

# **FILOLOGÍA INGLESA**



## A COGNITIVE-PRAGMATIC ANALYSIS IN BRITISH & AMERICAN NEWS

JOSEFA ROLDÁN CASTRO  
UNED.Ponferrada  
jroldan@ponferrada.uned.es

### ABSTRACT

The aim of this study is to analyze two articles in two different newspapers (The Guardian and Herald Tribune) to underline, following a rhetorical exposition, not only the parallels between them in terms of the information given and the incidents mentioned, but also the striking differences or contrasts in their treatment of the same event. This comparative analysis will follow two of the three main rhetorical components, that is: invention and disposition. In «invention» we shall deal with the semantic contents or subject matter of the news: deployment of missiles versus disarmament proposals. The main function of language displayed is the communicative one, and as it highlights the content of the message, the language is making use of the referential or denotative function in contrast to the connotative function. Arrangement or «disposition» contains an analysis of the structural scheme of both news texts, that is, how the previous material is organized into structural form. In this structural part we shall analyze the main parts of a news item: its headline, lead and the body. The news item adopts the structure of an inverted triangle: the most important facts appear in the » headline » and are explained in the » lead ». Although the two headlines treat the same event, they usually adopt different point of views in their treatment in the headline and the place they occupy within the paper. Emphasis will be laid on one of the three major functional-semantic components of a text: the ideational element, the field which tends to determine the transitivity pattern, types of processes, participants and settings (or circumstances). We are going to apply to these journalistic texts mainly a cognitive

approach, but also a functional one, analyzing the processes and their components to deduce which ones are the commonest and why. To conclude, the contrast in newspaper styles is best seen when different newspapers deal with the same story right from the opening lines of a news item. These two articles are clear examples of journalistic language, in which the semantic contents are more or less the same although each newspaper focuses them according to a different point of view, paying attention to the elements which could more strongly interest their respective readers. This is related somehow to three main » cognitive linguistic » perspectives: experiential view, the prominence view, and attentional view. Finally, this comparative analysis will allow us to see how the culture and the ideology of the newspaper can influence the treatment of the same event.

KEY WORDS: journalistic language, rhetorical exposition, cognitive approach, The Guardian and Herald Tribune.

#### RESUMEN

El objetivo de este estudio es analizar dos artículos periodísticos en dos periódicos diferentes (The Guardian y Herald Tribune) para resaltar, siguiendo una exposición retórica, no solamente las similitudes entre ellos en cuanto a la información publicada y los incidentes mencionados, sino también las diferencias más llamativas a la hora de tratar el mismo hecho. Este análisis comparativo tendrá como base dos de los tres principales componentes de la Retórica, es decir: «inventio» y «dispositio». En «inventio» nos centraremos en los contenidos semánticos o tema principal de la noticia: el despliegue de misiles frente a las propuestas de desarme. La principal función del lenguaje utilizada es la comunicativa y, al poner énfasis en el contenido del mensaje, se está haciendo uso de la función referencial o denotativa frente a la connotativa. «Dispositio» consiste en un análisis estructural de ambos textos, estos es, cómo el material anterior se organiza de manera estructurada. En este apartado dedicado a la estructura, analizaremos los principales componentes de una noticia: titular, encabezamiento y desarrollo o cuerpo. Las noticias periodísticas adoptan la forma de un triángulo invertido, ya que los hechos más importantes aparecen en el titular y se desarrollan en el encabezamiento. Aunque los dos titulares tratan el mismo tema, suelen adoptar diferentes puntos de vista al resumirlo en sus respectivos titulares, ocupando éstos distintos lugares en el periódico. Se hará hincapié en uno de los tres principales componentes funcionales-semánticos del texto: el elemento ideacional, el campo que determina el modelo de transitividad, tipos de procesos, participantes y circunstancias. Se aplicará a estos textos periodísticos una metodología cognitiva funcional a la hora de analizar los procesos y sus componentes para concluir cuáles son los más comunes y por qué. Como conclusión, el contraste en los estilos periodísticos se percibe mejor cuando diferentes periódicos tratan la misma noticia desde sus primeras líneas. Estos dos artículos son un claro ejemplo de lenguaje periodístico, en los que los contenidos semánticos son más o menos los mismos, aunque cada periódico los interpreta según su punto de vista, prestando más atención a los hechos que podrían interesar más a sus lectores respectivos. Esto está de alguna manera relacionado con los tres principales enfoques de la lingüística cognitiva: «punto de vista de la experiencia, de

la importancia y de la atención.» Finalmente, este análisis comparativo nos permitirá demostrar cómo la cultura y la ideología de un periódico puede influir en el tratamiento de un mismo hecho.

PALABRAS CLAVE: lenguaje periodístico, exposición retórica, enfoque cognitivo, The Guardian y Herald Tribune.

## 1. INTRODUCTION

Firstly, we will try to approach the notion of journalistic language briefly underlining its most outstanding characteristics and taking into account that the different forms of words express different frameworks of interpretation as we will see below when analysing the two newspapers. This study is limited in Time: (When?) 20<sup>th</sup> Century 1989 April, Space (Where?) (Great Britain – USA) and Subject-matter (What?) two journalistic articles dealing with the same news in two different newspapers: The Guardian (British): «US missile row clouds arms talks» & International Herald Tribune (American) «Cheney Advises Bush to Approve Mobile MX Missile System».

Although the semantic contents of both newspapers are similar, The International Herald Tribune lays a bigger emphasis on the political and economic point of view, whereas in The Guardian the emphasis is laid on the interest for world peace rather than the economic issue.

The theoretical framework is based on Cognitive Linguistics, following a Cognitive Functional approach analyzing clauses in terms of how they present agency and transmission (Lakoff's Idealized Cognitive Model [ In: Langacker (1991b:210) ] refers to a «stage model» where

the «agent» role is that of a person who volitionally carries out physical activity which results in contact with some external object and the transmission of energy to that object. (...) the inanimate «patient», which absorbs the energy transmitted (...) and thereby undergoes some change of state. The «instrument» role is that of an inanimate object manipulated by an agent to affect a patient; it is through the instrument that energy is transmitted from the agent to the patient. (...) Just as actors move about the stage and handle various props, we tend to organize the scenes we observe in terms of distinct «participants» who interact within an inclusive and reasonably stable «setting». (...) The stage model thus idealizes an essential aspect of our ongoing experience: the observation of sequences of external events, each involving the interactions of participants within a setting.

Laying special emphasis on the syntactic analysis which takes into account the prominence view of linguistic structures which

provides one explanation of how the information in a clause is selected and arranged and attention allocation [which] is based on the assumption that what we actually express reflects which parts of an event attract our attention (...) and explains why one stage of the event is expressed in the sentence and why other stages are not. [and] Depending on where we direct our attention, we can select and highlight different aspects of the frame, thus arriving at different linguistic expressions. (Ungerer & Schmid (1996:xiii & xiv)

## 2. JOURNALISTIC LANGUAGE & COMMUNICATION

Journalistic language reflects a situation of communication that is a process in which information is transmitted. That information is formed by the contents of the process: situation with both a psychological and sociological aspect. In this way, according to Núñez Ladevéze (1977:102) it is necessary to distinguish:

– Process of communication: Dynamism in the transmission of information. – Situation of communication: Interpersonal consequences with sociological repercussions. – Informative contents: message, not information; it is given by the «new» elements (not known by the reader).

Consequently, we have got a relationship between an illocutionary and a perlocutionary act: this is what Núñez Ladevéze (1977: 102) calls «perlocutionary transfer», in which the reader is informed (inlocutive act), which means a selection of data which are published (sociological act) so that the receiver can reach certain conclusions. The news puts forward a thesis through a discursive technique trying to count on the readers support. Information, as Núñez Ladevéze says, (1977:45), «is the measure of originality of a message» Journalistic language is addressed to develop a process of «social action» (perlocutive effect), according to Edelson (1978: 26): «Its technical aspect is determined by the necessity of immediate response to events of the present and the limited space for presenting the information concerning to events.» In this way there is an increasing interest for the insignificant details (impersonal verbs, etc) which try to distract the readers, making the news as a whole extremely difficult, as Aranguren (1975: 154) points out: «Distance» instead of «Presence».

As it is a collective communication in which there is not a face to face relationship between the indefinite plurality of anonymous receivers and the group of senders, it will be very interesting to study the clause to know which processes are shown to the reader to compare how the same piece of news can have a different treatment in every newspaper. It is necessary to study the distribution of references to participants and processes, as they can be very important for the expression of ideology. Therefore, in this section, the main aim is to record all the processes which appear in both articles, making references to participants as agents or affected elements as active or passive in processes of causal transaction. These matters, as I have mentioned above, are at the heart of the expression of ideology. For this analysis, we shall take into account Langacker's archetypical roles which are, according to Ungerer & Schmid (1996:173), «The most familiar of the cognitive principles evoked by Langacker for the explanation of clause structure». Moreover, clause patterns shall be analyzed, taking into account action chains, mental interactions and container relationships.

As we are talking about the language of the Press, which can be defined as «an artificial channel of communication for masses, «(Aranguren, 1975: 37) inside which, following Lasswell's ideas,<sup>1</sup> we must ask who says the message, what is said in it, to whom it is sent and the effects that it produces. Maybe the effects that are provoked in

<sup>1</sup> This is a summary taken from H.D. Laswell et al. s (1946) book on *Propaganda, Communication and Public Opinion*.

the readers constitute the most important aspect of the study of journalistic style in written language. But, first of all, we must pay attention to how those effects are produced through the formal disposition of the text, which has formed the main interest of this project.

Communication implies the transmission of information which is carried out through the emission, conduction and reception of a message. Therefore, we are dealing with an activity, not a passive acceptance, and this activity implies a response, an answer.

The means to communicate something is the language in its multiple manifestations, which are social facts based upon the scheme of stimulus-response. In this way, what is communicated is linked to communication itself. In fact, language is the mixture of reality and structure, which can be defined, as Aranguren (1975: 37) says, «as the construction or reconstruction of a linguistic model by means of which it is possible to grasp reality.»

The written language shows a new dimension of that phenomenon called «communication». Thus, according to Aranguren (1975: 46), «the double and inverted process of encoding and decoding (Issuer-Receiver) is seen with great clarity.»

The code of written language is more precise than the one of spoken language, although quite ambiguous too, but also poorer. The reasons given by Aranguren are the following: First, coldness in relation to the spoken language and secondly, loss of the positive values of ambiguity. Writers try to surpass this poorness with the help of certain stylistic resources: underlining, boldface, italics, quotation marks and so on.

Following Escarpit's ideas (1975: 39), the text can have two main functions:

- Discursive: a certain order which is more informative and less recurrent and
- Documentary: classification and index.

Apart from this, we can distinguish several levels of reading a piece of news (1975: 53-54):

- Recognition of the graphic representation of the word.
- The word or group of words is formed as a whole with its syntagmatic structure in all its grammatical complexity thanks to a certain number of stimuli.

That is why we are in front of a really active process, of union between author and reader through a medium and its technical, social and economic system which secures the functioning of this medium, as Escarpit (1975: 84) has pointed out.

Inside this format, which is the written language, there is a special variety which relates not only a reader to an author, but to an indeterminate mass of buyers in a system of production whose nucleus is a financial investment and whose product is a fabricated object. The person who writes is only a supplier of raw material to elaborate the object. The problem is to know who the reader is: a buyer or a reader. Consequently, there is a double relationship: Author –Reader and Production– Consumption.

### 3. INVENTIO: SEMANTIC CONTENTS

Under the heading of **inventio** I have included the semantic contents, since *inventio* deals with the discovery of the relevant material and ideas (*euresis*). In mass media, information must be taken into account before anything else. That information has a lot of

effects on the public at the same time as it is conditioned by the very structure of the society. We are in front of a sociological phenomenon whose basic functions are to inform, to attract interest and to persuade.

A complete news item must give answer to the following wh- questions: who?, what?, when?, where?, why?, how?, for what?; informing thus about the actual event (what: news), its author (subject), its circumstances of time (when), place (where) and the cause of it (why). It is not essential to have all those six elements above or questions in a news item since sometimes they can be superfluous. However, the when-where questions, since time and space are the two main objective factors of great interest, must always be present. In accordance with Kipling's method of five questions that we can apply to any text (what, who, when - where, how, why) we can say that the **what** question deals with the empirical object of study, its genre and title; in this study the object is composed of two news items written in prose titled each by headlines (US missile row clouds arms talks; Cheney advises Bush to approve mobile MX missile system). The **who** question is related to a pragmatic level as it refers to the authors and their works. The **why** question answers to the writer's attitude or purpose (to inform) when writing his article, and finally the **when - where** questions with the space - time coordinates, that is, the environment (20th, April, 1989). The **how** question refers to how the text is constructed taking into account two descriptive levels: the semantic one, that forms the content side of the semiotic sign and it analyzes the subject matters and their structure, and, secondly, the syntactic level that lays stress on grammar, processes and the way that each writer uses the language in his particular manner of expression. Both the semantic and syntactic levels form part of a complete description of how both texts are built in relation to the internal distribution of the constituent elements.

In The Guardian we can point out the following main thematic ideas:

- Deployment of US missiles (who)
- This fact threatens to delay Soviet disarmament proposals (what)
- This is taking place «at the top of Bush administration.»<sup>2</sup>(where)
- The cause of this delay is «A sudden stalemate»<sup>3</sup>in Bush Administration in relation to its strategic policy review.

We must take into account that the answer to the above questions can be found in the first paragraph. In the following paragraphs the reporter expounds in full detail the reasons of the stalemate which are: the different missile system proposed on the one hand by Mr. Dick Cheney, the New Defence Secretary, and the Pentagon, who advocate the rail-borne 50 MX missile system, and on the other hand by the White House's strategic experts, the Congress, Lieutenant-General Brent, The National Security Adviser, Senator Sam Nunn, the chairman of the Senate armed services committee and Les Aspin, the chairman of the comparable House committee who give support to the opposed and more expensive Midgetman system. The different price in the construction of these two missile systems leads the reporter to deal with an economic issue, namely US budget deficit and

<sup>2</sup> Martin Walker (1989)«US missile row clouds arms talks».The Guardian .Front page.

<sup>3</sup> Ibidem

President Bush's determination to cut the Pentagon's budget. These two factors are important when determining what system will be chosen. Consequently, these disputes in Bush's Administration have stalled Strategic Arms Reduction Talks with former U.S.S.R. (Metonymy place for institution).

In the International Herald Tribune the author of the article tries to give an objective view of the same problem, by paying special attention to the economic question of \$10 billion trim from planned military spending in USA budget. He tries to favour slightly the use of MX nuclear missiles because they are cheaper.

There is only a small reference to a possible Russian attack in case those missiles were installed. Therefore, there is not any critical reference to the deployment of missiles, quite the opposite, speaking about a possible nuclear war between both superpowers.

There is not, either, a single reference to NATO allies' opinion about the question. The author states the article from an exclusively American point of view. We cannot forget that, to test the objectivity of a piece of news, we must take into account, as Martínez Albertos (1978: 94) has pointed out, aspects such as- social context of the message and its possible readers.- possibility to find in the message certain technical requirements: ability for verification, veracity of facts, etc.- respect for the stylistic rules of journalism.

The border between information and propaganda is difficult to establish, as well as the influence of politics in information. That is why objectivity must be very well looked after. Every newspaper interprets the events according to its position, and if there is not any Press freedom, according to the Government's interpretation. Therefore, the distinction between information and opinion organisms is very relative. Information organisms can be conditioned by the same interests as opinion organisms. Economic and political interests are at stake, as they are addressed to huge audiences and they must take into account certain attitudes which, otherwise, could turn away from them a great number of readers. That is why they usually try to maintain their position in a neutral zone, not only reducing the transmission of messages which can spark off discussion, but also fostering the escape from everyday problems. That can be the reason why the authors of these articles use indirect speech in them, other people's words, and even other journalists' opinions.

The semantic contents of the International Herald Tribune are very similar to The Guardian's, although it lays a bigger emphasis on the political and economic point of view. The discussion about what kind of missile must be installed is involved in the Strategic Defense Initiative (American point of view). The installation of MX would be cheaper, and could be situated inside the intended trim of \$10 billion from military spending by Bush Administration, following the views of Reagan's government. However, the national security adviser Brent Scowcroft, and many democrats, are for Midgetman, because they could «diminish Soviet interest in a preemptive attack.»<sup>4</sup> Only two possible solutions are given to the problem: «The real choice now is to find a possible mix between the MX and the Midgetman,»<sup>5</sup> although it could be quite expensive.- «The officials said Mr. Cheney

<sup>4</sup> Jeffrey Smith. (1989) «Cheney Advises Bush to Approb Mobile MX Missile System» International Herald Tribune. p. 2.

<sup>5</sup> *Ibidem*

apparently considered, but rejected, trimming the Midgetman costs by placing two warheads atop each one, and deploying half the number previously planned.»<sup>6</sup>

The root of the problem is the reduction of 0'9% from current spending levels, a reduction which instead of being \$10 billion could be \$6'3 billion to avoid more problems about this question, because the cuts should come not only from the installation of MX or Midgetman missiles, but also they could have «to cancel the Marine Corps new V-22 tilt-rotor troop transport aircraft, delay the army's LHX light helicopter program and transfer at least 24 navy frigates to reserve force.» There is also a reference to the possibility of a cut in «Mr. Reagan's request for \$5'9 billion for the Strategic Defense Initiative.»<sup>7</sup> The question, in spite of the fact that it is very sour and difficult for us as readers from far away, is very well stated; besides, the difference between both kinds of nuclear missiles is clearly mentioned and the economic part of the matter can be understood easily:

– MX: 50 of the 10-warhead missiles which can be deployed on railroad cars: cost of \$5'4 billion.

– Midgetman: 500 single-warhead missiles which must be deployed on trucks: cost of \$23'55 billion.

Therefore, although there is not a clear attempt to be for one possibility or the other, the special attention which is paid to the economic matter by the American paper seems to reflect the author's position towards the trim in the budget, although it is shown in a very subtle way by stating the pros and cons of the two antithetic missile systems.

It is not the case of The Guardian, where the emphasis is laid on the interest for world peace, leaving apart the economic question, which is also mentioned but not so clearly.

In short, the **who**-question is the same in both articles, as the **where-when** one: Deployment of US missiles in North American Administration in April, 1989. However, the **what**-question is different in each article: the possible delay in Soviet disarmament proposals in The Guardian and the trim in American military budget in Herald Tribune. Different **why**-questions are required for them: economy is present in the discussion for both newspapers, but the British one says that it can delay the Strategic Arms Reduction Talks with U.S.S.R. whereas the American paper only mentions this question paying much more attention to the necessary trim in the Pentagon's fiscal 1990 budget in order to follow Reagan's intentions.

It is worth praising the attempt to show the real dimensions of the whole question, which is an evident sign of Press freedom, although inside certain cultural contexts, a critical one (Britain) and a strongly economically interested in it (U.S.A.). Therefore, common people are allowed to discuss about all the questions that, a not so long time ago, were totally unknown for the general public. Fortunately, as Aranguren (1975: 205) says, «thanks to communication we can find peace and communion.»

<sup>6</sup> Ibidem

<sup>7</sup> Ibidem

#### 4. DISPOSITIO

The «dispositio» of an article refers to its external form, the structural form and the ideational component: participants and processes.

Besides a text must have internal coherence in its dispositio to transmit a clear message. Talmy (1988: 195) notes, in further cognitive connections a fundamental function: «The principal function of the structuring common across cognitive domains is that of providing conceptual coherence, that is, acting as a means for integrating and unifying a body of otherwise disparate conceptual material.»

In the structure of a news item we must take into account the reporter's motto:

«Start with the outcome, ending, dénouement, the last thing is the first,» which is in opposition to the traditional novelist and historian's method. Therefore, the reporter begins with the most interesting fact: strictly the news, followed by its circumstances and the causes (antecedents).

That is why an overall view of the theme is given to the reader in the first paragraphs and it will tempt him or her to continue or not the reading of the whole news. But let us see below all these matters more carefully.

#### 4.1. Structural form

The writing of a news item adopts the structure of an inverted triangle, in accordance with the system contrived by the North American News Agency Associated Press: the most important facts appear in the «headline», and are explained in the «lead». Next, more data are added, hierarchized in order of importance. Hence the fundamental information appears at the beginning, as this has a practical aim: the editor of the newspaper can cut off the elements of second, third grade of importance (trivialities) if there is no space left for the whole news in the page without depriving the reader of its fundamental information.

Thus, the structural form of a text is given by the devices which the author uses to arrange its semantic contents. As Edelson (1978: 27) has pointed out, «Headlines carry the characteristic features of newspaper writing to an extreme.» The headlines are suitable for revealing the ideology of the newspaper, although the writing of the news is done with objectivity. Hence the meaning of the information is different according to its headlines. They are the valuation of a concrete news item, composed of expressive clauses which anticipate the content of the news in order to attract the reader's attention upon the form of message by using the linguistic code differently from its normal use in denotative language: connotation. Headlines contain, therefore, the essence of the event summarizing in brief words the main points. They must be objective and unbiased, and that is why they are characterized by a lack in qualifying adjectives, differing from everyday language by the omission of the less important words in a sentence to produce an elliptic telegrammatical construction. In fact, they are the most subjective part of newspapers.

In this way, although the two headlines treat the same event, they usually adopt different points of view in their treatment in the headlines and the place they occupy within the paper. In The Guardian our piece of news appears in the front page, being devel-

oped later on in page 5 (International News), whereas in Herald Tribune the article about the same question is included in the section dealing with National Politics. We cannot forget that the news printed in the above half of the page is more important (American paper) and also the ones situated in odd number pages (the British one). The number of columns which the headline occupies is also very important (5 columns in The Guardian, 6 in Herald Tribune). On the other hand, the same piece of news has a sensational presentation in the British newspaper, being announced more measurably in the American one.

In headlines, definite and indefinite articles are omitted, nouns are used as modifiers or verbs, etc. Therefore, they are generally misleading, as Edelson (1978: 27) says: «Headlines are frequently ambiguous because of the possibility of interpreting them in different ways; they may be puzzling because of the drastic elimination of all that is considered unessential.»

Ambiguity serves as an additional means of attracting attention by intriguing and puzzling. Headlines are forceful and effective because they have words rich in meaning, generally nouns and verbs. The occasional use of alliteration increases its effectiveness. (Phonetic reiteration of the fricative [s] (voiced and voiceless) as well as the diphthong [au] in The Guardian's headline).

The above characteristics can be seen in The Guardian headline: «US missile row clouds arms talks.» However, they are not present in Herald Tribune: «Cheney advises Bush to Approve Mobile MX Missile System.» The former uses a pun with the ambiguity of the word «row», whose double meaning is in fact distinguished in pronunciation. [disagreement: /rəʊ/ ; fila: /rəʊ/] On the other hand, it is a verbal headline with a finite present verb which has two main nouns («row», «talks»), qualified by the respective noun adjectives («US», «missile» and «arms»). It is a premodified nominal headline, written in small letters, with a verbal component. The latter is not ambiguous at all, being a simple sentence, in which the first letter of each word is written in capital letters.

– **Lead**: it should be enough to achieve the purpose of informing the reader, being usually printed in boldface or italics, as the reporter must summarize his or her news briefly in those lines by giving an answer to the above questions stating the event, the protagonist, time, place, manner, and cause. One of the six questions will be considered the initial factor. The element of **when** is given in the date of the newspaper: 20th April, 1989. Besides, the place appears in the headlines. So we can say that the main factor or element is the subject (**who** - question), which is considered the most important one. In accordance with the journalistic technique of structuring a news item, the reader starts reading the actual event, what has happened, but he / she is more interested to know more about that piece of event.

– Informative body: hierarchic development of other elements in the news. It can also be subdivided into little titles, as it happens in Herald Tribune: «Reduction is 0.9%».

Both articles can be considered explicative texts, and in their text type (descriptive and argumentative) and text form (report), there are two kinds of arguments: proof or confirmation in which the writer marshals all the arguments on his side of the case and refutation, where he attempts to discredit the arguments which have been advanced against him. This fact emphasizes their objectivism.

In this way, the structure or arrangement in The Guardian presents the following arguments in favour of the MX missile system which is characterized as a «railborne MX missile system, as the best mix of strategic punch, survivability, and value for money for the U.S. nuclear arsenal.» Each missile system «is armed with ten nuclear warheads aboard special trains» and «is costed at \$5'4 billion» Consequently, it will be cheaper than the Midgetman system which is «budgeted at 23'55 billion, partly because of future development costs and partly, because 500 missiles will have to be built to carry the same warhead-punch as the multi-warhead MX missiles.» ; besides, this new system has not been developed yet. These factors can be considered the «refutation» or arguments against the Midgetman system which has the advantages of being a «single warhead missile that could be moved around on special trucks and they would be mobile enough to survive a surprise attack-» and as this missile system is similar to the Soviet mobile SS-25 missile system, it will, therefore, contribute to the Strategic Arms Reduction Talks between U.S.A. and U.S.S.R. But at the end, the supporters of the MX missile system have schemed the following proof or confirmation against the vulnerability of this system in relation to a surprise Soviet attack.

«The new Pentagon scheme to put them on trains which can be moved around the U.S. rail network in times of emergency.» Therefore, we can say that the structure of this article is based on the antithesis or contrast between two opposite missile systems: the Midgetman system versus the MX missile system, which have clouded US arms talks with the U.S.S.R. due to these disputes at Bush Administration.

Something similar can be said about the article in Herald Tribune, where the contents are structured according to the opinions of different characters that are relevant to the message which is transmitted. In this way, we could distinguish the next parts:

Firstly, Secretary of Defense Dick Cheney is for MX nuclear missile as U.S. officials say. He is against the Midgetman, more expensive, following Reagan's intentions.

Secondly, between brackets, we find the words said by Mr. Cheney in Brussels, where he had attended a NATO meeting.

Thirdly, the question is included in the possible treaty for Arms Reduction with the Soviet Union and closely related to the Strategic Defense Initiative: Mr. Bush must trim \$10 billion from planned military spending.

Fourthly, the National Security Adviser, Brent Scowcroft, and a group of democrats are for Midgetman. (The democrats say that the deployment of Midgetman system could diminish Soviet interest in an attack towards the U.S.A.).

Finally, Bush declared that a mix between both systems could be the solution, in spite of its expensiveness. Another solution could be to place two warheads atop each Midgetman.

After the subtitle «Reduction is 0'9 %» the author pays attention to the economic matter again, which seems to be the cornerstone of the whole article: a 0'9 % of reduction in American military budget, although maybe Mr. Bush cuts only \$6'3 billion instead of 10 billion, a cut which could be made from other parts, too, perhaps including the Strategic Defense Initiative.

Therefore, the structure of this article lays special emphasis on the economic interest which surrounds the question. The headline shows the possibility for which the author seems to be more inclined, and that is why he starts the article with it. The explanation to

the whole subject comes later, followed by the possible solutions and, in the end, by a new emphasis on the economic shades of the problem.

Confirmation and refutation are more or less the same in both articles, but different aspects are emphasized in them: The Arms Reduction Talks in danger for The Guardian and the trim in American military budget for Herald Tribune. It is clear that the British newspaper is much more critical about the deployment of nuclear missiles and so it adopts a specific structure for it. It can be owing to the European point of view which The Guardian has got, in opposition to the exclusively American one of Herald Tribune.

#### 4.2. Ideational component: participants and processes

Collective information has got a certain perlocutive sense: every piece of information which is published is an effective action. Information not only affects the contents, that is to say, its semantic dimension, but it also affects, according to Núñez Ladevéze (1977: 49) «the context of the subjects, having a referential and pragmatic scope.» Obviously, the information is more or less the same, as well as the protagonists of it: Secretary of Defence, Dick Cheney, Mr. Bush, President of the U.S.A. at that time, The National Security Adviser, Brent Scowcroft, the democrats... Moreover, some elements are present in both articles: MX and Midgetman nuclear missiles, the economic part of the problem, and the negotiations for Arms Reduction with the U.S.S.R.

It is necessary to know the distribution of references to participants in processes, as they can be very important for the expression of ideology.

For this analysis, we shall take into account Langacker's archetypical roles, as Ungerer and Schmid (1996: 173) have pointed out, they are » The most familiar of the cognitive principles evoked by Langacker for the explanation of clause structure. » Langacker (1991b: 238 - 239) sorts role archetypes according to two binary oppositions

*The distinction between «source domain» and «recipient domain» is based on energy transmission: by their nature, agents and instruments pass energy along to participants downstream, whereas the other roles figure in the transfer of energy only as recipients (experiencer, patient, mover, absolute). Within each domain a further distinction is made between «active» and «passive» participants. The active participant is in each case the one that ranks the highest on the initiative hierarchy (Agent, experiencer) (...) As for the source domain, an instrument is naturally regarded as an extension of the agent: it implies an agent, (...) The grouping of AG and EXPER as active participants is motivated not only by their common initiative capacity, but also by their necessary sentience (required for either willful control or mental experience). (...) Finally, the recipient domain appears to have a certain coherence. In sharp contrast to AG and INSTR, the roles in this domain (EXPER, PAT, MVR, and ABS) are all very commonly associated with direct objects.*

In relation to clause patterns, we shall distinguish the following: action chains, mental interactions and container relationships as Ungerer & Schmid (1996:196 – 197) note,

<i>SOURCE DOMAIN</i>	<i>RECIPIENT DOMAIN</i>	
AGENT	EXPERIENCER	<i>Active Participant</i>
INSTRUMENT	PATIENT MOVER ABSOLUTE	<i>Passive Participant</i>

*There are many paths along which the participants can be connected and from which only some are selected as sentence constituents (...) this process of selection is governed by role archetypes, action chains and mental interactions between participants, with the additional provision that the setting can be included as container for a participant. The result is a syntactic structure in which the subject functions as figure, while the object may be, but need not be, added; if it is, it functions as ground. (...) The speaker will select either the general action chain or a sequence of more specific action chains (...), or perhaps a setting-subject with a - BE IN - relation.*

Moreover, Langacker (1991b: 226) has also pointed out that «countless interactions are discernible in a typical event- depending on the domain of interest (e.g. physical vs. mental interactions.)» Ungerer and Schmid (1996: 178) note the main difference between mental interactions versus physical activities

*The main difference between these mental operations and action chains concerns the second element. While the patient, as the tail of the action chain, receives and consumes physical energy and undergoes a change or is at least moved to another location, the second entity in the mental activity is not really touched or changed by this interaction (Langacker calls this «absolute». Ungerer «the experienced», due to its relation to the experiencer) (...) The mental link between the two participants is weaker than the energy link in action chains (...). Its source is the experiencer, which is thus marked as the more prominent active initiator, as figure in this mental interaction, while the experienced functions as ground.*

After analyzing carefully the ideational component of both texts paying special attention to the processes and participants which appear in them, we can conclude that on the one hand three components can be distinguished in the process: the process itself, participants and settings or «background» associated with the process which are expressed by adverbial groups or prepositional phrases in particular by adverbials of space, time and manner. On the other hand, the article from The Guardian has a great number of action chains, many of them in passive voice, and a smaller number of verbal processes as opposed to Herald Tribune, where there is a larger variety of different processes: mainly verbal and action chains, but also mental interactions, relational (Be) and container relationships. That is why reported speech is used more frequently. However, the employment of passive voice is much more frequent in The Guardian. Maybe the fact done is more important than the doer of it for the author of that article and the opposite for the writer of the one in Herald Tribune, in which the passive is less frequent. The passive requirement as regards content (i.e.) the subject undergoes the action expressed by the verb. Regarding frequency we must bear in mind that the passive is more frequent and highly productive in English (especially in more formal style and in writing) than in Spanish. In English it is

mainly used in scientific, informative texts (where the agent is unimportant and often irrelevant) and newspapers due to its impersonal generalizing character as well as its objective point of view in relation to the facts reported. There is also a psychological reason why the passive voice is preferred in The Guardian: it eludes the agent, giving emphasis to the object (patient). As Givón (1995: 83) points out: «In passivization, the pragmatically - promoted patient is promoted to grammatically subjecthood in some languages (English) but not in others (Spanish se-).»

By way of summary, with the passive voice or factual perspective, the language presents a phenomenon from the point of view of the fact and does not take into account the development of that event. As we have said above, the passive is preferred when we are more interested in what happened to someone rather than in what someone did, that is, the active sentence would involve the use of an indefinite pronoun as subject (someone, they, one), whereas in the passive sentence the by-agent would not be mentioned. We next need to consider when the passive is mainly used. First of all, when the active subject is unknown. Secondly, the performer of the action is self-evident from the context. Thirdly, there may be a special reason (fact or delicacy of sentiment), why the active subject is not mentioned, for example the first person is often avoided in writing to achieve an impersonal style. Besides, the passive is especially used when someone has an unpleasant statement to make in order to avoid drawing attention to the fact that he / she is the only one to blame: «Mr. Cheney declined to specify where the defense cuts would be made .» On the contrary, we must point out that the author of The Guardian headline makes use of the active voice: «US missile row clouds arms talks.» In this example, «US. missile row» is responsible for the present stalemate which has been reached in relation to arms talks. However, when the agent gives a good piece of news, he / she will use the active voice. Eg. the headline of Herald Tribune: «Cheney Advises Bush to Approve Mobile MX Missile System.» Finally, we must take into account that when the agent is mentioned in a passive sentence, the focus of attention is still on the passive - subject and not on the active subject. («The Midgetman system is preferred by congressmen» - The Guardian -). It can be considered a grammatical device that gives the object of a transitive verb prominence by making it the subject and thus emphasizing the action or the receiver of the action. So, when the emphasis is placed on the performer (agent) of the action, the active voice is generally used: «US missile row clouds arms talks.» In short, in some sentences either form could be used, the choice will depend on what is regarded as the focus of interest in the sentence. Taking into account that the subject matter of the articles is the same, the semantic fields, kind of adjectives, verbs, etc., are very similar. Maybe the bigger difference between both texts is that The Guardian has a non-personal third person viewpoint, which is an objective impersonal style of reporting with a typical declarative structure where the reporter relates the use of statements (this is related to what Ungerer & Schmid (1996:198) call

*the normal or 'canonical' arrangement (Langacker calls it 'viewing arrangement') in which the relationship between audience (speaker / hearer) and onstage event is not expressed directly. What is rendered linguistically is the onstage event, and this is why the 'third' person perspective is the norm<sup>8</sup>.*

In contrast, Herald Tribune is always employing direct and indirect speech (more verbal processes as well). In this way, there are only three examples of it in The Guardian:

Mr.Cheney(...)has embarked on a collision course with the White House s strategic experts, and with Congress, by telling President Bush that the Pentagon has now chosen the (...) MX missile system ; The Midgetman s supporters say that it will simplify future disarmament talks with the Soviet Union.; Soviet scientists have for two years been arguing that a stable deterrence could be reached.

And many more in Herald Tribune:

Secretary of Defense Dick Cheney has told President Bush that he favors removing the nation s 50 new MX nuclear missiles...;US officials say...;Mr. Cheney, the officials said, has also told Mr. Bush that he does not advise spending additional money ... ; Mr. Cheney, (...) said he did not expect to learn of Mr. Bush s decisions on the missiles (...),The Associated Press reported...; Mr.Cheney said some of his own decisions about where to cut the Pentagon s fiscal 1990 budget. Mr.Bush has said that a national consensus on the issue is crucial ...; Mr Bush said that modernization of the land-based missile force was one of his top priorities ...; A Defense Department official explained Mr. Cheney s decision by saying that those who claimed both missiles could be pursued ...; The air force has said that deployment of 50 of the 10-warhead MX missiles (...) will cost \$ 5 4 billion...

## 6. CONCLUSION

The contrast in newspaper styles is best shown when different papers deal with the same story (event) right from the opening lines of a 1989 news item, taken from two different papers: this demonstrates the difficulty of arriving at satisfactory generalizations about «newspaper language»

A careful analysis of these texts, which deal with the same piece of information, shows that there are many superficial characteristics which arise out of the fundamental constraints of this informative medium, which has to be compressed into a limited space, in columns. The reader s interest has to be focused, captured and maintained through the use of large type, dramatic headlines, frequent sub-headings, short paragraphs and succinct sentences. Thus, it is clear that both articles are examples of journalistic English, in which the semantic contents are more or less the same although every newspaper focuses them according to a different point of view, paying attention to the elements which could more strongly interest their respective

---

<sup>8</sup> This is in clear contrast to the alternative view called the «egocentric viewing arrangement.» As Ungerer and Schmid (1996: 198) note

*Here the relationship between speaker / hearer and event is made explicit and expressed by the use of the deictic first and second person pronouns. Other deictic (or indexical) items, such as here and now, this and other determiners are also understood as expressing reference to the «viewing position» of the speaker. There is only one example of these deictic references in The International Herald Tribune: «The real choice now is to find a possible mix.»*

readers.

Something similar has happened to their structural form, as The Guardian has included it in the front page laying emphasis on the possible dangers that the question could bring to world peace, whereas Herald Tribune has situated the article in the second page highlighting the economic part of the matter, because maybe it could be more interesting for their American audience. Moreover, we have also seen differences in the processes used to express more or less the same contents: action chain in The Guardian, verbal and mental interactions in Herald Tribune. Although both newspapers deal with the same semantic field, in Herald Tribune less passive voice sentences and more reported speech can be found.

Thus, this has been an interesting experience to analyse the same piece of news in two different newspapers, as this comparative analysis allows us to see not only how the culture can influence the treatment of the same event but also the ideology of the different newspapers and many other elements can affect language more than what one could believe. It is clear that the scope of diffusion of a newspaper sets the conditions for the language and contents of its articles. We must not forget that mass media are artificially elaborated: politics, economy and information influence them. Their effectiveness is measured by the level of decodification which they have, that is to say, by their ability to spread information. That is why every newspaper creates a kind of public that can identify with its beliefs or points of views.

## 7. REFERENCES

- ARANGUREN, J. L. (1975), *La Comunicación Humana*. Madrid: Guadarrama.
- BERNÁRDEZ, E. (1982), *Introducción a la Lingüística del Texto*. Madrid: Espasa-Calpe.
- EDELSON, M. (1978), «English in Newspapers» *In Varieties of Written English*. Warszawa: Paristowowe Wydawnictwo Naukowe.
- ESCARPIT, Robert (1975), *Escritura y Comunicación*. Madrid: Castalia.
- FAHNESTOCK, Jeanne. (2005), «Rhetoric in the Age of Cognitive Science». *The Viability of Rhetoric*. New York: State University of New York Press.
- GIVÓN, T. (1995), *Functionalism and Grammar*. Amsterdam: John Benjamins.
- LANGACKER, R. (1991a), *Cognitive Grammar*. In F. Droste & J. Joseph (eds), *Linguistic Theory and Grammatical Description*, 275-306. Amsterdam: John Benjamins.
- (1991b), *Concept, Image and Symbol: The Cognitive Basis of Grammar*. Berlin: Mouton de Gruyter.
- MARTÍNEZ ALBERTOS, J. L. (1978), *La Noticia y los Comunicadores Públicos*. Madrid: Pirámide.
- NUÑEZ LADEVÉZE, L. (1977), *Lenguaje y Comunicación. Para una Teoría de la Redacción Periodística*. Madrid: Pirámide.
- TALMY, Leonhard (1988), «Force dynamics in language and cognition» *Cognitive Science* 12, 49-100.
- UNGERER & SCHMID (2006), *An Introduction to Cognitive Linguistics*. New York, Longman.
- VYVYAN EVANS, Stéphanie Pourcel (2009), *New Directions in Cognitive Linguistics*. Amsterdam, John Benjamins Publishing Company.