مؤامـرات اسـتخبارية or تعامـل أمريـكا rather than individual responsibility. In this headline, Egypt is being portrayed as a victim of conspiracies. The tone of the editor is positive towards Egypt.

In the same vein, in this headline, which is extracted from a national newspaper, Egypt is being portrayed as the victim of conspiracies and terrorist acts. The discourse is organized by the strategy of positive self-presentation and negative other-presentation; For example, the use of phrases like مصـر المسـتهدفة and مؤامـرات اسـتخبارية. Hence, our good things are emphasized and our bad things are de-emphasized, and the opposite for the Others- whose bad things are enhanced and whose good things are hidden.

3. *EgyptAir Crash Blindsides a Nation That Thought It Was Recovering*

(*The New York Times*, 19 May 2016)

The third headline comes from *The New York Times* on 19th May 2016. This is an American daily newspaper, founded and published in New York City since 1851. The paper's print version has the second-largest circulation, after *The Wall Street Journal*.

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This newspaper heading is in the form of a simple statement that describes the event under investigation. It starts with the subject 'EgyptAir Crash', which is topicalized in order to orient the perspective of the reader to the theme of the sentence. The subject is followed by the main transitive verb 'Blindsides' and an object 'a Nation'. Transitivity largely contributes to unfolding all aspects of meaning and to framing the sentence in a particular way. The object is further modified by the relative clause 'That Thought It was Recovering'. The choice of the verb 'blindsides' carries a significant meaning; it implies the meaning of surprise. The choice of the word 'Thought' indicates a non-factive presupposition: the editor assumes that the nation was not truly recovering. The choice of the word "Recovering" indicates another presupposition: the editor assumes that Egypt has recently experienced several crises and hard times.

For the sake of contextualizing this headline, it is worth commenting here that in his article, the editor believes that for years, Egyptians have hardly had a chance to recover from one crisis before being hit by another: a damaged economy, a diminished currency and a dangerous insurgency waged by a franchise of the Islamic State militant group. However, as it is claimed, after years of crises that had devastated the lifeblood of its economy and tourism, there were signs of a turnaround. President Vladimir V. Putin of Russia told his Egyptian counterpart, Abdel Fattah El-sisi, that he might soon resume Russian flights to the Red Sea resort of Sharm El-sheikh which had been suspended after a passenger plane was blown out of the sky more than six months ago. Then the United Nations World Tourism Organization chose Luxor, home of the famed Valley of the Kings archeological site, as its world tourism capital 2016. However, on Thursday 19th May 2016, Egypt found itself in a dark place when an EgyptAir passenger jet disappeared from radar and crashed into the Mediterranean with 66 people on board.

In his article, the editor further refers to Egypt's civil aviation minister, Sherif Fathi, who admitted that the possibility of a terrorist attack was higher than the possibility of a technical failure. The editor stated that

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Mr. Fathi's rapid acknowledgement of a possible terrorist link contrasted sharply with his government's response to the crash of a Russian charter flight over the Sinai Peninsula in October when the government repeatedly refused to create any connection to militancy; however, it reversed its position only a few months later. According to the author, this tended to infuriate some allies and led them to question Egypt's ability to carry out transparent investigations.

Similar to the frame present in the preceding headlines, it is a *thematic framing*. The tone of the editor is negative towards Egypt. The main perspective offered is the fact that this EgyptAir crash largely contributes to worsening the current circumstances of Egypt. In reality, Egypt has not yet recovered from the many crises it has recently experienced.

4. EgyptAir flight MS804 crash may be final nail in coffin for Egypt's tourism industry

Egypt has been working extremely hard to demonstrate the country is safe to visit for Western holidaymakers - but if terrorism is proved it means it may well not be

(*The Mirror*, 19 May 2016)

This headline comes from *The Mirror* which is a daily newspaper published in London that frequently has the largest circulation in Britain. The Mirror was founded in 1903 as a newspaper for women. Its photo-rich tabloid format has consistently stressed sensational, human-interest and personal types of stories.

This is a plain headline in the form of a statement which simply describes the event under investigation. It starts with the subject *EgyptAir flight MS804 crash* which topicalizes the event under scrutiny. This is followed by verb *to be* as the main verb in a modal form. It is worth

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mentioning here that modality defines the degree of authority of an utterance. The use of the modal auxiliary 'may' indicates uncertainty. The third part of the headline is the complement: *nail in coffin for Egypt's tourism industry*. This idiom means an event that causes the failure of something that had already started to fail; i.e. it is another negative event that contributes to one's downfall or to something's failure. It is a shortcut for conveying a certain meaning. It connotes the frame of life and death. In general, the heading concentrates on the devastating consequences of the crash on the tourism industry in Egypt. It highlights the economic effect of the event on tourism.

The subheading concentrates on efforts exerted by Egypt to demonstrate to the western holidaymakers the safety of Egypt for tourism. In order to contextualize the heading and the subheading, it is worth referring to the newspaper article itself where the editor mentions that western holidaymakers have long been attracted by the glorious antiquities of Ancient Egypt such as the Pyramids in Cairo and the Valley of the Kings in Luxor, by the relaxing cruises on the River Nile and by the fabulous weather and luxury hotels and scuba diving opportunities in the Red Sea resorts such as Sharm-el-Sheikh, Taba Heights, El Gouna and Hurghada. However, if terrorism is suspected, this would not be the case.

In this headline, the plane crash is likened to a *nail in coffin for Egypt's tourism industry*. The use of comparison is an effective stylistic device in conveying meaning. Another effective device is the use of personification where tourism industry is personified. The use of such devices makes the text rich; they inspire certain feelings in readers. They effectively highlight the devastating consequences of the crash on the tourism industry. The use of the modal auxiliary 'may' indicates a mere possibility. The use of the word 'final' in the headline has its significance. It expresses another lexical presupposition where the editor assumes that there were incidents that preceded this one. As the editor explains in the article, the tourist industry which is absolutely vital to the Egyptian economy had it peak before the 2011 revolution since it employed 10 - 12 per cent of the workforce and

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brought in almost £8 billion a year. Then tourist industry clearly took a huge hit after the 2011 revolution. Then there was the tragic crash of the Russian holiday jet in North Sinai on October 31, 2015 which resulted in European airlines stopping flying to Sharm el-Sheikh on the advice of governments over fears that a bomb was smuggled on board.

The author's hidden meaning is that this crash cannot be due to a mechanical failure at cruise altitude and that terrorism is strongly suspected. The Egyptian Tourism Authority and the country's government have been working extremely hard in recent months to rebuild confidence and demonstrate to western holidaymakers that the country is safe. However, this latest dreadful incident which is most likely to be a tourist attack on both Egypt and France demonstrates that it may not be or at least flying to Egypt carries a real risk. If it turns out that a bomb was planted at Charles de Gaulle airport, then that's a truly shocking development.

The type of frame here is *thematic framing* which focuses on the effect of certain events and which mitigates individual responsibility and gives more attribution to institutions or uncontrollable factors.

The author believes that if this appalling tragedy is an act of terror, he fears that this may be the final nail in the coffin of Egypt's tourism industry or rather another enormous blow in the short term. The tone of the editor is neutral towards Egypt.

5.After riots and terror, will MS804 crash deepen Egypt's crisis?

Nearly half of those killed on flight were Egyptians, many forced to leave their families and go abroad for work .

(*The Guardian*, 21 May 2016)

This headline comes from *The Guardian* on 21ˢᵗ May 2016. The Guardian is a British daily newspaper whose online edition was the fifth

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most widely read in the world in October 2014. Its combined print and online editions reach nearly 9 million British readers.

The headline is in the form of a question. The purpose of headlines which are in the form of questions is to arouse the feelings of the readers towards an issue. The CDA of this headline is depicting the ideologies of the editors who want to draw the attention of the public towards some question which is left unanswered. This is left upon the reader to think and answer if the EgyptAir crash will deepen Egypt's crisis. In addition, the question has a structural presupposition: the editor assumes that Egypt has been having a crisis and this incident might contribute to deepening it. In this headline, 'riots' and 'terror' are topicalized. They are foregrounded for the purpose of emphasizing that Egypt has recently been suffering from not only from riots but also from terrorist acts. These words have a negative impact on the reader: they arouse feelings of instability and insurgency.

In the subheading, the specific mention of the fact that half of those killed in the plane crash were Egyptians and the fact that many of these Egyptians were forced to leave their families and go abroad for work is an indicator of the economic status in Egypt. It highlights the current trend of immigration to other countries.

The lexical choice in this headline is of particular significance. The words 'riots' and 'terror' give a particular reference to the past few years after 2011 Revolution. This is echoed in the choice of the word 'crisis'. The choice of these words which carry negative connotations helps to contextualize the event.

The type of frame here is *thematic framing* which focuses on the effect of certain events and which mitigates individual responsibility and gives more attribution to institutions or uncontrollable factors. The tone of the editor is negative towards Egypt. In this headline, the strategy of positive self-presentation and negative other-presentation is evident. For the Others, the bad things are enhanced and the good things are hidden or forgotten.

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6. When Egypt investigates tragedy, don't expect results The tourism-dependent nation rarely provides clarity in cases of murdered foreigners

(*The Economist*, 30 May 2016)

This headline comes from *The Economist*, an English language weekly newspaper, on 30th May 2016. The Economist takes an editorial stance of classical and economic liberalism which is supportive of free trade, globalization, free immigration and cultural liberalism. The Economist has a global emphasis and scope. It targets highly educated readers and claims an audience containing many influential executives and policy-makers.

This newspaper heading is of the type of a plain heading in the form of a simple statement. It is in the form of a complex sentence that consists of two clauses: a main clause and a subordinate clause which are connected by 'when'. The subordinate clause consists of SVO while the main clause starts with a negative imperative form of the verb 'don't expect' followed by an object 'results'. Generally, the main clause is often the more important as is the case in this headline.

The subheading is also in the form of a simple statement having the structure SVO. It starts with the subject 'nation' modified by the compound adjective 'tourism-dependent' followed by the verb 'provides' modified by the adverb 'rarely' followed by an object and then the complement 'in cases of murdered foreigners'. The subheading is an elaboration of the message presented in the main heading: *Egypt rarely provides clarity in cases of murdered foreigners*. Transitivity largely contributes to explicating the different aspects of meaning.

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Semantically, there is a strong accusation against Egypt. There is a sense of generalization as well: whenever there are investigations in Egypt, no results are ever expected. The purpose of generalization which is a category of ideological discourse analysis is to "formulate prejudices about generalized negative characteristics" of outgroups (van Dijk 2006b, p. 737). In his article, the author justifies his point of view regarding the fact when Egypt investigates cases of murdered foreigners, clear results are not provided. He gives reference to a number of incidents in order to make his claim more plausible. For example, hours after a Russian airliner crashed in the Sinai Peninsula last October, killing 224 people, the Egyptian affiliate of Islamic States (IS) claimed responsibility. Less than a week later, Britain said it suspected that a bomb was the cause and American officials supported that view. Two weeks later, Russia concluded that a terror act brought down the plane. However, the editor asserts that Egypt considered these suggestions as premature. In December its investigators issued a preliminary report stating that there was no evidence of terrorist act. Another incident is EgyptAir flight 990, which crashed off the coast of America in 1999. Though American officials said the Egyptian pilot brought down the plane, Egypt spent millions of dollars trying to prove otherwise.

Concerning the latest EgyptAir crash, the editor claims that Egyptian investigators dismissed speculation that there was an explosion on board. The pro-government media has portrayed such conjecture as a foreign policy which aims at weakening President El-sisi. The crash is likely to do further damage to the tourism industry, a mainstay of the economy and an important source of foreign currency.

The tone of the editor is negative towards Egypt, hence, giving an indication of the newspaper's ideological stance. The editor is being critical; Egypt is accused of never presenting accurate results of any investigations carried out in Egypt. In this headline, the strategy of positive self-presentation and negative other-presentation is evident. For the Others, the bad things are enhanced and the good things are hidden or

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forgotten. The overgeneralization in the headline falsely concludes Our/Their Good/Bad things.

6. Conclusion

The newspaper headlines analyzed in this study show various framings for the event under investigation. The first headline from *Al-Ahram* newspaper offers a framing that emphasizes the role of terrorism in leading to this event. The second headline from *Al-Youm Al-Sabea* newspaper concentrates on the hidden objectives behind the event. The third headline from *The New York Times* describes the appalling effect of the crash on the Egyptian nation. The fourth headline from the Mirror newspaper highlights the devastating consequences of the crash on the tourism industry in Egypt. The fifth headline from *The Guardian* newspaper poses the question of whether this crash would deepen Egypt's crisis after a long period of terror and riots. The last headline from *The Economist* newspaper offers an extremely opposing perspective: Egypt rarely provides accurate data in cases of murdered foreigners.

However, *Thematic framing* is predominant in all of these headings. The focus is on the causes and effects of the event rather than individual responsibility. The two frames which are predominant in the newspaper headings on the EgyptAir crash are responsibility and economic consequences. The analysis of the newspaper headings on this event in both national and international newspapers has shown that the authors relay responsibility for the event to terrorism rather than mechanical failure. The main economic consequence is the negative effect on the tourist industry in Egypt.

This study has shown how ideology plays a central role in the construction of newspaper headlines. The systematic analysis of the linguistic structures in the headlines reveals political and ideological interest of each of the newspapers underlying the news accounts. The findings of the study indicate how simple statements or questions in headlines reflect

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editors' hidden ideology. The present study has made it clear that there are wide gaps in ideology and presentation of the same event in different newspapers. Applying the tenets of CDA, the findings have depicted that the newspaper headlines have general linguistic features but there are also hidden ideologies of the editors behind the apparently simple statements or questions. Certain opinions and evaluations are also presented in the news headlines. But the selection of these headlines depicts the political inclinations of the editors.

The discourse is organized by the strategy of positive self-presentation and negative other-presentation in such a way that our good things are emphasized and our bad things are de-emphasized, and the opposite for the Others- whose bad things are enhanced and whose good things are hidden. Whenever a meaning is associated with good things, it is associated with the ingroup of the writer and all the linguistic and structural properties of the discourse will emphasize such meanings. The opposite is the case for Others or Opponents of Enemies (van Dijk, 2006b).

One of the linguistic features of headlines in presenting ideologies *is Topicalization*. It is one important feature of the news headlines which has depicted the nature of different ideologies presented by the editors. Another one is *Evaluations and judgments* which is also an important feature of the news headlines which depict the slant of the editor. A third one is *Presupposition* which signifies that certain ideas are taken for granted and that there is no other alternative. *Transitivity* is relevant for CDA since it assists in identifying the different aspects of meaning represented in the clause. It generally refers to how meaning is represented in the clause. The main concern of CDA analysis is to find out the way of presenting target texts and explore which paper is presenting which news.

Due to the need for maximum economy, informativeness and expressiveness, newspaper headlines are a type of text in which similes and metaphors often serve as cognitive shortcuts to a simpler and more effective presentation of complex phenomena. Many headlines may

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deliberately lack in informative value for the purpose of arousing curiosity, in which case they tend to be rather opaque.

Hence, it is recommended that readers are encouraged to be critical in basing their opinions on headlines alone. The reader should seek different versions of reality in order to reach a broader perspective. News agencies are not to be blamed for framing the news in a certain way, but eventually, the reader who is influenced by unfair framing is the one to be blamed. News agencies should value accuracy over stylistic or pragmatic concerns. Framing is an essential concept in the field of media, but it should be one guided by the search for truth.

This research may contribute to a better understanding of what media framing is, what it is composed of and how it affects the way news is presented to its recipients. By examining media framing and applying this in an analysis of news headlines on the event under scrutiny, several features appear. These features show how news sources are able to influence public perception and opinion.

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