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IDEOLOGIES REFLECTED THROUGH LANGUAGE: A STUDY OF HEADLINES

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ABSTRACT

The usual approach to study ideology is realized through studying its effects on discourse forms and meanings and how discursive structures contribute to the formation of ideologies. Ideologies are likely to influence the ways social attitudes are expressed in discourse structures. Headlines are one of the means which have a central role in the production, reproduction and dissemination of ideologies in the press. The purpose of this study is to analyze how ideologies are reflected in the headlines of three popular newspapers still published in Turkey. The results of data analysis revealed that the ideologies of the newspapers in question are created and manifested through language.

Keywords: Ideology, headlines, discourse, passivization, nominalization

İDEOLOJİLERİN DİLLE YANSITILMASI: HABER BAŞLIKLARI ÇALIŞMASI

ÖZET

İdeoloji kavramını incelemek için genellikle ideolojinin söylem biçimleri ve anlam üzerindeki etkileri ve söylem yapılarının ideoloji oluşumuna olan katkısı araştırılmaktadır. İdeolojiler, toplumsal tutumların söylem yapıları içinde ifade ediliş biçimlerini etkileyebilirler. Gazete haber başlıkları basındaki ideolojilerin üretiminde çok önemli bir role sahiptirler. Bu çalışmada Türkiye'de yayımlanan ve farklı ideolojilere sahip üç gazetenin benimsedikleri ideolojilerin kendi haber başlıklarına ne biçimde yansıdığı araştırılmıştır. "Üniversite" konusunu ele alan haber başlıkları çalışmanın veri tabanını oluşturmuştur. Veri çözümlemesi sonunda söz konusu gazetelerin ideolojilerinin haber başlıklarına yansıdığı gözlenmiştir.

Anahtar sözcükler: İdeoloji, haber başlıkları, söylem, edilgenleştirme, adlaştırma

1. INTRODUCTION

Communication and media; these are the two concepts which are interwoven with each other. One of the means of interaction through which members of a public can communicate is mass media. Since we are human beings, we have an innate tendency to make contact with one another. As a matter of fact, this is an essential part of our nature, which makes us social entities. However, the process of this socialization requires the capacity to create symbols and grant them meanings. In any event, one significant way of making contact with one another, thus to get socialized, is accomplished by the use of language. In this case, language appears as a form of communication, which enables beliefs, opinions, attitudes, and understandings to be conveyed to the members of the group who share the same form of symbols and meanings.

So, since it is not possible to think of society without communication and socialization takes place through communication, it follows that communication is likely to function as a means of affecting the attitudes and behaviors of others. This leads us to ask several questions about the communication process such as: who is communicating with whom, by what means, for what purposes, with what effects, and in whose interests? The answers to such questions will provide us with information about the kinds of societies we belong to and the ways power and control operate together in the society. Without doubt, it is hard to assume that communication is always a favorable process. This is why in the lexicon of communications research, terms as "propaganda", " manipulation", ideology", "distortion", and "provocation" are among the ones which we are likely to encounter frequently when media is the focus.

There are a number of publications which deal with the role of media in the construction and determination of perspectives of social reality. As one of the components of media, newspaper is a commodity which influences all of us. Newspapers act as the eyes, the ears and the voices of human societies.

In this study, I draw upon the analysis of how the issues related to the notion "university" is reported in three Turkish daily newspapers and whether the discourse strategies the newspapers employ illustrate their underlying attitudes and ideologies or not. In an attempt to do so, the headlines of three newspapers, namely Cumhuriyet, Hürriyet, and Vakit were examined.

II. HEADLINES IN NEWSPAPERS

Bell (1991) defines newspaper headlines as a sub-genre in the journalistic genre. The headline usually contains concise information which has a very high newsworthy value according to the editor. Therefore, the wording is very important for her/him.

The impact of headlines on the readers is worth mentioning. When compared with the stories or articles following the headlines, the influence of headlines is likely to be stronger because of certain linguistic features of titles which make them particularly memorable and effective: this impact is purposively created (especially in the popular press) through the use of puns, alliteration, the choice of certain emotive vocabulary and other rhetorical devices.

Van Dijk and Smitherman-Donaldson (1988, pp. 226-227) regard the headline as the "top" and "identification tag" of a news report in three important aspects: semantic, schematic and organizational aspects. Headlines provide the semantic framework which enables the readers' to interpret the news story, and to search and to retrieve old information from their memories. Thus, headlines can take up a central role in the production, reproduction and dissemination of ideologies in the press.

III. IDEOLOGY

Following the work of Van Dijk (1998) in discourse analysis, ideology is intimately related to social practices of day-to-day interaction. Van Dijk argues that it is through discourse and other semiotic practices that ideologies are formulated, reproduced and reinforced. Accomplishing ideology is an important end in political discourse because its acceptance by the audience, especially mass media audiences, ensures the establishment of group rapport. As Fowler (1985 cited in Jaworski and Coupland 1999:495) puts it, through the emergence of a "community of ideology, a shared system of beliefs about reality" creates group identity.

Discourse plays a fundamental role in the daily expression and reproduction of the ideologies (Van Dijk, 1998). Ideologies influence the various levels of discourse structures, from intonation, syntax and images to many aspects of meaning, such as topics, coherence, presuppositions, metaphors and argumentation among the many more.

Ideologies have something to do with systems of ideas, and especially with the social, political or religious ideas shared by a social group or movement. Group members who share such ideologies stand for a number of very general ideas that are at the basis of their more specific beliefs about the world, guide their interpretation of events, and monitor their social practices (Van Dijk, 1998). Much of the discourse expresses ideologically based opinions. Ideologies mainly consist of shared, social beliefs, and rather than personal opinions. In sum ideologies form the basic social representations of the beliefs shared by a group, and precisely function as the framework that defines the overall coherence of these beliefs.

IV. CRITICAL DISCOURSE ANALYSIS

The umbrella term "Critical Discourse Analysis" is sometimes used for a variety of overlapping methodologies associated with somewhat different approach to discourse and the world (Fairclough and Wodak 1997). The theoretical idea behind critical discourse analysis is that discourse is one of the principal activities through which ideology is circulated and reproduced. Ways of talking produce and reproduce ways of thinking, and ways of thinking can be manipulated via choices about grammar, style and wording, and every other aspect of language.

Much of the research on ideology in discourse fall under the aegis of critical discourse analysis which has adopted the social constructionist view of language, rather than one language as a mirror of social relations. Thus critical discourse analysis examines the structure of spoken and written texts in search of politically and ideologically salient features (Jaworski and Coupland 1999, p. 497).

Critical discourse analysis is an approach to analyze discourses with a view to reveal the relationship between language and society, and the relationship between analysis and the practices analyzed (Fairclough and Wodak, 1997, p. 258). Fairclough (1995, p. 55) regards language as constitutive of social identities, social relations and systems of knowledge and belief. This presupposition is based on the systemic linguistic theory of Halliday (1985, pp.53-54), which emphasizes how language simultaneously performs three major functions as representing the world (ideational), enacting social relations and identities (interpersonal), and relating the context of situation (textual). Building on Halliday's theory on the characteristics of language to CDA, Fairclough and Wodak (1997, p. 258) emphasize how discursive structures activate institutional ideologies.

As this study concentrates on the analysis of a corpus of news, it is important to incorporate the media perspective. Fowler's (1994 as cited in Flowerdew et al. 319, p. 324) approach is considered as the most accessible framework for analyzing media language . His approach includes analysis of language structures such as its transitivity, passives, modality, nominalization, and especially lexical choice in functional terms.

Fowler's analytical tools were drawn from Halliday's systemic functional approach to language. Fowler uses Halliday's framework for examining the connections between linguistic structure and social values and ideologies. He also sees language as performing simultaneously the ideational, interpersonal and textual functions. His studies of news discourse have shown how it is constructed according to the stylistic and ideological conventions of the newspaper rather than the writer. The writer is constituted by the discourse, which is embedded in the social and institutional ideologies.

For the purpose of this study after a quantitative analysis of the frequency of headlines, I will focus on the passivisation, nominalization, and lexical choices of the headlines.

Passives: The passive voice is often used to portray the agents of action as unknown, obvious, or unimportant. The passive can also be used to hide an agent who is known or downplay the fact that an agent is involved.

Nominalization: Nominalization is another way in which the representation of events, actions, and actors can be manipulated. Nominalization means using as nouns words that can also be used as verbs, adjectives, or adverbs. Choices involving nominalization can represent people as being out of control in their destinities in the most fundamental ways.

Lexical choices: Deciding what to call something can constitute a claim about it. Choices from among existing terms also reflects claims about the world. The use of many words for something suggests its ideological significance.

V. PRESS STRUCTURE IN TURKEY

The Sapir-Whorf hypothesis suggests that the language we speak may influence or determine the way we perceive the world. The text producers of newspapers present a particular view of the world as they see it and attempt to get others to see it that way too. What this is referring to is the way certain areas of social life produce utterances and practices which have particular meanings in relation to the context of institution (Johnstone 2002, pp. 33-37).

Since the aim of this research is to reveal the relationship between the ideologies the newspapers represent and the language used in the headlines in this research, the ideological stance taken by the text producers needs to be explained.

In Turkey, every newspaper is free to express any view unless they are opposed to the Atatürk's reforms, include terrorist propaganda or some other critical issues that the state gives attention in Turkey. As it is in the international arena, newspapers are supposed to be objective without serving to any ideology or should not distort any event according to the ideology they join, so they are supposed to be giving the true news to their readers. In Turkey, there are a variety of newspapers according to their political paths from the radical right view to the radical left view.

They usually convey the same issue from different point of views with the context they defend, so it is essential to read all of them since they represent the view of a group of people in this society. But, the most popular newspapers are the ones who are in the middle like Sabah, Radikal, Hürriyet or Milliyet etc. Fewer people read radical newspapers. The newspapers investigated in this context are Cumhuriyet, Hürriyet, and Vakit.

Cumhuriyet

Cumhuriyet is one of the oldest newspapers in Turkey. It was established in 1924 just one year after the foundation of the new republic. The first aim of the newspaper was to support Ataturk in his reforms and explain them to the people. Ataturk himself named the newspaper as "Cumhuriyet" which means "The Republic", which is Ataturk's first reform. So Cumhuriyet initially was a newspaper of the regime supporting the Ataturk Reforms which were aiming to create a modern secular nation state. Now, keeping its identity Cumhuriyet has a Secular, Liberal and Nationalist position mixed with a little bit of socialism.

Hürriyet

It first rolled off the presses on May 1st 1948. The owners of the newspaper assert that the name Hürriyet has been synonymous with press independence and freedom of speech. It is stated in their website hürriyetim.com.tr that the newspaper covers both popular and serious journalism. Hürriyet is considered as one of the most preferred advertising venues. It has a 41% market share in terms of total newspaper advertising revenues.

Vakit

Vakit started to be published seven years ago at 1992. They convey an Islamic ideology and give more importance to the issues related to Islam. There are some other newspapers like Zaman and Yeni Safak, which are at the same direction with Vakit. Vakit also includes religious pages giving information about Islam and Kur'an. Vakit asserts that the Muslims living in Turkey are suffering because they are not led to live according to Islam. On the whole, Vakit represents the Islamic ideology and approaches to any event from this perspective.

VI. DATA COLLECTION

As mentioned before, in this study the headlines in three Turkish daily newspapers were examined. I focused on the headlines assuming that headlines are the most powerful persuasive and auto-promotional tools used to attract the readers. The study of the headlines would reveal the evolution in the prominence given to a topic over time, and a comparison between newspapers can reveal the relative importance each paper gives to an issue during a particular period, thus displaying its ideology.

My corpus consisted of headlines appearing over a period of one month from three newspapers published in Turkey: Hürriyet, Cumhuriyet and Vakit. The reason underlying the choice of these papers is that Vakit and Cumhuriyet are the two radical newspapers in Turkey which support completely opposite ideologies. Whereas Cumhuriyet represents the left-wing, Vakit conveys a religious perspective. Hürriyet, on the other hand, reflects a position somewhere in the middle. I selected to study the issues between the dates January 1, 2002 and January 31, 2002. This particular month of 2002 was chosen randomly.

As to the criteria used in the identification of relevant headlines, I selected sample data from the headlines which addressed "university" issue regardless of their page and size. The data was formed by gathering related headlines from the newspapers and coding them under appropriate categories. In this study I aim at revealing to what extent newspaper headlines reflect the ideologies of the institutions of which the newspapers are representative.

VII. DATA ANALYSIS

As Fairclough (1999) puts forward, one source of difficulty for textual analysis is the use of translated data. He objects to including translated data as part of the analysis of the discursive event. He argues that discourse analysis papers should reproduce and analyze textual samples in the original language, despite the added difficulty for readers. Adopting his opinion, I will discuss the newspaper headlines in their original forms.

Table: The distribution of headlines according to the newspapers and topics.

Newspapers	Number of Headlines	Topics						
		Prof. Dr. Kemal Alemdaroglu		Tuition Fees	Foundation Universities	Rules & Law	Scientific Advancement	Miscellaneous
		Plagiarism	Appointments					
Hürriyet	2	-	1	1	-	-	-	-
Cumhuriyet	8	-	1	4	1	-	-	2
Vakit	9	2	1	2	2	1	1	-

The study of the frequency of headlines on this particular issue reveals the attention dedicated to the topic "university" in general in one month (Appendix 1). As seen in the table above, Hürriyet published 2 stories, Cumhuriyet 8, and Vakit 9. Of the two headlines published in Hürriyet, one is about the increase in student fees by YÖK and the other is about the appointment of a professor as the head of Human Rights Research Center by the rector Prof. Dr. Alemdaroğlu.

When the headlines published in Cumhuriyet are considered, it is seen that four headlines are directly or indirectly related to the increase in student fees, one is about the rector of İstanbul University, Prof. Dr. Kemal Alemdaroğlu, the other one is about a panel held at Yıldız Technical University, and the last one is about a tax package offered by the students at Karadeniz Technical University. These two headlines are shown in the column titled as miscellaneous in the table.

The last newspaper Vakit has two headlines related to student fees and thus YÖK, three headlines dealing with Prof. Dr. Alemdaroğlu, two headlines about the foundation universities, one headline related to İstanbul and Marmara universities in terms of scientific advancement, and there is one headline concerning Marmara University.

Now, we will return to linguistic properties of headlines in order to reach a better understanding of the manifested ideologies. The headlines which will be examined here are the ones which adress the same issue and appear in three newspapers.

The first example include the headlines which announce the increase in student fees. They are expressed as;

" YÖK harca 4.5 kat zam istedi"   (Hürriyet, January 4)
"YÖK yasası değişikliği tartışıldı."   (Cumhuriyet, January 4)
" Öğrenci harçlarına büyük zam geliyor." (Vakit, January 4)

In the headline echoed by Hürriyet, active voice is used so that the agent of the action is made known to the public. This headline is transactive, because the action is presented as having an origin and a receiver, an agent and a patient (acted-upon): *YÖK* (semantic agent/grammatical subject) harca *4.5 kat zam* (semantic patient/grammatical object).

The second headline appeared in Cumhuriyet is written in passive voice, so that the agent of the action is portrayed as obvious. It is a non-transactive sentence in which the agent who might otherwise occupy the grammatical subject slot is omitted. The change in the law is highlighted rather than the ones who participated in the discussion. Moreover, it only mentions the discussion concerning the change in the YÖK law. We can only understand that the story is about the student fees after we read the lead the paragraph. Without mentioning what this change refers to Cumhuriyet arouses curiosity in the readers, and at the same time there is this implicature that in order to increase the student fees, the law should be changed first. Thus it provides more information than the headline in Hürriyet.

Vakit, on the other hand, impersonates the rise in the fees. *Büyük zam* is not an entitiy which is capable of coming on its own. It should be caused to come. Besides, by not making the amount of the increase specific and utilizing the adjective *big* to qualify the increase, it achieves a scare tactic by means of the use of exaggerated qualifiers in order to create confusion.

My second example involves the headlines related to the appointment of a professor as the head of Human Rights Research Center by Prof. Dr. Kemal Alemdaroğlu even though the person appointed gained fewer votes than his rival.
"Alemdaroğlu: En çok oy masalında suçüstü" (Cumhuriyet, 6 Ocak)
"Profesör varken doçent atanmaz"   (Hürriyet, 9 Ocak)

"İşte Alemdaroğlu'nun demokrasi anlayışı...En az oy alanı müdür yaptı. Alemdaroğlu'na suçüstü"   (Vakit, 7 Ocak)

Although the main concern is common in these headlines, the dates of their publications are different. Cumhuriyet is the first paper to inform the readers, then comes Vakit, and Hürriyet is the last newspaper to report the event.

The sequencing of the headline produced by Cumhuriyet is worth examining. By putting Alemdaroğlu at the beginning, the attention is directed towards this person. Exploitation of sequencing here is a rhetorical device serving the purpose of the addressee's attention and thus pointing out the person in question. The choice of noun phrase *oy masalı* is another significant feature of this headline. The producer of the headline names this selection process as a tale and this shows that whatever happened in this process and whatever articulated is not convincing. The word *suçüstü* implies an action which takes place on the very act of doing something and it brings the notion of committing a crime. All these notions are attributed to Alemdaroğlu in the headline.

Hürriyet uses Alemdaroğlu's utterances as the headline of this event. This is told by the rector himself. This headline reflects an objective view of the event. It is a declarative statement which expresses the reason why the professor was appointed instead of the associate professor in a rational manner.

The headline which appeared in Vakit very much resembles the headline in Cumhuriyet. The word *suçüstü* is repeated here. The first statement functions as preparing the readers for the coming information which is the Alemdaroğlu's understanding of democracy and creates an expectation towards being informed about this issue. However, the following statement contradicts with the notion of democracy. Democracy implies equality and justice, but to appoint somebody with the fewest votes is not considered as a fair treatment.

VIII. CONCLUSION

This study employed critical discourse analysis to consider how the newspapers' ideologies are created and manifested through language. 1 examined headlines as parallel manifestations of how ideologies are expressed. The headlines I chose dealt intentionally with issues related to the notion "university" which brings with itself the notions "YÖK", "student fees", "students" and "vice-chancellors".

The discussion of the theoretical and methodological issues involved in the analysis of newspaper headlines which formed the basis of this paper arose out of a study comparing the headlines of three Turkish daily newspapers.

The analysis has shown that   the headlines give the story from a range of apparently different perspectives. The person or people addressed are assumed to share the perspective that the paper offers. It is clear from the study that the overall

effect in the headlines is to present the readers with one point of view to the exclusion of any other.

It is seen that Vakit represents the religious ideology and reports the events which do not take place in other newspapers but directly related to the ideology they present from this perspective such as the prohibition of the entrance of the girls wearing headscarves into the Marmara University.

The two headlines by Hürriyet indicate that the newspaper tends to be objective. However, another interpretation of this can be that Hürriyet by reporting only two stories related to university seems to avoid touching the issues which are dealt with by the other newspapers. This reinforces the general opinion that it has a populist view.

The headlines in Cumhuriyet and their distribution within the month illustrate its claimed ideology. The analysis has shown that the newspaper is sensitive to the events taking place in Turkey and supports a democratic view.

In conclusion, a final remark should be made here. In order to illustrate the manifestation of discourse strategies and structures and ideologies, more data will provide more fruitful insights into reaching a better understanding of ideology and discourse relationship. This is a preliminary study which can further be developed and enriched with more data.

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Appendix 1

Hürriyet
January 4: YÖK harca 4.5 kat zam istedi.

Muhalefetten paralı öğretim eleştirisi

January 9: Profesör varken doçent atanmaz.

Cumhuriyet
January 4: YÖK Yasası değişikliği tartışıldı.
January 5: Alemdaroğlu: En çok oy masalında suçüstü
                January 6: Öğrenciye haksızlık
        Özel üniversiteye kaynak aktaran devlet, kendi üniversitesine yüksek
                                harç
                                uyguluyor.

January 11: Öğretim para merkezli

        TBMM'de görüşülmesi gereken YÖK yasa tasarısına herkes karşı

January 19: YTÜ'de panel

        Üniversitelerin etik karnesi zayıf

        KTÜ vergi paketi önerdi
        Vergiden de vergi alın
January 20: Emeğin Partisi: YÖK tasarısı geri çekilmeli
January 28: Paralı eğitimin mumu söndü

Vakit

January 4: Öğrenci harçlarına büyük zam geliyor

January 5:Kitap aşırma tartışması gündemden düşmüyor
        Araştırma iddiaları bir tek Alemdaroğlu'nu sarsmıyor
January 6: Paralı eğitim eşitliğe aykırı
        YÖK'ten ayrımcılık

January 7 : Hem vergi vermiyor hem de soyuyorlar

        129 üniversite vakfı da vergiden muaf

Alemdaroğlu'na suçüstü
İşte Alemdaroğlu'nun demokrasi anlayışı..En az oy alanı müdür yaptı.

January 10 : Yasakçılar bilimde sonuncu
January 13: Gürüz'den pervasızlık
January 14 : Yasakçıya dava
January 17 : **Öğrencilerin kaldırımda durmaları bile yasaklandı.**
   Marmara Üniversitesi İlahiyat Fakültesinde eğitim durdu.

MATEMATİK ÖĞRETMENİ ADAYLARININ GEOMETRİYE YÖNELİK TUTUMLARI VE ÖĞRENME STİLLERİ ARASINDAKİ İLİŞKİ

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ÖZET

Bu araştırmanın amacı, matematik öğretmeni adaylarının geometri dersine yönelik tutumları ile öğrenme stilleri arasındaki ilişkiyi incelemektir. Bunun için, Cumhuriyet Üniversitesi İlköğretim ve Ortaöğretim Matematik öğretmenliğinde okuyan 120 son sınıf öğrencisine öğrenme stili envanteri ve geometri tutum ölçeği uygulanmıştır. Öğretmen adaylarının öğrenme stilleri ile geometriye yönelik tutum puanları arasındaki ilişki tek yönlü varyans analizi yapılarak incelenmiş, öğrenme stilleri ile tutum puanları arasında anlamlı farklılık bulunamamıştır.

Anahtar Kelimeler: Öğrenme stilleri, geometri dersine yönelik tutum, matematik öğretmeni adayları.

ABSTRACT

The purpose of this study is to investigate the relationship between attitudes towards geometry and learning styles of preservice mathematics teachers. To do so, we administered to learning style inventory and scale of attitude towards geometry to 120 elementary and secondary preservice mathematics teachers in Cumhuriyet University. The relationship between preservice mathematics teachers' learning styles and attitudes towards geometry was investigated by one way ANOVA. Significant differences were not found between learning styles and attitudes towards geometry.

Keywords: Learning styles, attitude towards geometry, preservice mathematics teachers.