THE IMPACT OF LEXICAL DIVERSITY UPON MESSAGE EFFECTIVENESS IN URDU NEWS MEDIA: A PSYCHOLINGUISTIC ASSESSMENT

ABSTRACT
Thesis submitted for the award of the degree of Doctor of Philosophy in Linguistics

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1998
Abstract
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Presumably, as a consequence of the apparent force and wide use of the mass media in information campaign, there has been concern for sometime with the role of communication media in the creation of message effects.

The proposed research topic intends to examine the effect of lexical diversity upon message effectiveness. The study will examine the effect that messages have when communicated through a set of lexical items to produce a wholesale change in community's social construction of reality. The effect of lexical diversity upon the message will be measured by analysing the lexical choice of Urdu dailies like Qaumi Awaz, Pratap, Hind Samachar, Srinagar Times and the like. Besides, the lexical choice of All India Radio, Doordarshan, Radio Pakistan and B.B.C. will also be taken into consideration.

Research about structural relations and meaning relations among the messages that form discursive constructions thus apply to the study of message effect. The study will make it clear that to take strategic decisions about the content, style and medium of messages, produced to achieve certain effects, communicators need to know not only respondents' cognitions and dispositions but also about key constituents and their interconnections in the discourse context.

In this backdrop, the present study assesses the impact of lexical diversity upon message effectiveness. The study will spread over five chapters.
Abstract

The first chapter commences with a brief description of the historical setting of Urdu news media. It deals with both the print and electronic news media. The second section will present a critical review of the works on Urdu news media. In the third section, we intend to present the theoretical background of our research work. The next section will discuss the methodology which will be adopted in the present study. The last section of this chapter is going to present the scope of the study.

The second chapter will be concerned with the elucidation of semantic and pragmatic aspects of lexical diversity. The first section of this chapter will briefly discuss the disciplines of semantics and pragmatics and their interrelationship with each other. The second section will be concerned with the analysis of semantic aspects of lexical diversity. It will assess the impact of features like synonymy and antonymy on message effectiveness. The next section aims at analysing the pragmatic aspects of lexical diversity. The section will throw light on the views of Jean Piaget and Charles Peirce. It will also debate the relevance of pragmatics in human communication. Besides, the notion of presupposition and its utility in news media will be talked about. The section also plans to examine the role and importance of various socio-cultural and pragmatic factors in the selection and use of lexical items. The last section of the chapter will be devoted to 'conclusion'.

The third chapter intends to examine lexical diversity in the
The objective here is to evaluate the message effects at the lexical semantic level by employing the methods of componential analysis and semantic differential. The chapter comprises of three sections. In the first section, we plan to discuss the concept of componential analysis and its efficacy to study the impact of lexical diversity on message effectiveness. Different semantically related words will be broken down into their component parts to check their semantic ranges and message potentials. This endeavor will demonstrate the effectiveness of lexical items to shape the messages. In the next section, we aim to discuss Charles E. Osgood's concept of semantic differential and its application to elicit responses of subjects towards diverse lexical items. The semantic differential technique will be utilized to ascertain the message effects of these lexical items. The procedures employed in this exercise will be thoroughly discussed in this section which will be followed by the presentation of the results and findings. The third section will provide the conclusion for this chapter.

The fourth chapter attempts to explore the impact of lexical diversity on message effectiveness at the discourse semantic level. The first section of the chapter will briefly discuss the concepts of meaning in various classical and modern theories. In the former case, the concepts of meaning as found in Indian and Arabic linguistic traditions will be described. In the latter case, the concepts of famous scholars-- J.L.
The next section will explicate the different procedures and methods which will be employed in the psycholinguistic experiment, scheduled to be conducted to study the message effects at discourse semantic level. The experiment proposes to employ a modified version of the Derivational Theory of Complexity (DTC) to explore the subjects' responses towards the diverse styles of expression utilized in the news discourses. In the end, the analysis and findings of the experiment will be thoroughly explicated.

The fifth and final chapter constitutes the 'Summary and Conclusions' of the thesis. It will furnish a chapterwise summary of the whole thesis. Besides, the conclusions drawn from the research work will be submitted in this chapter.
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(READER)

DEPARTMENT OF LINGUISTICS
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ALIGARH (INDIA)

1998
Dedicated
to my
Parents
Certificate

This is to certify that the thesis, entitled "The Impact of Lexical Diversity Upon Message Effectiveness in Urdu News Media: A Psycholinguistic Assessment", submitted by Mr. Aejaz Mohammed Sheikh for the award of the degree of Doctor of Philosophy in Linguistics, has been completed under my supervision.

It is further certified that Mr. Aejaz Mohammed Sheikh has fulfilled all the conditions laid down in the Academic Ordinances with regard to the Ph.D. course work, and that, to the best of my knowledge, the thesis contains his own research.

(Dr. A.R. Fatihi)
Supervisor
Chapter - 3

LEXICAL DIVERSITY AND THE CONCEPTS OF SEMANTIC DIFFERENTIAL AND COMPONENTIAL ANALYSIS

3.1 Componential Analysis
3.1.1. Componential Analysis : An Introduction
3.1.2. Katz and Fodor's Model
3.1.3. Componential Analysis of Lexical Items Urdu News Media
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3.2. Semantic Differential
3.2.1. Semantic Differential : An Introduction
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3.2.3.1. Discussion and Results
3.2.4. Concluding Remarks

3.3. Conclusion

Chapter - 4

DISCOURSE SEMANTICS AND MESSAGE EFFECT
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(Aejaz Mohammed Sheikh)
Chapter - 1

Introduction
News media is an organized form of communication in which the communicators use their media resources to disseminate messages to a large and heterogeneous audience. It utilizes both print and electronic resources to convey the news items to news-consumers. It follows that newspapers (print media), radio and television (electronic media) are the common sources of message dissemination.

Urdu news media holds a prominent place among media networks of the world. The current research work is aimed at analysing various linguistic aspects of Urdu news media.

The first chapter of the research work portrays different aspects of the research work. It is broadly divided into five sections. Section first of the chapter highlights historical setting of urdu news media. In the second section, a review of existing works on Urdu news media will be presented. The third section discusses the theoretical framework of the research work. The fourth and fifth sections deal with research methodology and scope of the study, respectively.

1.1. HISTORICAL SETTING OF URDU NEWS MEDIA

The section is going to portray the history of Urdu news media. It will be pertinent to discuss the history of print and electronic news media separately.

1.1.1. Print News Media

The history of Urdu print news media dates back to almost two
hundred years and was set forth by Lala Sada Sukh and Maulvi Abu Baqar, who brought forth JAME JAHAN NUMA and DELHI URDU AKHBAR, respectively. These newspapers had a social outlook and published papers which helped to increase the intelligence and social awareness of the audience.

Historically, Urdu print news media can be divided into three stages:

1.1.1.1. First Stage

The first stage of Urdu print media extends from 1822-1900. Some reformist movements characterize this period. The impact of the reformists like Sir Syed Ahmad Khan and Raja Ram Mohan Roy can be easily discerned in the newspapers of this period. The Urdu journalism started with the publication of weekly JAME JAHAN NUMA from Calcutta. Lala Sada Sukh was the editor of this weekly while William Hope King and Harihar Dutta were its printer and owner, respectively. The other prominent newspapers of this time SULTANUL AKHBAR and GULSHAN-E-NAUBAHAR devoted themselves to the cause of freedom struggle. Consequently, the British government imposed ban on GULSHAN-E-NAUBAHAR.

One of the distinguished and prominent newspapers of this period was DELHI URDU AKHBAR. It was published from Delhi with Maulvi Mohammad Baqar as its editor. This paper also supported the cause of independence and was later banned by the British government. SYED-
UL-AKHBAR was another newspaper of this period. It was brought forth by Sir Syed Ahmad Khan's brother Syed Mohammad with Sir Syed being one of its regular contributors. In addition to these newspapers, the paper entitled SADIQ-UL-AKHBAR belonged to the first phase.

1.1.1.2. Second Stage

The second stage of Urdu print media extends from 1901 to 1947 and is widely known for its contribution to the freedom struggle. Although the Urdu print media of this period lacked the modern day sophisticated technology, yet the attempts of this stage need to be hailed. The Urdu newspapers were poorly printed and hastily put up. However, great efforts were put in to get them copied and recopied by hand to provide them a wide circulation. One of the main journals of this time, URDU-E-MUALLA from Aligarh, was devoted to the cause of freedom struggle. It was started by Maulana Hasrat Mohani in 1903 to motivate the masses to join the freedom movement. Maulana Abul Kalam Azad joined Urdu journalism in the same period by bringing forth his journal named LISANUS SIDQ. The two persons, that is. Hasrat Mohani and Abul Kalam are widely regarded as the founders of modern Urdu journalism. After sometime, Maulana Azad started the publication of AL-HILAL and AL-BALAGH. During the same period Maulvi Majeed Hasan published his AKHBAR-E-MADINA from Bijnaur. In 1910, Maulana Zafar Ali Khan started a daily newspaper ZAMINDAR from Lahore. Moinuddin Haris Jamai brought out AJMAL from Bombay in
this period. PAYAM was a leading newspaper of Hyderabad which belonged to Abdul Gaffar. The famous freedom fighter Maulana Mohammad Ali brought out HAMDARD in the same period. Given his pro-freedom stance his newspaper also served the same cause. Maulana Abdul Razzaq Malihabadi's DAWAT was the first Urdu weekly from Delhi and was later converted into a daily newspaper in early sixties. The famous newspaper QAUMI AWAZ started its publication from Lucknow in this pre-independence period. Other prominent newspapers of this period are Maharsy Krishna's PRATAP and Lala Kushalchand Khurshand's MILAP.

1.1.1.3. Third Stage

The third stage started after independence in 1947 and can also be called as post-independence period. The post-independence period could not provide a congenial atmosphere for Urdu print media. The partition had an adverse effect in the development and progress of Urdu news media. The incident of partition saw mass migration of Urdu speaking people to newly formed Pakistan which had a demoralising and devastating effect on Urdu news media. The mass migration of Urdu speech community led to the closure of various Urdu newspapers on Indian soil. Besides, the Urdu knowing non-muslim community steadily switched over to other languages like Hindi, Punjabi, etc. This shift of the non-muslim Urdu speech community to other languages did not auger well for Urdu newspapers.
In spite of this unfavourable atmosphere, Urdu print media has maintained its existence in India. Various newspapers are produced from different parts of the country which play a positive role in message dissemination and build-up of the country.

The papers like PRATAP, MILAP and HIND SAMACHAR still continue their publication from non-Urdu regions like Delhi and Jalandhar. These papers have a wide circulation mainly among the Urdu knowing Sikhs and Hindus in states like Punjab, Haryana and Himachal Pradesh.

The post-independence Urdu print media also includes the papers like DAWAT, AL-JAMIAT and AL-FAISAL. They have a religious outlook and are used to convey Islamic information to their readers. They are mostly circulated among religious organizations and institutions.

Besides the above mentioned papers, Urdu print media includes several important newspapers which possess a secular outlook. The papers like QAUMI AWAZ, SANGAM, QAUMI TANZEEM, SIYASAT, AWAM hold a prominent place among these secular newspapers. These newspapers work for a secular and democratic setup in the Indian society. Owing to their secular outlook, they have a wide circulation in the masses.

It needs to be mentioned that despite colossal odds the Urdu print
media has been growing steadily over the last decades. The growth rate of Urdu newspapers shows an impressive figure of 8.6% per annum. Among the ninety-three Indian languages, in which newspapers are produced, Urdu holds a sound fourth position. Given the above facts and figures, Urdu print media is bound to grow and develop in coming times.

1.1.2. Electronic News Media

The electronic news media covers both radio and television networks. In India, television was introduced only after independence while radio stations were established in pre-independence period itself. The historical development of electronic news media can be divided into two stages, namely, pre-independence period and post-independence period.

1.1.2.1. Pre-Independence Period

The broadcasting system was introduced in India in 1927 when regular broadcasting began at Bombay and Calcutta. The programmes of these stations were broadly divided into two categories, namely, English and Indian. The broadcasting media leapt further ahead with the opening of Delhi branch on first January, 1936. The Delhi based radio station was more sophisticated and well developed and right from its beginning, it has played a seminal role in Indian history. Its first programme was aired at 6.00 p.m. with orchestra conducted by S.S. Niazi. It was followed by ghazals sung by Master Faqeeruddin. The next programme was a news bulletin in Hindustani at 9.15 p.m. It was followed by English news at
9.30 p.m. and a programme 'Parade of 1935' by Dr. T.G.P. Spears.

The Bombay station started the programmes of this day (i.e. first January, 1936) at 10.30 a.m. The morning session continued from 10.30 a.m. to 1.00 p.m. It started with songs sung by Bhai Sunder Bhai and was followed by western orchestral music. The evening session began at 5.30 p.m. which started with western music and ended with 'God save the king' at 11.00 p.m. The other programmes of this session included a talk in Gujrati (at 7.15 p.m.), news in Hindustani (at 7.50 p.m.), Hindustani music recital by Khan Sahib Vilayat Hussain Khan (from 8.00 to 9.30 p.m.), talk in English (at 9.50 p.m.) and western music (from 10.00 p.m.).

The Calcutta station operated on 370.4 metres and 49.10 metres (short wave). Its programmes on first January, 1936 ended at 10.45 p.m. Its sessions included a mid-day transmission between 1.00 to 3.30 p.m. and the evening transmission started at 6 p.m. On the same day, it carried cricket commentary for fifteen minutes from 4.45 to 5.00 p.m.

1.1.2.2. Post-Independence Period

The post-independence period of electronic news media starts from the year 1947. Besides radio, this period saw the induction of television into the electronic media. Historically, the year 1947 was a chaotic and disturbed year as the two main national political parties, the Congress and the Muslim League, fought each other at centre and in some states. This internal confrontation of the two national parties had
a telling effect on the working of All India Radio.

The post-independence era saw Sardar Vallab Bhai Patel as the first Minister for Information and Broadcasting. He simultaneously held the much important portfolio of Home Ministry. During his tenure as Minister for Information and Broadcasting, Sardar Patel greatly relaxed the existing restrictions on inviting high dignitaries for broadcasts on All India Radio. To create a healthy atmosphere, the prominent public figures were allowed on the radio. However, to avoid any controversy director general All India Radio was asked to inform the department of information and broadcasting beforehand when the AIR proposed to broadcast talks by any front ranking official or politician. The information and broadcasting ministry needed to be informed even if the speeches were non-political in nature.

On 26th August, 1947, the director general All India Radio sought permission from the ministry of information and broadcasting to broadcast a programme on Mahatma Gandhi on the latter's birthday on 2nd October. After a proper approval from the ministry the programme was broadcast from Delhi between 8.00 to 9.00 p.m. and was relayed by all other stations. It was for the first time a programme paying tributes to a living personality was broadcast from All India Radio, thus ending a long-standing restriction imposed by the British government.

As mentioned earlier, the post-independence period saw the induction of television into the armoury of electronic media. Television
was introduced in India on 15th September, 1959, during Pandit Nehru's tenure. Right from its inception the television network has contributed a lot to the national development. With a humble start, its field has broadened day by day and, nowadays, it covers three fourth's of nation's population. Considering its humble beginning Doordarshan has expanded splendidly and is one of the largest television networks in the world.

The year 1971 was a landmark in television history of India as the year saw new television centres being set up in Bombay, Calcutta, Srinagar, Madras and Lucknow in quick succession. The year 1982 marked another milestone in Indian television history when ninth Asian games were organized in Delhi. The historical ninth Asian games brought colour to Doordarshan. The television later added regular morning and afternoon sessions to its fold.

With the passage of time Doordarshan is getting more popular among the masses. Together, the broadcasting and television networks of the country are keeping their listeners in constant touch with world affairs.

1.2. REVIEW OF THE WORKS ON URDU NEWS MEDIA

The study of communication management is still in infancy in linguistics. As such there is a dearth of systematic studies in this field. The available literature in Urdu news media deals with its historical development and socio-cultural, linguistic and other aspects.
Syed Mohammad Ashraf's AKHTAR SHAHANSHAHI is the first book written on Urdu news media. Published in 1888, the book deals with historical aspects of Urdu news media and contains valuable information in this regard. Abdul Salam Khurshid's TARIKH-E-SAHAFAT-E-URDU deals with the history of Urdu journalism. Another work on the historical aspect of Urdu news media is Mohammad Atiq Siddiqui's SUBA SHUMAL VA MAGHRIB KE AKHBARAT VA MATBUTAT. Published by Anjuman-e-Tarraqqi-e-Urdu (Hind) Aligarh in 1962, it is a detailed study of all newspapers, journals and magazines published between 1848 and 1853. TARIKH-E-URDU SAHAFAT : KAMPANI KE AHAD MEN is M.A. Siddiqui's another book. It deals with the news media of East India company period and discusses the evolution and development of different newspapers of this period.

Siddiqui's another book is HINDUSTANI AKHBAR NAVISI. Published by Anjuman-e-Taraqqi-e-Urdu, the book deals with various socio-cultural and political aspects of news media. The book is not confined to Urdu language only but deals with newspapers of almost all other languages including English.

Syed Ziaullah's book URDU SAHAFAT : TARJAMA VA IDARAT is concerned with linguistic aspects of Urdu news media. It discusses issues like word formation and analysis of sentences, idioms and phrases. It comes out with various suggestions as to how newspaper headlines and editorials can be made communicatively more effective. Abid Raza
Bedar's "URDU KE AHAM ADABI RISALE AUR AKHBAR" also touches some linguistic aspects of Urdu news media. It was published in 1969 by Rampur Institute of Oriental Studies.

Some books have also dealt with communicative aspects of Urdu news media. Shafey Qidwayi's "KHABAR NIGARI" is an important book in this regard which analyze the communicative strategies of Urdu news media. His book covers various aspects of news media like definition and types of news media, ways of reporting, analysis of language, etc. It also discusses the ways and means to make communication more effective. Another book which deals with communicative aspects is "URDU' AKHBARI ZABAN" by Mohammed Abdul Rahman Barker, Shafiqur Rahman and Hasan Jahangir Hamdani. The book was published in 1968 by Idara-e-Islamiat, MacGill University, Canada. The book comes forward with different models for effective communication. It also discusses the use of language in different contexts like headlines, editorials, etc.

1.3. THEORETICAL BACKGROUND

Lexical diversity is an important phenomenon in Urdu news media. It arises due to the fact that a single message is framed by different news editors belonging to different news agencies. The sameness of the message demands the use of closely related words by different news editors, thus, furnishing lexical diversity.

The current study is aimed at investigating the phenomenon of
lexical diversity and its impact on message effectiveness in Urdu news media. The study will be carried out on two levels, namely, lexical semantic level and discourse semantic level. Lexical semantics deals with individual words while discourse semantics goes beyond words and sentences into the whole news discourse. In lexical semantics, the semantic and pragmatic aspects of lexical items will be taken into consideration. The semantic and pragmatic concepts of synonymy, antonymy, presupposition, collocational affinities, etc., will be duly utilized in our work. Lexical diversity will also be looked at by using the concept of componential analysis. Componential analysis is a well established technique in lexical semantics to break down a lexical item into its various components. This breakdown of a lexical item helps to establish different shades of meaning possessed by a lexical item which, in turn, help to portray the semantic range of a lexical item. In the present study, several sets of lexical items will be elucidated through componential analysis to establish their message potential and semantic range.

At the lexical semantic level, Charles E. Osgood's semantic differential technique will also be utilized to gauge the message effects of lexical items. It would be an attempt to discover and locate the responses created by a lexical item in a decoder's mind. The attitude of decoders is going to be measured on the semantic differential scale. In our study, the subjects will be provided with lexical items along with a set of bipolar adjectival scales. The responses of the decoders will be
compared which is going to help in determining the images and attitudes created by a lexical item in the receivers' minds, consequently, outlining the message effectiveness of the lexical item.

A psycholinguistic experiment will also be performed to check and analyse the message effects at discourse semantic level. Message effects have also been related with mental images. In this backdrop, the schemata and script theories will also be taken into consideration. The psycholinguistic experiment will be aimed at eliciting subjects' responses towards multiple sets of diverse news items. The news items belonging to a set will be chosen in such a way that they convey the same message but differ in their style of expression. One news item will possess simple and flat structure but the other will be a loaded innovative expression which will require the mental schematic structure for its comprehension. The responses of the subjects regarding the two kinds of expressions will be elicited through a questionnaire. The responses, thus elicited, will be compared to check whether they uphold or undermine the schema and script theories.

In the backdrop of the above discussions, it is evident that the current study is set to draw insights from the domains of semantics, pragmatics and psycholinguistics. As could be found out from the above lines, the study mainly revolves around the concept of message effectivity, which is inherently linked with semantic and pragmatic potential of lexical items. The studies at lexical semantic level, in the current work, will utilize the theoretical framework of semantics and
pragmatics, as both semantics and pragmatics are concerned with meaning aspects in language. Both the disciplines take into account the effects of the expressions on the audience, the intentions of the encoders, the implications of the expressions and the knowledge, beliefs and presuppositions about the world upon which encoders and decoders rely during their interaction. The concepts like synonymy, antonymy and componential analysis, scheduled to be utilized in the research work, also belong to the discipline of semantics. At the discourse semantic level also, some classical and modern semantic theories will be taken into consideration to provide the framework for studying the message effects at discourse semantic level. Besides these theories, the psycholinguistic theories, namely, schema theory and script theory will also be utilized at the discourse semantic level. Other psycholinguistic theories will also be fully utilized in this research work.

In addition to these disciplines, insights from other disciplines may also be utilized, wherever necessary.

1.4. METHODOLOGY

In news media, the news editors formulate the news items to convey the intended messages to the audience. In this process, they fully utilize the available resources of language, which is full of diversity. However, it remains to be seen whether there is any relationship between lexical diversity and message effectiveness. In this backdrop, the present study is designed to analyze the impact of lexical diversity upon message
effectiveness in Urdu news media.

The impact of lexical diversity upon message effectiveness will be examined at two levels, namely, lexical semantic level and discourse semantic level. For this purpose, two psycholinguistic experiments will be conducted to elicit the responses of the news-consumers.

At the lexical semantic plane, C.E. Osgood’s semantic differential technique will be utilized to elicit the responses of the decoders. The technique is an attempt to discover and locate the responses a lexical item is able to create in a receiver’s mind which is measured on the semantic differential scale. In this study, selected sets of related lexical items like 'JANGJU : MUJAHID' and 'MILLIBAGAT : GATHGOD'. etc., along with seven-step scales will be administered to a group of respondents to elicit their responses. The responses elicited will be comparatively studied. The similar responses will be grouped together, which will be followed by tabulation to check the direction of responses. i.e., whether the responses elicited give the word a positive or negative evaluation. The related sets of lexical items are provided to check the impact and the images and attitudes created by these items. The similarities and differences of these attitudes are going to provide the ground for studying the impact of lexical diversity on message effects.

Osgood’s semantic differential works on lexical semantic level. To examine the message effects beyond the lexical semantic level, another psycholinguistic experiment is scheduled to be conducted. which aims
at analysing the impact of lexical diversity on message effectiveness at the discourse semantic level. The message effects will be checked in the framework of a modified version of the derivational theory of complexity (DTC). Here, the subjects will be provided with diverse news discourses and their responses will be elicited through a questionnaire. Different sets of news items will be employed in this test. Each set will consist of news items which will carry the same message and information. However, the news items will vary in their structure in that one news item will possess simple and flat structure, but the other will be a loaded innovative expression corresponding with the mental schematic structure of the news-consumers. The questionnaire will be formulated in a way which will help in determining the respondents' attitudes and their preference regarding the style of expression of the news items. The study is scheduled to be conducted at Aligarh Muslim University campus, which provides a suitable ground for such a study as respondents belonging to diverse socio-cultural, educational and regional backgrounds will be easily available here. The subjects will be selected from different backgrounds to facilitate the requisite diversity. It is hoped that the findings of this experiment will throw light on the relationship between message effects and lexical diversity.

1.4.1. Data Collection from News Media

Data collection is an essential pre-requisite of a research work and forms an indispensable part of research methodology. The data provides
a foundation stone for a research work and as such should be carefully and systematically collected as a proper data helps in a proper study.

The data for the present study is provided by those news items which possess lexical diversity. Lexical diversity is observed when the same message is expressed by different news editors through different lexical stocks. In this backdrop, the data for present media-based research will be collected from various print and electronic news media sources. In print media, various national and regional Urdu newspapers will be thoroughly studied, and the news items and news discourses, relevant for the current study, will be duly recorded. The recorded data will be rechecked to avoid any error in the data. The various Urdu dailies from which the data is to be collected include QAUMI AWAZ, AL-FAISAL, AWAM, PRATAP, JADEED IN DINON, HIND SAMACHAR, SRINAGAR TIMES, AFTAB, DAWAT and UQAB. In case of electronic sources, news broadcasts from Doordarshan, All India Radio, Radio Pakistan, B.B.C. are going to be tape recorded and the recordings will be later transcribed. The transcriptions will be thoroughly checked to make the data error-free.

1.5. SCOPE OF THE STUDY

The present study is aimed at analysing the linguistic aspects of lexical diversity and its impact on message effectiveness in Urdu news media. News media is an organized communication system in which language plays a prominent role to disseminate intended messages to
masses. The news editor having a linguistic knowledge can utilize his resources more successfully and innovatively. The present study is expected to provide some important cues to a news editor or communicator to exploit the language resources in an effective manner.

The study discusses the language of Urdu news media both at lexical and discourse semantic levels. It will analyse the phenomenon of lexical diversity and its relationship with message effectiveness. Various semantic and pragmatic aspects of lexical items will be thoroughly studied. It is clear that even the related or synonymous lexical items do not possess identical semantic ranges. Also, they can not evoke similar responses in decoders. These remarks are going to be substantiated by application of the concepts of componential analysis and semantic differential. The results which will be achieved in this regard can prove handy for media men and news editors in their selection of words for news items.

The analysis of pragmatic aspects of lexical items like presupposition and connotative values may prove helpful to news editors to understand and utilize full potential of lexical items.

The style of expression of a news discourse appears to be linked with message effectiveness. The style of expression may enhance or constrain message effectiviteness. This relationship between style of expression and message effects will be checked through a psycholinguistic experiment. The experiment will also try to find out
which kind of expressions, for example, simple and flat expressions or loaded innovative expressions, are appreciated by news-consumers. The results of the experiment will go a long way in helping the news editors to understand the nature and psychology of news-consumers and frame their news items accordingly.

The current study is hoped to reveal several aspects of Urdu news media. Besides helping to understand the potential of lexical items in framing and propagating messages, it brings to surface the power of news media in shaping and moulding the attitudes of news-consumers. It will furnish positive insights to news editors which may effectively guide them in their work.

In the backdrop of these observations, it is hoped that the present study will prove a useful guide for linguists and media people in their endeavours.
Chapter 2

Semantics and Pragmatics of Lexical Diversity
2.1. THEORETICAL FRAMEWORK

Language plays a seminal role in human communication. The basic act of communication begins when a person uses a given language symbol (a word or some object for which there is a standard interpretation) to arouse a specific set of meanings in another person. By 'meaning', we refer to images, interpretations and feelings such as those aroused by each word we know. Communication takes place when there is a correspondence of meaning between the communicator and the receiver. As such, the concept of meaning has occupied a pivotal position in linguistic studies, resulting in the development of the disciplines of semantics and pragmatics.

The present chapter aims at analysing the semantic and pragmatic aspects of lexical diversity in Urdu news media. The chapter is broadly divided into three sections. The first section will briefly discuss the theoretical framework of semantics and pragmatics and their interrelationship with each other. The second section is mainly concerned with semantic aspects of lexical diversity. It will make a linguistic study of these aspects in the backdrop of the concepts of synonymy and antonymy. In the third section of the chapter, insights will be drawn from the field of pragmatics to study and analyze the pragmatic aspects of lexical diversity. The section also discusses the ideas of Jean Piaget and Charles Peirce.
2.1.1. **Semantics: An Introduction**

The study of meaning and its manifestation in language is normally referred to as semantics. The word 'semantics' has been derived from the Greek nouns 'Sema' meaning 'sign' or 'signal' and the verb 'Semains' meaning 'signify'. Broadly speaking, semantics is that aspect of linguistics which deals with the relationship between referents (names) and referends (things), i.e., the linguistic levels (words, expressions, phrases) and the objects or concepts or ideas to which they refer-- and with the history and changes in the meaning of words.

Eventhough the ancient scholars were interested in the problem of meaning, it was not until the nineteenth century that semantics emerged as an important division of linguistics and received its modern name. The ancient scholars made many penetrating observations on the sense and use of words and noticed several fundamental aspects of semantic change. The present day semantics owes a lot to early Greek and Latin writers who were deeply interested in the problem of 'changes in meaning reflecting changes in public mentality'.

In the fifth century of our era, the Neo-Platonic philosopher, Proclus, surveyed the whole field of semantic changes and distinguished a number of basic types — cultural change, metaphor, widening and narrowing of meaning, etc. — which are still part of the modern day linguistic science.

Apart from studying the meaning changes, the ancient scholars
also made some valuable observations on the behaviour of words in actual speech. Democritus advocated that there are two distinct kinds of multiple meaning: the same word may have more than one sense and, conversely, more than one word may stand for the same idea. Aristotle also made several important statements on word meaning. He gave the well-known definition of word as the smallest significant unit of speech. He also distinguished between two kinds of words: those which have meaning in isolation and those which are mere grammatical tools. This division is still widely accepted by linguistics and philosophers alike. Thus, it is clear that Greeco-Roman ideas on words and their uses have strongly influenced modern semantics.

In the first half of the nineteenth century, two factors played a decisive part in the emergence of science of meaning. One being the rise of comparative philology and the other factor was the influence of Romantic movement in literature. The Romantics had an intense interest in words, ranging from the archaic to the exotic, and including the dialects of the countryside and the slang of the underworld.

In France, Charles Nodier became chief authority on linguistic things. The need was felt, however, for a special science dealing with the meaning of words. This need was successfully argued by Balzac on the opening pages of his philosophical novel 'Louis Lambert'. Louis Lambert was published in 1832 and, incidently, the new science foreshadowed by Balzac had actually been founded a few years earlier, though, he was, of
course, unaware of it. Since about 1825, the classical scholar C. Reisig had begun to evolve a new conception of grammar. Reisig set up 'Semasiology', the study of meaning, as one of the three main divisions of grammar during the course of his university lectures at Halle on Latin philology. The other two divisions were etymology and syntax. He regarded 'Semasiology' as a historical discipline which would seek to establish 'the principles governing the development of meaning'.

The subsequent history of the subject has been classified by Stephen Ullmann into three phases. The first phase covers almost half a century and has been described as the 'underground period of semantics'. Reisig's work inspired many German scholars to take interest in the subject. But, unfortunately, the diffusion of the new ideas was restricted to classical scholarship in Germany. The first two works on the subject, those of Reisig himself and his disciple I. Haase, were both published posthumously.

The second phase in the history of semantics began in the early 1880's and lasted once more for almost exactly half a century which was followed by the third phase. An article by Breal in 1883 served as inauguration of the second phase. The last two decades of the 19th century brought a quickening of interest in the subject.

In the first three decades of the twentieth century, considerable progress was made in the study of change of meaning. Semantics started drawing insights from the neighbouring disciplines of philosophy,
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psychology, sociology, history of civilization and others for a fuller understanding of semantic processes. The contemporary semantics differs from the older school in two vital respects. The one being the shift from historical orientation to a descriptive one. Secondly, a number of attempts have been made in recent years to study the inner structure of vocabulary. Another distinctive feature of the new semantics is a shift of interest from general principles to the study of particular languages.

Due to a great divergence on the exact definition of meaning, it becomes very difficult to formulate a precise and coherent theory of meaning. A great deal of theories (traditional as well as modern) have been devoted to the meaning of words. These theories can be broadly grouped into two categories:

1. Referential theories.
2. Operational theories

According to referential theories, the meaning of an expression is said to be what the expression refers to, or the idea associated with it in a person's mind, or the stimuli which elicit utterances of it and/or the behavioural response it evokes.

According to referential definitions, meaning is a reciprocal and reversible relation between name (symbol) and sense (thought or reference). The main concern of referential theories is to deal with what is meaning rather than how does it function. The examples of referential theories include (i) de Saussure's theory of word as a linguistic sign, and
(ii) Ogden and Richard's theory of signification.

In the 1950's, a new and entirely different conception of meaning began to take shape inside and outside linguistics. It received its most pointed and most provocative formulation in Ludwig Wittgenstein's 'Philosophical Investigations', published posthumously in 1953. This theory was also advocated by Malinowski and J.R. Firth.

The contextual theoreticians said that meaning or concept was a set of operations and the true meaning of a word is to be found by observing what a man does with it rather than what he says about it. So the meaning of a word is its use in language.

### 2.1.2. Pragmatics: An Introduction

In addition to semantics, the meaning problems are also dealt through pragmatics which developed comparatively later than semantics. Within linguistic theory, the study of language use can be called as 'pragmatics'. The most widely cited definition of pragmatics is that of Charles Morris (1946), who divided linguistic science into three areas:

1. Syntactics - the relations holding among signs.
2. Semantics - the relations between signs and their referents.
3. Pragmatics - the relations between signs and their human users.

According to Morris "Interjections such as oh! commands such as 'come here!'. ..........expressions such as 'Good morning!' and various rhetorical and poetical devices. occur only under certain definite conditions in the users of the language". (Morris, C.W. 1938.)

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went on to expand the scope of pragmatics, as he wrote: "It is a sufficiently accurate characterization of pragmatics to say that it deals with the biotic aspects of semiosis, that is, with all the psychological, biological and sociological phenomena which occur in the functioning of signs." (Morris. 1938). Such a scope is very much wider as compared to the current concept of pragmatics in linguistics, since it would include present day psycholinguistics, sociolinguistics, neurolinguistics and many other things.

Since the introduction of the term pragmatics by Morris, it has been used in two distinct ways. On the one hand, the wide and broad definition of Morris has been retained while, on the other, the term was subject to a narrowing of scope especially within analytical philosophy. In the latter case Carnap, the philosopher and logician, was particularly influential. He adopted the following trichotomy: 'If in an investigation explicit reference is made to the speaker, or to put it in more general terms, to the user of the language, then we assign it [the investigation] to the field of pragmatics .... If we abstract from the user of the language and analyze only the expressions and their designata, we are in the field of semantics. And, finally, if we abstract from the designata also and analyze only the relations between the expressions, we are in (logical) syntax.'

To summarize, a number of distinct usages of the term 'pragmatics' have sprung from Morris's original division of semiotics: the study of
the huge range of psychological and sociological phenomena involved in sign systems in general or in language in particular; or the study of certain abstract concepts that make reference to agents; or the study of deictic or indexical terms, etc.

2.1.3. Interrelationship of Semantics and Pragmatics

As outlined earlier, the concept of meaning has been dealt through semantics and pragmatics. Both pragmatics and semantics take into account such notions as the intentions of the speaker, the effects of the utterance on listeners, the implications that follow from expressing something in a certain way and the knowledge, beliefs and presuppositions about the world upon which speakers and listeners rely when they interact. It seems that the fields of the two disciplines overlap but they also differ in a variety of ways.

In simple terms, semantics can be defined as the branch of linguistics which deals with the meaning of signs or words. Broadly speaking, it is that aspect of linguistics which deals with the relations between referents (names) and referends (things). i.e., linguistic levels of words, expressions, etc., and the objects or concepts or ideas to which they refer. On the other hand, pragmatics may be defined as the study of the rules and principles which govern language in use. It studies the factors that govern our choice of language in social interaction and the effects of our choice on others. In theory, we can say anything we like. In practice, however, we follow a large number of social rules (most of
them unconsciously) that constrain the way we speak. There is no law that we must not tell jokes during a funeral but, generally, it is not done. In the process of communication, the interactants take into account the factors of age, sex, education, etc. Also, the relationship of power and solidarity have their impact on the selection and choice of lexical items. In nutshell, it can be said that pragmatics deals with the use of words (broadly language) and their meanings in specific contexts.

The difference between semantics and pragmatics can be explained through the three forms of second person singular pronouns: TU, TUM and AAP in Urdu. On the semantic level, all the three forms have a single referent, i.e., a second person addressee, while on the pragmatic level, we find them context bound. It is the power-solidarity relationship between the addresser and the addressee which determines which of the forms must be used. For a subordinate or status-equal addressee, TU and TUM are used while for a superordinate, powerful and status-high addressee, the honorific form AAP is used.

Also, consider the word DHANCHA. The lexical meaning of the word is simply a 'structure or skeleton' while the same word has got a different semantic and pragmatic range in the context of Babri Masjid/Mandir case where it is used to refer to the disputed site, mostly by All India Radio.

It now becomes clear that the communicators use the lexical items keeping in view their semantic and pragmatic aspects. The
ellar communicators have to be very selective in exploiting the semantic and pragmatic ranges of a lexical item keeping in view the audience and the purpose of communication.

The semantic and pragmatic theories of meaning are sufficient to express and highlight the importance of the meanings of language symbols. The language symbols or words are not just useless units to be selected randomly. They have a certain role and are used for specific purposes in the process of communication. As is evident, the meanings of these lexical items depend on a variety of factors, viz., their shape and structure, their collocational setup, cultural and social settings and most importantly, the context of their use. That is why these language symbols are selected and utilized very carefully and systematically in the process of communication. The communicator manipulates and exploits the available language symbols to pass on his ideas readily and freely to the diverse and large audience/recievers. In the process, the formulator and communicator of the message must be clear about the meanings he wants to convey, avoiding the redundancies, ambiguities and other communication interruptive processes. It is where the knowledge of semantics and pragmatics comes handy in the field of communication.

2.2. SEMANTIC ASPECTS OF LEXICAL DIVERSITY : A LINGUISTIC STUDY

In the past, semantic debate has been largely concerned with discovering what 'meaning' is, as a concept in its own right. The enquiries have undoubtedly, increased our understanding of the nature of the
problem, but an accepted definition of 'meaning' is as far away today as it was in Plato's time.

It is an established fact that meaning and language are intricately related. In other words, meaning is not some kind of entity separate from language.

In modern linguistics, meaning is studied by making detailed analysis of the way words and sentences are used in specific contexts. In consonance with our topic, we are concerned more with semantic aspects of lexical items rather than sentences in this section. We can dub our subject as 'lexical semantics'. As is well known, word is one of the basic units of language and is of great importance both in semantics and syntax. When the words join to form sentences, they convey meaning. Similarly, the words themselves are meaningful units. It is this word meaning which is studied through lexical semantics.

Lexical semantics is concerned with the analysis of how words convey meaning. It also studies the relationship between word meanings. For instance, it deals with how the words 'man' and 'woman' are related with each other. It also studies the relationship between the above two words and the expression 'human being'. Another example can be cited of the relationship between words: father, mother, son, daughter, on one hand, and, their relationship with the word 'family', on the other. It studies how the adjectives like 'large' and 'small' are in the same relationship to each other as the pair 'dark' and 'light'. Lexical semantics
also studies the differences between the meaning of words like 'often' and 'seldom'.

In nutshell, lexical semantics studies different types of sense relations which can be grouped into two types on the basis of 'sameness' and 'oppositions' of meaning. In the former case, concepts like synonymy, polysemy, etc., are included and the latter studies the relations of antonymy, etc.

2.2.1. Synonymy: An Introduction

Certain pairs or groups of lexical items bear a special sort of semantic resemblance to one another. It is customary to call such items as synonyms and the process is known as synonymy.

According to F.R. Palmer, "Synonymy is used to mean 'sameness of meaning'". In synonymy the two lexical items or words have the same sense. Let us consider 'A' and 'B' as lexical items. If 'A' can describe 'B' and vice-versa, the relation is termed as synonymy. Lexical items can be regarded as synonymous if they can be interchanged without altering the meaning of utterance. e.g.,

I saw a 'madman'.
I saw a 'lunatic'.
I saw a 'maddy'.
I saw a 'bedlamite'.

We can summarize the characteristics of synonymy as under:
1. In synonymy, there is sameness of meaning between two lexical items.

2. The synonymous words are interchangeable, i.e., one item can be used in place of other in an utterance without changing the meaning.

3. In synonymy, one term describes the other. For example, if 'ocean' describes 'sea', we can say that they are synonymous.

4. In synonymy, intralingual translation is necessary between synonymous words.

According to John Lyons, the term synonymy has two interpretations: a stricter and a looser. According to stricter interpretation, two items are synonymous if they have the same sense.

   e.g. liberty, freedom

The looser interpretation has been illustrated by him by means of a quotation from Roget's Thesaurus: "Suppose we take the word 'nice'. Under it (in the index) we will see....various synonyms representing different shades of meaning of the word 'nice'. The synonyms given for 'nice' in the index are savoury, discriminative, exact, good, pleasing, fastidious, and honourable. All these words and expressions are 'synonymous' with 'nice' under the looser interpretation of the notion of synonymy."

It is often suggested that synonymy is a matter of degree, i.e., any set of lexical items can be arranged on a scale of similarity and difference.
of sense. For example, 'a' and 'b' might be shown to be identical in sense (strictly synonymous), 'a' and 'c' relatively similar in sense (loosely synonymous), 'a' and 'd' less similar in sense and so on.

However, there is a contradiction about total synonymy. It is a widely held view that there are few, if any, real synonyms in natural languages. Dr. Johnson once remarked, 'Words are seldom exactly synonymous'. According to Ullmann, it is almost a truism that total synonymy is an extremely rare occurrence, a luxury that language can ill-afford. According to Ullmann, "Only those words can be described as synonymous which can replace each other in any given context without any slightest change either in cognitive or emotive import". Therefore, the two conditions for total synonymy are:

(i). interchangeability in all contexts; and
(ii). identity of both cognitive and emotive import.

In synonymy, we are also concerned with what is called 'cognitive synonymy'. Cognitive synonymy describes the relation (between words) in terms of truth-conditional relations. Cognitive synonymy may be defined as follows -

'X' is a cognitive synonym of 'Y' if (i) X and Y are syntactically identical, and (ii) any grammatical declarative sentence 'S' containing 'Y' has equivalent truth-conditions to another sentence 'S'', which is identical to 'S' except that X is replaced by Y.
An example of a pair of cognitive synonyms is 'fiddle' and 'violin'. These are incapable of yielding sentences with different truth-conditions. For instance,

He plays the violin very well.

entails and is entailed by

'He plays the fiddle very well'.

It follows that in order to be cognitively synonymous, a pair of lexical items must have certain semantic properties in common. In the backdrop of very rare absolute synonymy, it follows that in majority of cases, a lexical item must at least be different in meaning in some respects from any of its cognitive synonyms. It is in respect of 'propositional' meaning and 'expressive' meaning that the similarities and differences between cognitive synonyms get highlighted. Consider the following expressions -

1(a). I just felt a sudden sharp pain.
1(b). Ouch!

In the above example, it is clear that the content of the message carried by these two utterances is the same or, at least, very similar. The difference lies in the way the meaning is put across, i.e., they differ in respect of semantic mode.

The meaning in 1(a) is in the 'propositional' mode while the meaning in 1(b) is in the 'expressive' mode. The characteristics of
propositional meaning depend partly on the propositional attitude expressed by the sentences in which it operates, that is, whether it is a statement, question, command, exclamation, etc.

Expressed meanings, most characteristically, convey some sort of emotion or attitude — doubt, certainty, hope, expectation, surprise, contempt, disappointment, admiration and so on. In appropriate contexts, 'still', 'yet' and 'already' can express emotion as in below given sentences-

Hasn't he arrived yet?
Has he arrived already?
Is he still here?

Expressive traits and propositional traits may be simultaneously present in the meaning of a lexical item. This is true of words such as 'daddy' and 'mummy'; it is at least partly in respect of expressive meaning that they differ from 'father' and 'mother'. 'He's my daddy' can be challenged with 'No, he's not' but that impinges only on the propositional meaning (i.e. He's my father) and does not call into question the genuineness of the expressive meaning.

2.2.2. Antonymy : An Introduction

Antonymy is the relation of oppositeness in pairs of lexical items where the assertion of one implies the denial of the other. In other words, the term antonymy is used to refer to "oppositeness of meaning" and the words which are opposite are called antonyms.
For example, the pairs of words: good-bad, high-low, alive-dead, healthy-sick, etc., show antonymy.

Antonymy is a binary relationship in that it can characterize the relationship between two words only.

e.g. large - small
wide - narrow

Terms 'A' and 'B' are antonyms when 'A' describes a referent, 'B' cannot describe the same referent or vice-versa. Antonymy is a regular and natural feature of language. It is found in all languages of the world.

Antonymy involves different kinds of oppositeness. The pairs of words like alive-dead, always-never, male-female are called true antonyms. However, there are antonyms which are implicitly comparative terms, i.e., which are gradable. Such pairs of words do not correspond to absolute properties like true antonyms but are gradable.

e.g. hot - cold
large - small
young - old

For example, hot and cold are not the sole members of the set of words used for describing temperature. There are also words like warm, tepid and cool whose respective meanings represent different temperature scales.

The comparative forms of the adjectives (those ending in -er or
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occurring with 'more') are explicitly graded. These comparative forms are preceded linguistically by the simple forms (from which comparative forms are formed by adding -er or more).

These simple forms precede the comparative forms logically in that wide, big, old, etc., can only be understood in terms of being wider, larger, bigger than something. Sapir calls them implicitly graded antonyms.

In each pair of antonyms, one of the terms is marked term and the other is unmarked, i.e., only one term is used to describe the degree of gradable quality. For example, in the pair 'high-low' the term 'high' is unmarked as it is used out of the two.

e.g. How high it is? He is 6 feet high.

The other term 'low' is unmarked.

2.2.3. Semantic Aspects of Lexical Diversity : An Analysis

As outlined in the previous pages, synonymy and antonymy, two major semantic aspects, play a very crucial role in communication. Lexical diversity is observed when the same message is expressed by different persons/news editors through different lexical stocks. The news editors utilize and manipulate their resources according to their own background, intelligence, purpose, etc. As a result, we find Urdu news media very rich in synonymy and antonymy, particularly, in synonymy. The fact can be verified by going through various national and
regional Urdu newspapers. It also gets ascertained by listening to various electronic news media networks like All India Radio, Doordarshan, Radio Pakistan, B.B.C., Voice of America and others. The persons working in this vast and divergent media network have their own social implications and obligations which affect the shape and structure of the news items, particularly, on the lexical level, in a variety of ways. For example, consider the below given lexical items -

MILITANT, JANGJU, DAHSHAT GARD, INTIHA PASAND, ASKARYAT PASAND, MUJAHID, DAHSHAT PASAND.

The above lexical items are frequently used by the vast Urdu news media, both print and electronic. The lexical items are used by different newspapers and news agencies in their own way and for their own purposes, implicitly following their cultural, social and other obligations. Analysis of the above lexical items portrays elements of both synonymy and antonymy in them. The synonymous aspect lies in the fact that all the above words are used for the same referent, i.e., a person wielding a gun/weapon for destructive purposes or otherwise. We can call this as 'referential synonymy'. To refer to the above mentioned person, i.e., a militant, the news editor is fortunate to have such a big haul of lexical items at his disposal. But, in practice, we find the news editors very selective in choosing among them for their news items. As mentioned earlier, the cultural and other obligations are responsible for this selection.
The use of the above words can best be studied in purview of the Kashmir situation. It has been observed that the national papers and media like QAUMI AWAZ, AWAM, HIND SAMACHAR, ALL INDIA RÁDIO, and DOORDARSHAN use words like DAHSHAT GARD "terrorist", INTIHA PASAND "extremist", DASHAT PASAND "terrorist", to refer to a Kashmiri militant. It is in accordance with the national policy of the government. The news editors utilize these items keeping in view their intentions and purpose of attitudnal modification of news-consumers, so that a particular intended image of the militants gets created in the audience, which helps in building public opinion and safeguarding the national interests. Consider the below given examples:

(i) WADI MEN DO INTIHA PASANDON SAMET ATH HALAK

"Eight persons, including two extremists, were killed in valley"

   (Hind Samachar: Nov. 18, 1995)

(ii) SARKARI TARJAMAN NE BATAYA KI KUCH DAHSHAT GARDON NE JANUBI KASHMIR MEN KAL SHAM KULGAM MEN PUNJAB NATIONAL BANK KI BRANCH KE MANAGER KO AGWA KAR LIYA.

"The government spokesman said that some terrorists kidnapped the branch manager of Punjab National Bank in Kulgam in South Kashmir"

   (QAUMI AWAZ, Dec. 12, 1995)
(iii)  SRINAGAR KE EK SARKARDA SAHAFI ZAFAR MERAJ KO AAJ NAMALOOM MUSALLAH DAHSAT GARDON NE GOLI MARKAR SHADID ZAKHMI KAR DIYA.

"A famous journalist from Srinagar, Zafar Meraj, was today fired at, and severely injured, by unidentified terrorists"

(All India Radio; Dec. 12, 1995)

However, in the local dailies of Kashmir valley like SRINAGAR TIMES, AFTAB. AL-SAFA, MASHRIQ, etc., more moderate terms like JANGJU""fighter, warrior", ASKARYAT PASAND"warrior" and MEDITANT"militant" are found, which portrays the situation and environment in which the Srinagar based mediamen work. The same words find place in B.B.C., Voice of America, etc. due to their neutrality of expression. Consider the below given examples:

(i)  AAJ QABL AZ DOPHAR MILITANTON NE REGAL CHOWK MEN FORCES KI EK GADI PAR GRENADE DE MARA JIS KE DHAMAKE SE EK SECURITY AHALKAR AUR TIN SHAHRI ZAKHMI HUYE.

"Militants hurled a grenade towards a forces vehicle, before noon today, at Regal Chowk. Its explosion injured three civilians and a security personnel".

(Srinagar Times; Aug. 10, 1995).

(ii)  UDAR KAL DOPHAR KO JANGJUON NE REGAL CHOWK KE
QARIB FORCES KI GADI PAR GRENADE PHENKA JIS KE NATIJE MEN GADI KO NUQSAN PAHUNCHNE KE ALAWA EK FOJI JAWAN AUR TIN RAHGIR ZAKHMI HO GAYE.

"Militants hurled a grenade at a forces vehicle, at noon yesterday, near Reesal Chowk. As a result, the vehicle was damaged and one security personnel and three by-passers were injured."


(iii) IS KARWAYI MEN TIN ASKARYAT PASAND BI HALAK HOGAYE.

"In this action, three militants were also killed".

(Mashriq. Nov. 2. 1995)

(iv) IS HADTAL KI KAL BHARAT SE ALAHIDGI CHAHNE WALI ASKARYAT PASAND TANZIMON NE DI THI

"The call of this bandh was given by separtist militant organizations who want separation from India."

(B.B.C., Aug. 15. 1997)

In contrast to this, RADIO PAKISTAN and SADAI HURRIYAT (Kashmiri militants' sponsored underground Radio station) used the word MUJAHID "crusader" for the said purpose. It is a communicative device to manipulate and exploit the religious colour of the word MUJAHID "crusader" and to boost the morale of militants. Besides, it
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intends to gather the religious sympathy the word is capable to generate. Consider the below given example:

(i) PICHLE DINON SE MUJAHIDIN NE BHARTI FOJON KO KAFI JANI VA MALI NUQSAN PAHUNCHAYA HAI.

"From last few days mujahids have inflicted heavy manual and material losses on Indian army."

(Radio Pakistan: Aug. 15, 1996)

The antonymy of expressions is very obvious when analysing the lexical content of the words. In no way is the word MUJAHID "crusader" synonymous to DAHSHAT GARD "terrorist". In an Islamic perspective, the word MUJAHID "crusader" portrays the image of a pious person struggling for equity, justice and upliftment of humanity. However, the lexical items DAHSHAT GARD "terrorist", INTIHA PASAND "extremist" portray the unhuman and barbaric images of the militants. The neutral words ASKARYAT PASAND "warrior", JANGJU "fighter", etc., are used by news editors keeping in view the different and opposite poles of the items. The utilization of these items also highlights their expressive and emotive values. The expressive and emotive aspects of synonyms have been frequently exploited by the news editors. Consider the following lexical items used in synonymy -

GAMSAN : ZORDAR
NAPAK : BURA
Their lexical contents do not portray absolute or total synonymy. However, it is their utilization in certain contexts which highlights their expressive value.

The first pair of words has been used in the context of war. Though the lexical item ZORDAR "strong, powerful" has a varied collocational context, it has been utilized in the phrase ZORDAR LADAYI "heavy fighting" to portray the intensity of war. The word GAMSAN "severe" is more expressive and has collocational affinity with Urdu word for war, i.e., JANG or LADAYI.

The words NAPAK "impure" and BURA "bad" have their own collocational environments but it is the contextual environment which has made them synonymous in the following phrases:

- NAPAK AZAIM "bad intentions"
- BURE IRADE "bad intentions"

The diversity of synonymous words also owes to the cultural, educational, linguistic and other social backgrounds of news editors. For example, the Urdu news media of India borrows from Hindi and English than from Perso-Arabic. However, the Kashmiri local dailies and Radio Pakistan, most of the time, use Perso-Arabic words. For example, in QAUMI AWAZ, AIR and DOORDARSHAN the words like HOME MINISTER, BRANCH, CALL, SARKAR, SHARNARTHI "refugee", VEERWAR "thursday", BADESHI "foreigner", SESSION, etc. are frequently used while as Radio Pakistan, B.B.C., Kashmir based local
dailies (Urdu) use VAZIR-E-DAKILA "home minister", SHAKH "branch", AWAZ "sound. call", PANAHGUL-ZIN "refugee", JUMARAT "thursday", GERMULKI "foreigner", IJLAS "session", etc., for the above mentioned lexical items.

Also, consider the following words used in synonymous context.

TAZIYAT and IZHAR-E-AFSOOS

In no case can we say that they are total synonyms. The word TAZIYAT "condolence" is used in specific contexts, particularly, referring to visiting a bereaved family who have lost one of the family members. But IZHAR-E-AFSOOS "expression of sorrow" has no such restriction and can be used in expressing grief over the demise of a person, loss of property, sickness and other related occasions. That is, the former has a narrow semantic range than the latter.

In this backdrop, it can be concluded that synonymy and antonymy have a definite role to play in the communication of messages. The study highlights the effect of synonymous words in the formulation of the news items and also portrays the cultural and communicative obligations of the news editors. Similarly, the contextual effect on the diverse lexical items in making them synonymous comes to the fore.

2.3. PRAGMATIC ASPECTS OF LEXICAL DIVERSITY: A LINGUISTIC STUDY

After dealing with the semantic aspects, it seems necessary that the diverse lexical items of Urdu news media be viewed through
pragmatic angle also. **Besides tracing the role of pragmatics in human communication,** the pragmatic aspects like presupposition will also be dealt with in this section. Various topics have been dealt under separate headings.

### 2.3.1. Piagetian and Peircean Concepts

Jean Piaget, best known as a developmental psycholinguist, is one of the remarkable figures in contemporary behaviouristic sciences. His ideas about cognitive development have recently become a familiar feature in psycholinguistics. His belief that man's capacity for logical thought is embedded rather than learned has its own importance in modern psycholinguistics. His studies concentrate on how thinking of children and logical system develops.

According to Piaget's theory of representation, a symbol (or sign in Peircean terms) is at once both an act and an object, in that all objects are derived from the child's actions upon the world. Real world objects do not copy themselves onto a passive organism. It is the organism which interacts with the world of objects and carries out various activities on them and with them. It tries to impose its own schemes when it meets resistance (accommodation). In this way the organism can achieve a dynamic and balanced interaction that is the source and substance of its knowledge. The organism never knows the world itself. It only knows its actions upon the world. Within this framework, a symbol or representation is the internal reenactment (re-presentation) of the
activities originally carried out with objects or events. Consider the example of a triangle. A child originally knows the triangle by imitating its contours with movements of the eye, touch, etc.; he later 'SYMBOLIZES' a triangle by recalling or imitating the scheme (or part of the scheme) of movements that were originally used to know that pattern. It means that there are no mental templates or icons. That is no triangles exist in the mind. What exists is the action blue print from which the triangles get created at the moment of recall.

In the course of capability of such internal representations by a child, two kinds of knowing, i.e., figurative knowing and operative knowing can be discerned. Figurative knowing can be defined as the internal activity of building symbols, imitating a world of objects and events. Such a symbolic activity takes place when the child takes an object and makes it stand for something else — e.g., a block is used as a car, etc.

Operative knowing is also derived from the original action schemes carried out in the outside world, but here the internal activities are carried out upon the symbols themselves. Figurative knowing is at work when the child imagines a toy block in the absence of that block. Operative knowing is at work when he mentally rotates that block, or imagines a way in which that block can be placed inside something else. The two are not separate activities but are, in fact, fused from the time, the capacity for representation is established.
In such a symbolization operation, a symbol or meaning is an object only in so far as it is taken by a higher internal activity—moved, transformed, talked about or manipulated otherwise in the absence of the original real-world objects. Since internal action schemes can operate on one another, i.e., they take other schemes as arguments, we can speak of mental entities or objects.

In a Piagetian approach to language, meaning is considered as a coordinated set of internalized action patterns which can be associated with a set of sounds in systematic ways for the purpose of communication. Meaning is an object only in so far as these particular action patterns are taken as the arguments of a higher activity of communication and hence mapped onto sounds.

Charles Peirce is regarded as the founder of modern semiotics. Semiotics can be broadly defined as the study of signs. The empirical studies of human language and animal communication by linguists and ethologists, respectively, have "as their aim the description of signs as actually used and interpreted." (Clarke, 1987)

In Peirce's words, semiotics has "the same observational basis as do these related empirical sciences, but it aims at singling out necessary, as opposed to contingent, features of signs interpreted by creatures capable of learning." (Clarke, 1987) As is evident from the definition Peirce intended to extend the scope of semiotics beyond the linguistic signs as used in human communication. The point becomes clear by the
generality of his definition of a sign or 'representamen' as 'something which stands to somebody for something in some respect or capacity'. Under this heading of a sign, Peirce includes single word sentences such as 'Red', sentences with a subject-predicate structure and even inferences consisting of several sentences. Also included here are several kinds of non-linguistic signs.

Peirce has broadly classified the signs into three groups, viz., indices, icons and symbols.

An index, he says 'is a sign which refers to the object that it denotes by virtue of being really affected by that object'. It means that indices are the examples of classical evidential signs in which the sign is the causal effect of the object which it represents, e.g., the bullet hole as a sign of the bullet, the weathervane as a sign of wind direction. Peirce characterizes the 'index' in such a way that it necessarily involves an interpreter which seems to be formulated with the sentence in mind. 'Anything which focusses attention' is an index for him. In this regard he cites the demonstratives 'this' and 'that' as examples, as they occur in subject position of a sentence. Such indices are not the causal effects of objects but devices which place their interpreter 'in direct experiential or other connection with the thing meant.'

Iconic signs are those which are related to their objects by similarity or structure, e.g., a painting, a map, or diagram.

A symbol is regarded as a sign which signifies by virtue of being
an instance or token (or 'replica') of a type (or 'legisign'). Peirce has defined symbol as: 'A symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the symbol to be interpreted as referring to the object. It is thus itself a general type or law, that is, is a Legisign. As such it acts through a Replica.'

In such general terms in which a sign signifies by virtue of 'an association of ideas', the symbol has a scope far beyond that of linguistic sign. A symbol in this sense would include the flash of lightning which stands for thunder by virtue of associations in past experience. Peirce gives another definition of symbol which looks consistent with the Aristotelean notion of conventional sign whose meaning is determined by a linguistic rule: 'A symbol is a Representamen whose representative character consists precisely in its being a rule that will determine its Interpretant. All words, sentences, books and other conventional signs are symbols.' In Peirce's words, the logical interpretant of a sign is the effect the sign produces in its interpreter. This effect is equated with that of a 'mental sign', which represents the same object as does the original sign it translates. In this case it can also be interpreted and in turn produces another mental sign, which in its turn can be interpreted.

After Peirce, the study of signs was taken over in continental Europe and the United States under the name of Semiology.
Semantics and Pragmatics of Lexical Diversity

Chapter - 2

2.3.2. Relevance of Pragmatics in Human Communication

As outlined earlier, pragmatics deals with the meaning of lexical items and utterances in specific contexts. It is an established fact that the use of lexical items is heavily governed by the contexts and situations in which they are used. It can be explained through the use of honorific words. For example, in Urdu we have the pronouns: TU, TUM and AAP "You" for second person singular cases. However, their usage is context-bound. The use of TU, TUM and AAP is determined by the social status of the addressee. In sociolinguistic expression, the power-solidarity relationship of the two persons in conversation determines their use. For a socially superior addressee, the honorific form 'AAP' is used, while for an inferior addressee TU and TUM are used.

Likewise, the social and cultural norms and backgrounds have profound impact on communication. The employment and use of diverse lexical items depends not only on the social background of the news editors but also on the background of the news-consumers. The news editors have to be very particular about their selection of lexical items keeping in view the emotions and sentiments of news-consumers. For example, consider the word BUNYAD PARASTI "fundamentalism". This word got coined in European countries to refer to global Islamic extremism/revivalism. The derogatory connotations of the word called for heavy criticism, on this coinage, in various Islamic circles. As a result, the word has not gained wide currency in Islamic countries.
Similarly, the word DHANCHA "structure" was used by various news editors to refer to Babri masjid/mandir which was not liked by muslims of the country.

In the same way the social, educational and other backgrounds of the news editors play their part in the use of lexical items by news editors. One can easily discern a good number of English words being used in Urdu news media. It owes to the prestigious position of English as a lingua franca, medium of education, its official status, etc. Similarly, a good number of Hindi words find place in Urdu news media of India due to the dominant position of Hindi in this country.

In communication the news editors have to be very manipulative. They have to exploit the available lexical resources to make the messages catchy and attractive. Since the same message has to be produced by different newspapers and news media, the popularity and approval of a newspaper or news editor depends on the way he is able to satisfy the audience. One manipulative device being the selection of lexical items. In addition to the selection, the framing of expressions also has a great impact. Consider the following news item:

SAFDAR JANG HASPATAL MEN DOCTARON KA IJTIMAYI ISTEFA
"Collective resignation of doctors in Safdar Jang Hospital"

(Qaumi Awaz, March 5, 1995)

The above news item has become very catchy, explicit and attractive by the use of the expression IJTIMAYI ISTEFA "collective
resignation". The word IJTIMAYI ISTEFA "collective resignation" compels a newsreader to go through the whole news item as it creates a certain impact on the newsreader. It makes a person to think that something serious has forced the doctors to quit collectively and to search for the reasons he is forced to read the whole story. The selection of this expression has made the communication a successful event. The expression is very forceful as compared to the word ISTEFA "resignation", the use of which would have rendered the headline comparatively unattractive.

Similar is the case with the expression INSANI BAM "human bomb". The ambiguous nature of the expression gives it a unique and vivid colour. One must have heard about the 'atom bomb' and 'hydrogen bomb', but the expression INSANI BAM "human bomb" has the potential to catch the attention of newsreaders and produce effective communication. The Urdu news media is full of such expressions which widens its communicative scope and potential. In the backdrop of the above discussion, it becomes crystal clear that in the coinage and usage of lexical items, the pragmatic aspects play a decisive role.

2.3.3. Presupposition and its Role in Communication

Presupposition is a partly logical and partly pragmatic approach where a speaker or a writer assumes that the receiver of the message already knows something about the topic or subject. We can take the following conversation to illustrate the point.
Speaker A: What about inviting Simon tonight?

Speaker B: What a good idea! Then he can give Monica a lift

In this conversation, the presuppositions are:

(i) Speakers A and B know who Simon and Monica are.
(ii) Simon has a vehicle.
(iii) Monica has no vehicle right now.

A distinction has been made between semantic and pragmatic presuppositions. Proponents of the semantic theory consider presupposition to be independent of the beliefs of speaker and hearer, background knowledge or contextual factors. Contrary to this, pragmatic theories of presupposition explain or define the phenomenon of presupposition in terms of contextual factors, beliefs or knowledge of the speaker or hearer and other background information.

The pragmatic approach entails the notion of speaker's presupposition or contextual presupposition. In semantic approach, a sentence presupposes another sentence. However, as per the pragmatic view, speakers, not sentences, presuppose propositions (or sentences) in uttering sentences or performing speech acts in specific linguistic or non-linguistic contexts. The pragmatic presupposition is a four place relation between persons (the speakers), sentences (or utterances), propositions and contexts (or sets of beliefs). At first glance, pragmatic and semantic presuppositions seem to be separate categories. However, they may also go hand in hand.
The meaning of a lexical item can often be divided into presupposed meaning and asserted referential meaning. Fillmore (1971) provides the following sentences as examples: 'I blamed John for burning the dinner'. In this sentence, the speaker presupposes that John burnt the dinner, while he asserts that it was wrong to do so. In contrast, the sentence: 'I accused John of burning the dinner' presupposes that burning the dinner is wrong while asserting that John did it. According to such an analysis, the two verbs 'blame' and 'accuse' contain the same information, but distributed differently between presupposed and asserted meaning. In the same way, the word 'bachelor' furnished the presupposed meaning of an 'unmarried adult male'.

Presupposition has a definite role to play in communication. Since a message has to be disseminated the news editor frames the messages keeping in view the background knowledge of the news-consumers. He gives a headline or uses a particular lexical item to convey certain information by making it sure that the message is well received by the audience as per their background knowledge. Consider the following news headline which appeared in 'Qaumi Awaz' dated 3rd Nov., 1995:

JAMMU KASHMIR KE LIYE KHUDMUKHTARI KE SAWAL PAR RAO-FAROOQ BATCHEET MEN DEADLOCK.

"Deadlock in the meeting between Farooq and Rao on the question of autonomy for J&K".

In the above news item, the word KHUDMUKHTARI (word
'Autonomy' has also been used by different quarters) is of great significance in view of our discussion. To understand and grasp the true meaning of this word as well as the whole news item, the news-consumer must be aware of the historical value of the word in Kashmir context. Besides, he must have full cognizance of the history of J&K state before and after 1947, as also the present turmoil of the valley which has forced the comeback of this word in respect to Kashmir crisis. Similarly, consider the below given news item:

BHUTTO KO KASHMIR MEN CHAR MAGRIBI YARGAMALON KA ATA PATA MALOOM.

"Bhutto knows the whereabouts of four western kidnapped tourists".

(Hind Samachar: Nov. 3, 1995)

By furnishing this news item, the news editor presupposes that the news-consumers know the whole story of kidnapping of four western tourists in Kashmir valley. In addition, bringing in Benazir Bhutto has the presupposition that she has contacts with Kashmiri militants and that Pakistan is involved in turmoil of Kashmir.

The lexical items used by various newspapers have coined some creative expressions which are full of presuppositions. Consider the expression INSANI BAM "human bomb". This particular lexical item conjures up the image of a youth/human being tying some explosive material to his body to blast it (including himself) at the intended target. In the present context the expression has got wide currency and is easily
grasped by the audience, but in its initial stages the news editors would have provided the explanation and clues about the INSANI BAM "human bomb". That is, at that time the news-consumers were not possessing the background knowledge of this expression while at present they are in full know of it.

Urdu news media is extremely rich in lexical items which are full of presupposition. Consider the words SIYASI MOT "political death", KHUD SUPRDGI "Surrender", TAZIYAT "condolence", etc. in which the first one necessarily highlights the decline of a political party or person as is authenticated by the following news item:

BSP KI SIYASI MOT HOGAYI (Paswan)

"Political death for BSP".

(Qaumi Awaz, Nov. 2, 1995).

The words KHUD SUPRDGI and AATM SAMARPAN "surrender" are indicative of the surrender of militants or criminals, etc. in front of army or government authorities. Similarly, the lexical item TAZIYAT "condolence" has the presupposition of death of a person or persons and a grief-stricken family. The words have been used in the following newslines:

AUR DIGAR DO INTIHA PASANDON NE KHUD SUPRDGI KI.

".....And two more militants surrendered".

(Qaumi Awaz: Dec. 9, 1995)
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AUR SOGWAR KHANDANON SE TAZIYAT KI HAI.

".......And consoled the bereaved families".

(Qaumi Awaz: Dec. 3. 1995)

In this way, we find the news editors utilizing the lexical items in a proper and successful manner and they succeed in proper communication of their ideas by exploiting the presuppositive power of lexical items.

2.3.4. Pragmatic Aspects of Lexical Diversity: An Analysis

Language can be regarded as a tool for the communication of ideas. It is a group of signs which come to play their part in human communication. Communication is possible when the linguistic signs succeed in transporting the message its users want them to convey. For this purpose, there are social rules and regulations. That is the signs possess a conventional value. In news media, these signs are of great value as they are the devices through which the mediamen communicate and propagate their messages. As a result, the signs used in this way acquire ultracommunicative value. It also owes to the news editors' innovative abilities to lend the signs an ultracommunicative dimension. Consider the example cited earlier:

BSP KI SIYASI MOT HO GAYI (Paswan)

"A political death for BSP".

(Qaumi Awaz: Nov. 2, 1995)
The expression SIYASI MOT "political death or degeneration of political image" has been effectively used by the news editor and the expression possesses a reasonable communicative potential. The lexical item MOT "death" has been rendered communicatively powerful and catchy by its collocation with the word SIYASI "political". In Piagetean terms, the receivers of an expression create and formulate the image of a concept or idea by blocking together the information already stored in the mind. Thus, the image of death created by the word MOT "death" will get amalgamated with the concept created by the word SIYASI "political". It means that the receiver of the word SIYASI MOT "political death" will construct the image of the 'political death' a party can suffer.

Presupposition, as discussed earlier, has a definite role to play in news media. The news-consumers must grasp the presuppositions of the lexical items to fetch a successful touch to the message. For example, the word ROPOSH "underground" has a definite presupposition. A cursory glance at the word conjures up the image of a guilty/criminal person with a plethora of his anti-social and anti-national activities and the related consequences. The presuppositive content of the word SODA "deal, transaction" has been properly exploited in the following news item:

RAO KA FAROOQ KE SATH KHUFYA SODA

"Rao procures a secret deal with Farooq".

(Hind Samachar. Nov. 4. 1995)
Communication is successful when the message is rightly interpreted by its receivers. In some cases the background knowledge of lexical items, concepts or other things is very crucial for the interpretation of the message. Consider the news item:

IMRAN KHAN SIFAR PAR OUT

"Imran Khan was out on zero".

(Qaumi Awaz. Feb. 6. 1997)

Here, the lexical resources have been innovatively utilized and the message can be rightly interpreted only when the news reader possesses the background knowledge about Imran Khan and also the context in which the news item has been used. Imran Khan's past cricket-playing record has been rightly associated with his defeat in Pakistani parliamentary elections and has nothing to do with his batting failure.

The pragmatics of communication highlights the cultural, social and other obligations which the news editors have to consider in their selection and usage of lexical items. The word BUNYAD PARASTI "fundamentalism", quoted earlier, serves as an example in this regard. One is justified to claim that the pragmatic considerations heavily show on the news editors.

2.4. CONCLUSION

After utilizing a full chapter on the semantic and pragmatic aspects of lexical diversity, the fact that language, the means of verbal
communication, possesses vast resources on lexical level which can be productively and creatively exploited to furnish successful communication. The communicator has the task to provide explicit, descriptive and unambiguous information. On the other hand, he has to utilize the resources to make his news items more catchy and expressive.

In the previous pages, we have seen how various semantic and pragmatic features have helped the news editors in one way or the other. It became obvious that synonymy is found at every step of Urdu media. It owes to the fact that different news editors have to cover the same message which provides a source of synonymy. In case of synonymy and antonymy, it is found that in addition to words from same language, i.e., Urdu, different quarters have also used words from English and Hindi. It may be due to the greater prestige and dominant position of these languages. As mentioned earlier, Hindi words are mostly found in national newspapers of India. The adoption of English words may be due to the assimilation of these lexical items in Urdu and other languages.

The analysis also verified that total synonymy is a rare phenomenon. Most of the lexical items which have been used synonymously owe much to their contextual use rather than their denotative similarities.

The pragmatic analysis of lexical diversity revealed that lexical items have a definite range of meaning. They are full of presuppositions and connotations. It follows that lexical items are intricately linked with
messages and the potentiality and effectivity of a message depends on the manner in which a news editor succeeds in exploiting the pragmatic dimensions of a lexical item. Here, the news editor has also to take into consideration various socio-cultural and contextual obligations in his use of lexical items.

In the backdrop of the discussions on semantic and pragmatic aspects of lexical diversity, it becomes clear that the selection of words and news items to formulate and disseminate the intended messages depends on the purpose of communication, the context in which messages are produced and also the socio-cultural and other backgrounds of news editors and news-consumers. It follows that message effectiveness depends on news editor's ability and potential to exploit the semantic and pragmatic aspects of lexical items to formulate their news discourses.
Chapter - 3

Lexical Diversity and the Concepts of Semantic Differential and Componential Analysis
The chapter is going to deal with the analysis of the semantic ranges of various lexical items, the similarities and differences in their meanings, and other relations holding between them. For this purpose, the linguistic methods of componential analysis and semantic differential will be utilized.

The chapter is divided into three sections. The first section deals with componential analysis of diverse lexical items and the second section utilizes Osgood's method of semantic differential for analysis of message effects of various lexical items. The third section comes up with the conclusion of the chapter.

3.1. COMPONENTIAL ANALYSIS

Componential analysis is the method of breaking down a lexical item into its various components so that different shades of meaning of that lexical item get highlighted. Before going into the details, it will be pertinent to trace some history of the discipline of componential analysis.

3.1.1. Componential Analysis: An Introduction

Probably, the first thorough-going attempt at a systematic componential approach to meaning was that of the philosopher Leibniz. He hoped to express complex meanings in terms of even simpler meaning elements until he arrived at an inventory of unanalysable primitive semantic units. These, he thought, would constitute the 'alphabet' of
human thought.'

Leibniz's pioneering work was not taken up by any followers and it was not until the present century that interest in the problem revived. The first person to follow the work was the Danish linguist Hjemslev (1953). He started from the Saussurean picture of the linguistic sign as an arbitrary association between a meaning and a phonetic form. He postulated that since the phonetic form of the word could be analysed into simpler units (phonemes and ultimately distinctive features), the structure of language being essentially symmetrical, it must likewise be possible to analyse the meaning aspect of signs. Ultimately, Hjemslev introduced an inventory of 'content figurae' (elements of meaning) in terms of which the meanings of all vocabulary items in the language could be expressed.

Independently, in America, a componential approach to meaning was developed by certain anthropologists with a strong interest in kinship terminologies. A later more sophisticated version of componential theory was put forward by Katz and Fodor (1963). Most recently, Weirzbicka, taking inspiration directly from Leibniz, has suggested a radically new version of lexical decomposition, using only thirteen primitive notions.

It may be instructive to assess the use of the concept of
componential or feature analysis in linguistics and other related
disciplines, as the notion of feature analysis serves as the basis of the
view of semantic structure presented by Katz and Fodor's earlier
treatment (1963) and Chomsky's later discussion (1965). It also finds its
way indirectly into some aspects of later generative semanticists' views
and branches out from the treatment of semantic categories in languages
to the analysis of single words themselves. In fact, the analysis of
meaning by semantic features is very similar to distinctive-feature
analysis of speech sounds in generative phonology.

The earlier works by Goodenough (1956) and Lounsbury (1956)
were very important for the later workers. Goodenough's study was
fashioned to call attention to the problem of deriving significata from
kinship terms and determining which of these forms go together in
semantic systems. Meaning, in this respect, is to be considered as
'signification', completely distinct from connotation. Such an analysis
teaches a person what he has to know about two persons to say that one
is other's brother or cousin or aunt. It follows that individuals must
possess certain criteria to judge, for example, that a given person is or is
not another's cousin in the particular kinship system under
consideration. Meaning in the signification sense is thus the particular
set of criteria by which judgements like this are made.

Moreover, as Lounsbury (1956) points out, the categories need not
be overt but may be covert, though nevertheless real. For example, in comparing the following partial kinship sets, in English and Spanish,

- uncle-aunt: tio-tia
- son-daughter: hijo-hija
- brother-sister: hermano-hermana

One immediately notices that both language sets have distinct terms for the male kin term and the female kin term. That the male kin term is signalled in Spanish by an o-ending and female kin term by an a-ending does not in any way alter the fact that both languages differentiate between male and female kin terms in the kinship paradigm. The overt manifestation in Spanish is a feature of that language and can be considered an overt category, but the situation in English is no less real because it is not signalled overtly. Rather, it is a simple covert category.

In addition to drawing this conclusion, we have extracted a single atom of meaning, male as opposed to female, with which we can define the differences between uncle, son and brother as a group as opposed to aunt, daughter and sister as a group.

This notion of feature analysis was sophisticated to deal with compact and tightly defined systems like kinship in which the boundaries of a given semantic field within a given language-culture setting can be defined by means of a small set of variable features. In this framework, each term such as kin terms are defined within that field by listing the
features that define it. Presumably, all kin terms in all languages can be defined in terms of components such as PARENT OF, SIBLING OF, CHILD OF, CONSANGUINEAL, AFFINAL, MALE, FEMALE and a few others, together with rules for combination and recursion. The common feature of kinship is what relates all the members of this particular semantic field and the notion of separate atom-like features of meaning enable us to define each term in relation to every other term such as both the similarities as well as differences within that field get pinpointed.

Such descriptions of meaning by feature analysis are clearly denotational enterprises, as opposed to the description of meaning by, say, the semantic differential. The starting point is the notion that components can be factored out as a set of defining features providing critical information about the attributes by which such terms are recognized within the field they inhabit.

Ethnolinguistic investigations have restricted the use of componential analysis to the areas of cultural experience like kinship, colour categories, ethnobotany, disease and so on. Generative grammatical theory's application of the concept is to a broader field, the semantics of natural languages.

In componential analysis, the meaning of individual word gets broken down into atoms of meaning. The atom-like units were termed as
semantic markers by Katz and Fodor. Such markers express a characteristic shared by an entire group of words and differentiate it from other groups of words which presumably are characterized by similar defining features. Examples include animate-inanimate, human-nonhuman, count-noncount, male-female and so on.

As is clear, componential analysis means the breakdown of the lexical items into their component shades of meaning. By this procedure, the meaning of a word can be established in terms of componential features. The componential analysis of a word may help in breaking the word into a list of components present in its meaning. The components of a word are selected in terms of semantic space structured by various semantic dimensions such as generation, shape, colour, etc. It is a binary opposition as under:

- adult — child
- male — female
- married — unmarried

The componential analysis of the words 'man' and 'woman' can be made in the following manner:

\[
\begin{align*}
\text{Man} & \left\{ \begin{array}{c}
+\text{human} \\
+\text{male} \\
+\text{adult}
\end{array} \right\} \\
\text{Woman} & \left\{ \begin{array}{c}
+\text{human} \\
-\text{male} \\
+\text{adult}
\end{array} \right\}
\end{align*}
\]
Such a description is known as componential description and each dimension of meaning is known as semantic opposition. The componential analysis describes the similarities and differences of meaning between a pair of words. In this analysis the '+' and '-' signs are very much in use. The plus sign indicates the presence of a feature while minus sign indicates the absence. The '+/-' sign means that the feature may be present or may not be present.

The componential analysis is a suitable measure for disambiguating lexical items. Katz and Fodor (1963) proposed the semantic theory for explication of the different meanings possessed by ambiguous lexical items. In their analysis, they have classified the semantic components into two types, viz., semantic markers and semantic distinguishers.

In her article 'Semantics and Syntax', Ruqaya Hassan (1975) has described the 'semantic components' as, "the components of the semantic level may be characterized as that sub-set of meaningful abstractions and relations whose meaningfulness can be determined language-internally. Thus the lexical item 'smile', a symbol of the code English language, realizes a set of semantic components, which are themselves language-determined abstractions referring to the extralinguistic gesture of smile. They are not replications of an extra-linguistic process, object or state, etc., but have to be seen as theoretical constructs, with no concrete
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She has given the following representation of word 'Smile':

Smile

[Process of reaction: ascribed to animate participant; limited to the ascribed participant: attitudinal modification; .......]

All of these components are abstractions and none may be pointed out individually in the real world of experience.

As portrayed by Ruqaya, the set of semantic components of any item or category is partially ordered, i.e., the presence of some components may argue for that of the others. It can be explained through the component 'PROCESS' as found in 'smile'. It follows that the presence of component 'PROCESS' implies the presence of components specifying 'PARTICIPANT' and 'MODIFICATION', as in the case of 'smile'.

3.1.2. Katz and Fodor's Model

The breaking down of lexical items into components can be seen in Katz and Fodor's semantic theory also. The theory was the first published work on the treatment of semantics within generative grammar and was published under the title 'The Structure of a Semantic Theory' (1963). The theory has been modified and refined since. Katz and Fodor made two fundamental observations regarding the assignment of meaning to sentences. Firstly, the assignment of meaning to sentences must be
effected by recursive rules and, secondly, that the pairing of sentences with a meaning is not arbitrary but is mediated by the syntactic structure and lexical content of the sentence. Therefore, the task conceived is "that of (i) giving specifications of the meanings of lexical items and (ii) giving recursive rules operating over syntactic structures for building up meaning specifications for phrases and sentences out of meaning specifications for lexical items." (Fodor, 1982).

The lexical items and their pairing with meaning together constitute the 'dictionary' of the language. Each dictionary entry consists of one or more readings where each reading represents one sense of the lexical item. The readings for larger expressions are reached through the readings for their constituents through the recursive rules known as 'projection rules'. Projection rules project morpheme readings onto phrase and ultimately sentence readings.

The meanings of both lexical items and larger constituents are regarded as concepts. These concepts are considered as analyzable into simpler atomic concepts which are labelled as semantic markers and semantic distinguishers. The semantic markers and distinguishers thus constitute the vocabulary out of which all readings are composed. The distinction between markers and distinguishers was drawn by Katz and Fodor as under:
"Semantic markers are the elements in terms of which semantic relations are expressed in a theory ..... the semantic markers assigned to a lexical item in a dictionary entry are intended to reflect whatever systematic relations hold between that item and the rest of the vocabulary of the language. On the other hand, the distinguishers assigned to a lexical item are intended to reflect what is idiosyncratic about the meaning of that item."

Hence, a dictionary entry can be regarded as a hierarchically structured complex of grammatical markers, semantic markers, distinguishers and selection restrictions. The best known example is dictionary entry given by Katz and Fodor for English word 'bachelor', which is reproduced in next page.

Also consider the word 'chair' for which Katz has given the following dictionary entry:

(Object), (Physical), (Non-living), (Artifact), (Furniture), (Portable), (Something with legs), (Something with a back), (Something with a seat), (Seat for one).

In the backdrop of the above discussion, it is clear that the concepts or meanings of a lexical item are analyzable into smaller concepts, i.e., semantic markers and distinguishers which are "thus close relatives of the semantic components of traditional componential analysis." (Fodor, 1982).
The dictionary entry of word 'bachelor' as given by Katz and Fodor (72)
3.1.3. *Componential Analysis of Lexical Items of Urdu News Media*

After thoroughly going through the details of componential analysis, its importance and usefulness becomes automatically clear. In the case of lexical diversity, its usefulness becomes manifold.

In Urdu news media, a great variety of lexical diversity is evident and the news editors have exploited the rich diversity according to their own plans. Through the componential analysis of these words one can know the semantic ranges of these lexical items. These lexical items are used in somewhat synonymous context and it also demonstrates their collocational settings within a lexical set. "A lexical set may be defined at the primary level of delicacy as a grouping of items which have the potentiality of realising at least one semantic component in common." (R. Hassan. 1975). To indicate her point she has given the following lexical set: cap, button, clasp, cover, close, fold, wind, tie, etc. In the semantic description of the above lexical set, there must appear a component which may be formulated as, 'process of bringing together to form one body' and all items for the set will collocate with the items: material, clothing, parcel, string.

Now consider the following lexical items which also form a lexical set: JANGJU, ASKARYAT PASAND, DAHSHAT GARD, MILITANT, DAHSHAT PASAND, INTIHA PASAND, MUJAHID, SHIDDAT PASAND.
In this lexical set some sort of resemblance occurs which can be expressed through the component 'a quarrelsome person using a weapon to achieve his goal'. However, as mentioned earlier, the items of this set do not possess total synonymy and in some words aspects of antonymy are more evident. It can be highlighted by going through the componential analysis of these words. which is given below:

**JANGJU** : Adj. (+contentious) (+quarrelsome) (+warrior)

**ASKARYAT PASAND** : Adj. (+soldier) (+army person) (+warrior) (+terrorist) (+military) (+forces personnel)

**INTIHA PASAND** : Adj. (+extremist) (+terrorist)

**DAHSHAT GARD** : Adj. (+Horrible) (+frightening) (+terrorist) (+terror-striking) (+fear-producing) (+panick-creator) (+extremist) [+a person using weapons for destructive purposes]

**MUJAHID** : Adj. (+warrior for faith) (+crusader) (+trying person) (+hero) [+fighter against infidels]

**MILITANT** : Adj. (+warrior) (+extremist) (+quarrelsome) (+terrorist)
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SHIDDAT PASAND : Adj. (+violence-loving) (+vehement) (+force-loving) (+force-using) (±terrorist)

It will not be out of place to mention a few words about the assignment of semantic components to these words. For the said purpose, some well known Urdu-English dictionaries, including Haq. Maulvi Abdul and Shakespear 1849. Dictionary : Hindustani and English and English and Hindustani (London), were brought to use. The semantic components of the words JANGJU "warrior" and MUJAHID "crusader" were easily traceable from these dictionaries. However, lexical items ASKARYAT PASAND "war loving", DAHSHAT GARD "terrorist", INTIHA PASAND "extremist" and SHIDDAT PASAND "extremist" could not be located in their entirety in these dictionaries. It owes to the fact that these lexical items were coined, mainly in this decade, following a spurt in global militancy. As such the news editors have framed these words for use in militancy-ridden places, using the suffix PASAND with roots like DAHSHAT "terror", SHIDDAT "severe, extreme", etc. These roots form the basic semantic core of these lexical items and their shades of meaning are well described in the dictionaries. Besides this, the timing and place of the coinage of above words, their collocational environments and their contextual uses provide sufficient grounds for spelling out the components of their meaning. Taking these factors into consideration, the componential analysis of these lexical items was
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formulated.

In the above set, the lexical items MUJAHID "crusader" and DAHSHAT GARD "terrorist" stand poles apart in terms of their semantic features. It can be easily ascertained through a glimpse of their componential features. While a DAHSHAT GARD "terrorist" is a barbaric person bent upon destruction, arson, loot, etc., a MUJAHID "crusader" is a pious and justice-loving person fighting for a noble cause. The componential analysis of the two words portrays entirely different components of the two words with nothing in common. In contrast, their semantic features stand in full opposition to each other. The lexical item DAHSHAT GARD "terrorist" contains extremely negative and obnoxious features like (+terrorist), (+extremist) (+ dreadful), etc., while MUJAHID "crusader" possesses the positive features of (+warrior for faith) (+crusader), etc. The componential analysis of these words certainly goes a long way in portraying the entirely opposite pictures of DAHSHAT GARD "terrorist" and MUJAHID "crusader". i.e., a negative one in the former and a positive one in the latter. Above all, the features (+crusader) (+fighter against infidels) and (+hero) are idiosyncratic only to MUJAHID "crusader".

The lexical items DAHSHAT PASAND "terrorist", INTIHA PASAND "extremist" and SHIDDAT PASAND "extremist" come in close approximation to DAHSHAT GARD "terrorist". All of them contain the
semantic features portraying the images of extremist, vehement and fear-producing persons with a terrorist colour. However, in case of terms SHIDDAT PASAND"extremist" and INTIHA PASAND"extremist", the features (+terrorist) is not obligatory as shown by a '±' sign. A person can be an extremist in his ideas and deeds but need not be a terrorist. It highlights the semantic range and semantic dimension of these two terms and clearly illustrates the difference between these two words and other words of the lexical set. Evidently, the items have more collocational dimensions than the terms DAHSHAT PASAND"terrorist" and DAHSHAT GARD"terrorist".

They are followed by the terms ASKARYAT PASAND"warrior", JANGJU"fighter" and MILITANT"militant". Out of them, the latter has been borrowed into Urdu news media from English language. As such, its components were formulated keeping in view its status in Urdu and not in English. The three words share the semantic feature (+Warrior). However, it differs from the semantic feature of MUJAHID"crusader" where it is (+warrior for the faith). The componential analysis of JANGJU"fighter" portrays the picture of a contentious and quarrelsome person. The features (+quarrelsome) and (+contentious) can be ascribed to any person, which lends the term JANGJU"fighter" a more neutral colour than other lexical items of this set, which portray negative image of a terrorist. Similarly, the semantic features of ASKARYAT
PASAND "warrior" show the inclination of a person towards weaponry and can be used for both army personnel and terrorists. It is also a mild word as compared to above mentioned words. It will not be out of place to mention that both these terms JANGJI "figher" and ASKARYAT PASAND "warrior" are in frequent use in Urdu newspapers of Kashmir valley, which is sufficient to show the conditions they work in. It is clear that they choose to play safe by utilizing these mild and moderate words. Lastly, the analysis ends up in the word 'MILITANT' which is used for an extremist person. But as its features reveal, it is surely more mild than the word DAHSHAT GARD "terrorist". As such the word is also used very widely.

As is evident from the above discussion, the componential analysis is a useful method for establishing the resemblances and differences between pairs of words. The semantic resemblances and differences provide a fruitful yardstick to gauge the semantic ranges of these lexical items. Consider the following pairs of words and their componential analysis:

(a) GAMSAN : Adj. (+battle) (+crowd) (+engagement) (+full of arrogance) (+forceful)

ZORDAR : Adj. (+forceful) (+strong) (+powerful) (+robust)
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(b) AZAYIM

: Noun (+purpose) (+resolution)
   (+intention) (+will) (+desire)

IRADE

: Noun (+desire) (+intention)
   (+will) (+plan)

(c) SARKAR

: Noun (+government) (+lord)
   (+court) (+judiciary)
   (+dominion) [+A title showing respect to a person present or absent]

HAKUMAT

: Noun (+government)
   (+authority) (+sovereignty)
   (+dominion) (+power)
   (+choice) (+option)
   (+oppression) (+compulsion)

(d) TAYYARA

: Noun (+aeroplane) (+airship)

JAHAZ

: Noun (+ship) (+big boat)
   (+aeroplane) (+very big) (+very wide) (+Big ship used for carrying trade material and used for travel in sea)

(e) MAIYAR

: Noun (+standard)
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While going through the componental features of these terms, their semantic domains get clearly highlighted and the resemblances and differences between them come to the fore. To vindicate this claim, the pairs will be studied one by one.

(a). **GAMSAN : ZORDAR**

In this set, the items GAMSAN"severe" and ZORDAR"strong, powerful" come under scrutiny. As is clear from their componental analysis, the two words do not possess many features in common. It is the semantic feature (+forceful) which has lended them sort of synonymy.

The semantic features (+battle) (+crowd) (+engagement) (+full of arrogance) are lacking in the lexical item ZORDAR"strong, powerful". These features are sufficient to determine the semantic range of GAMSAN"severe". It becomes clear that the word GAMSAN"severe" is particularly used in the context of war or fighting. It has been rightly used by Qaumi Awaz (Nov. 2, 1995) in the following manner:

**SRI LANKA MEN GAMSAN KI JANG HO RAHI HAI**

"In Sri Lanka heavy fighting is going on".
It is clear from the above discussion that the word GAMSAN "severe" has a collocational affinity with the Urdu words for war, i.e., LADAYI "fight, war" or JANG "war, battle". Its semantic features clearly portray that the lexical item is used to sketch the intensity of war.

In contrast to this, the componential analysis of the word ZORDAR "strong, powerful" contains, in addition to (+forceful), the semantic features of (+strong), (+powerful) and (+robust). These features provide a clear picture of the semantic domain of the word ZORDAR "strong, powerful", which clearly is more wider and broader than that of the word GAMSAN "severe". Through the word ZORDAR "strong, powerful", the intensity and vigorousness of something gets highlighted, as can be shown through the way it has been used by HIND SAMACHAR in the following sentence:

SRI LANKA MEN ZORDAR LADAYI
"Heavy fighting in Sri Lanka".

(Hind Samachar. Nov. 2, 1995)

The word ZORDAR "strong, powerful" can collocate with a variety of words, serving as an adjective to indicate forcefulness, powerfulness, intensity and vigorousness of, for example, rain, kick, etc., as in:

ZORDAR BARISH (HO RAHI HAI) "heavy rain (is falling)"
ZORDAR MUKKA "powerful/forceful punch".
(b). AZAYIM and IRADE

Both the words under study are nouns and share many semantic features in common. The semantic features (+will), (+desire), (+intention), (+resolution) describe the semantic shades of the two items. It is indicative of the contextual and collocational affinity of the two items. Practically also, the two words are used almost in same sense such as:

NAPAK AZAYIM: NAPAK IRADE "bad intentions"
NEK AZAYIM: NEK IRADE "good intentions"

It follows that the two words possess synonymy to a great extent and have almost identical semantic ranges.

(c). SARKAR and HAKUMAT

In this set, the words SARKAR "government" and HAKUMAT "government" are encountered. The two words are mostly used interchangeably. However, the componential analysis of the two items reveals some interesting facts. It is the features (+government), (+dominion) and (+judiciary) which are shared by both lexical items and brings the two terms in the same lexical set. However, the other components demarcate the fields of the two words. In SARKAR "government", the feature of (+lord) indicates that it can be used for a high-status person like a king, minister, director, etc. The
idiosyncratic feature of the word SARKAR "government", namely. [+A title showing respect to a person, present or absent] provides the proof in this regard. That is, the word is also used by the subordinates to refer to or address their superordinates. It means that it is a lexical marker of power-solidarity relationship.

In case of HAKUMAT "government", the semantic features (+government), (+authority), (+dominion) suffice to bring the word closer to the notion of (democratic) government in the present context. However, the features (+oppression) and (+compulsion), which are idiosyncratic to HAKUMAT "government" point towards the origin of the word, i.e., HUKUM "order".

The semantic features of both HAKUMAT "government" and SARKAR "government" trace the lexical and semantic fields of the two words, where both the items can be used in the same context:

MARKAZI HAKUMAT : MARKAZI SARKAR "central government"

RIYASTI HAKUMAT : RIYASTI SARKAR "state government"

However, the word SARKAR "government" can also be used as under:

SARKAR AAJ NAHIN AYE "Sir/Lord didn't come today"

NAHIN SARKAR "No, Sir"
while as *HAKUMAT AAJ NAHIN AYE"the government didn't come today" and *NAHIN HAKUMAT"no, government" will be ungrammatical.

(d). TAYYARA and JAHAZ

In this set the words TAYYARA"aeroplane" and JAHAZ"aeroplane, ship" have found place. A cursory glance at the semantic features of the two words is enough to visualize the resemblances and differences between these words. As is clear, the word 'TAYYARA' contains the features (+aeroplane) and (+airship) which depict what kind of ship it is. Naturally, the semantic range of the word appears very much narrow as compared to the word 'JAHAZ' which has in addition to (±aeroplane), the features (+ship), (+big boat), etc., which clearly shows that it can be both an aeroplane or a ship. The semantic range of the lexical item has not been narrowed as compared to 'TAYYARA'. It is only the context 'JANGI JAHAZ' and 'JANGI TAYYARE' which has brought the two words in the same lexical set.

(e). MAIYAR and KASWATI

In the last set, the words MAIYAR"standard" and KASWATI"touchstone" are found. The semantic features of MAIYAR"standard" and KASWATI"touchstone" are almost identical. Both words possess almost the same range and are used in an identical manner.
The lexical diversity of Urdu news media owes much to synonymy. Urdu news media is full of synonymous lexical items where varying degrees of synonymy are involved. Componential analysis plays a crucial role in establishing the synonymous words and degrees of synonymy. Consider the following set of words with their componential analysis:

SHADID : Adj. (+strong) (+difficult)
(+vigorous) (+painful) (+grievous)
(+harsh) (+atrocious) (+violent)
(+vehement) (+intense)

ZABARDAST : Adj. (+strong) (+powerful)
(+vigorous) (+handsome) (+tyrant)
(+oppressor) (+very big) (+intense)

KHOFNAK : Adj. (+frightful) (+terrifying)
(+terrorful)

In the above lexical set, the first two items i.e. SHADID "severe" and ZABARDAST "powerful, dominant" possess more synonymy with each other than with the last word, namely, KHOFNAK "fearful". In SHADID "severe" and ZABARDAST "powerful", the semantic features (+strong), (+vigorous) and (+intense) lend the two items synonymy to some extent. However, the degree of synonymy being less, the two terms cannot be termed as total or absolute synonyms. It is under the looser
interpretation of synonymy that the two words put up. However, the idiosyncratic features of the two lexical items, i.e., the features which are not shared by the two lexical items with each other set them apart on the scale of synonymy. Still, in the presence of the shared features the two words help themselves to be grouped under the label of 'cognitive synonyms'.

In contrast to ZABARDAST"powerful" and SHADID"severe", the lexical item KHOFNAK"fearful" does not share any semantic feature with any of the above two words. That is, it holds an extreme point and as such can't be grouped under the title of synonymy with any of the two words. However, the word KHOFNAK"fearful" has been rendered synonymous to the word ZABARDAST"powerful" due to its contextual use, as can be shown by the news items in which the two words have been used by news editors:

CONNAUGHT PLACE MEN ZABARDAST BAM DHAMAKA
"Powerful blast in Connaught Place". (Qaumi Awaz. Nov. 22, 1995).

DILLI MEN KHOFNAK DHAMAKE SE TIS SE ZAYID AFRAD ZAKHMI
In case of the latter news item, the news editor has successfully exploited the emotive value of the term KHOFNAK "fearful". Compared to ZABARDAST "powerful", KHOFNAK "fearful" has more emotive value and is also capable of portraying the intensity of the bomb blast.

In contrast to the words of the above discussed set, the lexical items NAPAK "impure" and BURA "bad" possess more synonymy as can be seen from their semantic features:

NAPAK : Adj. (-pure) (+dirty) (+foul) (-decent) (+filthy)

BURA : Adj. (+bad) (+evil) (+ugly) (+worthless) (+foul)
 (+filthy) (+vicious) (+wicked)

The close degree of synonymy explains the approximation of the collocational setting of the two lexical items.

As is evident, the lexical items vary according to their degree of synonymy and in some cases the lexical items come too close to share total synonymy. The componential features of MAIYAR "standard" and KASWATI "touchstone" will illustrate the point:

MAIYAR : Noun (+standard) (+touchstone) (+test) (+syllabus) (+trial)

KASWATI : Noun (+touchstone) (+assay) (+criterion) (+test) (+trial)
The two lexical items share most of the features with each other and as such come to possess close shades of meaning, bringing them closer on the synonymy scale.

While analyzing the lexical diversity of Urdu news media one point was frequently noted. At many places, the Urdu news editors have used translation equivalents of Urdu words from English to convey their messages. The media is full of such examples as:

JANGJU : DAHSHAT GARD : MILITANT

IJLAS : SESSION

KHUD MUKHTARI : AUTONOMY

MORCHE : BUNKER

AWAZ : CALL, etc.

The news editors have utilized these translation equivalents to fulfil their communicative needs. However, it does not mean that the semantic description of these translation equivalents must necessarily be same as that of the original words of Urdu, as can be seen by going through the semantic features of below given sets:

(a) MILITANT : Noun (+warrior) (+extremist)

(+quarrelsome) (+terrorist)

JANGJU : Adj. (+contentions) (+quarrelsome)
(b) SESSION : Noun (+meeting of court, parliament or council). (+activity period) (+academic term)

IILAS : Noun (+meeting) (+assembly) (+session) (+court)

(c) CALL : Verb (+name) (+shout) (+visit) (+telephone) (+cry of an animal/bird) (+awaken) (+demand)

AWAZ : Noun (+sound) (+voice) (+ringing)

(d) MORCHA : Noun (+fortification) (+fence) (+moat) (+a kind of ditch)

BUNKER : Noun (+storage container) (+container) (+underground shelter) (+sandy hollow on a golf course).

However, in such cases, in Ruqaya Hassan's terms 'partial overlap of meaning is sufficient'.

It will not be out of place to mention that the rich variety of synonymy existing in Urdu news media owes to the fact that Urdu has borrowed heavily from different sources like Persian, Arabic, Sanskrit,
etc. Hence, for the same concept or referent, we may find different words owing their origin to different languages. For example, the word SARKAR "government" has Persian origin while HAKUMAT "government" has Arabic origin. Consider other examples:

- BURA (Hindi) : NAPAK (Persian)
- GAMSAN (Hindi) : Zordar (Persian)
- KASWATI (Hindi) : MAIYAR (Arabic)

In present times also, the borrowing continues and words from English and Hindi, besides Persian and Arabic, regularly come into Urdu.

3.1.4. Conclusion

It follows from the whole discussion that componential analysis serves as crucial means in case of lexical diversity. It serves as a yardstick to establish synonymous words and goes a long way in establishing the degree of synonymy between diverse lexical items. It also pinpoints the emotive values of synonymous lexical items.

Through componential analysis the semantic ranges of lexical items get clearly demarcated. This feature provides the basis for use of lexical items in varying contexts. As found earlier, it is the semantic range of the words SARKAR "government" and
HAKUMAT "government" which allows and restricts the possible use and combination of these words in different environments. To make the point more clear. Consider the following lexical items along with their semantic features:

TAZIYAT: Noun (+condolence) (+lamentation) (+sorrow) [expression of sympathy with a bereaved family]

IZHAR-E-AFSOOS: Adv. (+expression of sorrow)

As is clear, both TAZIYAT "condolence" and IZHAR-E-AFSOOS "expression of sorrow" are words related to the expression of sorrow. However, as is evident from the componential analysis, the expression IZHAR-E-AFSOOS "expression of sorrow" possesses more range than the term TAZIYAT "condolence". In case of former, the feature (+expression of sorrow) leaves the lexical item wide open and it can be used in any context. As far as the idiosyncratic features of TAZIYAT "condolence", i.e., (+condolence) (+expression of sympathy with a bereaved family) are concerned, they portray the comparatively narrow semantic range of word TAZIYAT "condolence".

As follows, the componential analysis serves as a means of describing the similarities and differences between diverse lexical items. It helps in determining the semantic shades possessed by these lexical
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Items which are very crucial to the news editor.

It follows from the above discussion that news editors are very selective in the selection of lexical items for their news items. The news editor keenly ascertains the different shades of a lexical item, its semantic range and the collocational possibilities. It is only after thoroughly weighing the pros and cons of a lexical item that the news editors select it for their purpose.

In the backdrop of the above discussion, we can conclude that lexical items possess certain semantic ranges and their use is bound to affect the quality and potential of messages.

3.2. SEMANTIC DIFFERENTIAL

This section deals with the analysis of word meaning through semantic differentials. It is an attempt to discover and locate the responses a lexical item creates in a receiver's mind, and the attitude is measured on semantic differential scale, which will be dealt with in the following pages.

3.2.1. Semantic Differential: An Introduction

Osgood et.al. (1957) define semantic differential as. "The semantic differential is essentially a combination of controlled association and scaling procedures. We provide the subject with a concept to be differentiated and a set of bipolar adjectival scales against
which to do it, his only task being to indicate, for each item (pairing of a concept with a scale), the direction of his association and its intensity on a seven-step scale. The crux of the method, of course, lies in selecting the sample of descriptive polar terms. Ideally, the sample should be as representative as possible of all the ways in which meaningful judgements can vary, and yet be small enough in size to be efficient in practice. In other words, from the myriad linguistic and non-linguistic behaviours mediated by symbolic processes, we select a small but carefully devised sample, a sample which we shall try to demonstrate is chiefly indicative of the ways that meanings vary, and largely insensitive to other sources of variation."

The semantic differential describes meaning in terms of a set of orthogonal factors. It is essentially a combination of controlled association and scaling procedures. The subject is provided with a concept and a set of bipolar adjectival scales. The concept is to be differentiated against these scales. It means that it involves pairing of a concept with a scale. The task for the subject is to indicate, for each item, the direction of his association and its intensity on a seven-step scale. A small but carefully devised sample is selected which is chiefly indicative of the ways in which meanings vary. Consider the following example :-
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FATHER

happy


hard


slow


Here the concept of father has been elucidated using the semantic differential method. The 'cross' (X) signs represent the features the word or concept 'FATHER' creates in the mind of the subject.

Each judgement represents a selection among a set of given alternatives and it serves to localize the concept at a point in the semantic space. The larger the number of scales, the more validly does this point in the space represent the operational meaning of the concept. The semantic differentiation, therefore, means the allocation of a concept to a point in the multidimensional semantic space, by selection from among a set of given scaled semantic alternatives.

It was from Theodore Karwoski and Henry Odbert's research on 'Synthesia' at Dartmouth College from which the notion of using polar adjectives to define the termini of semantic dimensions grew. Synthesia has been defined by Warren in his 'Dictionary of Psychology' (1934) as "a phenomenon characterizing the experiences of certain individuals, in which certain sensations belonging to one sense or mode attach to certain sensations of another group and appear regularly whenever a stimulus of
the latter type occurs."

The series of researches by Karwoski, Odbert and their associates related synesthesia to thinking and language in general. Colour-music synesthesia was reported by Karwoski and Odbert (1938) as being regularly indulged in by as many as 13 per cent of Dartmouth College students, often as a means of enriching their enjoyment of music. A much larger number reported that they had such experiences occasionally.

A more analytic research on the interrelationships among colour, mood and musical instruments was carried out by Odbert, Karwoski and Eckerson (1942). In this research, subjects first listened to ten short excerpts from classical selections and indicated their dominant moods by checking sets of adjectives arranged in a mood circle. On a second hearing they gave the names of colours that seemed appropriate to the music. The colours were found to follow the moods created by music. On this scale, Delius's 'On Hearing the First Cuckoo in Spring' was judged leisurely in mood and predominantly green in colour while a portion of Wagner's 'Rienzi Overture' was judged as exciting or vigorous in mood and predominantly red in colour. Another group of subjects was merely shown the mood adjectives without any musical stimulation and asked to select appropriate colours. It was found that more consistent relations between colours and moods appeared.
These results are indicative of the fact that several modalities, visual, auditory, emotional and verbal may have shared significances or meanings. Further experiments with even simpler stimuli by Karwoski, Odbert and Osgood (1942) indicated that such equivalences across modalities show continuity along dimensions of experience. In one study complex synesthetes drew pictures to represent what they visualized when simple melodic sequences were played by a single instrument. C.E. Osgood studied anthropological field reports on five widely separated primitive cultures — Aztec and Pueblo Indian, Australian Bushman, Siberian Aborigine, Negro (Uganda Protectorate) and Malayan — with the purpose of obtaining evidence on semantic parallelism. He found the generality of certain relationships quite striking. For example, 'good' things like (good) gods, places, social positions, etc., were almost always 'up' and 'light' (white) while as 'bad' things were down and dark (black).

Stagner and Osgood (1946) adopted this method for measuring social stereotypes and also made explicit the notion of a continuum between the polar terms, by using such terms to define the ends of seven-step scales. They devised a set of scales to determine the profiles of various social stereotypes, such as PACIFIST, RUSSIA, DICTATOR and NEUTRALITY. Many groups of people were tested throughout the period of United State's gradual involvement in World War II. The
method was used to record the changing structure of the social stereotypes. That is, they attempted to see into the changes in the meanings of these social signs in the period of war.

It was in 1950's that Osgood and his followers elaborated the research on above lines and devised the notion of semantic differential.

3.2.2. Osgood's Concept of Semantic Differential

Osgood and his colleagues present an excellent example of those who view meaning as an internal mediating process. In their words, "......the meaning of a sign was identified as a representational mediation process — representational by virtue of comprising some portion of the total behaviour elicited by the significate and mediating because this process, as a kind of self-stimulation, serves to elicit overt behaviours, both linguistic and non-linguistic, that are appropriate to the things signified". (Osgood, et al., 1957). In their attempt to establish concrete ways of measuring such internal processes. Osgood and his colleagues developed a measuring device called the 'semantic differential'. Essentially, the semantic differential represents an approach to the investigation of the connotative aspects of meaning. Denotative meaning refers to the object or objects for which a word/sign stands for while as connotative meaning takes into account the attitudes and emotional reaction of speakers.
Lexical Diversity and the Concepts of Semantic Differential and Componential Analysis

Chapter - 3

Osgood and his colleagues have themselves labelled the meaning which they analyzed as "a strictly phonological one: those cognitive states of human language users which are necessary antecedent conditions for selective encoding of lexical signs and necessary subsequent conditions in selective decoding of lexical signs in messages." (Osgood et. al., 1957).

The semantic differential is consistent with Osgood's efforts to answer objections to the learning theories which are behaviouristic in nature. The behaviourists, especially Skinner's functional analysis, categorically denounce any mentalistic considerations in dealing with meaning, for they do not fit in their model of stimulus - response relationships and the concepts of reinforcement, extinction and so on. On the contrary, Osgood admits mentalistic considerations and holds the view that meanings are the central mediating processes between the word and any possible external related behaviours. In such cases, the meaning of a given item is considered as an internalized subset of the total behaviour repertoire for that item. Thus, for Osgood, meaning is an acquired entity, and the way in which it is acquired is a reflection of the process of conditioning. However, this is not the conditioning as is encountered in behaviouristic models. It is a type of conditioning which is more like the unobservable response that a stimulus might elicit from the central nervous system — quiet and covert but nevertheless real and
present. Meaning, thus, serves as the breaking point between the stimulus itself and the response behaviour it might have been associated with, in more classical terms. In this view, it is the partial response to the item or experience which is conditioned and this partial reaction is attached to and becomes the meaning of the word for the item or experience. Such reactions are thus the responses, yet they can become stimuli in their own right. As a result they act in two manners: as the reactions of the speakers to linguistic events and as a spur to other kinds of behaviour in response to the reaction aroused by the initial utterance of the word. Meaning is thus an intermediate stage or, in Osgood's terms 'the mediator'.

The mediating processes here are of a more subtle nature which take shape as the mental reaction that speakers have to the words they acquire. The problem here is individual-centred as it is the individual which acquires the words along with their internalized values. The dimensions of meaning which a word acquires also depend upon different kinds of experiences of the individual. To tap this load of meaning, Osgood et al. proposed a sample device, i.e., semantic differential.

The semantic differential is a convenient measuring device. It is objective and offers easy data-gathering methods, straightforward tabulation methods and the possibility of comparative profiles. It is a general way of getting at a certain type of information and is a highly
generalizable technique of measurement which can be applied to
different kinds of research problems. There are no standard concepts and
no standard scales. The selection of the concepts and the scales depends
upon the purpose of the research. Standardization. and hence
comparability. lies in the allocation of concepts to a common semantic
space defined by a common set of general factors. despite variability in
the particular concepts and scales employed.

Subjects are presented with a word or concept and asked to record
their judgement of that item along a seven-point scale. The scales
represent a number of continua that Osgood and his colleagues have
found to be reliable indicators of such meaning approaches. The continua
or factors are usually three in number. The first one is the evaluative
dimension and consists of scales such as: good-bad, beautiful-ugly,
sweet-sour, clean-dirty, valuable-worthless, kind-cruel, sweet-bitter,
pleasant-unpleasant, happy-sad, fair-unfair, sacred-profane and so on.
The scales in this dimension are purely evaluative.

The second dimension is known as the potency dimension and is
shown by such oppositions as large-small, strong-weak, heavy-light,
hard-soft and many others. The third one is called the activity dimension
which contains oppositions such as fast-slow, active-passive, sharp-
dull, etc. The activity variable is related to physical sharpness or
quickness. There are several possible dimensions and many scales can be
developed in consonance with the nature and purpose of the research work. However, it has been found that the three scales of evaluation, potency and activity are sufficient to account for the meanings of most of the words.

In the seven-step scales, two opposite and bipolar adjectives are selected on two poles. The seven steps are graded by using quantifiers like 'extremely', 'quite' and 'slightly'. In this way, three scales are used in positive responses with variation of degree and three are used to convey negative responses again with a comparative order. The middle one stands for neutrality. Consider the following scale using the adjectives good-bad:

\[
good \quad - - : - - : - - : - - : - - : - - : - - : bad.
\]

Thus, using the above-mentioned quantifiers, the subject has the following respective options (from left to right):

- extremely good
- quite good
- slightly good
- neutral remark
- slightly bad
- quite bad
- extremely bad.

The seven steps are also sometimes represented in mathematical signs as $1, 2, 3, 4, \ldots \ldots \ldots \ldots 7$

or $-3, -2, -1, 0, +1, +2, +3$.

In the selection of scales, certain points are to be taken care of. For
example, the scale being selected must be relevant to the concept being judged. For example, in judging a concept like CHIEF JUSTICE, an evaluative scale like beautiful-ugly may be comparatively irrelevant while another scale like fair-unfair may be highly relevant.

Using the procedure of semantic differential, subjects are requested to mark their impressions of a word or concept on the seven point scale. The marking on the scale depends upon the way subjects view the concept and the impressions and experiences regarding the concept in his mind. The subject has to select from the seven options on different scales of evaluation, potency and activity. In the semantic differential technique, each item (pairing of a specific concept with a specific scale) presents the following situation.

CONCEPT

<table>
<thead>
<tr>
<th>Polar term A</th>
<th>+3</th>
<th>+2</th>
<th>+1</th>
<th>0</th>
<th>-1</th>
<th>-2</th>
<th>-3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

in which the scale positions are already defined for the subject as:

(+3) and (1) extremely A
(+2) and (2) quite A
(+1) and (3) slightly A
(0) and (4) neither A nor B: equally A and B

(-3) and (7) extremely B
(-2) and (6) quite B
(-1) and (5) slightly B
Consider the word 'mother' along with various scales as under:

**MOTHER**

<table>
<thead>
<tr>
<th>good</th>
<th>—</th>
<th>— : —</th>
<th>— : —</th>
<th>—</th>
<th>—</th>
<th>—</th>
<th>bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>weak</td>
<td>— : —</td>
<td>— : —</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>strong</td>
<td></td>
</tr>
<tr>
<td>active</td>
<td>— : —</td>
<td>— : —</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td>passive, etc.</td>
<td></td>
</tr>
</tbody>
</table>

(Taken from Kess. 1976)

Take, for instance, the evaluative scale of good-bad. Here, seven options lie in the hands of the subject. That is, he has to choose from extremely good, quite good, slightly good, neutral, slightly bad, quite bad, extremely bad. Now, it depends on the subject that how he views the concept 'mother' and, accordingly, he will mark on this and other scales.

It gives a clear picture of the usefulness of such a measuring device and its easy applicability to a variety of situations to elicit the attitudes and responses of receivers/subjects regarding different concepts. Once the oppositions get tabulated, one can easily locate the particular meaning of a specific word, concept or experience on a semantic space, determined by the three dimensions of evaluation, potency and activity.
The method can also be used to find out reactions of different groups to different words, which can serve as an indication of their attitude towards the particular concept. It can also be used in measuring evaluative use of different dialect varieties - that is, the assessment of the differences between one group's reactions and another's.

Since the appearance of semantic differential technique in the early 1950's, it has been used in a variety of situations and for a variety of purposes. Here, it will be used to analyze the message effectiveness of diverse lexical items used in Urdu news media.

3.2.3. Semantic Differential Analysis of Selected Lexical Items of Urdu News Media

It follows from the earlier discussions that semantic differential is a useful method of eliciting the responses of the subjects regarding a word or a concept. Through this method one comes to know about their attitudes regarding a particular concept.

The semantic differential method has been applied in a variety of fields. In the pages to follow, it will be employed in tracing out the responses of subjects regarding certain words, which have been selected from Urdu news media.

The semantic differential is proposed as an index of certain aspects of meaning, particularly, connotative aspects. In human communication, meaning is critically involved at both the initiation (the
intentions being encoded by the source) and the termination (the significances being received by the receiver) of any communicative act. Most often the researcher will be interested in the significances derived from messages by receivers, i.e., effect studies. In the present study also such effect studies will be taken care of. As is a known fact, the modern communication network, electronic as well as print, plays a vital role in the present day world. Media has been employed as an effective tool in serving the purposes and goals of the nations of the world. It has played a pivotal role in the foreign policies of the world nations. In nutshell, media is a highly manipulative device for effecting the changes in attitudes of its consumers.

In case of news media, language plays a prominent role in propagating a certain message and for this purpose news editors have to rely heavily on the lexical resources. The lexical items are carefully selected to suit the purpose of the news editors. In this selection, the news editors weigh the different pros and cons of the selected item. He thoroughly observes its semantic range and takes care of its connotative aspects.

In the current study, selected lexical items denoting certain concepts were used for analysis through the semantic differential approach so that the attitudes and reactions of the subjects come to the fore, which will help in gauging the effects of these items on news-
consumers in Urdu news media. A selected sample of lexical items was chosen to prevent the extra length of the current study.

The research work was conducted in the campus of Aligarh Muslim University, Aligarh. It was a suitable place for such kind of research as it provided the requisite diversity (among students) needed for the study. In the campus, one can easily find students of different parts of the country, as also the world. For the present study, a sample of 200 students was selected which belonged to different regional and cultural backgrounds. On the educational basis subjects included students ranging from 10th class to Ph.D. class.

The subjects were provided with the selected lexical items alongwith the seven-step scales. Different scales were selected according to the evaluative, potency and activity dimensions. The seven steps were framed using the quantifiers 'extremely', 'quite' and 'slightly' on a bipolar adjectival scale. The subjects were asked to mark steps of their choice. (For details see Appendix-I).

3.2.3.1. Discussion and Results

In this experiment, subjects were provided with various lexical sets. In the first instance, subjects were furnished the lexical set comprising of the words: MUJAHID"crusader", DAHSHAT GARD"terrorist" and JANGJU"fighter". Here, the subjects were asked to
mark on anyone of the seven steps on the semantic differential scale. Various scales were set up for the above mentioned lexical set. The responses of the subjects were later on compared and scrutinized which revealed interesting results, the description of which follows.

The responses received in case of the word MUJAHID"crusader" are tabulated in Table 3.1.

Description of the Table

The figures of the above table portrays the evaluation of the word MUJAHID"warrior" by the respondents. As is evident from the table, majority of respondents have evaluated the word very positively. In most of the cases, the positive rating has been marked by using the quantifiers 'extremely' and 'quite'. It reveals the positive attitude of the respondents towards this word. On the adjectival scale 'good-bad', 80% respondents have treated it as 'extremely good', 10% respondents marked it as 'quite good' while as 4% respondents have ranked it as 'slightly good'. It means that 94% of the total respondents have treated the word MUJAHID"crusader" very positively on this scale. In case of the remaining 6% respondents, 4% respondents treat it as 'slightly bad' while as 2% responses are in neutral direction. It follows that a negligible number of responses go against it. Similarly, on the 'human-inhuman' bipolar scale, 16% respondents treat it as 'extremely human', 43.5% and
### TABLE 3.1

**Number and Percentage of the Responses elicited in case of the word MUJAHID**

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>good-bad</th>
<th>human-inhuman</th>
<th>just-unjust</th>
<th>honoured-hated</th>
<th>warrior-coward</th>
<th>peaceful-belligerent</th>
<th>non-extremist-extremist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
</tr>
<tr>
<td>-3</td>
<td>160 80</td>
<td>32 16</td>
<td>89 44.5</td>
<td>60 30</td>
<td>20 10</td>
<td>12 6</td>
<td>38 19</td>
</tr>
<tr>
<td>+2</td>
<td>20 10</td>
<td>87 43.5</td>
<td>83 41.5</td>
<td>50 25</td>
<td>110 55</td>
<td>85 42.5</td>
<td>94 47</td>
</tr>
<tr>
<td>+1</td>
<td>8 4</td>
<td>28 14</td>
<td>16 8</td>
<td>60 30</td>
<td>30 15</td>
<td>40 20</td>
<td>33 16.5</td>
</tr>
<tr>
<td>Quantifiers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0</td>
<td>4 2</td>
<td>29 14.5</td>
<td>6 3</td>
<td>20 10</td>
<td>16 8</td>
<td>31 15.5</td>
<td>20 10</td>
</tr>
<tr>
<td>-1</td>
<td>8 4</td>
<td>18 9</td>
<td>6 3</td>
<td>10 5</td>
<td>16 8</td>
<td>21 10.5</td>
<td>7 3.5</td>
</tr>
<tr>
<td>-2</td>
<td>- -</td>
<td>6 3</td>
<td>- -</td>
<td>- -</td>
<td>8 4</td>
<td>11 5.5</td>
<td>8 4</td>
</tr>
<tr>
<td>-3</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td>Total</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
</tr>
</tbody>
</table>

**Note:** In case of all tabular representations the '+' and '-' signs, respectively indicate positive and negative responses, respectively, on the adjectival scale with integers devoting the quantifiers used, where 3 denotes 'extremely' and 2 and 1 stand for 'quite' and 'slightly', respectively.
Percentage of the Responses Elicited in Case of the Word MUJAHID

Figure - 3.1
14% respondents treat it as 'quite human' and 'slightly human', respectively. 12% responses treat the word negatively with 9% respondents ranking it as 'slightly inhuman' and 3% respondents treating it as 'quite inhuman'. The percentage of neutral responses, on this scale, is 14.5%. The 'just-unjust' bipolar adjectival scale has also elicited almost similar responses with 44.5% and 41.5% respondents ranking the word as 'extremely just' and 'quite just', respectively. 8% respondents have evaluated MUJAHID"crusader" as 'slightly just' while as 3% responses go each to 'neutral' and 'slightly unjust' scale. The responses on the 'honoured-hated' adjectival scale have got 30% respondents ranking the word on 'extremely honoured' variable and 25% and 30% respondents ranking it on 'quite honoured' and 'slightly honoured' variables, respectively. 10% respondents stood neutral on this scale while as 5% respondents treated it as 'slightly hated'. The 'warrior-coward' bipolar scale revealed that majority of the respondents ranked MUJAHID"crusader" positively as a warrior with 10%. 55% and 15% respondents using the quantifiers 'extremely', 'quite' and 'slightly', respectively. 8% respondents stood neutral on this scale. However, 8% and 4% respondents have treated the word on the variable 'coward' using the quantifiers 'slightly' and 'quite' respectively. It was found that on the 'peaceful-belligerent' scale, 6%, 42.5% and 20% respondents have ranked MUJAHID"crusader" as 'extremely peaceful', 'quite peaceful'
and 'slightly peaceful', respectively. 15.5% respondents showed neutral responses while as 10.5% and 5.5% respondents evaluated MUJAHID"crusader" as 'slightly belligerent' and 'quite belligerent', respectively. Similarly, the figures of the 'non-extremist—extremist' scale indicate that 19% respondents have evaluated MUJAHID"crusader" on 'extremely non-extremist' variable. The 'quite non-extremist' and 'slightly non-extremist' variables have been marked by 47% and 16.5% respondents, respectively. 3.5% and 4% respondents have ranked it on the variables 'slightly extremist' and 'quite extremist', respectively, while as 10% respondents opted for neutral variable. The above facts and figures clearly illustrate that the word MUJAHID"crusader" has been ranked quite positively. In comparison to the positive responses, which the word has evoked, the negative responses do not stand anywhere.

In nutshell, it can be said that the responses and attitudes created by the word MUJAHID"crusader" are extremely positive. A MUJAHID"crusader" is viewed by subjects as a person who is extremely good, quite humane, extremely just and honoured. On the extremist—non-extremist scale, he is mostly regarded as a non-extremist. The negative responses do not point-out many weak points in a MUJAHID"crusader". It needs to be mentioned that not a single respondent has utilized the quantifier 'extremely' for a negative evaluation.
The second word provided in the first set was DAHSHAT GARD"terrorist". The responses for this word are given in Table 3.2.

Description of the Table

The facts and figures of the above table clearly indicate that the word DAHSHAT GARD"terrorist" has evoked negative responses in the subjects. Majority of the respondents have evaluated the word very negatively. On the scale 'good-bad', 68% respondents ranked it as 'extremely bad' while as 16% and 7% respondents ranked it as 'quite bad' and 'slightly bad', respectively. A negligible 4% respondents ranked it as 'slightly good' while as 5% respondents remained neutral in their evaluation. On the 'human-inhuman' scale, the 'extremely inhuman', 'quite inhuman' and 'slightly inhuman' variables have scored 64.5%, 20.5% and 10% responses, respectively. 1% and 4% respondents have ranked it on the 'slightly human' and 'neutral' variables, respectively. In case of the 'just—unjust' scale, DAHSHAT GARD"terrorist" has been regarded as 'extremely unjust', 'quite unjust' and 'slightly unjust' by 60%, 13% and 15% respondents, respectively. 7% respondents favoured the neutral scale while as 2% and 3% respondents evaluated the word on 'slightly just' and 'quite just' variables, respectively. The 'honoured-hated' scale has found 49%, 21% and 17% respondents ranking it on the 'extremely hated', 'quite hated' and 'slightly hated' variables, respectively. 6% responses went to the neutral scale while as 5% and 2%
### TABLE 3.2

**Number and Percentage of the Responses elicited in case of the word DAHSHAT GARD**

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>good-bad</th>
<th>human-inhuman</th>
<th>just-unjust</th>
<th>honoured-hated</th>
<th>warrior-coward</th>
<th>peaceful-belligerent</th>
<th>non-extremist—extremist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
</tr>
<tr>
<td><strong>+3</strong></td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>+2</strong></td>
<td>- -</td>
<td>- -</td>
<td>6 3 2 10 5 18 9 4 2</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>+1</strong></td>
<td>8 4 2 1 4 10 5</td>
<td>14 7 12 6 28 14 16 8 2 1</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>0</strong></td>
<td>10 5 8 4 14 7 12 6 28 14 16 8 2 8 4</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>-1</strong></td>
<td>14 7 20 10 30 15 34 17 46 23 22 11 8 4</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>-2</strong></td>
<td>32 16 41 20.5 26 13 42 21 38 19 48 24 44 22</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td><strong>-3</strong></td>
<td>136 68 12964.5 120 60 98 49 60 30 110 55 146 73</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
<td>- -</td>
</tr>
<tr>
<td>Total</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in Case of the Word DAISHIAT (GARD)

Figure - 3.2
respondents ranked it on 'slightly honoured' and 'quite honoured' variables, respectively. On the 'warrior-coward' adjectival scale, majority of respondents evaluated the word negatively with 30% respondents marking the 'extremely coward' variable. The 'quite coward' and 'slightly coward' variables have been marked by 19% and 23% respondents, respectively. 14% subjects showed neutral response on the 'warrior-coward' scale. A positive evaluation of the word has found 9% and 5% respondents ranking the word on the variables of 'slightly warrior' and 'quite warrior', respectively. In case of 'peaceful-belligerent scale, the word DAHSHAT GARD 'terrorist' has been rated as 'extremely belligerent', 'quite belligerent' and 'slightly belligerent' by 55%, 24% and 11% respondents, respectively. 8% respondents have voted on the neutral scale and a quite negligible 2% respondents have favoured the 'slightly peaceful' variable. On the 'non-extremist-extremist' scale, an overwhelming majority of 73% respondents have ranked the word on 'extremely extremist' variable. 22% and 4% respondents have evaluated it on 'quite extremist' and 'slightly extremist' variables. A minor 1% responses went to the neutral variable.

From the above facts and figures, it follows that a DAHSHAT GARD 'terrorist' is regarded as extremely bad, inhuman, extremist and hated person.
The other member of the set, i.e., JANGJU"fighter" got diverse responses which are presented in Table 3.3.

Description of the Table

As the table reveals, the word JANGJU"fighter" has received mixed-up responses. Here we find that the word has evoked both positive and negative responses on the differential scales. It is clear that the attitudes of the respondents are in a balanced direction with equal weightage on both positive and negative scales. On the 'good-bad' scale, almost equal responses are seen on the variables of 'good' and 'bad' with 48.5% respondents rating the word as 'good'. In this case, 5% respondents have used the quantifier 'extremely' while as 21% and 22.5% respondents have used the quantifiers 'quite' and 'slightly', respectively. In the negative direction, 2% respondents have evaluated the word as 'extremely bad' and 16.5% and 23% respondents have ranked it as 'quite bad' and 'slightly bad', respectively. That is, a total of 41.5% respondents have ranked JANGJU"fighter" in the negative direction. 10% respondents have shown neutral response. In case of 'human-inhuman' adjectival scale, the balance is tilted towards the negative direction, with 53% respondents evaluating the word negatively. Among these, 13% respondents regard JANGJU"fighter" as 'extremely inhuman' and 17% and 23% respondents view it as 'quite inhuman' and 'slightly inhuman', respectively. 14% responses expressed neutrality of opinion. In the
TABLE 3.3
Number and Percentage of the Responses elicited in case of the word JANGJU

<table>
<thead>
<tr>
<th>Bipolar Adjective Scale</th>
<th>good-bad</th>
<th>human-inhuman</th>
<th>just-unjust</th>
<th>honoured-hated</th>
<th>warrior-coward</th>
<th>peaceful-belligerent</th>
<th>non-extremist-extremist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
<td>No. %</td>
</tr>
<tr>
<td>+3</td>
<td>10 5</td>
<td>8 4</td>
<td>2 1</td>
<td>12 6</td>
<td>26 13</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>+2</td>
<td>42 21</td>
<td>10 5</td>
<td>26 13</td>
<td>11 5.5</td>
<td>46 23</td>
<td>10 5</td>
<td>6 3</td>
</tr>
<tr>
<td>+1</td>
<td>45 22.5</td>
<td>48 24</td>
<td>36 18</td>
<td>32 16</td>
<td>36 18</td>
<td>14 7</td>
<td>10 5</td>
</tr>
<tr>
<td>0</td>
<td>20 10</td>
<td>28 14</td>
<td>10 5</td>
<td>21 10.5</td>
<td>10 5</td>
<td>26 13</td>
<td>15 7.5</td>
</tr>
<tr>
<td>-1</td>
<td>46 23</td>
<td>46 23</td>
<td>34 17</td>
<td>46 23</td>
<td>22 11</td>
<td>53 26.5</td>
<td>58 29</td>
</tr>
<tr>
<td>-2</td>
<td>33 16.5</td>
<td>34 17</td>
<td>54 27</td>
<td>46 23</td>
<td>38 19</td>
<td>58 29</td>
<td>68 34</td>
</tr>
<tr>
<td>-3</td>
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<td>26 13</td>
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<td>32 16</td>
<td>22 11</td>
<td>39 19.5</td>
<td>43 21.5</td>
</tr>
<tr>
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<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
<td>200 100</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in Case of the Word JANGJU

Figure - 3.3
positive direction, 24% respondents recorded their responses on 'slightly human' variable while as 5% and 4% respondents expressed their responses on 'quite human' and extremely human variables, respectively. The 'just-unjust' scale has received 19%, 27% and 17% responses on the 'extremely unjust', 'quite unjust', and 'slightly unjust' variables, respectively. On the same scale, 18% respondents assess JANGJU"fighter" as 'slightly just' while as 13% and 1% respondents mark the variables 'quite just' and 'extremely just', respectively. 5% respondents have been neutral on this scale. On the 'honoured-hated' scale, the 'extremely hated', 'quite hated' and 'slightly hated' variables have been marked by 16%, 23% and 23% respondents, respectively, with 10.5% respondents opting for the 'neutral' variable. The variables, namely, 'slightly honoured', 'quite honoured' and 'extremely honoured' have been marked by 16%, 5.5% and 6% respondents, respectively. It is evident that, on this scale a total of 62% respondents evaluate the word negatively while as 27.5% rank it positively. The 'warrior-coward' scale has received 54% responses on the positive side and 41% and 5% responses on the negative and neutral direction. In the positive direction, the variables, namely, 'extremely warrior', 'quite warrior' and 'slightly warrior' have scored 13%, 23% and 18% responses, respectively. In the negative direction, 11% respondents ranked the word on 'slightly coward' variable while as 19% and 11% respondents have evaluated it on 'quite
coward' and 'extremely coward' variables, respectively. On the 'peaceful-belligerent' scale, majority of respondents, i.e., 75% respondents evaluated the word JANGJU"fighter" negatively with 19.5% and 29% respondents viewing it as 'extremely belligerent' and 'quite belligerent', respectively. Another 26.5% respondents have regarded it as 'slightly belligerent'. 13% respondents remained neutral while as a very less proportion of 7% and 5% respondents have ranked JANGJU"fighter" as 'slightly peaceful' and 'quite peaceful', respectively. Almost similar responses are found on the 'extremist—non-extremist' scale, in which case 21.5% respondents rank JANGJU"fighter" on the 'extremely extremist' variable. 34% and 29% respondents have ranked it on 'quite extremist' and 'slightly extremist' variables, respectively. It means that a majority of 84.5% respondents have assessed it negatively on this scale while as a minor 8% respondents ranked it positively. A negligible 7.5% respondents were neutral. It follows from the above facts and figures that JANGJU"fighter" has received moderate responses in comparison to the word DAHSHAT GARD"terrorist". It is clear that the word has evoked both positive and negative images in the respondents.

In the backdrop of the above discussions, it follows that the words of the first set, i.e., MUJAHID"crusader". DAHSHAT GARD"terrorist" and JANGJU"fighter" create diverse responses in the subjects. Although the words have almost the same referent, yet the
connotations associated with them have induced the subjects to evaluate them on different lines. The result is an eye-opener to throw light on the potentiality of lexical items in creating particular images in the audience. The words MUJAHID "crudader" and DAHSHAT GARD "terrorist" lie poles apart in terms of the responses of the subjects. The former succeeds in creating positive images while as the latter has a total negative image. The position of JANGJU "fighter" lies in the middle of these terms.

The other set of lexical items which was provided to the subjects consisted of the words: GATHGOD and MILLIBAGAT meaning "Coalition or tie-up". The scales, for this set, were framed keeping in view the collocational and contextual aspects of the items. In case of the word GATHGOD "coalition, tie-up", the elicited responses are produced in Table - 3.4.

Description of the Table

The chart demonstrates the responses of the subjects on the diverse scales. In case of 'good-bad' adjectival scale, the responses are found both in positive and negative directions. The 'extremely good', 'quite good' and 'slightly good' variables have been marked by 2.5%, 15% and 33.5% respondents, respectively. Similarly, the 'extremely bad', 'quite bad' and 'slightly bad' variables have recorded 3%, 11% and 21.5% responses, respectively. On this scale, 13.5% responses have gone to the 'neutral' column. In case of the 'sincere-expedient' scale, majority of
TABLE 3.4
Number and Percentage of the Responses elicited in case of the word GATHJOD

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>good—bad</th>
<th>sincere—expedient</th>
<th>fair—unfair</th>
<th>graceful—awkward</th>
<th>strong—weak</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>+3</td>
<td>5</td>
<td>2.5</td>
<td>8</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>+2</td>
<td>30</td>
<td>15</td>
<td>18</td>
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<td>14</td>
<td>7</td>
<td>22</td>
</tr>
<tr>
<td>-1</td>
<td>43</td>
<td>21.5</td>
<td>30</td>
<td>15</td>
<td>33</td>
</tr>
<tr>
<td>-2</td>
<td>22</td>
<td>11</td>
<td>58</td>
<td>29</td>
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</tr>
<tr>
<td>-3</td>
<td>6</td>
<td>3</td>
<td>34</td>
<td>17</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in
Case of the Word GATHJOI

Quantifiers
- good bad
- sincere expedient
- fair unfair
- graceful awkward
- strong weak

Figure - 3.4
respondents have treated GATHGOD"coalition, tie-up" as expedient with 17% respondents rating it as 'extremely expedient'. Besides, 29% and 15% respondents have rated this lexical item as 'quite expedient' and slightly expedient', respectively. On the other hand, 4% respondents treated GATHGOD"coalition, tie-up" as 'extremely sincere' while as 9% and 19% subjects regarded it as 'quite sincere' and 'slightly sincere', respectively. On this scale, 7% neutral responses were also reported. Almost similar responses are found on the other scales. On the 'fair-unfair' scale, 12.5% respondents have graded GATHGOD"coalition, tie-up" as 'extremely unfair' while as 31% and 16.5% respondents graded it as 'quite unfair' and 'slightly unfair', respectively. However, 17% respondents ranked it as 'slightly fair' and 7% and 5% respondents rated it as 'quite fair' and 'extremely fair', respectively. On this scale, 11% respondents expressed neutral responses. The 'graceful-awkward' scale recorded 14.5%, 33% and 21% responses on 'extremely awkward', 'quite awkward' and 'slightly awkward' variables, respectively. 10.5% neutral responses were reported on this scale while as 14% and 7% responses were found on the variables 'slightly graceful' and 'quite graceful', respectively. On the 'strong-weak' scale, 11% respondents treated GATHGOD"coalition, tie-up" as 'extremely weak' while as 27% and 23% respondents regarded it as 'quite weak' and 'slightly weak', respectively. However, 16% respondents regarded GATHGOD"coalition, tie-up" as
'slightly strong' while as 6% and 4% respondents perceived it as 'quite strong' and 'extremely strong', respectively. A sizeable 13% responses showed neutrality of opinion. It is clear from the above facts and figures that GATHGOD"coalition, tie-up" has been rated mostly in a negative direction with majority of respondents treating it as expedient, awkward and unfair. However, a sizeable number of responses have also gone in its favour.

The responses elicited in case of the other member of this set, i.e., MILLIBAGAT"coalition, tie-up" are presented in Table - 3.5.

Description of the Table

It is clear from the table that the word MILLIBAGAT"coalition, tie-up" has elicited diverse responses from the informants. The word has evoked negative as well as positive responses. On the 'good-bad' scale, almost similar number of responses have been elicited by the two polar terms. The word MILLIBAGAT"coalition, tie-up" has been treated as extremely bad by 3% respondents while 16% and 21% respondents rated it as 'quite bad' and 'slightly bad', respectively. In the positive direction 25% and 19% respondents rated this term as 'slightly good' and 'quite good', respectively. 2% respondents treated MILLIBAGAT"coalition, tie-up" as 'extremely good' while as 14% respondents expressed neutral responses for this term. In case of 'sincere-expedient' scale, the 'extremely expedient', 'quite expedient' and 'slightly expedient' variables
## TABLE 3.5

Number and Percentage of the Responses elicited in case of the word MILLIBAGAT

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>good—bad</th>
<th>sincere—expedient</th>
<th>fair—unfair</th>
<th>graceful—ackward</th>
<th>strong—weak</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>+3</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>8</td>
</tr>
<tr>
<td>+2</td>
<td>38</td>
<td>19</td>
<td>12</td>
<td>6</td>
<td>22</td>
</tr>
<tr>
<td>+1</td>
<td>50</td>
<td>25</td>
<td>29</td>
<td>14.5</td>
<td>28</td>
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<td>-2</td>
<td>32</td>
<td>16</td>
<td>71</td>
<td>35.5</td>
<td>62</td>
</tr>
<tr>
<td>-3</td>
<td>6</td>
<td>3</td>
<td>38</td>
<td>19</td>
<td>30</td>
</tr>
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<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>

126
Percentage of the Responses Elicited in the Case of the Word MILLIBAGAT

Figure - 3.5
have received 19%, 35.5% and 17% responses, respectively. 8% responses went to the 'neutral' variable. On the same scale, 'quite sincere' and 'slightly sincere' variables have been marked by 6% and 14.5% respondents, respectively. Almost similar responses are found on the 'fair-unfair' scale, in which 15% respondents have evaluated MILLIBAGAT"coalition, tie-up" on 'extremely unfair' variable. The word has been evaluated as 'quite unfair' and 'slightly unfair' by 31% and 17% respondents, respectively. 8% respondents have evaluated the given word on 'neutral' variable while as 14% and 11% respondents have expressed their responses on 'slightly fair' and 'quite fair' variables, respectively. 4% respondents have treated MILLIBAGAT"coalition, tie-up" as 'extremely fair'. On the 'graceful-awkward' bipolar scale, majority of respondents have ranked MILLIBAGAT"coalition, tie-up" on the polar term 'awkward' with the quantifiers 'extremely', 'quite' and 'slightly' being used by 12.5%, 29% and 14.5% respondents, respectively. In case of the polar term 'graceful', the three quantifiers, i.e., 'extremely', 'quite' and 'slightly' have been used by 5.5%, 10.5% and 17% respondents, respectively. On this scale, 11% respondents have opted for neutral variable. The figures of the 'strong-weak' scale indicate that MILLIBAGAT"coalition, tie-up" has been rated as 'extremely weak', 'quite weak' and 'slightly weak' by 9%, 23% and 24% respondents, respectively. On the other hand, it has been ranked as 'extremely strong',
'quite strong' and 'slightly strong' by 6%, 9% and 18% respondents, respectively. The neutral response has been expressed by 11% subjects.

The facts and figures of the words GATHGOD"coalition, tie-up" and MILLIBAGAT"coalition, tie-up" reveal that the two words have elicited almost identical responses. However, the word MILLIBAGAT"coalition, tie-up" has been given slightly more negative ratings than GATHGOD"coalition, tie-up".

Another lexical set which was utilized in the analysis was NARAZ : BAGI. The lexical items NARAZ"angry" and BAGI"rebel" were taken from two news items published in QAUMI AWAZ and HIND SAMACHAR in which the two lexical items were used in an identical manner and in the same collocational environment. The two news items are given below:

(i) CONGRESS KE NARAZ RAHNUMAWON NE UMIID ZAHIR KI HAI KI IS SE MULK KO DOORRAS FAWAYID PAHUNCHEN GE.
"The angry leaders of Congress expressed the hope that it will provide durable benefits to the country".

(Qaumi Awaz: Nov. 12, 1995)

(ii) CONGRESS-I KE BAGI LIDRON NE IS UMIID KA IZHAR KIYA KI IS FAISLE SE AKHIRKAR DESH KO FAYIDA PAHUNCHE GA.
"The rebel leaders of Congress-I hoped that the decision will ultimately benefit the country".

(Hind Samachar: Nov. 12, 1995)

It needs to be mentioned that subjects were provided the words only and not the news items in which they were used. The responses elicited in case of the word NARAZ "angry" are reproduced in Table-3.6.

Description of the Table

The above given figures indicate the responses which the word NARAZ "angry" has evoked in the informants. On the 'innocent-guilty' scale, the responses got distributed in both positive and negative directions. On this scale, the variables, namely, 'extremely innocent', 'quite innocent' and 'slightly innocent' have got 11.5%, 17% and 19% responses, respectively. The other variables, viz., 'extremely guilty', 'quite guilty' and 'slightly guilty' have been marked by 3%, 6% and 21% respondents, respectively. However, it is the 'neutral' variable of this scale which has secured highest responses, i.e., 22.5%. In case of 'good-bad' scale, the balance is tilted slightly towards the polar term 'good' with the quantifiers, namely, 'extremely', 'quite' and 'slightly' being marked by 5%, 19% and 23% informants, respectively. On the polar term 'bad', the 'extremely bad', 'quite bad' and 'slightly bad' variables have secured 3%, 13% and 19% responses, respectively. 18% responses have gone to
TABLE 3.6
Number and Percentage of the Responses elicited in case of the word NARAZ

<table>
<thead>
<tr>
<th>Bipolar Adjective Scale</th>
<th>innocent — guilty</th>
<th>good — bad</th>
<th>civilized — savage</th>
<th>peaceful — belligerent</th>
<th>non-extremist — extremist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
<tr>
<td>+3</td>
<td>23</td>
<td>11.5</td>
<td>10</td>
<td>5</td>
<td>16</td>
</tr>
<tr>
<td>-2</td>
<td>34</td>
<td>17</td>
<td>38</td>
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<td>38</td>
<td>19</td>
<td>46</td>
<td>23</td>
<td>42</td>
</tr>
<tr>
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<td>18</td>
<td>34</td>
</tr>
<tr>
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<tr>
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<td>6</td>
<td>3</td>
<td>6</td>
<td>3</td>
<td>10</td>
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<td>200</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in Case of the Word NARAZ

Figure - 3.6
the 'neutral column'. In case of the 'civilized-savage' scale, the positive responses are slightly ahead of the negative responses. The variables 'extremely civilized', 'quite civilized' and 'slightly civilized' have been marked by 8%, 16% and 21% responses, respectively. On the same scale, 5% respondents have ranked the word NARAZ"angry" on the 'extremely savage variable while as 15% and 18% respondents have expressed their opinion on the 'quite savage' and 'slightly savage' variables, respectively. 17% responses have gone in favour of the neutral variable. In case of the 'peaceful belligerent' scale, the negative responses outnumber the positive ones. The 'extremely belligerent', 'quite belligerent' and 'slightly belligerent' variables have scored 18%, 22% and 23% responses, respectively. On the other hand, 2% respondents have treated the lexical item NARAZ"angry" on the 'extremely peaceful' variable while as 10% and 16% respondents have ranked it on the 'quite peaceful' and 'slightly peaceful' variables, respectively. The 'neutral' variable has scored 9% responses. In case of 'non-extremist—extremist ' scale, the positive responses completely outnumber the negative ones. Out of 69% positive responses. 27% responses have been found on the 'extremely non-extremist' variable. Besides this, 25% and 17% responses have been found on the 'quite non-extremist' and 'slightly non-extremist' variables. In comparison to the positive responses, only 20% responses have gone in the negative direction while as 11% responses have gone in favour of
the neutral variable. It is clear that the word NARAZ "angry" has been rated in a moderate manner with both positive and negative responses going its way.

The responses of the other member of this set, i.e., BAGI "rebel" are represented in Table-3.7.

Description of the Table

The figures of the table clearly illustrate that the word BAGI "rebel" has mostly elicited negative responses on different scales. In majority of the negative evaluations, the quantifiers 'extremely', 'quite' and 'slightly' have been utilized.

In almost every scale, more than 50% responses have gone in the negative direction. The given lexical item, viz., BAGI "rebel" has been rated as 'extremely guilty' by 20% respondents while as 28% and 19% respondents have treated it as 'quite guilty' and 'slightly guilty', respectively. In the positive direction, a sizeable representation is found for the 'slightly innocent' variable. On the 'extremely innocent' and 'quite innocent' variables, only 2% and 4% respondents have been found. 11% respondents have expressed neutral responses. Similar is the case with other scales. In case of the scale 'good-bad', 15% respondents have treated BAGI "rebel" as 'extremely bad' while as 21% and 19% respondents have treated it as 'quite bad' and 'slightly bad', respectively.
### TABLE - 3.7

Number and Percentage of the Responses elicited in case of the word BAGI

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>innocent—guilty</th>
<th>good—bad</th>
<th>civilized—savage</th>
<th>peaceful—belligerent</th>
<th>non-extremist—extremist</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
<td>No.</td>
</tr>
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<td>10</td>
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<td>4</td>
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<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
<td>200</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in Case of the Word BAGI

![Bar chart](chart.png)

**Quantifiers**
- **innocent-guilty**
- **good-bad**
- **civilized-savage**
- **peaceful-belligerent**
- **non-extrem.-extrem.**

**Figure - 3.7**
15% respondents have shown negative responses while as 17% and 8% respondents have ranked the word on 'slightly good' and 'quite good' variables, respectively. 5% respondents have rated it as 'extremely good'. The 'extremely savage', 'quite savage' and 'slightly savage' variables of the 'civilized-savage' scale have received 19%, 26% and 18.5% responses, respectively. It means that a total of 63.5% have evaluated BAGI"rebcl" quite negatively. A sizeable number, i.e., 17% have gone to the neutral variable. In the positive direction, 15.5% and 4% respondents have ranked the word on 'slightly civilized' and 'quite civilized' variables, respectively. On the 'peaceful-belligerent' adjectival scale, majority of respondents, i.e., 61% have evaluated BAGI"rebcl" negatively with 17% respondents treating it as 'extremely belligerent' and 23% and 21% respondents treating it as 'quite belligerent' and 'slightly belligerent', respectively. A sizeable number of 19% respondents have evaluated BAGI"rebcl" as 'slightly peaceful' with a small ratio of 4% and 2% respondents ranking it as 'quite peaceful' and 'extremely peaceful'. respectively. In case of the 'non-extremist—extremist' scale, an overwhelming majority of 70% respondents evaluates the word on the 'extremist' variable. In this case, 23% respondents have ranked BAGI"rebcl" on the 'extremely extremist' scale while as 28% and 19% respondents have graded it as 'quite extremist' and 'slightly extremist', respectively. Only 17% respondents have given the word a positive
evaluation. Out of these, 13% respondents treat it as 'slightly non-extremist' and a small number of 4% respondents have rated it as 'quite non-extremist', respectively. 13% responses have gone in favour of neutral variable. From the above figures, it becomes clear that the word BAGI"rebel" has mostly evoked a negative image in the informants.

In the backdrop of the above discussions, it becomes clear that the words NARAZ"angry" and BAGI"rebel" create different attitudes and images in the respondents. The results clearly indicate that the word BAGI"rebel" has been rated quite negatively in comparison to the word NARAZ"angry". It perhaps owes to its usage in Urdu news media, as the word is quite often used in Urdu news media to refer to militants and extremists in different parts of the world. The analysis suffices to portray the message potentials of the two words.

The subjects were also provided with the semantically related words JANG"war. fight" and LADAYI"fight. quarrel". The words JANG"war. fight" and LADAYI"fight. quarrel" are often used in similar contexts in Urdu news media. As such, the responses elicited by these lexical items on the semantic differential scale, are bound to assist in our endeavour to study the message effects.

The responses elicited in case of JANG"war. fight" are given in Table-3.8.
Lexical Diversity and the Concepts of Semantic Differential and Componential Analysis

**TABLE - 3.8**
Number and Percentage of the Responses elicited in case of the word JANG

<table>
<thead>
<tr>
<th>Bipolar Adjecitval Scale</th>
<th>good—bad</th>
<th>constructive—destructive</th>
<th>beneficial—harmful</th>
<th>small-scale—large scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td>+3</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>+2</td>
<td>10</td>
<td>5</td>
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<td>1</td>
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<tr>
<td>+1</td>
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<td>15.5</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>0</td>
<td>8</td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>-1</td>
<td>30</td>
<td>15</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>-2</td>
<td>53</td>
<td>26.5</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>-3</td>
<td>68</td>
<td>34</td>
<td>74</td>
<td>37</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Percentage of the Responses Elicited in Case of the Word JANG

Figure - 3.8
Description of the Table

The figures of the above table clearly indicate that the word JANG"war, fight" has evoked a dominantly negative image in the informants. In most of the negative responses, the quantifiers 'extremely' and 'quite' have been utilized. In almost all cases more than 65% responses evaluate the lexical item negatively. On the 'good-bad' scale, 75.5% informants gave negative evaluation in which the quantifiers 'extremely', 'quite' and 'slightly' have been utilized by 34%, 26.5% and 15% respondents, respectively. Only a small 20.5% respondents gave positive evaluation of the word, out of which 15.5% respondents used the quantifier 'slightly'. The 'extremely destractive', 'quite destructive' and 'slightly destructive' variables of the 'constructive-destructive' scale have scored 37%, 25% and 18% responses, respectively. 16% respondents favoured the 'slightly constructive' variable while as a negligible 1% and 3% respondents voted for 'quite constructive' and 'neutral' variables, respectively. The other two scales also witnessed almost the same responses. In case of the 'beneficial-harmful' scale, 36.5% responses were in favour of 'extremely harmful' variable, while as 27.5% and 19% respondents regarded JANG"war, fight" as 'quite harmful' and 'slightly harmful', respectively. A small proportion of 13% and 1% respondents evaluated JANG"war, fight" as 'slightly beneficial' and 'quite beneficial', respectively. On the 'small-scale' polar term of the last scale, i.e., 'small-
scale—large scale’, 4% respondents perceived JANG"war. fight" as extremely 'small-scale’ while as 12% and 11% respondents considered it as 'quite small-scale' and 'slightly small-scale', respectively. In comparison to this, 27% respondents have regarded JANG"war. fight" as 'extremely large-scale' while as 23% and 18% respondents perceived it as 'quite large-scale' and 'slightly large-scale' activity, respectively. In nutshell, we can say that the word JANG"war. fight" has evoked a dominantly negative picture.

The responses elicited in case of the other lexical item, i.e., LADAYI"war, quarrel" are given in Table-3.9.

Description of the Table

It is clearly indicated by the figures of the above table that the word LADAYI"war, quarrel" also got more responses in the negative direction. In case of 'good-bad' scale, the word LADAYI"war, quarrel" has been treated as 'extremely bad', 'quite bad' and 'slightly bad' by 29%, 25% and 21% respondents, respectively. On the 'constructive—destructive' scale, 27% respondents consider LADAYI"war. quarrel" as 'extremely destructive' while as 26% and 23% respondents regard it as 'quite destructive' and 'slightly destructive', respectively. 15% respondents have regarded LADAYI"war. quarrel" as 'slightly constructive' while as a small number of respondents, i.e., 5% and 1% perceive it as 'quite constructive' and 'extremely constructive'.
Lexical Diversity and the Concepts of Semantic Differential and Componential Analysis

Chapter - 3

TABLE - 3.9
Number and Percentage of the Responses elicited in case of the word LADAYI

<table>
<thead>
<tr>
<th>Bipolar Adjectival Scale</th>
<th>good—bad</th>
<th>constructive—destructive</th>
<th>beneficial—harmful</th>
<th>small-scale—large scale</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No.</td>
<td>%</td>
<td>No.</td>
<td>%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>+3</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>-2</td>
<td>10</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>-1</td>
<td>26</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>0</td>
<td>10</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>-1</td>
<td>42</td>
<td>21</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td>-2</td>
<td>50</td>
<td>52</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>-3</td>
<td>58</td>
<td>54</td>
<td>27</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

143
Percentage of the Responses Elicited in Case of the Word LADAYI

Figure - 3.9
respectively. In case of the beneficial-harmful scale, the 'extremely harmful', 'quite harmful' and 'slightly harmful' variables have secured 27%, 22% and 29% responses, respectively. 3% responses went to the 'neutral' column while as 16% and 3% responses have found place on the 'slightly beneficial' and 'quite beneficial' variables, respectively. On the final scale, LADAYI "war, quarrel" has been rated as 'extremely large-scale', 'quite large-scale' and 'slightly large-scale' by 19%, 21% and 23% respondents, respectively. 4.5% respondents have given neutral responses while as 17% and 11.5% respondents have rated LADAYI "war, quarrel" as 'slightly small-scale' activity, respectively. A small ratio of 4% respondents have rated it as 'extremely small-scale' activity. In nutshell, we can say that LADAYI "war, quarrel" has received mostly negative responses. However, the negative responses are more severe in case of JANG "war, fight" in which the negative responses have been mostly demonstrated by using the quantifiers 'extremely' and 'quite'.

The responses elicited for the two words of this set are indicative of the semantic ranges of the two words. It is clear that the word JANG "war, fight" is not looked upon with honour in an educated society. Same is the case with the word LADAYI "war, quarrel". However, its message effect is very mild as compared to JANG "war, fight".
3.2.4. Concluding Remarks

As is illustrated through the analysis, semantic differential is a useful tool in measuring different aspects of meaning found in a lexical item. The technique has been used in a variety of ways for diverse purposes. As such, its utility in case of mass communication and also in the present study cannot be ignored. In psycholinguistic research works, the technique has been utilized time and often. In fact, the technique in itself is a psycholinguistic instrument.

In the news media, lexical items are selected consciously to convey the messages news editors want to convey. They are utilized for the purpose of propaganda. In decoding these lexical items, cognitive processes play a pivotal role. It is through the context of their usage that lexical items get loaded with different connotative aspects. As such, the lexical item does not remain a mere sign. It carries with it a message, a connotation and a purpose. That is why media persons are so selective and careful in their selection of lexical items.

It can be well illustrated by the examples MUJAHID “crusader”, JANGJU “fighter” and DAHSHAT GARD “terrorist” cited earlier. As was revealed by their differential analysis, the lexical items are not only denotative words but they also possess certain emotive values which are highly significant in news media. The emotive values of these lexical
items help in framing the attitudes and behaviours of news-consumers. As such, the emotive values of these lexical items are often exploited in the process of propaganda. It is due to this fact that Radio Pakistan frequently uses the words MUJAHID "crusader" and HURRIYAT PASAND "revolutionary" while as the national media uses words like DAHSHAT GARD "terrorist". DAHSHAT PASAND "terrorist" and INTIHA PASAND "extremist" to refer to militants of Kashmir valley. It is illustrative of the crucial role which lexical items play in framing of ideas.

The findings of the above analysis are sufficient to reveal that lexical items are capable of generating certain concepts and attitudes in decoders' minds. It follows that lexical items here a say in effectiveness of messages. Two words, although having same referent or possessing semantic relatedness, do vary in their message potential. The message potential of lexical items plays a cardinal role in changing the attitudes of the audience. In nutshell, we can conclude that lexical items have diverse semantic ranges which have the potential to affect the messages.

3.3. CONCLUSION

The discussions carried out in this chapter are sufficient to throw light on various aspects of lexical diversity and its role in message effectivity. The choice of lexical items has a say in the communicative process and in view of the tremendous value and importance of the
communication network, the news editors are squarely cautious in utilizing their available resources. The methods of componential analysis and semantic differential have played a significant role in linguistic traditions and their use in analyzing the diverse lexical items of Urdu news media proved very useful and innovative throughout the analysis. The methods not only established the different dimensions of word meanings but also proved helpful in determining the attitudes of the message consumers.

Through componential analysis, one can easily trace out the different dimensions of meaning that a word possesses. After establishing these dimensions, the selection of lexical items from a lexical set proves very easy and the news editors can utilize the method while selecting the items which fit their networks and fulfill their purposes. Through the componential analysis the degree of synonymy between words is also checked. The componential analysis of diverse lexical items proved that total synonymy is a very rare phenomenon.

The semantic differential technique and componential analysis proved very helpful in establishing the emotive value of words. Besides the denotative value, every lexical item possesses various connotative and emotive dimensions. Since the news media is a medium of propagation and propaganda, the lexical items used there are loaded with various connotative and emotive values. It can be viewed in case of
words: AGENT and SURRENDER JANGJU "surrendered militant" which have been used to refer to the same referent in two different newspapers. The captions go like this:

(A) ..........IS KHOFNAK DHAMAKE SE FORCES AUR UN KE KAYI AGENT MOKA PAR HI HALAK HO GAYE.

"Many force personnel and their agents died in this blast".

(Srinagar Times: Aug. 10, 1996)

(B) ..........IS KARWAYI MEN DO SURRENDER JANGJU BI MARE GAYE.

"Two surrendered militants were also killed in this action".

(Al-Safa. Aug. 10, 1996)

As is evident, the news editors utilized the two words to refer to the same persons killed in a militant action. However, the emotive and connotative values of both the terms stand poles apart. Utilizing the denotative meaning of the term AGENT, the news editor has innovatively manipulated the word to refer to the surrendered militants. The reference to the surrendered militants through the word AGENT has charged the word with many connotations. In comparison to it, the word SURRENDER JANGJU "surrendered militant" used by the second newspaper is lacking in this connotative dimension. It is due to this fact
that different news agencies and news editors select lexical items of their choice to create desired images and attitudes in the news-consumers. Owing to this fact, words like JANGJU"fighter", MUJAHID"crusader", DAHSHAT GARD"terrorist", etc., are used very selectively by different people. As portrayed by the example SARKAR Vs. HAKUMAT (Cf. Section I of this chapter), the lexical items have certain idiosyncratic features which make their use context bound.

The above discussions clearly reveal that lexical items are not mere signs but are loaded with various emotive and connotative values. These emotive and connotative dimensions have a say in message effects. As such, we can conclude that lexical items and message effects are deeply interlinked with each other.
Chapter - 4

Discourse Semantics and Message Effect
The previous chapters were mainly concerned with meaning relations at the lexical semantic level. However, the present chapter is set to go beyond the lexical and sentential semantics to study message effects at the discourse semantic level. In lexical semantics, the focus is on words whereas in sentential semantics the meaning relations produced by combination of words into sentences are looked into. However, at the discourse level the whole discourse is taken into account.

Discourse semantics turns away from the representation of particular sentences into longer stretches of language. In discourse semantics, two important notions of relevance are 'schema' and 'script'.

A schema is an organizational representation of a person's knowledge about some concept, action or event, or a larger unit of knowledge. In other words, a schema is a kind of standardized representation of some event or action. In discourse, larger schemata can be discerned in which a set of events is organized in a kind of stylized episode. This can be exemplified through schema in which steps are serialized in ordered steps. It follows that schema is a device which not only stores data but also organizes the processes of retrieval and inference which manipulate the stored representations.

Another approach to the organization of discourse in memory is the notion of script. A script is a set of ordered components which serve as a prototype or scenario for a class of events. According to Schank and Abelson (1977), we learn scripts which in turn help us in representing
mentally certain coherent sets of events. Scripts are learned and provide an organizational structure for the representation of knowledge.

The relationship of message effect with words and their combinations has been debated from earlier times. It will be pertinent to have a glimpse of the question in some classical and modern theories, which will be discussed in the following lines.

4.1. PREMISES ABOUT MESSAGE EFFECT

In the premises, we are going to deal with concepts of meaning and message effects as found in some classical and modern theories.

4.1.1. Classical Premise

Though message effects and meaning relations have been debated in various classical theories, we will restrict ourselves and discuss the concept in Indian and Arabic linguistic traditions only.

4.1.1.1. Meaning in Indian Theories

The Indian theories gave due consideration to both word meaning and sentence meaning. Based on their focus on word or sentence as the basic unit, the Indian theories are classified into two categories, namely, 'Khandapaksha' and 'Akhandapaksha'. The former approach considers word as the autonomous unit of thought and sense, while as the latter approach considers sentence as the basic unit of language.

The famous grammarian, Paṇini, deals with both the meaning of words and meaning of sentences. His grammar refers to the meaning of
words in two distinct cases

(a) In the grammar itself if meanings determine form, as in 'Khaṭvā Kṣepe'. 'Khaṭva' (bed) is compounded in the accusative in a Tatpuruṣa compound when an insult is implied. For example, Khaṭvārūa (lying on the bed) which means 'rude or of bad behaviour'.

(b) In DhatuPaṭha, a list of about 2,000 verbal roots in which the verbs are classified into ten classes distinguished by Panini in his grammar.

In DhatuPaṭha, each verbal root is indicated by a metalinguistic marker followed by its meaning which is expressed by a noun in the locative case, that is, in the form of 'root X in the meaning of Y'. Below are given the examples from the fourth and seventh classes

(iv) Yuja Samahau the root Yuji in the meaning of concentration'.

(vii) Yujir Yoge 'the root Yuji in the meaning of conjunction'.

Sentence meanings are derived with the help of 'Karaka theory'. Karaka relations occupy a level between semantic interpretations and surface structures. Consider the sentence:

akṣair dīvyāti 'he plays (with) dice'.

As a part of its semantic interpretation, the sentence contains the information that the dice stands to the action of playing in the instrument relation which is expressed by the instrument (Karana) Kāraka, realized
The Indian linguists have also discussed the message production by combination and use of words. According to 'anvitābhidāna theory', propounded by Prabhākara Guru school of Mīmāṃsā, the meaning (abhidhana) of a sentence is a single entity which depends on the combined meaning of its constituent elements (anvita). The other Mimamsa school, that of Kumarila Bhatta, propounded the idea that the meaning of a sentence arises from 'abhihitānvaya', i.e., a stringing together or collection (anvaya) of the meanings of the constituent elements (abhihita). According to Mīmāṃsā scholars, 'rūḍhi', i.e., conventional meaning, established by usage is stronger than 'yoga', the meaning arrived at by etymological derivation. For example, 'dvirepha' (etymologically, two (dvi) r's (repha)) does not mean 'two r's' but 'bee'. Mīmāṃsā analysis distinguished four classes of words:

(i) rūḍha. 'conventional', e.g., dvirepha 'bee'.
(ii) yaugika, 'derivative', e.g., pācaka 'cook' from pac - 'to cook'.
(iii) yogarūḍha. 'both derivative and conventional' e.g. 'paṅkaja' 'anything that grows in mud (panka), but also more specifically 'lotus' (which does grow in the mud).
(iv) yaugikarūḍha, 'either derivative or conventional'. e.g. 'aśvagandhā' which can mean either 'smelling like a horse (aśva)' or refer to a particular plant (which does not smell like horse).

Bhartrhari, the fifth-century philosopher from Kashmir, developed his own theory of meaning, namely, sphota theory. In his Vakyarpadiya.
he treats 'śabdasutra' (language-principle), unchanging and without beginning or end, as the principle of universe. It introduces time: past, present and future, into the world of names and forms (nāmarūpa). According to him, the principle of universe may be grasped by a timeless, unitary flash of experience which he labelled as Pratibha (intuition). According to him, the meaning of a sentence is also grasped by pratibha. In fact, he regards it as pratibha.

According to Bhartrhari, word meaning is arrived at by abstraction and 'anvayavyatireka', i.e., by comparing forms that are partly identical and partly different. e.g., 'gāmānaya' (bring the cow) and 'āśvamānaya' (bring the horse). He postulated that the relation between words and meanings is based upon 'samya', i.e., convention.

Bhartrhari views utterance from two angles:

(i) its sound pattern, and (ii) its meaning bearing potentiality. The former is the external aspect while the latter is the internal aspect. The internal aspect which is directly associated with meaning is sphoṭa, the partless integral language-symbol.

The idea of sentence meaning occupied a central place in Indian semantics. The early grammarians had postulated that a sentence is 'what possesses a finite verb', a step beyond the naive idea that a sentence is 'a collection of words'. The Mīmāṃsā philosophers developed the concept of 'ākāṅkṣa' or 'mutual (syntactic) expectancy' as an additional criterion for full sentencehood. Using this criterion, a sentence is neither a
collection of words (e.g. cow dog man horse) nor one that possesses a
dfinite verb (e.g. cow irrigates man). However, 'he irrigates with water' is
a sentence as its constituent words possess the 'ākāṅkṣa' or mutual
syntactic connection.

Another criterion which must be fulfilled by a sentence is 'Yogyata'
or semantic compatibility. For example, although 'he irrigates it with
fire' possesses the 'akanksa' yet is not a sentence. On the other hand, 'he
irrigates it with water' is a sentence, as besides akanksa, it possesses
yogyata.

According to Indian theorists, another condition named as 'āsatti
or samnidhi' (contiguity) is required for a sentence. This condition
requires that the words in a sentence should be contiguous in time. It
eliminates the case of words that are separated by other words or uttered
at long intervals. The final requirement is 'tātparya (speaker's intention)
which holds the idea that the denotative power of words is fixed; however, in constructing and uttering a sentence, the intended meaning
may depend on the speaker's intention (vakrabhipräya)'.

Thus, a sentence can be regarded as a string of words with ākāṅkṣā,
yogyatā and āsatti which generates in a hearer a cognition of its meaning
(sabdabodha).

The intended meaning, discussed above, need not be individual, it
can be part of the culture. This idea is reflected in the concept known as
'vyañjianā' (suggestion) which was developed by the literary critics of the
4.1.1.2. Meaning in Arabic Linguistic Tradition

The Arabic tradition in linguistics spans centuries of intellectual activity and revolves around Arabic, the language of the holy Quran. The scholars contributing in this field came from a variety of ethnic backgrounds. For example, al-Khalil (d. 791). Sibawayhi (d. 804) and Ibn Jinni (d. 1002), the three most important scholars in Arabic linguistic tradition were Arabic, Persian and Byzantine by origin, respectively. All the scholars of this field carried out their "work from a position which recognizes the centrality of Arabic and Islam in the life of the community of which they were a part." (Asher and Simpson. 1994).

In the Muslim world, Quran is regarded as the basic source of all knowledge and the various disciplines and sciences are considered to have sprung from the Quran. As such the language of Quran received a great deal of attention from Muslim scholars and philosophers from ancient times. The position of Quran has been established in Arabic grammatical traditions as a basic source of attested data. In Arabic grammatical thinking, attested data (sama) and analogy (qiyas) are regarded as the most important fundamentals (usul). Attested data falls into two categories: transmitted data mainly constituting Quran and poetry, and elicited data.
The Quranic language is unparalleled in its style and diction. The words used in Quran possess a wealth of meaning and message effectiveness, which has baffled scholars from times immemorial. Muslim scholars have always tried to fathom the oceans of meaning in Quranic words and decipher their messages, which lead to the development of a separate and widespread discipline of exegesis (tafsir). Due to this fact, innumerable translations and commentaries of Quran have been compiled till data. There is a certain philosophy in the words of Quran. The Quranic words have a definite relationship with the ideas they want to convey. They are also full of referential value. Consider the Arabic words "Rajul" and "Nisa" which denote men and women, respectively. The two words have a deep significance. Men, by nature, are meant for hard work in life. To maintain the body temperature, they have been provided with non-conducting material (i.e., hairs) on their bodies. Coupled with the hairy body, man possesses hard limbs which suit him in the world view. However, considering a woman's position and function in human society, she has been bestowed with a soft and non-hairy body which makes her charming and attractive. In order to maintain the body temperature, she has been supplied with a fatty covering beneath her skin which also helps to maintain her softness and beauty. These are the scientific findings of modern times. However, fourteen-centuries old Quran has chosen two words, mentioned above, whose meanings correspond with these findings as the word 'RAJUL' means hard as well as hairy and 'NISA' means soft and fatty.
Discourse Semantics and Message Effects

Chapter - 4

The discipline of semantics is highly developed in Arabic linguistic tradition. Right from the beginning, scholars have discussed various aspects of meaning and in later stages, the disciplines of semantics entitled 'ilm al-bayan and 'ilm al-ma'ani came to be established. 'Ilm al-bayan deals with metaphors and metaphorical meanings while as 'ilm al-ma'ani is concerned with other aspects of meaning. Jurjani (d. 1078), a leading figure in this branch of Arabic linguistics, highlighted the importance of context, particularly situational and textual contexts, in the analysis of meaning.

In the Arabic linguistic tradition, the relationship of a word with its referent has also been debated. In this regard the arbitrariness and immutability of a sign and its referent were thoroughly discussed. The two positions were represented, the first by Abu'l Husayn al-Salihi and the second by Abbad b. Sulayman al-Saymari. The argument of 'Abbad was as follows: "If there existed no particular relationship between articulated sounds and the objects they signify, the assignation of each of these signifiers to a signified object would be tantamount to choosing a possibility of assignation without any motive (tarjih bi-dun murajjih), which is absurd". The other Mu'tazilis did not follow 'Abbad. Wrote Qazi 'Abd al-Jabbar: "There is no necessary relationship between the expression (al-'ibara) and the content, such that one cannot exist without the other." For al-Salihi, such arbitrariness has no limits because it is possible, he claimed, "to change today the names (of things) and the lugha as it presents to us at the present time". Later, these two opinions
came to be reconciled. "As for those things which have become the object of a convention". Qazi 'Abd al-Jabbar asserted, "it is certain that they could have been established according to an entirely different system with the same validity. But the moment that these objects are fixed by a conventional system, they are assimilated, for the user, to that which could not be otherwise than it is." Ibn Sida summarizes the reconciliation of the two extremes as: "Language is constraint (idtirariya) although the conventional expressions of which it is composed have been (at the moment of wad) freely chosen (ikhtiyariyya)".

The semantic considerations also work in the acceptability and classification of sentences. Sibawayhi has classified sentences as:

- **mustaqim hasan**: syntactically and semantically well formed.
- **munal**: ungrammatical
- **mustaqim kadhib**: syntactically well formed but semantically unacceptable in terms of the knowledge of the world as it is.
- **mustaqim qabih**: awkward, albeit grammatically well formed.
- **muhal kadhib**: ungrammatical and semantically unacceptable in terms of our knowledge of the world as it is.

The above classification points towards the importance of semantic considerations in grammar, particularly with regard to the
question of acceptability of sentences by native speakers.

In the backdrop of the above discussions, it is clear that Arabic linguists have contributed a lot to the studies of meaning. It is clear that the Quran provides Muslims a rich linguistic source and truly serves "as a semiotician's paradise par excellence". (Netton, 1994).

4.1.2. Modern Premise

In modern premise, we discuss the concepts of meaning and message effects presented by some famous twentieth-century scholars. Restricting ourselves to only four scholars, their views are discussed in the following lines.

4.1.2.1. J.L. Austin

Austin is widely regarded as the founder father of speech act theory which was expounded in a series of William James lectures which Austin delivered at Harvard University in 1955. The lectures, twelve in number, were posthumously published in 1962 under the title 'How to do Things with Words'. The theory originated in reaction to what Austin calls the 'descriptive fallacy', the view that a declarative sentence always serves to describe some state of affairs, or some fact, which it must do truly or falsely.

Austin postulates that besides the function of describing, language is used to do things: that is, language is also used to promise, to insult, to agree, to criticise, and much more. He points out that there are many
declarative sentences which do not describe, report or state anything and
in their case it makes no sense to ask whether they are true or false. The
sentences like: I apologize, I welcome you, serve as examples. In this
backdrop, he made a distinction between 'constative' and 'performative'
utterances. Through the use of performatives, a person is doing
something. That is, in making such utterances, under the right conditions,
the speaker performs an act of naming, an act of apologizing, an act of
ordering, respectively, as in the below given examples.

I name the ship queen Elizabeth.
I apologize.
I order you to go there.

Constatives, on the other hand, are used to state a fact or describe
some state of affairs. Constatives possess value on truth/falsity
dimension while as performatives possess value on happiness/unhappiness condition.

Austin proposed four types of felicity conditions for a happy
performative:

(i) a preparatory condition which establishes whether or not the
circumstances of the speech act and the participants in it are
appropriate for its successful performance.

(ii) an executive condition which determines whether or not the speech
act has been properly executed.
(iii) a sincerity condition which asks for sincerity of thoughts, feelings and intentions on part of the participants.

(iv) a fulfilment condition which states that if a participant in the procedure finds himself to behave subsequently in a certain way, then he must in fact behave subsequently in that way.

When all the felicity conditions are fulfilled, the performative is described as happy or felicitous. If any of these criteria remains unfulfilled, the performative gets the label unhappy or infelicitous.

According to Austin, three simultaneous acts are performed through the use of language at some point in time, which he named as locutionary act, illocutionary act and perlocutionary act. In performing a locutionary act, the speaker 'S' uses an identifiable expression 'E' from language 'L' and in Austin's terms it conveys 'the full normal sense'. As per Austin, a locutionary act includes:

(i) The phonic act: uttering noises, phones.

(ii) The phatic act: uttering noises which belong and conform to a certain vocabulary and grammar. They are part of a language and are called 'phememes'.

(ii') The rhetic act: Using these noises with a certain sense and reference. The noises seen from this perspective are called 'rhemes'.

The three simultaneous acts, viz., the phonic act, the phatic act and
Discourse Semantics and Message Effects

the rhetic act make up the locutionary act. Each time one performs a locutionary act, one is also, thereby, performing some illocutionary act. That is, besides the locution, the speaker may have intended his utterance to constitute an act of praise, criticism, warning, etc., which is the so-called illocutionary act. The effect the illocutionary act has on the hearer is called the perlocutionary act, such as persuading, misleading or convincing.

4.1.2.2. J.R. Searle

The speech act theory proposed by Austin was later developed by J.R. Searle. Searle describes speech acts slightly differently from Austin's triad of locution, illocution and perlocution. His classification runs as:

(i). **Utterance act**

Which involves uttering words, morphemes and sentences. It involves two elements of Austin's locutionary act, viz., the phonic act and the phatic act. In Searle's terms, all utterances do not involve rheme, i.e., the property of referring and predicating. For example, 'ouch' and 'hurrah' do not involve rhemes.

(ii). **Propositional act**

Here, the speaker uses the language expressions to identify things in the particular world that he is speaking of. That is, the utterance here, possesses the referring and predicating property and the utterances are
said to constitute the 'propositional act' or 'denotational act'.

The third and fourth types, namely, the illocutionary act and the perlocutionary act correspond to Austin's classification. Having isolated the acts from each other, Searle focusses his attention on illocutionary acts. For him, the performance or making of illocutionary acts "is to engage in a rule-governed form of behaviour". (Searle, 1971). He draws up the rules which govern this behaviour on the basis of sets of necessary and sufficient conditions for the performance of illocutionary acts.

A necessary condition for 'A' can be defined as a condition which must be fulfilled before 'A' is achieved but which cannot, on its own, guarantee the achievement of 'A'. For example, being human is a necessary condition for becoming a doctor in a hospital. However, to be human does not suffice for becoming a doctor as other conditions also need to be fulfilled.

On the other hand, a sufficient condition for 'A' is a condition which will guarantee its achievement but which need not be a necessary condition. For instance, the eligibility requirements for becoming a teacher of a certain school might state that candidates have either five years teaching experience or have a Ph.D. degree. Either quality would be sufficient for admittance to the job, but neither would be necessary.

Searle believes that semantics of a language can be regarded as a series of systems of constitutive rules and that illocutionary acts are performed in accordance with these sets of constitutive rules. In fact, he
lists two sets of rules, namely, regulative rules and constitutive rules.

A regulative rule can be defined as a rule which governs some activity which, however, exists independently of the rule in question. That is, the regulative rules regulate "antecedently existing forms of behaviour" (Searle, 1971). For instance, the rules etiquette regulate the ways in which we eat, dress and, generally, conduct our interpersonal relationships. However, the activities of eating and dressing exist independently of the rules. Even if someone breaks a regulative rule for eating by shovelling food into his mouth with a knife, he is still performing the act of eating.

A constitutive rule, on the other hand, is a rule which both regulates and constitutes an activity. Besides regulating, they create or define new forms of behaviour. The existence of the activity depends on these rules. These are things like rules for various games such as football and chess. If a person does not play football according to the rules, he is simply not playing football as "the activity of playing football is constituted by acting in accordance with these rules". (Searle, 1971)

The rules for speech acts are much more like the constitutive rules. Like the rules of football, if a person does not use the illocutionary force indicating devices for promising according to the rules, he is simply not promising. Searle intends to extract from his set of conditions a set of rules for the use of function indicating device.

The semantical rules for the use of any function indicating device
'P' for promising are :-

**Rule 1**: 'P' is to be uttered only in the context of a sentence (or larger stretches of discourse) the utterance of which predicates some future act 'A' of the speaker 'S'.

**Rule 2**: 'P' is to be uttered only if the hearer 'H' would prefer 'S's' doing 'A' to his not doing 'A' and 'S' believes 'H' would prefer 'S's' doing 'A' to his not doing 'A'.

**Rule 3**: 'P' is to be uttered only if it is not obvious to both 'S' and 'H' that 'S' will do 'A' in the normal course of events.

**Rule 4**: 'P' is to be uttered only if 'S' intends to do 'A'.

**Rule 5**: The utterance of 'P' counts as the undertaking of an obligation to do 'A'.

Rule 1 is called the 'propositional content rule'. Rules 2 and 3 are known as 'preparatory rules' and rule 4 is known as the 'sincerity rule'. Rule 5 is called the 'essential rule'.

Searle used four criteria — (i) illocutionary point (ii) 'direction of fit', e.g., words-to-world fit with statements and world-to-words fit with requests; (iii) S's psychological state, e.g., 'belief' for a statement, 'want' for a request, 'intent' for a promise, etc.; (iv) propositional content, e.g., 'H' to do 'A' (i.e., perform some act) for a request, 'S' to do 'A' for a promise — to establish five classes of speech acts, namely:
(i). Representatives

They have a truth value, show words-to-world fit and express 'S's' belief that 'P'. They represent state of affairs such as stating, claiming, describing, etc.

(ii). Directives

Directives intend the hearer 'H' to do something and express 'S's' wish or desire that 'H' do 'A'. They show world-to-words fit. It includes requests, commands, etc.

(iii). Commissives

They commit 'S' to some future course of action and here 'S' expresses the intention that 'S' do 'A'. They show world-to-words fit. Commissives commit the speaker to do something such as promising, threatening, vowing, etc.

(iv). Expressives

They express 'S's' attitude to certain state of affairs specified (if at all) in the propositional content. For example, in the expressive: 'I apologize for stepping on your toe'. the speaker expresses apology for the propositional content of 'for stepping on your toe'.

There is no direction of fit. However, a variety of psychological states and propositional content must be related to S or H. It includes speech acts like congratulating, thanking, etc.
(v). **Declaratives**

They bring about correspondence between the propositional content and the world. Therefore, the direction of fit is both words-to-world and world-to-words. Searle recognizes no psychological state for declarations. They bring about the state of affairs they refer to, such as blessing, arresting, etc.

In a subsequent paper entitled 'Indirect Speech Acts', Searle (1975) makes an important distinction between the speaker's utterance meaning or speaker meaning and the sentence meaning. The distinction is offered to account for 'indirect speech acts', when, in uttering a sentence, the speaker means something more than the primary meaning of sentence. For example, a speaker utters the sentence: 'can you pass the salt?' not merely as a question, but also uses it as a request. To deal with cases like this, Searle begins by drawing a distinction between the speaker's 'utterance meaning or speaker meaning', on the one hand, and 'sentence meaning' on the other. In hints, insinuations, irony, metaphor, and what Searle calls indirect speech acts, these two types of meaning stand apart in a variety of ways.

For Searle, whereas a literal meaning involves the sharing of the truth conditions and the rules of language by the speaker and the hearer, the indirect speech acts, metaphors and ironical statements require something more than his knowledge of language. It requires his 'awareness of the conditions of utterance and background assumptions
that he shares with the speaker". (Searle, 1975).

Once the hearer intends to look for alternative meanings, Searle would let him compute the possible values. His rule reads as: "When you hear 'S is P', to find possible values of 'R' look for ways in which 'S' might be like 'P'. and to fill in the respect in which 'S' might be like 'P'. look for salient, well known and distinctive features of 'P' things". (Searle, 1975).

In a literal utterance, a speaker means exactly the same as the sentence means, so speaker meaning and sentence meaning coincide. However, in a metaphorical utterance, a speaker utters a sentence of the form 'S is P' and means thereby that 'S is R'. This utterance meaning is worked out on the basis of the sentence meaning. Searle suggests a third step to interpret the metaphor, viz., the hearer must restrict the range of possible 'R's'. For this purpose, he suggests: "Go back to the 'S' term and see which of the many candidates for the value of 'R' are likely or even possible properties of S". For instance, in the utterance 'Mohan's vehicle is pig', the word 'pig' would be interpreted differently from its use in the expression 'Mohan is pig'. In the former case, it may mean that Mohan's vehicle is pig-shaped or it consumes more petrol, whereas in the latter case the pig-like features, e.g., fatness, etc., would be attributed to Mohan.

Similarly, irony and indirect speech acts can be explained. In irony, for example, if a person breaks a precious thing and a speaker remarks 'that is nice', the context does not imply the sentence meaning
but implies a total opposite meaning. Hence, the utterance is ironical. In case of indirect speech acts, e.g., in the sentence 'can you pass the book?; besides the sentence meaning, the speaker means something more. Searle has graphically distinguished between a literal utterance, metaphorical utterance, ironical utterance and indirect speech acts as shown in the figure, given on the next page.

Description of Figures

In the figure sentence meaning is 'S is P' and utterance meaning is 'S is R'.

Literal Utterance

A speaker says 'S is P' and the means 'S is P'. Here P=R. i.e., sentence meaning and utterance meaning coincide.

Metaphorical Utterance

A speaker says 'S is P' but means 'S is R'. Utterance meaning is arrived at by going through literal sentence meaning.

Ironical Utterance

A speaker means the opposite of what he says. i.e., a speaker says 'S is P' but means 'S is ~P' (i.e. total opposite of 'P').

Indirect Speech Act

A speaker means what he says but he means something more as well. That is he says 'S is P' but means 'S=P+R'. Thus, utterance meaning
Discourse Semantics and Message Effects

Literal utterance

Metaphorical utterance

Indirect speech act

Ironical utterance

Utterance meaning  Sentence meaning
includes sentence meaning but extends beyond it.

In this backdrop, it can be said that, in case of an indirect speech act, a speaker means what he says but means something more as well, so that the utterance meaning includes the sentence meaning but extends beyond it. That is, a sentence containing an illocutionary force indicator for one particular type of illocutionary act can be used to perform that act and simultaneously, in addition, another act of a different type. It means that such acts have two illocutionary forces.

To perceive and grasp both these forces simultaneously, a hearer must: (i) know the rules for performing speech acts; (ii) share some background information with the speaker; (iii) exercise his powers of rationality and inference, and (iv) have knowledge of certain general principles of cooperative conversation.

4.1.2.3. H.P. Grice

It was in the year 1967 that H.P. Grice delivered his William James lectures at Harvard, in which he sketched his famous pragmatic theory. Grice observed that in the utterance of a sentence, information can be conveyed which does not seem to belong to the truth-conditional content of the sentence. He made a distinction between what is "said" and what is "conveyed". The logical content of the sentence constitutes the component 'what is said'. That is, it is the information which is necessary to specify its truth-conditions. The "conveyed" information is called as implicature. By implicature, Grice means all the information that is
conveyed in the utterance of a sentence, but is distinct from its truth-
conditional content. As pointed out, implicature stands away from what
is truth-conditionally determined and in Van der Sandt's terms it can be
defined as "what is conveyed minus what is said."

Grice distinguishes implicature into two main categories, viz.,
conventional and non-conventional. Conventional implicatures are
determined by the conventional meaning of words and constructions that
occur in a sentence. Consider the sentence: 'He is an Englishman. he is,
therefore, brave'.

In the above sentence, the speaker does not directly assert that the
property of being brave follows from the property of being an
Englishman, but the form of expression conventionally implicates such
a relation. If later it turns out that the man in question is Englishman but
not brave, the implicature is mistaken, but the utterance. Grice suggests,
need not be false.

There is a wide range of non-conventional implicatures with the
main distinction of conversational and non-conventional ones. Non-
conventional non-conversational implicatures are due to principles of an
aesthetic, social or moral nature.

The main category of non-conventional implicatures is that of
conversational implicatures. Unlike the conventional implicatures, the
conversational implicatures are not indissolubly linked with words and
constructions used in a sentence. They contain information which is
Conversational implicature is essentially connected with certain general features of discourse which arise from the fact that if the talk exchanges are to be rational, they must consist of utterances which are in some way connected to each other. Conversational implicatures arise by the combination of three factors: (i) the semantic content of the sentence, i.e., its truth-conditions and conventional implicature, (ii) the linguistic and non-linguistic context of the utterance, and (iii) the principles that the interlocutors are supposed to respect during a co-operative conversation.

The third factor, Grice's famous co-operative principle, requires the interlocutors to make their "conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange" (Grice, 1975) in which they are engaged.

In order to be in tune with this principle, speakers need to follow a number of sub-principles, which fall into four categories of quantity, quality, relation, and manner:

1. Maxim of Quantity

   It is related to the quantity of information to be provided and contains the maxims:

   (i) Make your contribution as informative as is required for the current purposes of the exchange.
(ii) Do not make your contribution more informative than is required.

(2). **Maxim of Quality**

Under this category falls the supermaxim - "Try to make your contribution one that is true". (Grice, 1975)

It also contains two more specific maxims:

(i) Do not say what you believe to be false.

(ii) Do not say that for which you lack adequate evidence.

(3). **Maxim of Relation**

Under the category of relation, Grice places a single maxim, namely. "Be relevant".

(4). **Maxim of Manner**

It is not concerned much with what is said, but how it (the thing to be said) is said and consists of the supermaxim - "Be perspicuous" and contains the submaxims:

(i) Avoid ambiguity

(ii) Avoid obscurity

(iii) Be brief (avoid unnecessary prolixity)

(iv) Be orderly.

Besides these four maxims, Grice points out that there may be others also which may be 'aesthetic, social or moral in character'.

A participant in a talk exchange may flout a maxim which results
in the speaker conveying, in addition to the literal meaning of his utterance, an additional meaning, which is a conversational implicature. As a brief example, consider the following exchange:

**Speaker A**: I am out of petrol.

**Speaker B**: There is a garage round the corner.

In this exchange, Grice suggests that the speaker 'B' was violating the instruction 'Be relevant' if he was stating a fact about the world via the literal meaning of his utterance. Given the assumption that speaker 'B' is following the cooperative principle, the implicature is that the garage is not only round the corner, but will also be open and selling petrol. In order to arrive at the implicature, one has to know certain facts about the world, e.g., the garages sell petrol and the like. Also, one must interpret 'A's' remark not only as a description of a particular state of affairs but as a request for help.

To work out a conversational implicature, the hearer relies on the following data:

(i) the conventional meaning of the words used and the referents of referring expressions;
(ii) the co-operative principle and its maxims;
(iii) the context, linguistic or otherwise, of the utterance;
(iv) the background knowledge;
(v) the supposition that all participants suppose that all relevant items falling under the previous headings are available to them all.
Grice’s theory of implicature got a wide recognition and laid a solid foundation for later theories in the field of pragmatics.

4.1.2.4. M.A.K. Halliday

Right through his works, M.A.K. Halliday has adopted a functional approach with regard to the analysis of language. In his functional grammar, developed in 1985, Halliday concentrates exclusively on the functional part of grammar. It means that the grammatical patterns are interpreted in terms of configurations of functions which, according to Halliday, are particularly relevant to the analysis of text. By text, Halliday means everything that is said or written.

The basic premise of his functional grammar is that language has two major functions, which he calls the ideational (content) function and the interpersonal function. These functions are related to the third function known as textual function which enables the realization of other two functions. The ideational function serves for the expression of "content", i.e., of the speaker’s experience of the real world, including the inner world of his own consciousness. The interpersonal function serves to establish and maintain social relations while as in the textual function, the function of language is to provide links with itself and with features of the situation in which it is used. It enables the speaker or writer to construct 'texts' or connected passages of discourse which are situationally relevant.
Halliday regards grammar as a "meaning potential" shared by a language and its users. He regards language as "a system for making meanings: a semantic system, with other systems for encoding the meanings it produces. The term 'semantics' does not simply refer to the meanings of words; it is the entire system of meanings of a language, expressed by grammar as well as by vocabulary. In fact, the meanings are encoded in 'wordings': grammatical sequences, or 'syntagms', consisting of items of both kinds — lexical items such as most verbs and nouns, grammatical elements like 'the', 'of' and 'if', as well as those of an in between types such as prepositions." (Halliday, 1985).

The ideational, interpersonal and textual functions are, therefore, functional components of the semantic system, i.e., language. Grammar receives meanings from each component and weaves them together in the wordings, which has been shown by Halliday through the analysis of clause in English. The clause has been chosen because in it "three distinct structures, each expressing one kind of semantic organization, are mapped onto one another to produce a single wording". (Halliday, 1985). The meanings of the three components, following their names, are labelled as ideational meaning, interpersonal meaning and textual meaning. Interpersonal meaning, in Halliday's terms is "the representation of experience: our experience of the world that lies about us, and also inside us, the world of our imagination. It is meaning in the sense of content. .......The ideational function of clause is that of representing what in the broadest sense we can call 'processes': actions,
events, processes of consciousness, and relations......

Interpersonal meaning is meaning as a form of action: the speaker or writer doing something to the listener or reader by means of language. The interpersonal function of the clause is that of exchanging roles in rhetorical interaction: statements, questions, offers and commands, together with accompanying modalities......

Textual meaning is relevance to the context: both the preceding (and following) text, and the context of situation. The textual function of the clause is that of constructing a message." (cf: Malmkjaer, 1991).

In English clause, message is constructed in terms of theme and rheme. One element of the clause, theme, occurs first and combines with rheme, rest of the clause, to constitute the message. Theme is defined as the element which serves as the point of departure of the message: it is that with which the clause is concerned, and the rest of the message is referred to as the rheme.

Generally, the organisation of a clause as message through theme/rheme distinction corresponds with its information structure in terms of the notions of 'given' and 'new'. The theme is typically associated with the 'given' and the rheme with the 'new'.

Halliday also discusses the relationship of language to the world in which it is used in his famous theory of language as a social phenomenon.
In the backdrop of classical and modern premises, the present study proposes to analyse the impact of lexical diversity on message effectiveness.

4.2. PSYCHOLINGUISTIC EXPERIMENT

In this section, we propose to take up a psycholinguistic experiment to check up the impact of lexical diversity on message effectiveness at the discourse semantic level. The experiment is designed to check the acceptability, appropriateness and communicative potential of diverse news items. The potential of news items utilizing the schematic structure is examined to find out the effect of schematic or script structure on communication. It needs to be mentioned here that the term schema or script is being used to refer to mental schema and scripts.

In this psycholinguistic experiment, we are going to venture into discourse semantics and analyse the relationship between lexical diversity and message effectivity. We carry out this experiment with the assumption that the methodology may provide a good indication of the kind of information cues subjects used and reasoned about in estimating the message which is our major research question here.

The experiment is conducted on an empirical basis in which the responses of the news-consumers are elicited through a well documented questionnaire. The study, reported here, is designed to analyze in depth some basic concepts and premises of the impact of schema on message effect. Our focus here is on the theory's informational assumptions and
we proceed from the individual level to the aggregate process. On the individual level, we look into individual's response to innovative loaded expressions to examine whether indeed people prefer "loaded innovative" expressions in comparison with the simple flat expressions. Based on individual responses we further explore the aggregate process.

The empirical case is centred on recent news items. It fulfills perfectly the necessary conditions for the present study.

4.2.1. Method

Every experiment follows a scientific method and involves various steps. The method employed in this experiment involves various steps which will be dealt in detail in the following lines. Among these steps, the nature and selection of subjects holds a prominent place.

4.2.1.1. Subjects

The individual level analysis is based on data collected through in-depth interviews. Respondents for these interviews were chosen from Aligarh Muslim University, which is a suitable place to select the respondents, as it represents people from different regional, cultural and social backgrounds. In selecting the respondents, the factors like sex, religion, region, education, etc., were taken into account.

It needs to be mentioned that a sample of 200 students were selected for the study.

The description of the subjects will be presented in the following
lines. The regional background of the subjects is tabulated in Table - 4.1.

**TABLE - 4.1**

<table>
<thead>
<tr>
<th>State</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uttar Pradesh</td>
<td>75</td>
<td>37.5</td>
</tr>
<tr>
<td>Bihar</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Jammu &amp; Kashmir</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>Andhra Pradesh</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Punjab</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>West Bengal</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Kerala</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Other States</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Description of the Table**

As is evident from the table, the subjects belong to diverse regional backgrounds and represent different parts of the country. Majority of the respondents belongs to Uttar Pradesh which is followed by Bihar, Jammu & Kashmir and Andhra Pradesh, respectively. Other states have also got their representation. As is evident, majority of subjects hail from Urdu-Hindi region.

In selecting the respondents, the gender variable was also taken into consideration. The distinction on this basis is presented in Table-4.2.
TABLE - 4.2

<table>
<thead>
<tr>
<th>Sex</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>157</td>
<td>78.5</td>
</tr>
<tr>
<td>Female</td>
<td>43</td>
<td>21.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Description of the Table

The table suffices to reveal that the number of male subjects dominates those of female subjects. The male subjects constitute more than one-third of the total respondents. Inspite of this fact, the females have a sizeable representation.

The subjects also represented diverse religious backgrounds. The classification of subjects on this variable is given in Table 4.3.

TABLE - 4.3

<table>
<thead>
<tr>
<th>Religion</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Muslim</td>
<td>130</td>
<td>65</td>
</tr>
<tr>
<td>Hindu</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Christian</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Sikh</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Description of the Table

Table-4.3 presents the diverse religious backgrounds of the respondents chosen for our experiment. The Muslim subjects hold the upper slot and comprise more than half of the total subjects. They are followed by Hindu subjects who have a sizeable representation of 20%. The Christians represent 10% of the total subjects. As compared to others, Sikhs have a nominal representation of 5%. The diversity of the respondents reveals the fact that religion is a significant variable in the sample of selected respondents.

In selecting the respondents, the educational variable was also given due significance. Students studying in different classes were chosen for the experiment. The distribution of respondents on this variable is provided in Table - 4.4.

\textbf{TABLE - 4.4}

<table>
<thead>
<tr>
<th>Educational Level</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduates</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>Postgraduates</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Research Scholars</td>
<td>88</td>
<td>44</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Description of the Table

The facts and figures presented in Table-4.4 portray the number
and percentage of respondents belonging to different educational standards. The subjects chosen for the study include students from secondary school level upto the doctorate level. The undergraduate category included students from secondary standard (i.e., 11th & 12th classes) and different bachelors degrees. It is obvious from the above figures that a good deal of subjects belong to the post graduate category with the major number of subjects enrolled as research scholars. The subjects belonging to under-matriculation grades were deliberately omitted owing to their comparatively less exposure to news media. as compared to their counterparts in higher classes.

Another variable on which the respondents were chosen was the mode of residence. Both hostlers and day scholars were chosen for our experiment. The distribution of respondents on this variable is given in Table-4.5.

**TABLE - 4.5**

<table>
<thead>
<tr>
<th>Residence</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hostlers</td>
<td>142</td>
<td>71</td>
</tr>
<tr>
<td>Day Scholars</td>
<td>58</td>
<td>29</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Description of the Table**

Since A.M.U. is a residential university, majority of the students
put up in university hostels. As such, a large number of respondents were hostelers. However, as the figures of the table indicate, the day scholars also have a sizeable representation in our respondent-sample.

Besides the above details, the other background informations of the respondents are provided in Table-4.6(a) and Table 4.6(b).

**TABLE - 4.6 (a)**

<table>
<thead>
<tr>
<th>Age Group Scale</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-19</td>
<td>39</td>
<td>19.5</td>
</tr>
<tr>
<td>19-22</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>22-25</td>
<td>56</td>
<td>28</td>
</tr>
<tr>
<td>25-above</td>
<td>42</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**TABLE - 4.6 (b)**

<table>
<thead>
<tr>
<th>Period of Stay in Aligarh</th>
<th>Number</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 2 years</td>
<td>66</td>
<td>33</td>
</tr>
<tr>
<td>2 to 5 years</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>5 to 10 years</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Above 10 years</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Description of the Tables

The given tables reveal the background information of the respondents on two more scales. In the first table, we see the classification of respondents on the basis of their age. Sixty-three respondents fall in the age group of 19-22 years while as the age of other fifty-six respondents ranges between 22 and 25 years. Forty-two respondents are over twenty-five years of age while as thirty-nine respondents lie in the age group of 16-19 years.

The first table is followed by another table in which the respondents have been classified on the basis of their period of stay in Aligarh. Here, we find that majority of the respondents (i.e., 66) are those whose period of stay in Aligarh has been less than two years. It is followed by two groups of fifty and forty-six respondents whose period of stay in Aligarh ranges between 2 to 5 years and 5 to 10 years, respectively. Thirty-eight respondents reported that they have been staying in Aligarh for more than 10 years.

The above mentioned variables clearly illustrate that the respondents chosen for the current experiment belonged to diverse backgrounds. The diversity of the respondents is an important prerequisite in experimental studies. Keeping this point in mind, the sample of respondents was carefully selected to suit the present study.

4.2.1.2. Field Phase

Any research endeavour in the field of psycholinguistics would
entail the collection of data and its analysis. In the first phase of the data collection, the size of the sample was determined. The second phase was confined mainly to the collection of data through the methods of:

(i) observation
(ii) interview
(iii) questionnaire

(i). Observation
   
The technique was used throughout the field phase. This technique aided the central focus of research.

(ii). Interview
   
This technique was used to obtain informations regarding newspaper reading habits as it provided scope to probe the message effect.

(iii). Questionnaire
   
   The main part of the data was collected by administering a precoded questionnaire. The questionnaire was designed specifically with a view to meet the requirements of the present experiment. The format of questionnaire consisted of two sections. Section 'A' was related to the general background of the respondents. It contained questions related to their educational, regional and other backgrounds.

   Section 'B' was designed to check the subjects' responses towards the news items of a news discourse. (For details see Appendix-II).
4.2.2. Procedure

The first step of the study called for participants to complete a preliminary questionnaire. The objective was to identify the impact of lexical diversity on message effectiveness. Evaluating several methodological alternations, we decided to adopt a modified version of 'The Derivational Theory of Complexity' (DTC). The theory was proposed by George Miller (1962). This methodology is based on information processing model.

In this backdrop, ten pairs of news items were supplied to the respondents. Each news item was followed by certain choices to be marked by subjects, to gauge the responses of subjects towards the news items of a pair. The pairs of news items were carefully selected keeping in view the nature of analysis. One member of the news pair was simple and flat in expression. The other news item was based on discourse semantics which required the mental schema for its comprehension.

The pairs of news items utilized in the analysis were as under:

**SET A**

(1) AB SAB KI TAWAJJAH SADR-E-JAMHOORYA PAR MARKOOZ. AAYINDA HAFTE MEN RASHTARPATI BHAVAN SIYASI SARGARMIYON KA MARKAZ BAN JAYE GAA.

"Now, complete attention is focussed on the President. In the following week, Rashtrapati Bhavan will be the centre of political activities."

(Qaumi Awaz: May 10, 1996)
(2) MARKAZ MEN HAKUMAT BANANE KE LIYE AAYINDA HAFTE ELECTION COMMISSION NOTIFICATION JARI KARE GA. JIS KE BAD SADR-E-JAMHOORYA KISI PARTY KO SARKAR BANANE KI DAWAT DENGGE LIHAZA AAYINDA DINON MEN SADR-E-JAMHORIYA MARKAZ-E-TAWAJJAH BANE RAHEN GE.

"In next week, election commission will issue the notification, after which the President of the country will invite any political party to form the government in the centre. Consequently, the President will be the centre of attention in the coming days".

(Awam, May 10, 1996)

SET B

(1) IMRAN KHAN SIFAR PAR OUT.

"Imran Khan was out on zero".

(Qaumi Awaz; Feb. 6, 1997)

(2) IMRAN KHAN NE KOYI SEAT NAHIN JITI.

"Imran Khan could not win a single seat".

(Faisal: Feb. 6, 1997)

SET C

(1) UP ASSEMBLY MEN TAQAT AZMAYI AAJ.

"Today, U.P. assembly will witness the demonstration of strength".

(Qaumi Awaz: March 3, 1997)
(2) *U.P. Assembly ka session aaj hone wala hai jis men vazir-e-ala Kalyan Singh ko aiwan men aksaryat sabit karna hoga.*

"The session of U.P. assembly will be held today in which Chief Minister Kalyan Singh has to prove his majority".

(All India Radio; March 3, 1997)

**SET D**

(1) *Benazir ko agwa sayyahon ka ata pata maloom.*

"Benazir knows the whereabouts of the kidnapped tourists."

(Qaumi Awaz. Nov. 2, 1995)

(2) *Unhonne ilzam lagaya ki kashmiri dahsat gardon ke hathon agwa kiye gaye magribi sayyahon ke hathon agwa kiye gaye magribi sayyahon ke waqa men pakistan mulawwis hai.*

"He charged that Pakistan is involved in the kidnapping incident in which the western tourists were abducted by Kashmiri militants."

(Awam: Nov. 3, 1995)

**SET E**

(1) *Muhajir Qaumi Movement ki kal par aaj karachi men hadtal ke dauran tashaddud ke waqat ronuma huye.*

"Karachi witnessed several incidents of violence today, following the strike call given by Muhajir Qaumi Movement."

(All India Radio. Dec. 4, 1995)
(2) AAJ MUHAJIR QAUMI MOVEMENT KI KAL PAR PAKISTAN KE SABSE BADE TIJARTI SHAHAR KARACHI MEN HADTAL RAHI AUR AINI SHAHIDIN KE MUTABIQ KAYI MAQAMAT PAR DAHSHAT GARDON NE HAWA MEN GOLIYAN CHALAYIN AUR KAYI VEHICLES KO NAZR-E-ATASH KIYA.

"Karachi, the biggest trade centre of Pakistan witnessed complete bandh today following a call given by Muhajir Qaumi Movement. Eye-witnesses reported that militants fired in air at several places and burnt

(Hind Samachar. Dec. 4. 1995)

SET F

(1) RAO KA FAROOQ KE SATH KHUFYA SODA (BJP).

"A secret dealing between Rao and Farooq".

(Hind Samachar. Nov. 3. 1995)

(2) BJP NE WAZIR-E-AZAM NARSIMHA RAO PAR KAFI TANQID KI HAI AUR KHADSHA ZAHIR KIYA HAI KI UNKE AUR FAROOQ ABDULLAH KE DARMIYAN HU'YI BATCHIT MEN KASHMIR KE BARE MEN KOYI KHUFYA SAMJOTA HUA HAI.

"BJP has strongly criticized Prime Minister Narsimha Rao and expressed the doubt that some secret pact has taken place between the Prime Minister and Farooq Abdullah regarding Kashmir issue."

(Awam. Nov. 3. 1995)
SET G

(1) BSP KI SIYASI MOT HO GAYI (Paswan).
   "BSP met a political death".
   (Qaumi Awaz: Nov. 2, 1995)

(2) RAM VILAS PASWAN KA KEHNA HAI KI HALYA SIYASI
    WAQAT MEN BAHUJAN SAMAJ PARTY NE JO ROLE ADA
    KIYA-US SE BSP KI SIYASIKHATM HO GAYI.
    "According to Ram Vilas Paswan, BSP has lost its political strength due
to the negative role it played in the recent political incidents of the
country".
    (Faisal. Nov. 2. 1995)

SET H

(1) AAJ SEPEHAR BAM KE HAWA KI WAJAH SE RAJYA SABHA
    KI KARWAYI MEN RAKHNA PADA.
    "Following a bomb hoax, Rajya Sabha session was interrupted in the
afternoon."
    (Qaumi Awaz: Dec. 6. 1995)

(2) AAJ RAJYA SABHA KI KARWAYI US WAQT ROK DI GAYI JAB
    YEH KHABAR PHAILI KI AIWAN KE KAMRE MEN BAM
    RAKHA HUA HAI.
    "The Rajya Sabha session was abandoned today when the message spread
that a bomb has been placed inside the Sabha room".
    (Uqab. Dec. 6. 1995)
SET I

(1) PAKISTAN KO FRANCE SE ASLAHA FARAHAMI KA SAMJOTA. ILAQE MEN DIFAYI TAWAZU'N BADAL JAYEGA. DIFAYI MAHIRIN KA INTIBAH.

"An arms treaty between Pakistan and France. Defence experts warn that it will change the security scenario of the region".

(Qaumi Awaz: Jan. 5. 1996)

(2) PAKISTAN NE FRANCE SE ASLAHA KHRIDNE KA SODA KAR LIYA HAI. DIFAYI MAHIRIN KA KEHNA HAI KI IS SODA SE ILAQE MEN DIFAYI TAWAZU'N BIGAD JAYEGA.

"Pakistan has signed a treaty to buy arms from France. Defence experts opine that it will disturb the security balance of the region."

(Hind Samachar. Jan. 5. 1996)

SET J

(1) FOJ KE QADMON KI AWAZ JAFNA MEN SUNAYI DENE LAGI.

"Sound of army's footsteps is being heard in Jaffna".

(Hind Samachar. Nov. 2. 1995)

(2) SRI LANKA KI FOJ JAFNA SHAHAR KE AAS PAS APNI POSITION MUSTAHKAM KARNE MEN MASROOF HAI. PICHLE DINON KI FATOOHAT KE BAD SRI LANKAYI FOJ KI NAZREN TAMILON KE IS MAZBOOT GADH PAR LAGI HUYI HEN.

"The Sri Lankan army is strengthening its position around Jaffna city."
After its successive wins in the past few days, Sri Lankan army is looking forward to capture this stronghold of Tamils. (Awam; Nov. 2, 1995)

Subjects were asked to read the news items listed in a set and tick mark the choices given at the end of each set. The choices were framed to check the subjects' responses on different scales. The first question was designed to evaluate respondents' judgements towards the acceptability of the style of expression and linguistic structure of a news item. Subjects were asked to mark their responses on the following scales:

(i) Completely acceptable
(ii) acceptable
(iii) uncertain as to acceptability; cannot decide
(iv) relatively unacceptable
(v) completely unacceptable

The second scale was designed to elicit subjects' responses regarding the appropriateness of the style and structure of a news item. Respondents were asked to mark any of the following choices:

(i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

These scales were followed by several questions which were
carefully designed to elicit the responses of the subjects by asking them to compare and contrast the news items of a set and then answer as to which of the two news items was better than the other in a particular field. The questions dealt with topics like communicative potential, appropriateness, and style and structure of the news items. Subjects were also asked to indicate their choice among the two news items. Besides these questions, the subjects were interviewed and asked other relevant questions.

4.2.3. Analysis

In this study, all the responses were keenly recorded and later coded on several variables, including the variable of interest to us here - the types of information the respondents attended to or reasoned about while making their estimates. The major categories of the coding scheme for the variables were developed theoretically. In particular, we were interested to capture in more direct way the use of lexical diversity as information cues to decode the message. As the coding proceeded, additional categories were incorporated in the coding scheme. All types of informations, a respondent referred to, were coded.

After all the data was collected from the respondents, it was analysed and the findings on both the scales and the answers of the questions were compared to get an overall picture of the respondents' views. The analysis of the different sets of news items revealed the following results:
SET A

In case of set 'A', almost all the respondents regarded the two news items as 'completely acceptable'. As very minor differences existed in the responses on this scale, no tabular presentation is given. On the appropriateness scale, 80% responses regarded the first news item as 'most appropriate' while as 20% responses ranked it as 'appropriate'. On this scale, the second news item was regarded as 'appropriate' by 60% respondents while as only 30% respondents ranked it as 'most appropriate'. with 7.5% and 2.5% respondents ranking this news item as 'less appropriate' and 'relatively inappropriate', respectively. The responses of the subjects are represented in tabular form in Table-4.7.

TABLE - 4.7

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>160</td>
<td>80</td>
</tr>
<tr>
<td>Appropriate</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Percentage of the Responses for the News Items of Set 'A' on Appropriateness Scale

Figure - 4.7
Ratio of Preference for News Items of Set 'A'

First News Item 65%

Second News Item 35%
Comments on the Table

The figures of the table are sufficient to reveal that the favours are titled towards the first news item. As is clear 80% respondents declare the first news item as 'most appropriate' while as only 30% respondents rated the second news item on the variable. In case of the first news item, the remaining 20% respondents ranked it on the 'appropriate' variable. In case of second news item 60% respondents rated it as 'appropriate' while as 7.5% and 2.5% respondents regarded it as 'less appropriate' and 'relatively inappropriate'. This fact was also vindicated by respondents' answers to the questions following the two scales. Majority of the respondents (i.e., 65%) revealed that they preferred the first news item as in their terms, it was compactly organized, more appropriate and more communicative. In their opinion, the structure of the first news item was enough to generate the mental scenarios to comprehend all the messages which were communicated by the explanatory second news item.

SET B

The set B also contained two news items. Here, the subjects were divided on the acceptability scale. The responses elicited on this scale are given in Table - 4.8(a).

The responses found on the appropriateness scale are noted in Table 4.8(b).
### TABLE - 4.8 (a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>160</td>
<td>80</td>
</tr>
<tr>
<td>Acceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

### TABLE - 4.8(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>140</td>
<td>70</td>
</tr>
<tr>
<td>Appropriate</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>31</td>
<td>15.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Percentage of the Responses for the News Items of Set 'B' on Acceptability Scale

Figure - 4.8(a)
Percentage of the Responses for the News Items of Set 'B' on Appropriateness Scale

Figure - 4.8(b)
Ratio of Preference for News Items of Set 'B'

First News Item
70%

Second News Item
30%
Comments on the Tables

As is evident from the given tables, the subjects are divided in their responses towards the news items of set B. On the acceptability scale, the balance seems to be in favour of the first news item. Both the news items acquired similar scores on the 'most acceptable' variable, while as on the other variables, it is the second news item which runs ahead. Almost similar results were obtained on the 'appropriateness scale'. A notable feature revealed through the above statistics is that 14.5% and 15.5% respondents considered the first news item as 'completely unacceptable' and 'completely inappropriate', respectively. The analysis revealed that majority of these respondents were girl candidates.

Besides the responses on the scales, the answers given to the questions revealed almost similar results with 70% respondents considering the first news item as more appropriate and more communicative than the second. The remaining 30% responses were in favour of second news item, with majority of these responses belonging to girl candidates. As their answers revealed, the girl respondents failed to create a coherent link between the cricket background of Imran Khan and his failure in parliamentary elections. It owed to the fact that majority of these girl respondents were not interested in the game of cricket and, as such, lacked the required schema and scripts to cherish and appreciate the news item. In contrast to this, majority of male candidates appreciated the news item as they possessed the required
schemata to gauge the communicative capability of the news item.

**SET C**

Almost all the respondents considered both the news items of this set as completely acceptable. However, the responses on the appropriateness scale revealed different results for the two news items. The responses on this scale are tabulated in Table-4.9.

**TABLE - 4.9**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>129</td>
<td>64.5</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

The given figures do not show any marked difference between the two news items on the appropriateness scale. However, on the degree of appropriateness, it is the first news item which is slightly ahead of the second news item.
Percentage of the Responses for the News Items of Set 'C' on Appropriateness Scale

![Bar chart showing the percentage of responses for different categories of the news items. The categories are: Most appr, Appropriate, Less appr, Rel inappr, Com inappr. The chart compares the responses of the first and second news item.](image)

Figure - 4.9
Ratio of Preference for News Items of Set 'C'

First News Item 55%

Second News Item 45%
The answers of the respondents regarding various aspects of the news items go in conformity with the above mentioned figures. It was found that 55% respondents regarded the first news item as more appropriate and more communicative while as 45% respondents were in favour of second news item.

SET D

The figures regarding the news items of this set on the acceptability scale are represented in tabular form in Table-4.10(a).

TABLE - 4.10(a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Acceptable</td>
<td>81</td>
<td>40.5</td>
<td>90</td>
<td>45</td>
</tr>
<tr>
<td>Acceptable</td>
<td>59</td>
<td>29.5</td>
<td>80</td>
<td>40</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>36</td>
<td>18</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>24</td>
<td>12</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments on the Table

As can be found from the tabular presentation, the two news items share almost the same ratings. However, one can easily perceive the
Percentage of the Responses for the News Items of Set 'D' on Acceptability Scale

Figure - 4.10(a)
upper hand of the second news item. On different variables, the second news item shares the lead. Similarly, on the variable 'relatively unacceptable', the first news item has earned more responses lending it a weaker position in comparison to the second news item. On the appropriateness scale, the responses for the two news items are presented in Table-4.10(b).

**TABLE - 4.10(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Appropriate</td>
<td>67</td>
<td>33.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>33</td>
<td>16.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

**Comments on the Table**

The results given in Table 4.10(b) run in conformity with those found in case of the acceptability scale. Although, there is not any marked difference between the figures of the two news items, the second news item clearly enjoys an upper hand.
Percentage of the Responses for the News Items of Set 'D' on Appropriateness Scale

Figure - 4.10(b)
Ratio of Preference for News Items of Set 'D'

First News Item
39%

Second News Item
61%
The answers to the questions following the two scales and other interview-based questions also revealed the subjects' inclination towards the second news item. Here 61% respondents considered the second news item as more communicative and more appropriate. Subjects showed their preference for the second news item citing that the first news item is difficult and vague.

The findings regarding this set of news items run somewhat contrary to the results of the previous sets. It seems that the slight vagueness and ambiguity of the first news item has tilted the cards against it.

SET E

In this set also, two news items were circulated among the respondents. Both the news items were treated as 'completely acceptable' by almost all subjects. Since, only minute differences were noticed on this scale, they were neglected. As such no tabular presentation is given. However, on the second scale, viz., the appropriateness scale, the two news items elicited diverse responses, which are tabulated in Table - 4.11.

Comments on the Table

As is evident from the given table, the first news item has outscored the second one with 67.5% responses treating it as 'most appropriate' and 22.5% responses treating it as 'appropriate'. A negligible 7% and 3%
TABLE - 4.11

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th></th>
<th>Second News Item</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>135</td>
<td>67.5</td>
<td>72</td>
<td>36</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
<td>82</td>
<td>41</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>14</td>
<td>7</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>6</td>
<td>3</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

The answers to the interview-based and questionnaire-based questions substantiated the above facts and figures with most of the respondents (i.e., 72%) giving preference to the first news item and calling it as more appropriate, more communicative and innovative.

SET F

Two news items were furnished to the respondents in this set. They were asked to answer the questions listed in the questionnaire and later were also interviewed. The responses, on the acceptability scale, are the
Percentage of the Responses for the News Items of Set 'E' on Appropriateness Scale

![Bar Chart]

Figure - 4.11
Ratio of Preference for News Items of Set 'E'

First News Item: 72%
Second News Item: 28%
presented in Table - 4.12(a).

**TABLE - 4.12(a)**

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>141</td>
<td>70.5</td>
</tr>
<tr>
<td>Acceptable</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Comments on the Table**

The given table provides the responses of the subjects on different variables of the acceptability scale. It is evident that the responses favour the first news item. On the variable of 'completely acceptable', the first news item is far ahead from its counterpart. On the 'acceptable' variable, the second news item is slightly ahead. The other three variables also project the first news item as a winner on the 'acceptability scale'.

The responses for the two news items on the 'appropriateness scale' are tabulated in Table - 4.12(b).
Percentage of the Responses for the News Items of Set 'F' on Acceptability Scale

Figure - 4.12(a)
TABLE - 4.12(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>135</td>
<td>67.5</td>
</tr>
<tr>
<td>Appropriate</td>
<td>36</td>
<td>18</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments on the Table

As is evident from the facts and figures given in Table-4.12(b), the first news item has an upper hand on the appropriateness scale also. Combining the results of the first two variables, namely, 'most appropriate' and 'appropriate', it becomes clear that the first news item has been appreciated by the respondents. On the other three variables also, the responses are mostly in favour of the first news item.

The results obtained on the acceptability and appropriateness scales are also supplemented by the answers to the interview-based and questionnaire-based questions. Majority of the respondents clearly favoured the first news item. In comparison to the 71% respondents in its favour, only 25% respondents supported the second news item. 4%
Percentage of the Responses for the News Items of Set 'F' on Appropriateness Scale

Figure - 4.12(b)
Ratio of Preference for News Items of Set 'F'

First News Item
71%

Second News Item
25%

Undecided
4%
Discourse Semantics and Message Effects

responses could not give a clear-cut answer. The answers of the respondents revealed that they favoured the first news item due to its compact structure and greater communicative potential.

SET G

This set also contained two news items. The structure and style of both the news items corresponded with the news items provided in the previous sets. Both the news items of this set received diverse responses on the scales of acceptability and appropriateness. The responses for the two news items on the 'acceptability scale' are tabulated in Table-4.13(a).

TABLE - 4.13 (a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%Age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>162</td>
<td>81</td>
</tr>
<tr>
<td>Acceptable</td>
<td>38</td>
<td>19</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments on the Table

The tabulation of the responses suffices to illustrate that the first
Percentage of the Responses for the News Items of Set 'G' on Acceptability Scale

Figure - 4.13(a)
news item listed in set 'G' has bagged an overwhelming majority of responses in its favour. The dominant position of this news item can be viewed from the fact that it has secured a huge 81% responses on the 'completely acceptable' variable. The other 19% responses also treat it positively on the 'acceptable' variable on the 'acceptability scale'.

The other news item has also secured a good number of favourable responses. However, as compared to the first news item, it trails far behind.

It will be interesting to assess the position of the two news items on the 'appropriateness scale'. The scores of responses secured by the two news items on this scale are presented in Table - 4.13(b).

Table - 4.13(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>126</td>
<td>63</td>
</tr>
<tr>
<td>Appropriate</td>
<td>53</td>
<td>26.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td>Relatively inappropriate</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Completely inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>
Percentage of the Responses for the News Items of Set 'G' on Appropriateness Scale

Figure - 4.13(b)
Ratio of Preference for News Items of Set 'G'

First News Item
79%

Second News Item
21%
Comments on the Table

As can be understood from the figures of the table, the first news item, as on the 'acceptability scale', is again in a commanding position on this scale. Majority of the respondents have voted in its favour. Only a negligible 10.5% respondents rank it on the lower scales. Compared to this news item, the second news item has got a good number of respondents (36%) ranking it on the lower scales which adds to its weaker position. The comparative study of the responses, as secured by the two news items, ranks the first news item in a better position.

Besides the responses on the two scales, the interview-based and questionnaire-based questions elicited almost similar responses. The answers to these questions revealed that an overwhelming majority of 79% respondents expressed their preference for the first news item. These respondents have cherished the style of expression of this news item. They consider it as more communicative and message effective. It will not be out of place to mention that most of the respondents appreciated the use of the expression SIYASI MOT"political death" which, they thought, was ultracommunicative and full of message effectivity. In their words, the expression SIYASI MOT"Political death" was explanatory in itself, while the second news item spent a good deal of vocabulary to express the same message. According to these respondents, the brevity and compactness of the above mentioned expression has rendered a catchy colour and attractive look to the first news item.
SET H

The questionnaire contained two more news items in this set. The two news items possess different styles and structures, although they convey the same message. As expected, the respondents were divided on their approach to the two news items of this set. Consider the responses the two news items got on the 'acceptability scale', which are presented in Table - 4.14(a).

Table - 4.14 (a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Complete Acceptable</td>
<td>142</td>
<td>71</td>
</tr>
<tr>
<td>Acceptable</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>15</td>
<td>7.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Comments on the Table

The table reveals that the first news item scores more than the second one on the 'completely acceptable variable' where it has got 71% responses while the second news item has got only 52.5% responses. On
Percentage of the Responses for the News Items of Set 'H' on Acceptability Scale

![Bar Chart]

Figure - 4.14(a)
the 'acceptable variable', the second news item has done marginally better than the first.

On the whole, the first news item has a stronger position than the second. However, the first news item has been ranked as 'completely unacceptable' by 15 respondents. Almost similar results were noted on the 'appropriateness scale'. The responses for the two news items on this scale are listed in Table - 4.14(b).

**TABLE - 4.14(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>138</td>
<td>69</td>
</tr>
<tr>
<td>Appropriate</td>
<td>45</td>
<td>22.5</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Comments on the Table**

From the given table, it can be found that the first news item has got majority of responses in its favour on the first two variables. The second news item has also got a reasonably good number of responses on these two variables. Its position gets weakened on the other two scales.
Percentage of the Responses for the News Items of Set 'H' on Appropriateness Scale

Figure - 4.14(b)
Ratio of Preference for News Items of Set 'H'

First News Item
77%

Second News Item
23%
Discourse Semantics and Message Effects

viz., the less appropriate’ and ‘relatively inappropriate’ scales. However, a positive point in its account is that it has got no response on the ‘completely inappropriate’ scale. It means that no respondent has rated the second news item as ‘completely inappropriate’. It is where this news item has an edge over the first news item. As is clear, 17 respondents, which constitute 8.5% of total respondents, have ranked the first news item as completely inappropriate.

The above mentioned figures for the two news items have been supplemented by the answers of the respondents elicited through the questionnaire-based and interview-based questions. It was found that majority of respondents (i.e. 77%) expressed their preference in favour of the first news item. In their opinion, the news item is compactly organized and is successfully communicating the message. The respondents maintained that the adjournment of Rajya Sabha due to the bomb hoax has been successfully communicated by skilfully utilizing the expression: "BAM KE HAWA KI WAJAH KE" due to bomb hoax". In the respondents' opinion, this expression successfully generates the images of a bomb and its related consequences. As such, the brief expression is capable of generating a complete picture related to a bomb. However, the remaining 23% respondents were totally against this news item. In their opinion, the news item lacked the plainness and looked a bit ambiguous and vague. Consequently, they favoured the second news item as being more communicative and effective. It appears that while
the first group succeeded in utilizing their schemas with regard to the first news item, the second group could not succeed in creating the same mental scenarios with respect to this news item.

SET I

In set T, two news items were provided to the respondents to test the impact of lexical diversity on message effects. The responses elicited by the two news items on the 'acceptability scale' are tabulated in Table - 4.15(a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>% age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>140</td>
<td>70</td>
</tr>
<tr>
<td>Acceptable</td>
<td>40</td>
<td>20</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>12</td>
<td>6</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Comments on the Table

The given table illustrates that the two news items are in neck to neck competition with each other on the 'acceptability scale'. On the last two variables, both items have secured equal responses. On the first two variables also, the scores of the news items are very close to each other.
Percentage of the Responses for the News Items of Set T on Acceptability Scale

Figure - 4.15(a)
Combining the responses on both these variables, we find that both the news items have secured an equal number of responses. In this backdrop, it can be concluded that the two news items are on equal footing on the acceptability scale.

The responses elicited for the two news items on the 'appropriateness scale' are listed in Table - 4.15(b).

**TABLE - 4.15(b)**

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>122</td>
<td>61</td>
</tr>
<tr>
<td>Appropriate</td>
<td>46</td>
<td>23</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Comments on the Table**

It is clear from the figures, given in the table, that the two news items do not stand far apart from each other in terms of the appropriateness scale. The scores of the two news items reveal that both the news items have got almost identical responses.
Percentage of the Responses for the News Items of Set 'T' on Appropriateness Scale

Figure 4.15(b)
Ratio of Preference for News Items of Set 'I'

First News Item
50.5%

Second News Item
49.5%
The figures of the appropriateness and acceptability scales reveal that almost an equal weightage has been given to both the news items of this set.

In their answers to the questionnaire-based questions, the respondents were divided into two groups of almost equal size. The first group, comprising of 50.5% respondents (i.e., 101) expressed their preference in favour of the first news item. The second group which consisted of 49.5% respondents (i.e., 99) voted in favour of the second news item. Almost similar explanations were provided by the two groups for voting for a particular news item. The equal rating is perhaps due to the fact that both the news items possess almost an identical structure.

**SET J**

This set also consisted of two news items. Diverse responses were received on the acceptability and appropriateness scales for the two news items of this set. The responses elicited on the acceptability scale are presented in Table - 4.16(a).

**Comments on the Table**

It is clear from the table that the two news items go side by side with respect to their scores of responses on different variables of the acceptability scale. The two news items have been positively evaluated by respondents on the acceptability scale. Majority of the respondents have ranked the two news items on the 'completely acceptable' and
TABLE - 4.16(a)

<table>
<thead>
<tr>
<th>Acceptability Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Completely Acceptable</td>
<td>167</td>
<td>83.5</td>
</tr>
<tr>
<td>Acceptable</td>
<td>25</td>
<td>12.5</td>
</tr>
<tr>
<td>Uncertain as to Acceptability</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Relatively Unacceptable</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Completely Unacceptable</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

'acceptable' variables. A negligible number of respondents have evaluated the two news items on lower ranking variables. In nutshell, both the news items have achieved an almost equal ranking.

The responses on the appropriateness scale are listed in Table - 4.16(b).

Comments on the Table

The given table illustrates the responses elicited by the two news items on the appropriateness scale. As is clear, the first news item is well ahead of the second news item on the 'most appropriate' variable of the appropriateness scale. On the 'appropriate' variable, the second news item shares a marginal lead while as the two news items have an identical
Percentage of the Responses for the News Items of Set 'J' on Acceptability Scale

Figure - 4.16(a)
TABLE - 4.16(b)

<table>
<thead>
<tr>
<th>Appropriateness Scale</th>
<th>First News Item</th>
<th>Second News Item</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>No. of Responses</td>
<td>%age</td>
</tr>
<tr>
<td>Most Appropriate</td>
<td>134</td>
<td>67</td>
</tr>
<tr>
<td>Appropriate</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td>Less Appropriate</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Relatively Inappropriate</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Completely Inappropriate</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

The answers received to the questionnaire-based and interview-based questions were illustrative of the fact that majority of respondents preferred the style and structure of the first news item. Sixty-seven percents respondents favoured the first news item and considered it more communicative and more appropriate. In their opinion, the compactly organized first news item was fully capable of furnishing the same sort
Percentage of the Responses for the News Items of Set 'J' on Appropriateness Scale

Figure 4.16(b)
Ratio of Preference for News Items of Set 'J'

First News Item 67%

Second News Item 33%
of message which has been communicated through the second news item. However, in their opinion, the second news item lacks the innovative colour and compactness as it has a lengthy and flat structure.

4.2.4. Conclusion

It becomes clear from the above analysis that the respondents have generally appreciated the loaded innovative expressions which are compactly organized and activate the schemata and script structures. A loaded innovative news item simply evokes the pre-existing mental scenarios which help in the integration and comprehension of the message. As revealed by the experiment, such news items were reported to possess greater message effectiveness. It follows that the use of schematic structures increases the communicative potential of the news items. However, the news items having vagueness and ambiguity in their style and structure were not generally appreciated by the respondents. In the backdrop of the above deliberations, we can safely conclude that there is an intricate relationship between lexical diversity and message effectiveness and that lexical diversity has a definite impact on message effectivity.
Chapter - 5

Summary and Conclusions
A research work entails a systematic examination and analysis of the problem at hand. It evaluates the different contours of a hypothesis and comes out with solid findings and conclusions. In this backdrop, the present chapter is designed to frame the conclusion of our research work.

In this chapter, we aim at summarizing the discussions carried out in earlier chapters and draw conclusions from the deliberations presented in different sections of the thesis. The chapter spreads over two sections. The first section comes up with a chapterwise summary of the research work, while the second section presents the conclusions drawn from the current study.

5.1. SUMMARY OF THE STUDY

In the first chapter, we provided the introduction of the thesis. This chapter spans over five sections. The first section of the chapter provides a detailed account of the historical setting of Urdu news media. It is concerned with the development of both the print and electronic news media. The two hundred year old history of Urdu print media has been classified into three stages:

(i) First Stage (1822-1900)
(ii) Second Stage (1901-1947)
(iii) Third Stage (1947 onwards)

In case of the electronic news media, the historical development of the electronic networks of All India Radio and Doordarshan has been elucidated. The historical development of electronic news media has
been divided into two periods:

(i) Pre-Independence Period
(ii) Post-Independence Period

The next section offers a brief review of the existing works on Urdu news media. A good deal of literature is easily available in this field. The critical evaluation of this literature highlights the different aspects of Urdu news media which have been dealt with in these works. The linguistic, socio-cultural, historical and communicative dimensions form the principal aspects which have been granted a wide coverage in these works.

The next section of the chapter submits the theoretical background of our research work. It briefly discusses the disciplines which have been the cardinal contributors to the theoretical framework of the current study. In this backdrop, the relevant concepts drawn from the main supplying disciplines like semantics, pragmatics and psycholinguistics have been duly explicated.

The methodology adopted in our research work has been debated in the next section. In this section, the strategies used in the semantic differential technique and a modified version of the 'derivational theory of complexity (DTC)' to study the message effects at the lexical and discourse semantic levels, have been explicated. The section also depicts the methodology applied in collecting the news data required for the study. A wealth of news discourses, fully equipped with lexical diversity,
were collected from a host of print and electronic sources of Urdu news media.

The chapter concludes with the presentation of the scope of the study and outlines the utility of the current research work to the media persons and linguists.

The second chapter debates the semantic and pragmatic aspects of lexical diversity. At the outset, the chapter expounds the disciplines of semantics and pragmatics and their interrelationship. Needless to say that both the disciplines, albeit with divergent approaches, are interested in the notion of meaning. The outlining of these disciplines, at the beginning of the chapter, lays a concrete foundation for the sections to follow which are primarily concerned with the analysis and evaluation of the different semantic and pragmatic features of lexical items.

The part dealing with semantic aspects assesses the impact of features like synonymy and antonymy on message effectiveness. The semantic analysis of various lexical items, conducted in this chapter, illustrates the manner in which the semantic associations and relations, holding between the lexical items, play their part in message effectivity.

In the pragmatic analysis, that follows, the views of Jean Piaget and Charles Peirce have been discussed. It is followed by a deliberation on the relevance of pragmatics in human communication. The evaluation of pragmatic aspects of lexical diversity reveals the fact that the lexical items are context bound and, as such, get selected with regard to the
diverse pragmatic factors like context of situation, collocational setup and other relevant socio-cultural backgrounds. In addition to this, the pragmatic analysis highlights the validity and effectiveness of the pragmatic feature of presupposition to bestow an innovative and catchy flavour to a news item. The chapter concludes with the observation that, given the ability, a news editor can capitalize on the semantic and pragmatic dimensions of lexical items to enhance the communicative potential of news items and embellish them with greater message effectivity.

In the third chapter, lexical diversity was examined in the backdrop of the notions of componential analysis and semantic differential technique. The chapter is aimed at analysing the message effects at lexical semantic level by employing the methods of componential analysis and semantic differential.

It is composed of three sections. The first section is concerned with the method of componential analysis and its application in assessing the impact of lexical diversity on message effectiveness. At the outset, the section sketches the historical development of componential analysis from the works of the philosopher, Leibniz, who expressed complex meanings in terms of an inventory of unanalysable primitive semantic units. Lebniz's pioneering work was later taken up by Danish linguist, Hjemslev (1953), who introduced an inventory of 'content figurae' (elements of meaning) to describe the meanings of lexical items of a
language. The contributions of other scholars like Goodenough, Lounsbury, and Weirzbicka to the field of componential analysis have also been described. Katz and Fodor's model has been thoroughly outlined and, subsequently, utilized in the analysis part of the chapter, where componential analysis was applied to different lexical sets containing semantically related words. The evaluation of these lexical sets unveiled the semantic ranges of the words of a lexical set. It followed from the analysis that lexical items vary in their semantic ranges and meaning potentials and, as such, the use of these lexical items is going to influence the message effectiveness.

The second section of the chapter commences with a brief account of the history of semantic differential technique, which is followed by a detailed characterization of Osgood's concept of semantic differential. This concept was employed to elicit responses of the subjects towards different lexical items to examine the message effects of these words. This psycholinguistic experiment covered the responses of two hundred subjects. The subjects were provided with different lexical sets along with seven-step differential scales, on which their responses were recorded. In each lexical set, two or more synonymous or related words were supplied with the primary aim of checking their message effects. The experiment came out with the solid conclusion that the words, contained in a set, varied in their message potential and aroused diverse responses in the subjects.
'Conclusion' constitutes the third and final section of this chapter. It recapitulates the deliberations of the previous sections which clearly illustrate the fact that lexical items possess diverse semantic ranges and, consequently, the message effects of news items are intricately linked with the selection and use of these lexical items.

The fourth chapter discussed the impact of lexical diversity on message effects at the discourse semantic level. At the outset, the chapter introduced the concept of discourse semantics and the schema and script theories. It was followed by a detailed discussion on the concepts of meaning as found in various classical and modern theories. In the former case, the concepts of meaning presented in Indian and Arabic linguistic traditions have been thoroughly elucidated. In the latter case, the concepts of the famous scholars --- J.L. Austin, J.R. Searle, H.P. Grice and M.A.K. Halliday have been expounded. In the backdrop of the classical and modern theories, a psycholinguistic experiment was conducted to assess the impact of lexical diversity upon message effects. A modified version of derivational theory of complexity (DTC) was adopted which is based on informational processing model. Subjects were provided with different sets of news items. Each set consisted of two news items which varied in their style and structure in that one news item possessed simple and flat structure but the other was loaded innovative expression corresponding with mental schematic structure of the news-consumers. The responses of the subjects were elicited through a questionnaire. The questionnaire was set up in such a manner which
helped in eliciting the attitude of respondents and their preference and liking regarding the style and structure of news items. The various procedures employed in this experiment have been thoroughly explained in the chapter. It embodies complete details about the particulars of respondents, their socio-cultural background and other significant details. The chapter also offers a fitting description of the questionnaire and the procedure of response elicitation. It is followed by the presentation of the analysis of the elicited data.

The last part of the chapter, namely, conclusion reviews the findings of the experiment. The results of the experiment portrayed the intricate relationship between message effects and lexical diversity. The experiment clearly demonstrated that the news-consumers appreciate the loaded innovative news items which correspond with schematic structures, rather than the simple, flat news items.

5.2. CONCLUSIONS

The current thesis thoroughly investigated various linguistic contours of lexical diversity and its impact on message effectiveness. The deliberations and discussions of the previous chapters fruitfully discussed several aspects of the topic at hand and came up with concrete findings. The conclusions, drawn from the research work, can be listed as under:

1. Urdu news media is replete with lexical diversity. It can be perceived at every step and arises due to the fact that the same
message is being communicated by different news editors who exploit their language resources in accordance with their own plans and strategies.

2. The newsreaders are in full cognizance of lexical diversity. They adequately perceive the diversity and comprehend its multifarious dimensions in producing the desired message effects.

3. The newsreaders are completely aware of the semantic range of a lexical item. It followed from our research work that no two (apparently related) lexical items were able to elicit identical responses from the respondents.

4. The distinct semantic ranges of lexical items are the potent source of message effectivity. The use of a lexical item has a telling impact on the message effect of a news item.

5. The news items are blessed with distinct styles and structures. The structure and style of expression influence the message effectivity of a news item.

6. The loaded innovative expressions which correspond with the schematic structures are appreciated by the newsreaders. They cherish the compact and innovative news items. It is perhaps due to this fact that metaphorical expressions have been in vogue from earlier times.

7. The innovative vague expressions are not admired by the
newsreaders. The vagueness of expression renders the news items ineffective and as such the message is not properly communicated.

In nutshell, we can conclude that lexical diversity has a telling impact on message effectiveness in Urdu news media.
Bibliography


Bibliography


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Bibliography


Bibliography


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Appendix - I
QUESTIONNAIRE SUPPLIED IN THE SEMANTIC DIFFERENTIAL ANALYSIS OF SELECTED LEXICAL ITEMS OF URDU NEWS MEDIA (cf; CHAPTER 3)

INSTRUCTIONS FOR RESPONDENTS

The below given questionnaire contains two sections, namely, Section I and Section II. In the first section, you have to provide the relevant information which is being asked from you. In section II, you are provided with different lexical items which are followed by various seven-step scales. In each scale, two opposite and bipolar adjectives are selected on two poles. The seven steps are graded by using quantifiers 'extremely', 'quite' and 'slightly' which are denoted by using the numbers 1, 2 and 3 with '+ ' and '-' signs. In this way, three scales, utilizing the '+' sign, denote positive responses with variation of degree and three scales, utilizing '-' sign, are used to convey negative responses, again with a comparative order. The middle scale, denoted by '0'. stands for neutrality. Consider the following scale using adjectives 'good-bad':

| good | +3 | +2 | +1 | 0  | -1 | -2 | -3 | bad |

Therefore, utilizing the above mentioned quantifiers, you have the following options: extremely good: quite good: slightly good: neutral remark: slightly bad: quite bad: extremely bad.

Now, regarding section II, your task is to evaluate the given lexical item on the various scales provided after the lexical item and express
Appendix-I

your response by encircling the scale which, in your opinion, suits the word.

SECTION I

(i) Name : .................................................................
(ii) Class : .................................................................
(iii) Sex : .................................................................
(iv) Hostel : .................................................................
(v) State : .................................................................

SECTION B

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QUESTIONNAIRE SUPPLIED IN THE PSYCHOLINGUISTIC EXPERIMENT (cf.; CHAPTER 4)

INSTRUCTIONS FOR RESPONDENTS

The questionnaire given below consists of two sections, viz., Section A and section B. Before proceeding to section B, complete the first section, i.e., section A and provide the particulars asked in different columns of this section.

Section B contains ten sets of news items. In each set, you are provided with two news items. Read each news item very carefully and then decide in which category the news item falls among the different scales provided in two subsections (a) and (b) at the end of each news item. Indicate your choice by encircling the particular variable or scale in each subsection. In addition to this, answer the questions given in subsection (c) at the end of the news items of a set and their scales.

SECTION A

(i) Name:...........................................................................................................
(ii) Father's Name : ............................................................................................
(iii) Age : .............................................................................................................
(iv) Sex : ..............................................................................................................
(v) Class : ...........................................................................................................
(vi) Hostel : ........................................................................................................
Appendix-II

(vii) Period of stay in Aligarh: .................................................................
(viii) State: ...............................................................................................
(ix) Religion: .............................................................................................
(x) Mother tongue: ....................................................................................
(xi) Language used to communicate with friends: .................................

SECTION B

SET A

News Item No.(1)

AB SAB KI TAWAJJAH SADR-E-JAMHOORYA PAR MARKOoz. AAYINDA HAFTE MEN RASHTARPATI BHAVAN SIYASI SARGARMIIYON KA MARKAZ BAN JAYE GA.

1.a (i) Completely acceptable
      (ii) Acceptable
      (iii) Uncertain as to acceptability; cannot decide
      (iv) Relatively unacceptable
      (v) Completely unacceptable

1.b (i) Most appropriate
      (ii) Appropriate
      (iii) Less appropriate
      (iv) Relatively inappropriate
      (v) Completely inappropriate
News item No. 2

MARKAZ MEN HAKUMAT BANANE KE LIYE AAYINDA HAFTE ELECTION COMMISSION NOTIFICATION JARI KARE GA JIS KE BAD SADR-E-JAMHOORYA KISI PARTY KO SARKAR BANANE KE DAWAT DEN GE LIHAZA AAYINDA DINON MEN SADR-E-JAMHOORYA MARKAZ-E-TAWAJJAH BANE RAHEN GE.

2.a  (i) Completely acceptable
     (ii) Acceptable
     (iii) Uncertain as to acceptability; cannot decide
     (iv) Relatively unacceptable
     (v) Completely unacceptable

2.b  (i) Most appropriate
     (ii) Appropriate
     (iii) Less appropriate
     (iv) Relatively inappropriate
     (v) Completely inappropriate

1/2.c :
(i) Which of the two news items seems more appropriate to you and why?
(ii) Which of the two news items is communicatively more effective in conveying the message?
(iii) Which of the two styles and structures of the above news items do you cherish and why?
SET B

News item No. 1

IMRAN KHAN SIFAR PAR OUT.

1.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

1.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

News item No. 2

IMRAN KHAN NE KOYI SEAT NAHIN JITI.

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

2.b (i) Most appropriate
(ii) Appropriate
Appendix–II

(iii) Less appropriate  
(iv) Relatively inappropriate  
(v) Completely inappropriate

1/2.c :  
(i) Which of the two news items seems more appropriate to you and why? 
(ii) Which of the two news items is communicatively more effective in conveying the message? 
(iii) Which of the two styles and structures of the above news items do you cherish and why?

SET C

News Item No. 1

UP ASSEMBLY MEN TAQAT AZMAYI AAJ.

1.a (i) Completely acceptable  
(ii) Acceptable  
(iii) Uncertain as to acceptability; cannot decide  
(iv) Relatively unacceptable  
(v) Completely unacceptable

1.b (i) Most appropriate  
(ii) Appropriate  
(iii) Less appropriate  
(iv) Relatively inappropriate  
(v) Completely inappropriate  

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News Item No. 2

UP ASSEMBLY KA SESSION AAJ HONE WALA HAI JIS MEN VAZIR-E-ALA KALYAN SINGH KO AIWAN MEN APNI AKSARYAT SABIT KARNA HOGI.

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

2.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

1/2.c:

(i) Which of the two news items seems more appropriate to you and why?

(ii) Which of the two news items is communicatively more effective in conveying the message?

(iii) Which of the two styles and structures of the above news items do you cherish and why?
SET D

News Item No. 1

BENAZIR KO AGWA SAYYAHON KA ATA PATA MALOOM.

1.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability: cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

1.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

News Item No. 2

UNHON NE ILZAM LAGAYA KI KASHMIRI DAHSAHT GARDON KE HATHON AGWA KIYE GAYE MAGRIBI SAYYAHON KE WAQA MEN PAKISTAN MULAWWIS HAI.

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability: cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable
Appendix-II

2.b  (i) Most appropriate
     (ii) Appropriate
     (iii) Less appropriate
     (iv) Relatively inappropriate
     (v) Completely inappropriate

1/2.c :
     (i) Which of the two news items seems more appropriate to you and why?
     (ii) Which of the two news items is communicatively more effective in conveying the message?
     (iii) Which of the two styles and structures of the above news items do you cherish and why?

SET E

News Item No. 1

MUHAJIR QAUMI MOVEMENT KI KAL PAR AAJ KARACHI MEN HADTAL KE DAURAN TASHADDUD KE WAQAT RONUMA HUYE.

1.a  (i) Completely acceptable
     (ii) Acceptable
     (iii) Uncertain as to acceptability; cannot decide
     (iv) Relatively unacceptable
     (v) Completely unacceptable
1.b  (i) Most appropriate
      (ii) Appropriate
      (iii) Less appropriate
      (iv) Relatively inappropriate
      (v) Completely inappropriate

News Item No. 2

AAJ MUHAJIR QAUMI MOVEMENT KI KAL PAR PAKISTAN KE SABSE BADE TIJARTI SHAHAR KARACHI MEN HADTAL RAHI AUR AINI SHAHIDIN KE MUTABIQ KAYI MAQAMAT PAR DAHSAT GARON NE HAWA MEN GOLIYAN CHALAYIN AUR KAYI VEHICLES KO NAZR-E-ATASH KIYA..

2.a  (i) Completely acceptable
      (ii) Acceptable
      (iii) Uncertain as to acceptability; cannot decide
      (iv) Relatively unacceptable
      (v) Completely unacceptable

2.b  (i) Most appropriate
      (ii) Appropriate
      (iii) Less appropriate
      (iv) Relatively inappropriate
      (v) Completely inappropriate

1/2.c :

(i) Which of the two news items seems more appropriate to you and why?
Appendix-II

(ii) Which of the two news items is communicatively more effective in conveying the message?

(iii) Which of the two styles and structures of the above news items do you cherish and why?

SET F

News Item No. 1

RAO KA FAROOQ KE SATH KHUFYA SODA. (BJP)

1.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

1.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

News Item No. 2

BJP NE WAZIR-E-AZAM NARSIMHA RAO PAR KAFI TANQID KI HAI AUR KHADSHA ZAHIR KIYA HAI KI UNKE AUR FAROOQ ABDULLAH KE DARMIYAN HUYI BATCHIT MEN KASHMIR KE BARE MEN KOYI KHUFYA SAMJOTA HUA HAI.
Appendix-II

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

2.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

1/2.c :
(i) Which of the two news items seems more appropriate to you and why?
(ii) Which of the two news items is communicatively more effective in conveying the message?
(iii) Which of the two styles and structures of the above news items do you cherish and why?

SET G

News Item No. 1

BSP KI SIYASI MOT HOGAYI (Paswan)

1.a (i) Completely acceptable
(ii) Acceptable
Appendix-II

(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

1.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

News Item No. 2

RAM VILAS PASWAN KA KEHNA HAI KI HALYA SIYASI WAQAT MEN BAHUJAN SAMAJ PARTY NE JO ROLE ADA KIYA US SE BSP KI SIYASI SAKHT KHATM HOGAYI.

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

2.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate
1/2.c:
(i) Which of the two news items seems more appropriate to you and why?
(ii) Which of the two news items is communicatively more effective in conveying the message?
(iii) Which of the two styles and structures of the above news items do you cherish and why?

SET H

News Item No. 1

AAJ SEPEHAR BAM KE HAWA KI WAJAH SE RAJYA SABHA KI KARWAYI MEN RAKHNA PADA

1.a (i) Completely acceptable
      (ii) Acceptable
      (iii) Uncertain as to acceptability; cannot decide
      (iv) Relatively unacceptable
      (v) Completely unacceptable

1.b (i) Most appropriate
      (ii) Appropriate
      (iii) Less appropriate
      (iv) Relatively inappropriate
      (v) Completely inappropriate
Appendix-II

News Item No. 2

AAJ RAJYA SABHA KI KARWAYI US WAQT ROK DI GAYI Jab
YEH KHABAR PHAILI KI AIWAN KE KAMRE MEN BAM RAKHA
HUA HAI

2.a (i) Completely acceptable
(ii) Acceptable
(iii) Uncertain as to acceptability; cannot decide
(iv) Relatively unacceptable
(v) Completely unacceptable

2.b (i) Most appropriate
(ii) Appropriate
(iii) Less appropriate
(iv) Relatively inappropriate
(v) Completely inappropriate

1/2.c :
(i) Which of the two news items seems more appropriate to you and why?

(ii) Which of the two news items is communicatively more effective in conveying the message?

(iii) Which of the two styles and structures of the above news items do you cherish and why?
SET I

News Item No. 1

PAKISTAN KO FRANCE SE ASLAHA FARAHAMI KA SAMJOTA - ILAQE MEN DIFAYI TAWAZUN BADAL JAYEGA DIFAYI MAHIRIN KA INTIBAH.

1.a (i) Completely acceptable
     (ii) Acceptable
     (iii) Uncertain as to acceptability; cannot decide
     (iv) Relatively unacceptable
     (v) Completely unacceptable

1.b (i) Most appropriate
     (ii) Appropriate
     (iii) Less appropriate
     (iv) Relatively inappropriate
     (v) Completely inappropriate

News Item No. 2

PAKISTAN NE FRANCE SE ASLAHA KHARIDNE KA SODA KAR LIYA HAI: IS SODA SE ILAQE MEN DIFAYI TAWAZUN BIGAD JAYE GA.

2.a (i) Completely acceptable
     (ii) Acceptable
     (iii) Uncertain as to acceptability; cannot decide
2.b (i) Most appropriate
   (ii) Appropriate
   (iii) Less appropriate
   (iv) Relatively inappropriate
   (v) Completely inappropriate

1/2.c :
(i) Which of the two news items seems more appropriate to you and why?
(ii) Which of the two news items is communicatively more effective in conveying the message?
(iii) Which of the two styles and structures of the above news items do you cherish and why?

SET I

News Item No. 1

FOJ KE QADMON KI AWAZ JAFNA MEN SUNAYI DENE LAGI

1.a (i) Completely acceptable
   (ii) Acceptable
   (iii) Uncertain as to acceptability; cannot decide
   (iv) Relatively unacceptable
   (v) Completely unacceptable
Appendix-II

1.b  
   (i)  Most appropriate
   (ii) Appropriate
   (iii) Less appropriate
   (iv) Relatively inappropriate
   (v)  Completely inappropriate

News Item No. 2

SRI LANKA KI FOJ JAFNA SHAHAR KE AAS PAS APNI
POSITION MUSTAHKAM KARNE MEN MASROOF HAI. PICHLE
DINON KI FATOOHAT KE BAD SRI LANKAYI FOJ KI NAZREN
TAMILON KE IS MAZBOOT GADH PAR LAGI HUYI HEN.

2.a  
   (i)  Completely acceptable
   (ii) Acceptable
   (iii) Uncertain as to acceptability; cannot decide
   (iv)  Relatively unacceptable
   (v)  Completely unacceptable

2.b  
   (i)  Most appropriate
   (ii) Appropriate
   (iii) Less appropriate
   (iv) Relatively inappropriate
   (v)  Completely inappropriate

1/2.c :

(i) Which of the two news items seems more appropriate to you and
    why?
Appendix-II

(ii) Which of the two news items is communicatively more effective in conveying the message?

(iii) Which of the two styles and structures of the above news items do you cherish and why?