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Gendered discourse: A critical discourse analysis of newspaper headlines in Ghana

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Abstract

There have been an increasing number of studies on institutional discourse in recent times. A few have focused on the media which is determined for public reading. Naturally, Critical Discourse Analysis (CDA) derives its impetus from Discourse Analysis (DA) as a paradigm shift. CDA aims to produce knowledge that helps *homo socius* emancipate themselves from dominance through eradication of delusion, inequality, exposing structures of ideologies and power behind discourse. This is done by awakening the consciousness of the self. The critical nature of CDA accounts for its attraction to scholars from various fields like sociology, philosophy, education, health, and asymmetrical fields (Wodak & Meyer, 2009). This study used the descriptive research design since CDA is a scientific approach which provides understanding of phenomena but not solutions to the problems. It focuses on how language is used as a powerful tool to achieve the interest of social group. Women are still undermined even with their progress towards emancipation from male chauvinism. This is shown in the way headlines about women are carried as indicated in the data analysed. Women tend to be represented as immoral, greed for money, promiscuous or sex objects to be used by men for sexual gratification. This is seen in the sexual connotations produced by the mass media today.

Keywords: Media discourse, commodification, objectification, Critical Discourse Analysis, Intertextuality

1. Introduction

There has been an increasing number of studies on institutional discourse in recent times. A few have focused on the media which is determined for public reading. According to Bloor and Bloor (2007), discourse can be seen along six strata which are discourse one up to six. Discourse one is the highest unit of linguistic distinction like sound (phoneme), morpheme, word, phrase, clause, sentence and the text. Discourse two is a sample of language in use which is generally meant to be spoken. In other words, discourse two is in consonance with Gee's (1999) conception of discourse as any language-in-use, with the clause as the basic unit of analysis. Discourse three according to Bloor and Bloor (2007), refers to the communication expected in one situation context relative to one field or discipline and register such as the discourse of the media or education. Other discourses posited by Bloor and Bloor include human interaction, both verbal and non-verbal, discourse as spoken in interaction and lastly, discourse as it stands for the whole communicative event.

The Foucauldian perspective sees discourse as an abstract form of knowledge understood as cognition and emotion.

A good representation of the above six distinctions is in Gee's (1999) distinction between d-discourse and D-discourse. The d-discourse is the actual language, talk and text, and the D-discourse is the social goods (example knowledge) being circulated and produced in talk, to the general ways of thinking, believing and viewing the world, to the assumptions and thoughts systems that dominate in a particular area and to the actions and beliefs that underlie social practices. Similar to the views above is that of van Dijk (1997). He perceives discourse in the linguistic, cognitive and socio-cultural domains. A lot of studies have used Critical Discourse Analysis (CDA) as an approach to study the occurrences of language in interaction. The question then is: What makes Discourse Analysis (DA) critical?

1.1 What Makes CDA Critical?

Naturally, Critical Discourse Analysis (CDA) derives its impetus from Discourse Analysis

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(DA) as a paradigm shift. CDA aims to produce knowledge that helps *homo socius* emancipate themselves from dominance through eradication of delusion, inequality, exposing structures of ideologies and power behind discourse. This is done by awakening the consciousness of the self. The critical nature of CDA accounts for its attraction to scholars from various fields like sociology, philosophy, education, health, and asymmetrical fields (Wodak & Meyer, 2009).

CDA, when taken into the realm of the media, seeks an understanding of how and why certain texts affect readers and hearers. Evans (2013:1) puts it thus:

Critical Discourse Analysis through the analysis of grammar aims to uncover the hidden ideologies that can influence a hearer's view of the world.

Evans' view is that using grammatical analysis, hidden truths or otherwise in the production and distribution of social goods could be uncovered.

According to Evans (2013), CDA analysts have predominantly focused on both spoken and written discourses/texts, be them political manifestoes, laws, entertainment, advertisements and so on. Their remit was to discover how text producers use language with ideological undertones to influence the decisions and choices of the audience.

CDA takes a lot from stylistics which according to Butt et al. (2009), in a seminal paper *Stylistics Analysis: Construing Aesthetic Organisation*, posit that stylistic analysis exist over and above the organization of the text which is discerning activity. Analysts transcend aspects of linguistic patterning to the semantic interpretation of texts. CDA uses a similar approach to analyse non-literary texts. The tools used in analysis are not fixed, rather, researchers continue to discover new ways of analyzing texts in discourse. Some scholars have drawn tools from Systemic Functional Linguistics (SFL) and other tools to aid their analysis of discourse.

As stated earlier, CDA is put to use in the view posited by van Dijk (2003) which sees CDA as a bundle of approaches. It is therefore up to the researcher to, as it were, bend it towards the objective of the study. CDA seeks to understand and highlight how social power together with its use or abuse is related to both written and spoken discourse. Scholars attempt to ground or posit CDA in social activism which advocates emancipation through rational inquiry (Fairclough, 2003). CDA, in a larger sense establishes the connections among social structures, social practices which the layperson maybe unaware of. These are so interwoven that it takes a critical eye and mind to figure out hidden ideas behind day-to-day discourses. For Wodak & Fairclough (1997), language moves beyond a representation of mere realities but go further to reflect hidden interests of the actor in the discourse. These together with others will be used to uncover implicit ideologies in some online newspapers in Ghana.

1.2 Statement of the Problem

A cursory sloop through the media landscape will reveal that the media have been dominated by males in terms of news items. A few times, the females get a spotlight but usually in a negative way. Gender-stereotyped contents of the media usually dovetail into the unwritten texts in societies. The issue is deep-rooted in Africa and Ghana for that matter. In a male-dominated or patriarchal society like

ours, the media are used as tools for mind-control, and indoctrination to transfer ideologies and systems of beliefs of the larger society. In the light, it is imperative to examine the linguistic choices of newspaper headlines to find out the implicit gender-biased perpetuated.

1.3 Objectives of the Study

The study is a small scale qualitative analysis of some media headlines found online. The aim of the study is to do a critical discourse analysis on media headlines thereby highlighting the discursive representation of gender as reflections of the unwritten texts of the larger prolonged male power dominated society.

1.4 Research Questions

The study will specifically seek to answer the following research questions.

1. How do the media represent females in their headlines?
2. In what ways are the media representations of females in their headlines a reflection of the unwritten texts in society at large?
3. How are the headlines reflective of the newspaper's ideology on the intertextuality?

2.0 Review of Related Literature

Motivated by the quest to find out how media headlines are reflections of gender relations or perceptions in larger society, the researcher first looked at the concept of intertextuality.

In the view of Halliday & Hassan (1976), a text could be conceived as any form of passage in the spoken or written forms that form a whole. Since text can be spoken or written, it also encompasses the discussions taking place in larger society. They may be felt only in the atmosphere and members of the society make reference to them as and when the need arises. Texts may include proverbs alluded to or general but memorable incident or event that had taken place in society (Gee, 1999).

The notion of intertextuality has gained much currency in intellectual discourse for some time. According to Kalogirou (2012) every text is stuffed with other texts. Since texts are meaningful relative to other texts, reading a text implies a dive into a nexus of texts - a web of other texts. In other words, to come to the full meaning of a text, one needs to establish its linkages with other texts, a sort of navigation through texts (Wolf, 2004).

In a larger sense, intertextuality is said to have occurred when a text borrows from another text to help shape the new text. Texts in discourse include what is even not said in the discourse (Gee, 1999). Intertextuality aims to give the text some colourations and vigour or to shape it for a specific purpose.

The Faircloughian distinction between two types of intertextuality impact and feature so much in this study and these are "manifest intertextuality" and "constitutive intertextuality". The former type of intertextuality links to other specific texts that are utilised within the new text. According to him, the utilisation of other texts is shown by quotation marks. The Constitutive intertextuality refers to the collective composition of texts using elements from orders of discourse (the notion of interdiscursivity).

In this sense, the correlation between the linguistic and intertextual features of texts show that in the eventual

analysis of the text, attention is given to the interpretation accorded the intertextualised text. Thus his emphasis is on “descriptive function of the linguistic analysis as opposed to the interpretation allotted to the function that the intertextualised text analysis (Dragas, 2012).

Intertextuality can be viewed as various parts of an object that come together to form a whole. The various parts come together to give wholeness to the object. In this way, interpretation depends largely on how a text fits within the larger body of the text (Worton & Still, 1990).

The intertextuality in the mediatisation cycle is that which gives the media in contemporary times recognition and occupy public space (Gal & Woolard, 2001). The situation is now compounded by two issues – Capitalism (free markets) and globalization. Worse still, the internet has also come to make the mass media even more expensive than it was ever conceived. Thus Agha (2007) thinks that mediatisation has become inherently intertextual. Again, the way the media usually organise and orient the perception and engendering social roles and values is in constant work in interpreting and constructing social roles and identity. What remains to be examined is whether the media in our modern time derives its influential strength to shape our thoughts and behaviours from intertextuality or the other way round.

2.2 Gender and Gendered Media

One feature that comes up more forcefully in this study is the issue of gender. Itself a sociological construct, it is constructed in social interaction. In some cultures, gender permeates every aspect of social interaction. Romaine (1994) conceives of gender as the socio-cultural prospect that puts human beings into two groups- male and female persons. Sex is distinguished as naturally or biologically determined through chromosomal mixture. In line with this distinction, one has no control over his/her sex but can control his/her gender. In other words, one can be a female and see herself as male. With the sociological construct, gender role reversal is possible but biological determinants at least to a certain extent remain constant. Gender inequality, which is the explicit or implicit disparity among individuals or persons by virtue of gender. Gender stereotypes allow women to be portrayed in a certain light in the media usually victims, pretty weak, and passive while their male counterparts are agents, actors/doers, aggressive and active. This apparent inequality motivates feminist activists to use CDA to expose some of these injustices and to call for a social change.

2.3 Previous Studies/Empirical Studies

This study is not an island but has drawn inspiration from other asymmetric studies on women portrayal and representation in the media.

2.4 Critical Discourse Analysis of Media (Newspaper)

The reality of our lives today in the midst of technological booming, the media as a discourse domain has been explored by CDA. Research on media discourse according to van Dijk (2006) abound in extant literature. Van Dijk (2006) focused attention on media reports of ethnic relation while McGregor (2003) drew attention to dominant forces in society. The focus of Gunther (1990) has been on the adoption of discourse ideology in discursive system.

Thus studies so far have indicated how difficult studies of

the newspaper stories have been when they are quite long. But it is also indicative that the media are a good source of data for analysis. Newspapers discuss issues of importance both to the nation and the international community. This shows that the newspapers play a role in creating ecology of discourse to project the ideology of the state or the publishing house (van Dijk, 1991). In other words, the influence power of the media to promote ideologies cannot be underestimated. One such way that the papers achieve this is through the headlines since they encapsulate the stories beneath. Dragas (2012) opines that topics and themes are realized through the first move which is the headlines and leading paragraphs, a view which is shared by van Dijk (1998). He intimate that the headlines are eye-catching to the reader who easily processes the headlines.

3.0 Headlines

An observation of the placements of the news items in the newspapers intimates that the news items are carefully selected and constructed for some purpose. The position of an article in a newspaper is based on the importance of the event and the generic structures also show this importance of the news item.

A reader can go through the headlines for quick view of what is entailed in the news of the day (Ghannam, 2011). Ghannam further explains that the headlines occupy textual space that restrict the author in terms of lay out and size of texts. A minimum number of words are used to capture the attention of the reader. As cited in Ghannam (2011), Reah (1999) focuses on the words used in the headlines and their meaning. Words used have some strong connotations that carry an emotional package which lie beyond the surface meaning. The headline could also be a good way to make the news item memorable. The implication drawn from the construction of the headline could be that it is constructed with the reader in mind and also to reflect the ideology of the newspaper. Sometimes the caption or the headline can occupy more textual space than the article itself. This is so when the letters are written in bold to catch the attention of readers.

3.1 Ideology in the Newspaper

Recently, the extant literature has expanded due to the influx of studies on the relationships between the mass media and the respective audience. The mass media carry a lot of ideologies judging from the way they impact on such areas as economics, politics and transformation of citizens' attitudes.

Ideologies find expression through language and some of the baggage that come with ideology are power and dominance. It is believed that news mirrors the world through language. The news is expected to be neutral, unbiased and mediatory. Fowler (1991), posits that when we say the same things differently, the different expressions carry also ideological distinctions and for that matter represent issues differently.

In the ideal situation, the press is expected to provide accurate, fair, unbiased, intelligent and detailed account of events in their context. Again, avenues should be provided for feedback on the news items. It is in this lens that van Dijk (2006) thinks that the newspaper should eschew vested interests and carry out their works diligently. The items as presented must be independent of the writer's opinion and must present the news accurately and truthfully.

For some Ghanaians, consumption of printed discourse either in hard copy or online is a daily routine. In terms of hierarchy, it may come after television and radio. Language affords them the opportunity to present issues out to the readers. Most of our knowledge of what goes on in politics, commerce, social issues, terrorism and international relations is as a result of the circulation of news. Nevertheless, the news items as presented by the journalists risk being obscured through linguistic and stylistic techniques. More so, items that are deemed important may be down played by the stylistic technique like using textual space to push the news item into obscurity.

Often, we find newspapers that publish false news items in bold front page text but when they are to retract the news item they do so in a small corner of an inner page to grant it inattention.

Magalhaes (2005) reflects that the newspaper is more than a business entity and that explains why news items are placed in rhetorical moves to arouse the interest and curiosity of the reader. In a larger sense, it is meant to include the reader to buy the paper. Sometimes, the captions are accompanied by pictures to deepen the curiosity. She further posits that, the commodified body of the feminine is also regarded as frail, weak and pathological. The media regard the women as their objects and subjects and all kinds of derogatory and sexist languages are used about the feminine. Again, news items about women are usually heightened to dizzying heights due to her gender and so on. Such a position of the newspaper engenders the hegemonic patriarchal society than it already is.

Lakoff (1973) concludes the issue and the position of the media as succeeding in relegating the woman using language in two ways; the way they are oriented linguistically and the way linguistic items characterize women. Together, they portray the woman as sex-objects or a servant. She concludes that different expressions apply and mean differently to the gender-male and female.

3.2 Methodology

This study used the descriptive research design since CDA is a scientific approach which provides understanding of phenomena but not solutions to the problems. It focuses on how language is used as a powerful tool to achieve the interest of social groups.

3.3 Data Collection

The data comprised online publications of newspapers. News, these day, have become ubiquitous that they come both in hard and soft copies. Checks from the online pages of some newspapers led the researcher to sample some of the headlines for this study. The selection of the newspapers was random since attention was not given to popularity of the newspapers. The newspaper headlines that reflect gender relation and reflect the general societal view of the genders were selected. The headlines were selected from the web pages of *International Business Times*, *Ghana Web*, *The NotMom.com*, *News One*, *Spectator* and others. The data were analysed within the purview of CDA with particular attention to intertextuality. In all 20 headlines were analysed.

3.4 Data Analysis

The analysis follows Dragas' (2012) adaptation of van

Dijk's (2011) approach to CDA. The analysis of data follows that of Dragas.

1. Topic which represents what the discourse encapsulates the information on a discourse, explain overall coherence of text and talk.
2. Local meaning as meaning of words and relationships which directly affects the cognitive and attitudinal demeanour of the recipients.
3. Subtle formal structures which include intonation, rhetoric figures, syntactic and prepositions structures and so on.
4. Context models-both global and local contexts matter.
5. Event models which look at how we mentally conceive of ideas and event and try to represent them in writing.
6. Social cognition has to do with the power and dominance which are the focus of CDA on the group, institutions or organisation.
7. The relation between discourse and society- two levels of analysis are important here. The analysis of the situational and interactional level and the second level being the groups, social groups, organisations and institutions. Van Dijk's model as adopted from Dragas (2012) will guide the data analysis. The analysis will take the form of looking at the headlines systematically to seek answers to our research questions. It will also consider the general notion of womanhood and the feminine gender.

4.0 Analysis and Discussion of Data

A more derogatory term anybody could be called is "a thief." Accusing someone of theft is a serious matter which nobody would like to be associated with. Therefore, the headline

Woman Beaten Up for Stealing Man's Sex Organ (HD 3)



is derogatory. It appears that the Journalists' intention is to make it catchy. The impression one gets from the headline is that the woman had been unfaithful or gone in for another woman's man. But it is only after reading the story that one gets to know that a fellow passenger accused her of spiritually taking away his manhood.

This issue of the Journalist trying to demean the female is not limited to only ordinary citizens but carried over into politics. Thus:

The Million Dollar Woman: Ghana Fires Deputy Minister for Admitting She Wants To Make Big Money in Politics. (HD 1)

Quite surprising to read this! By placing the *The Million Dollar Woman* at the beginning, the writer seeks to topicalise it to foreground the message. By this, the woman would be seen as a commodity with a price tag as though the writer is saying “You can buy her for a million dollar” so through this process of topicalisation, the writer commodifies the female gender. The texts are also written in initial capitals to give them prominence. These two examples represent what Dragas (2011, p.69) terms “semantic macrostructures” in that they are catchy, sensational and deal with an interesting topic. The texts show in the headlines, “Woman Beaten for Stealing...”, “The million dollar woman: Ghana fires...” are not limited to these women alone but to all women as money conscious or greedy who want more and more. The perspective of the beating may definitely be men but are hidden from the title. This means that they are treated with respect than the women.

One can see the main idea behind the text when we look at the intertextuality in the news items. The deputy minister's case came at a time when the government had come under heavy criticism from the citizens. The citizens accused the government of corruption. By stating that “Ghana Fires...” the writer implies the whole country is against this woman. Again, since it was an online publication, it could be accessed by millions across the world. Possibly, the writer says this to portray Ghana positively to the outside world. Further, the headline is couched in such a way as to make opponents of the government think that the newspaper was pro-government since the “firing” was a collective effort of all Ghanaians including the government itself. Again, it links up with the wrong perception about women in society as “money conscious” (emphasis added) or greedy in terms of money. All these, the researcher believes, influenced the newspaper to caption the topics the way they did. The headlines announce the newspaper's intention to deterritorialise into the mental space of the readers or to create a mental picture of the discourse going on.

Moreover, the headlines are presented in such a way that they portray the ideological perspective of the author as a “he” or “a man”. “The woman beaten for stealing man's sex organ” is presented without any sympathy for the woman. The caption depicts her as “one of the bad women” and thus deserves what she got. This represents van Dijk's (2011) negative other representation. A similar thing applies to the deputy minister. She is a bad woman and thus deserves to be punished (fired). The headline is also judgmental in that the woman was beaten for accusations yet to be proven / justified. It is also as though the actor of the process verb beaten is “a man”. This shows van Dijk's (2011) local meaning concept.

Beating a woman is a worse display of bestiality towards a woman. By justifying in the headline the reason for her being beaten as “stealing”, the newspaper denies the beaten woman any public empathy. Sensation in the newspapers makes money.

Formal structures feature well in the headlines which van Dijk distinguishes as “global” and “local” discourse forms. One of the titles “Woman beaten for stealing a man's sex organ” was written in the passive past participial form. The Deputy Minister's case is in the simple present tense form.

This implies that the beaten woman deserves no empathy from the readers. The deputy woman's case has “Ghana fires” which are the key elements in the title. Thus, the actor is Ghana which is active, powerful and victimizing while the woman is the agent or sufferer of the verb “fires”. Being formal like this detaches the newspaper from the headlines and makes the newspaper appear to be objective in persecuting the story. This is intentional to send clear messages to the readers.

CDA examines the contexts of discursive practices. “Local” context is the immediate environment in which the communicative event takes place. Situational variables affect what we say, how, when and why we say them. The “global” contexts include social, cultural and political as well as historical contexts in which a communicative event takes place. The two models then form the context models according to van Dijk.

Bringing the context models to bear on the headlines, we will realize that the umbrella domain of the discourse is media discourse, the action is one of accusing all women of being thieves or greedy. The communicative event in the local context are the front pages of *The Not Mon.Com*, *The News One*, *International Business Times* and *Ghanaweb*, published between 2013 and 2014. The communicative roles are the author and the readers. The interactional roles are “the million dollar woman” and “Ghana” in the deputy minister's case and “the woman” and “beaters” as it were in the “Woman beaten for stealing...” These actions take place between both the author and the readers.

Complex mental structures also are presented in the cognitive dimension of the context. These include attitudes, opinions and ideologies as discussed earlier. Again, mental models presuppose that each discourse differs even in the social situation. Van Dijk (2003) says that CDA focuses on these complex series of links. Thus, the link between society and discourse is not linear.

Discourse properties like intertextuality, power and ideologies are represented through personal and group knowledge.

Ideology could be regarded as a study of ideas which tends to refer to people's world view or opinion about the world and their ideal idea of living. We could even say that ideologies are clusters of knowledge, values, norms and attitudes. These are shared by social groups and exhibited or manifested through discourse. In this case is the common sense of a given society.

Van Dijk (2011) draws a distinction between ideology and discourse. He argues that as members of a social group, we pick up ideas through observation, listening and reading and even in our interactions with other members in the group. In other words, we get to learn things through the media like TV, the newspapers, novels or everyday conversations with friends and colleagues. As we do these interactions, we express our ideologies which those members and the institution in which we find ourselves taught us. Ideology in this regard is the common sense of our society. Through ideology inequalities of the society will appear to be normal or natural and inevitable. One rather negative ideology is the perpetuation of male superiority over female. Who said that the street sweeper be paid a fraction of what the manager should take? The situation is even worse at workplaces where the female must be twice as good as the male to be considered half-good. One headline depicted this ideology thus

Excellent as her male colleagues by gaining popularity through sincere service (HD5)



This news headline is highly gendered in the sense that the male is taken as a yardstick for measuring the standards of a woman. This headline is prejudicial as it puts the males in a positive limelight as already excellent; a standard the females are trying to reach or beat.

It shows what is going on in the society the general view of the female. According to Billig (1997), if ideologies did not contain contrary themes they will not provide resources for common sense thinking since thinking involves dialogic discussions. As the critical analyst uncovers these ideologies going on in society, it calls for social.

The political scene has not been spared from this ideological perception of the females. The politicians who wield a lot of power use the power to objectify the women as sex objects as indicated by the following headline:

Akufo-Addo has inferiority complex; Alan loves ladies bum- Wayo (HD11)

As political leaders, one would have expected them to be a little bit different from the rest of the society but since ideology encompasses the whole of society, for which they are no exceptions. By writing it in bold letters shows the shamelessness with which females are subjected to humiliation. The pervasiveness of this ideology of women subjugation in marital homes or relationships is very explicit. Worse still, is the entertainment industry has more to the point. How many times are women dressed almost half naked to perform on stage all in the name of entertainment? It appears that the dress is constructed for her and not chosen by her. Among them the perception still goes on.

Nadia is a solid down-to-earth woman -Jim Iyke(HD6)

So for a woman to fit society, she must be simple-minded and myopic in her world view. Sexual objectification moves beyond some boundaries.

How to please your man without sex (HD18)

They live for one thing only, to please men in many ways, sexually being predominant.

In other examples from Ghanaweb.com reads:

"40% of men would turn down sex to watch football".

Again, this shows that women are sex objects who should be used for some periods but denied sex in other periods. This corroborates Lakoff's idea of objectification of the woman as sex object in society. Sexism is explicitly mentioned in the headlines. Ideology hides behind all these to perpetuate the male chauvinistic society. Since ideologies may give sets of principles to guide and control the attitudes and beliefs of social groups, sexism and patriarchy directly or indirectly affect male attitudes towards women's cognitive abilities, body images and women's place in society leading to men being discriminatory towards women.

Some of the headlines also portrayed the female as weak and needs protection from the superior male counterparts. Thus the male reserves the right to coerce her to acquiesce to their sexual desires or other demands. This shows the dominance that Van Dijk (2011) indicates. In this instance the dominant will use every means possible to enforce the obedience. These means include but not limited to threats, denial, and use of weapons and so on. It is ironical to note that religious leaders are not exempted from the dominance situation. This paints a gloomy picture of the future of society since the influential actors are also involved in the dominance. Thus it can be said that dominance attitude is no respecter of persons in the society. Everyone is involved in dominance in one way or another. The headline below is quite shocking!

Pastor rapes married woman at knife point (HD10)

Uncanny Libido (HD15)

The above headlines show that the males have the right to impose their sexuality upon the females regardless of their disposition towards it (Kalogirou, 2012)

4.1 Conclusion

From the discussion so far, it is apparent that CDA indeed achieves its purpose by uncovering abuse of power, domination and manipulation of social groups. CDA is a discourse analysis.

This research was an investigation on CDA study of newspaper headlines online and uncovering the discursive representation of female as reflection of ideology and unwritten of the larger prolonged male power dominated society.

The research has shown that since the media are male-dominated they write from their own perspectives.

Women are still undermined even with their progress towards emancipation from male chauvinism. This is shown in the way headlines about women are carried as indicated in the data analysed. Women tend to be represented as immoral, greed for money, promiscuous or sex objects to be use by men for sexual gratification. This is seen in the sexual connotations produced by the mass media today.

Peculiarities of the media show ideology as the motivating factor in portraying women negatively in the headlines. They do not also show any empathy no matter the situation the woman finds herself. Thus, the general negative perception about the female (text) finds expression in what is carried in newspapers.

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