

**Investigating changing notions of ‘text’: Comparing news text in
printed and electronic media**

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DECLARATION

I declare that *Investigating changing notions of 'texts': Comparing news texts in printed and electronic media* is my own work, that it has not been submitted before for any degree or examination in any other university and that all the sources I have used or quoted have been indicated and acknowledged as complete references.

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November 2005

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ABSTRACT

In this thesis I investigate the changing notions of text in linguistic study. The main aim is to investigate the effect that new kinds of communication have on the conceptualisation and study of text. I do this by firstly looking at current conceptions of text in linguistics. This includes looking at various approaches that can be used to analyse text.

Secondly, changes in the communication landscape that might alter the way text is perceived is also investigated. These changes in communication have led to the broadening of perspectives in studies of text and communication. Newer definitions of text now also include spoken and visual elements. Texts that make use of various modes to communicate are also now recognised as a specific kind of text. Multimodality is recognised as a feature of not only some text, but as a feature of all communicative texts.

One kind of text, the news text is used as an illustrative measure. I do this investigation by comparing two forms of news media text: the older more established print newspaper and secondly, the newer electronic (internet) newspaper. Three South African daily newspapers, together with their electronic counterparts: *Die Burger*, *The Cape Times* and *The Cape Argus* are investigated. These two modes of representation are compared by means of an empirical investigation. This investigation draws comparisons between the two modes on various levels including contextual level (selection criteria used), verbal textual, visual textual, multimodal and accessibility.

The empirical investigation together with the theoretical basis gives insight into the effects that electronic modes of communication might have for textual analysis as a field.

These effects might hold larger implications for other related fields including education and language and literacy teaching.

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Chapter 1- Introduction

Introduction

The concept of “text” in linguistics is a not a new one; it has however been differently defined at different times and from different perspectives. One has to consider that modern linguistics is a comparatively new science. Linguistics as a study area is constantly evolving; it is dynamic, just like the phenomenon it studies - language. The analysis of texts from a structural linguistic perspective is also rapidly evolving. As technological advancements are made and as many academic disciplines embrace greater interdisciplinary cooperation, different approaches are being developed in textual analysis to suit different genres and different analytic purposes. The production of electronic texts, which makes use of more than one mode of making meaning, the linguistic, non-linguistic visuals, music and sound, to name just a few examples, have posed a challenge to the area of textual analysis and have challenged the perceived and traditional notions of text.

It is necessary that we investigate how different notions of text have changed, not only because it is an important theoretical question, but also because textual analysis has other very important practical applications. To name just one, in the field of literacy and education, one of the primary things that children do at school is to become literate. What we read are texts, these include a diverse collection such as books, newspapers, documents, reports, cartoons, horoscopes, timetables, graphs etc. It is important to know what exactly we regard as texts so that we can equip learners with the necessary skills to interpret and critically evaluate them. Already in the above examples of texts, things have been included that some people according to their particular definition might not consider to be texts; others may find certain “texts” unworthy subjects of academic attention. This relates specifically to one of the questions explored in this research, namely “What, according to current scholarly thinking, is a text?”

This research traces the development of textual analysis, provides different definitions developed by different scholars, and shows different approaches within the field of linguistics to textual analysis. The challenge that we face is finding a way to define and analyse these new forms of communication, to find a form of analysis that is equal to the challenge of analysing these complex and integrated ways of making meaning. This research does not aim to ask all the possible questions, does not pretend to have all the answers, and certainly does not attempt to give a full account of textual analysis in all its forms. For the purposes of this study I will stay within the parameters of linguistic study, fully recognising that textual analysis is of interest to other disciplines as well. That being said, the parameters set, are still tenuous: trying to give a complete account of textual analysis in linguistics is already quite an extensive undertaking.

This thesis will be structured in two ways: firstly a quite extensive literature review is provided, which is necessary because our ways of analysis, our practical applications are based on theory, our metalanguages, terms and concepts used. Secondly an empirical investigation is done where the textual features of the electronic newspapers in comparison to the printed equivalent of three local newspapers, namely *The Cape Argus*, *The Cape Times* and *Die Burger*, are identified. I compared the printed and online versions with a view to identifying the distinguishing generic features of each kind of text. These findings are used to consider current changes in the concept of 'text' in linguistic study. The internet is a relatively new phenomenon, but has already been credited with revolutionizing information gathering as well as mass and interpersonal communication. In this research, the impact of the internet on the linguistic notion of specific aspects of 'text' will be investigated by looking at the above mentioned South African electronic and printed publications as illustrative material.

1.1. Aims

This research aims to give an account of the development of concepts of 'text' and 'discourse', and the various approaches to analysis of texts and discourses, as this is reflected in core linguistic literature since the late 1960s. The idea is to focus

specifically on literature that notes the development stimulated by a proliferation of electronic media. Secondly, this research aims to describe the nature of electronic news texts found on the internet in comparison to an equivalent printed version, namely texts printed in newspapers and simultaneously on the newspaper website. A further aim is to use such a description in an investigation into changes to the current conceptualisation of 'text' that may be related to the development of the internet and of multimedia technology. More specifically, the aim is to identify textual features which are typical of selected local electronic newspaper reports and to compare them to typical textual features of traditional paper based news publications. Differences and similarities between the two will be described, examined and analysed. The electronic news texts will also be examined in order to determine how they fit received conceptions of 'text' as a linguistic unit.

1.2. Research Questions

Specifically the questions to be answered in this research are:

1. How have the concepts of 'text' and 'discourse' developed in recent linguistic reflection?
2. How do new modes of textuality such as electronic texts contribute to new concepts of 'text' and 'discourse' as linguistic units?
3. How do daily news texts published in the Western Cape in print and on the internet illustrate recently developed notions of 'text' and 'discourse'?
4. How does each of the above textual instantiations of local media fit the received conceptions of 'text' as a linguistic unit?

1.3. Research hypotheses

This research will be conducted on the basis of the following hypotheses:

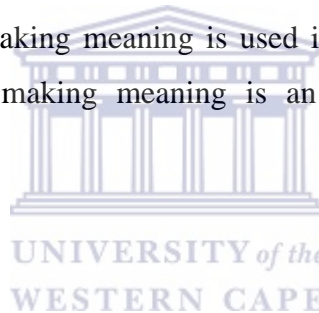
The differences between electronic media texts and paper based texts are most remarkable on the level of textual form, less so on the level of ideational content, and least remarkable in the linguistic choices of the writers and editors.

Internet news texts make more use of and rely more decidedly on visual communicative components than the conventional printed texts do.

Definitions and perceptions of texts have changed in that more than just verbal elements are considered to be essential components of a text. The non-verbal and visual elements of electronic media texts contribute in a significant way to the meaning of the texts.

The movement from paper to screen has implications for the theoretical conception of 'text' in the field of linguistics, as well as in related disciplines.

More than one mode of making meaning is used in electronic newspapers; this new multimodal way of making meaning is an important extension in the conceptualisation of 'text'.



1.4. Key concepts

text

news text

electronic text

electronic news

textual analysis

discourse analysis

multimodality

media

internet

Western Cape

1.5 Research Methodology

1.5.1 General Position

This research has been done by theoretical and empirical investigation. It is descriptive and interpretive in nature and is qualitative rather than quantitative.

This is not a critical study, but rather an interpretative one. The reasons for this are, firstly that research on South African news text of any kind is not as common as research on British or American news text. This study is a starting point, intending to provide a point of departure for more critical studies. Secondly, multimodal texts are relatively new and therefore their impact on communicative patterns and their full meaning making function can not be determined yet. A descriptive study is thus a way of getting to know more about what we are dealing with.

First, current scholarly work on the notion of 'text' has been investigated and an exposition of the development of the notion in linguistic and communication analysis is given. This makes up a large part of the research, due to the nature of the research questions to be considered. The theoretical investigation will be supplemented by an empirical one.

Second, as an instantiation of a modern form of public communication, news texts in two distinct modes have been investigated. The particular texts selected and analysed as data are news texts of printed daily newspapers as well as the news texts on the website of the same news publishers, disseminated on the same day.

1.5.2 Data collection

Data has been collected by means of a thorough screening of a representative sample of daily newspapers published and circulated in the Western Cape as well

as the corresponding electronic versions of these publications on the internet. For the purposes of a close, detailed analysis the layout and specific textual features of texts identified as the main news (thus news appearing on the front page) of each particular day were screened. These texts formed the basis for an empirical investigation into the nature of news texts published in print and on the internet. The particular daily South African newspapers largely distributed in the Western Cape compared to their electronic counterparts are *The Cape Argus*, *The Cape Times* and *Die Burger*. The textual features to be considered are related to the Hallidayan categories of textual, ideational and interpersonal metafunctions of discourses (see Chapter 2). It investigated visual features such as front page layout, opening screen, the use of links, lettering, pictures, photographs, headlines and subheadings. Verbal features such as the words used in headlines and the lead texts as well as the generic or textual structure were also investigated comparatively.

1.5.3 Data analysis

As this is a descriptive, interpretive research project, data were analysed and interpreted against the theoretical notion of 'text' in linguistic study. The collected data were analysed comparatively; attention was given to features that are repeated directly, features that are repeated in similar manner, features that are typical of the one mode and absent in the other, and so on. The findings were described, interpreted and contrasted. Conclusions as to what constitutes the various modes of news text and how these are reflected in conceptualisation of 'text' as a linguistic unit were drawn from this. Finally, recommendations were made for further studies.

1.6 Chapter Outline

Chapter 2 – Research on the structure and meaning of text

In this chapter, different approaches to textual analysis in linguistic study are discussed. This will include tracing the development of the study of text from its beginnings as an extension of sentence grammar, to the diverse forms of analysis

now used for the study of text in linguistic conceptualisation. Furthermore, different current approaches within linguistic study will also be briefly discussed and assessed. The newer definitions of texts are considered with a particular focus on visual elements included in textual analysis and the new movement of multimodality. The current arguments for using semiotics instead of language based analysis of electronic texts are also discussed in line with the discussion on multimodality.

Chapter 3 – Characterising media text

In this chapter the concept of mass media is explored, together with what is meant by the term “news media.” This general discussion will lead into a more specific characterisation of firstly print news media, and secondly internet news media. Literature on typical features of each of the modes will be discussed, specifically with a reference to the genre of front page news.

Chapter 4 - Comparing front page texts in local media

This chapter presents the empirical investigation. Background to the research is given. This includes the methods used in the empirical investigation, background on the specific news publications selected for the empirical investigation and relevant information on the media in Western Cape, where these newspapers are mainly published.

Chapter 5- Analysing news media

The information obtained through the empirical study is presented and is analysed in a comparative study. The two different modes of the media are compared and discussed in terms of selection criteria, verbal discourse structure, non-verbal visual elements and access to the two modes. It will also be investigated how the different textual elements work together in the two different modes in order to communicate meaning. This data is also analysed and compared to the literature provided in the preceding chapters.

Chapter 6 - Conclusions and Suggestions for further research.

This section will draw the whole thesis together, conclude the findings and finally assert my position on the research findings and whether it matches the hypotheses. Recommendations for further studies and elaboration of this study will also be made.



Chapter 2- Research on the structure and meaning of ‘text’

2.1 Conventional notions of text

The concept of ‘text’ is one that offers no easy definitions. Textual analysis is also not one field with only one correct way of analysing text. Each approach has its own definitions and own methods of analysis. Various notions, definitions and methods of analysis of text exist (cf. De Beaugrande and Dressler 1981; Fowler 1991; Fairclough 1995b, 2001; Kress & Van Leeuwen 1996). The following section will look at some of the most influential approaches used within the field of linguistics and its related sub- disciplines.

2.1.1 Text as linguistic unit

De Beaugrande and Dressler (1981) noted that modern linguistics¹, in its investigation of grammatical structure, stopped at the sentence as basic linguistic unit, without considering larger units of text in structural terms. According to De Beaugrande and Dressler (1981: 17) this can be ascribed to the fact that deciding on the grammatical acceptability of sentences is a more straightforward process than deciding on grammatical acceptability of larger units, i.e. of texts. In tracing the historical roots of text linguistics, De Beaugrande and Dressler (1981:14) found that the oldest pre-occupation with ‘text’ dates back to Ancient Greece and Rome, to the study of rhetoric. Slembrouck (1998a) points out that text linguistics started out studying how sentences are interconnected to form a meaningful whole and that those earlier studies focussed on the linguistic features responsible for textual cohesion.

De Beaugrande and Dressler (1981:3) define a text as a communicative occurrence which meets seven standards of textuality. If any of these standards are not satisfied, the text will not be regarded as communicative and thus in essence will not be regarded as a text.

¹ Generally modern linguistics is seen to have been introduced in 1957 by the publication of *Syntactic Structures* by Noam Chomsky.

The first of the seven standards is called “cohesion” and concerns the ways in which the components of the surface text are mutually connected within a sequence, thus refers to how the text hangs together. The second standard is called “coherence” and concerns the ways in which the components of the textual world, i.e. the configuration of concepts and relations which underlie the surface text, are mutually accessible and relevant. Thus this feature relates to those aspects that make a text comprehensible. The third standard of textuality, “intentionality”, concerns the text producer’s attitude that the set of occurrences should constitute a cohesive and coherent text instrumental in fulfilling the producer’s intention. This refers to the writer’s intention to distribute knowledge or to attain a specific communicative goal. The fourth standard of textuality is “acceptability” and concerns the text receiver’s attitude that the set of occurrences should constitute a cohesive and coherent text having some use or relevance for the receiver. This refers, for example, to the reader’s intention to acquire knowledge or provide co-operation in receiving the communicated matter presented by the text’s producers. This standard of textuality thus entails that the text’s producer is making a concerted effort to communicate something through the text. The fifth standard of textuality is called “informativity” and concerns the extent to which the occurrences of the presented text, the expected vs. the unexpected or the known vs. the unknown/uncertain are given. The sixth standard of textuality is designated as “situationality” and concerns the factors which make a text relevant to a situation of occurrence. The seventh standard of textuality is called “intertextuality” and concerns the factors which make the utilisation of one text dependent upon knowledge of one or more previously encountered texts. All texts are intertextual, some more explicitly than others, all texts use words that other texts also use, although some texts use phrases and draw on the reader’s knowledge of previous texts. These seven standards are seen as essential by De Beugrande and Dressler (1981) in their conceptualisation of text.

This form of textual analysis in linguistics which studies language structures larger than the sentence is known as text linguistics. According to Kaplan and Grabe (2002: 194) if written texts are examined from the perspective of text linguistics, a text can be defined as a stretch of language whose structure is

constituted along linguistic lines, so that the textuality results from internal cohesion and coherence of textual units, that is, a focus on regularities of links between sentences such as conjunction, ellipsis, lexical cohesion, reference, etc.

Following Halliday and Hasan's (1976) seminal work on cohesion, Cook (1992:15) refers to various formal links which ensure cohesion in a text. These include the following: verb form (the way in which the form of the verb in one sentence can limit and determine the form of a verb in the following sentence), parallelism (a device which suggests a connection, simply because the form of one sentence or clause repeats the form of another), referring expressions (words whose meaning can only be discovered by referring to other words or to elements of the context which are clear to both sender and receiver), repetition and lexical chains (the repetition of a particular word or phrase, or the use of different words to refer to the same concept or entity), substitution (the substitution of words which appeared in an earlier phrase or sentence), ellipsis (omitting parts of sentences on the assumption that an earlier sentence or the context will make the meaning clear) and conjunction (those words or phrases which explicitly draw attention to the type of relationship which exists between one sentence or clause and another). Text analysts found however, that linguistic features alone cannot account for textual cohesion and hence a more integrated social approach to textual analysis developed. Social approaches have not replaced text linguistics but have developed from it, supplement it, and often focus on more than formal textual features.

2.1.2 Text as social construct

Discourse analysis is usually an umbrella term used for various forms of textual analysis with a more social dimension than text linguistics; the distinction is also made between text and discourse - where text is regarded as the product of the process of discourse. Brown and Yule (1983: i) define 'discourse' as the study of language in use. They (1983:6) use "text" as a technical term to refer to the verbal record of a communicative act. According to Jaworski and Coupland (1999:7) the focus of discourse analysis will usually be the study of particular texts (e.g.

conversations, interviews, speeches etc). They see texts as specific products which to varying degrees will reflect global as well as local discourse practices relevant to their production and reception.

As can be seen from above definitions of text and discourse, the study of discourse has many forms. The one thing that all the approaches to discourse seem to share, is that the focus is on a stretch of language above the level of the sentence. According to Schiffrin (1994:20) discourse is defined in two ways: some definitions refer to a particular unit of language (larger than the sentence) and others refer to particular kinds of language use. Such definitions of discourse reflect the difference between formalist and functionalist approaches to language. Schiffrin (1994) says that the classic definition of discourse as derived from formalist approaches is that discourse is language above the clause and sentence level, while the functional approach concentrates attention on language in use. Schiffrin, Tannen and Hamilton (2003:1) state that discourse analysis basically falls into three categories of analysis: the study of language above the sentence; the study of language in use; and thirdly studying discourse as social practices looking at not only at language but also at non-linguistic and non-specific instances of language. It must be clear however that discourse analysis is a vast area of investigation with many different definitions and approaches used. Discourse analysis is an interdisciplinary approach, having its theoretical roots in many study areas such as Psychology and Sociology. Discourse analysis very often is not grounded in the text itself, but rather in the context or the process involved in the production of the text (Fairclough 2001).

One relatively recent approach to textual analysis or analysis of language above the sentence level which also insists on integrating the social aspect into textual analysis is systemic functional linguistics (SFL). This approach builds on the assumption that grammar constitutes more than a set of mental rules for combining linguistic units; it articulates grammar as a meaning making resource which has developed a particular form in order to achieve social functions in communication. Important proponents of this approach, Halliday (1985), Martin (1997), Martin & Rose (2004); Eggins(2004), for example, developed and use

the functional or systemic approach as a descriptive and interpretive framework for viewing language as a strategic, meaning making resource. The focus of systemic functional grammar is on the analysis of authentic products of social interaction (texts) considered in relation to the cultural and social context in which they are negotiated. Systemic functional linguists believe in the use and analysis of authentic and not hypothetical texts. They also always consider the social context in which a text occurs. (cf. Martin & Rose 2004; Eggins 2004)

Eggins (2004:5) states that the term “text” refers to a complete linguistic interaction (spoken or written) preferably from beginning to end. Because the purpose and structure of communicative behaviour cannot be described by looking at only single sentences; systemic linguists look instead at texts, the linguistic products of everyday language events. According to Eggins (2004:2) functional linguists advance four main theoretical claims about language: that language use is functional, that its function is to make meanings, that these meanings are influenced by the social and cultural context in which they are exchanged, and that the process of using language is a semiotic process, a process of making meaning by choosing certain linguistic structures.

Eggins (2004:3) refers to the Hallidayan assumption that language is structured to make three kinds of meaning simultaneously, namely the interpersonal meaning (expressing the speaker/writer’s attitude to the reader or hearer and the speaker/writer’s attitude towards the subject matter), the textual meaning (referring to the way the text is organised as a piece of speech or writing) and then lastly the experiential meaning² (referring to how speakers/writers represent experience in language). Eggins (2004:23) states that what is distinctive to systemic linguistics is that it seeks to develop both a theory about language as social process and an analytical methodology which permits the detailed and systematic description of language patterns. This perhaps is one point where systemic functional linguistics differs from other social approaches to textual

² In some texts the term “experiential” is replaced with “ideational” and is used to include the representation of ideas by means of language.

analysis, such as some forms of discourse. Although systemic functional linguistics takes the social context of text production and consumption into account- the analysis is still grounded in language (cf. Christie 2002, 2005).

Widdowson (2000:17) believes that this grounding in grammar and in text is exactly where systemic functional linguistics can improve as a method of discourse and textual analysis. He believes that in the Systemic Functional approach no distinction is made between grammatical (sentence level) and textual units of meaning. The functions which are formally encoded in grammar get reanimated when used in texts. Widdowson (2000:17) thus believes that the grammar is at once both a grammar of the system and a grammar of the text. He believes that this approach sees a text as a static patchwork. However, Widdowson (2000:10) believes that work in SFL has had an important effect on language study because it alerts us to the significance of language and how language can be used and abused in institutional discourse.

Although this theoretical framework (SFL) is based on language, this approach has also been extended to apply to non-linguistic meaning making systems, which will be discussed in greater detail later on in this chapter.

2.1.3 Text as expression of ideology

Besides the approaches referred to in 2.1.1 and 2.1.2 above, there are also linguistic approaches to analysing 'text' that have the explicit aim of showing up dominant ideologies expressed through language and text. This approach is called Critical Linguistics or more recently called, Critical Discourse Analysis (CDA). Although SFL also has a critical perspective, their analytic tools are not the same, where SFL has the critical perspective as one of its aims CDA has that as its main aim. Sullisvan (1995) believes that where systemic linguistics problematises the organisation of text features in terms of their function in contexts of use, critical theory problematises the organisation of contexts in which those features are used. It is this that simultaneously divides systemic linguistics from critical projects and offers the possibility for their re-unification. Key figures in the development of Critical Discourse Analysis are: Fowler (1991), Fairclough, (1992, 1995a, 2000,

2001, 2004) Van Dijk (1991) Kress (1993), and more recently Wodak (1996, 1999, 2001).

Fairclough (1992:7) finds that mainstream language study takes linguistic conventions and practices at face value, as objects to be described, and thus their political and ideological investment is often hidden. Critical discourse analysts explicitly investigate the hidden meanings of discourses with the express possibility of transforming society through the use of discourse. Fairclough (1989:1), in *Language and Power*, states that his work is about the connections between language use and unequal relations of power. He also states that there is a widespread underestimation of the significance of language in the production, maintenance, and change of social relations of power and he hopes to increase consciousness of how language contributes to the domination of some people, because in line with the views of critical social theorists, he believes that consciousness is the first step towards emancipation.

Jaworski and Coupland (1999:34) state that a critical approach to discourse distances itself from mere descriptivism; it foregrounds its concern with social constructionism and with the construction of ideology in particular. Fairclough (1989:5) explains what he means by a critical approach: it seeks to show up connections which may be hidden from people, such as the connections between language, power and ideology.

Critical language study analyses social interactions focussing upon their linguistic elements in order to show the way in which language is used covertly to legitimise and reinforce unfair systems. Fairclough (1989: 2) believes that the critical study of language is an important one because for him the exercise of power in modern society is increasingly achieved through ideology and particularly through the ideological workings of language. Oosthuizen (1996:154) states that literature referring to the word ideology, point out that the word ideology originally had a positive meaning. He further states that the French philosopher Destutt de Tracy was the first person to use the term to refer specifically to the science of ideas,

thus the word can be traced to the Ancient Greek word *logos*, the knowledge of ideas.

The negative use of the word was however thought to be used by Napoleon for the first time, in the sense that ideology referred to impractical ideas, or abstract illusions. The term was further developed by Karl Marx and his followers and later by the Frankfurt school. Ideology now refers to the use of ideas to maintain the status quo or dominant ideologies and critical discourse analysis deals specifically with how language is used to maintain dominant ideologies. Ideology is not necessarily a negative term, because it can be argued that virtually everything we know and think is in fact an ideology. Ideologies, Fairclough (1989:2) states, are closely linked to power; because the nature of ideological assumptions embedded in particular conventions rely on the power relations which underlie the conventions. Ideologies are a means of legitimising existing social relations and differences of power, simply through the recurrence of ordinary familiar ways of behaving which takes these relations and power differences for granted. Ideologies are also closely linked to language, because using language is the commonest form of social behaviour. Jones and Stillwell Peccei (1999:38) believe that language does not deliver an unbiased reflection of the world; rather, it is a product of the ideologies of our culture. Thus, like anything else in life, language can be seen as an expression of ideology.

Wodak (1999:185) states that Critical Discourse Analysis (CDA) is not a homogeneous theory with a set of clear and defined tools; it is a research program with many facets and a number of different theoretical and methodological approaches. Wodak (1999:185) also states that the term “critical” implies a self-reflective researcher who considers his/her own position while doing research about social problems. Researchers must constantly be aware of how they are analysing and interpreting, thus CDA requires a particular kind of balance between theory and empirical phenomena (Wodak 2001).

According to Kaplan & Grabe (2002:209) CDA has become quite a popular means of analysing written text; however criticism has been brought against this

approach for selective and opportunistic use of any discourse analysis system to support its goal. Critics of this approach believe there is a danger that the discussion of "discourse" is no longer grounded in the language of the text itself, but becomes part of the interpretive context, thus the danger exists that language becomes an illustrative measure rather than the actual object of study and that 'text' becomes part of a general discussion instead of being the main focus of the analysis.

2.1.4 Text as meaning making signs

Another approach, in which the analysis of texts is also of central interest, is semiotics. The term "semiotics" or "semiology" was first used by Ferdinand de Saussure. Saussure (1966:16) believed that language is just one of many kinds of sign systems and named the science that studies the life of signs within society – semiology. According to Jansen and Steinberg (1991:64) Saussure conceptualises the sign as the union of two elements, the signifier and the signified. The signifier is the material aspect of the sign, while the signified is the mental concept or idea which it represents. The object to which the sign refers in reality is the referent. Saussure separates the sign from its referent, and then concerns himself with the way in which the relationship between signifier and signified communicates meaning.

Saussure's concept of semiotics was further expanded by Charles Peirce who conceptualises a sign as something which stands for something (in some respect or capacity). Peirce distinguishes a threefold relationship, the sign itself (representation), the literal meaning of the object represented (designatum) and the mental concept (interpret) which is formed by the user. Unlike Saussure, Peirce does not separate the sign from its referent. He sees the sign, the object it designates, and the users of the sign as three points of a triangle. He distinguishes three types of signs, namely icon, index and symbol. An icon is defined as a sign which bears a resemblance to its object in some way. An index has a direct connection with its object while, a symbolic sign bears a connection to its object

as the result of convention, agreement or rule. The relationship between a symbolic sign and its object is arbitrary (Steinberg & Jansen 1991:66).

Semiotics sees all cultural artefacts as forms of communication, organised in ways akin to verbal language, intended to create and transfer meaning in terms of a common set of fundamental rules or principles. One of the most appealing things about semiotics as a study area is that it promises to offer a systematic, comprehensive, and coherent study of all communicative phenomena as part of a unified system rather than considering relatively isolated instances of communicative means and processes, such as gestures, images or language. One approach thus will attempt to analyse all forms of communication. Hodge and Kress (1988:1) state that one of the biggest criticisms against practices in semiotics is that the field studies signs and their meanings without taking the social dimension into consideration. They point out that social dimensions are intrinsic to the systems themselves. Their aim is to move from the purely structural approaches and to develop a more social approach to semiotics. This is part of the larger movement in linguistics that also accepts that all communication occurs within a social context. This approach to semiotics is thus not dissimilar from SFL and CDA; however semiotics works with all communicative phenomena and not only with language. Their approach (1988:18) can be summarised as follows:

- Culture, society and politics are essential in studying semiotics.
- Other semiotic systems should be studied alongside verbal language.
- Parole, the act of speaking and concrete signifying practices in other codes should be taken into account.
- Changes of the system over time should be studied.
- The process of signification, the transactions between signifying systems and structure of reference, should be studied.
- The structure of the signified should be an object of study.
- Investigation into the material nature of signs is needed.

As one can see from this list Hodge and Kress (1988) integrate a more social approach into the study of signs, also allowing for the possibility that communicative phenomena are not neutral terms and thus cannot be studied in isolation without taking the social context into consideration.

It is important to note that Hodge and Kress (1988:5) use text in the extended semiotic sense to refer to a structure of messages or message traces which ascribes unity. They see texts as both the material realisation of systems of signs and also the site where change continually takes place. Hodge and Kress (1988) thus see texts as more than just language based.

Section 2.1 has given an overview of the most important linguistic approaches to the analysis of texts as larger units of meaning making resources. Each of these approaches has developed a different definition of text, as well as different methodologies. My purpose in this research is to look at the impact of electronic texts on perceptions of texts, assuming that electronic media can be defined as texts, and analyse it according to an appropriate framework.

2.2 Redefining the text

In the preceding section conventional notions of text and textual analysis were discussed. In this section newer definitions and newer forms of analysis are discussed.

Graddol (1994:40, 41) notes that the traditional use of the word “text” is to distinguish written words from other forms of communication. He states that the narrowest definition of a text is “a verbal, written entity printed with ink on paper.” This definition is described as narrow because it excludes the nonverbal and the spoken and it insists that the language should be in written form. Such a definition excludes words on a computer screen; “a text” on a computer will only be considered as such once it has been printed out.

Graddol (1994:41) argues that the traditional notion of the text reflects traditional technologies. New technologies have permitted new forms of text such as

microfiche and e-mail, which use electronic technology to exchange messages. The newer definitions of text include consideration of the variety of media and physical forms used in making meaning. Graddol (1994:45) mentions that recent theories of 'text' embrace the idea of a spoken language as an instance of text. The ephemeral quality of spoken language appears to have lessened due to recording possibilities with modern technology. Nevertheless, Graddol believes that the most important shift in the reference of the term "text" is in its extension to include visual, non-verbal elements.

2.2.1 Multimodal texts

The New London Group³ (1996) recognises the increasing multiplicity and integration of various modes of meaning-making, where the textual is also related to the visual, audio, spatial and the behavioural. The Group believes that this is particularly important in the mass media, multimedia and in electronic hypermedia. It identifies six major areas in which functional grammars, the metalanguages that describe and explain patterns of meaning, should be developed, namely patterns of linguistic, visual, audio, gestural, spatial and multimodal design. Multimodal design is different in that it represents the patterns of interconnection among the other modes.

Kress and Van Leeuwen (1996:183) define multimodal texts as "any text whose meanings are realised through more than one semiotic code." They (1998:186) also point out that all texts are multimodal in the sense that even spoken language is always accompanied by paralinguistic means of communication such as speech-sound, rhythm, intonation, facial expression, gesture and posture and that written language is always a visual arrangement of marks on a page.

³ The following ten researchers make up the New London Group: Courtney Cazden, Bill Cope, Norman Fairclough, James Gee, Mary Kalantzis, Gunther Kress, Allan Luke, Carmen Luke, Sarah Michaels and Martin Nakata. They met in New London, New Hampshire in the United States to discuss the state of literacy pedagogy, hence the name the New London Group.

Kress & Van Leeuwen (1996:39) believe that the multimodality of written texts have largely been ignored in most fields including linguistics. This only changed recently with the emergence of multimedia. Kress and Johnson (2003:7) state that one of the effects of the fact that electronic communication transcends both time and distance is the easy production and use of a multiplicity of modes of representation in meaning making processes found on the screen.

Kress and Van Leeuwen (1996:31) ask a very important question: “is the move from the verbal to the visual a loss, or a gain?” They argue that there are both losses and gains and believe that all semiotic modes have their own potentialities and limitations. They also make the argument that it can be the case that information is now so vast and complex, that it has to be handled visually and that the verbal is no longer adequate.

Kress (2003:35) believes that we can no longer treat literacy (or language) as the only or major means for representation and communication. Not only do other modes also occur, even if writing is present, these other modes may be more prominent and more significant. The co-presence of other modes also raised the question of their function: are they merely replicating what language does, are they subordinate, marginal or do they play a central role, and if they do, is it the same role as that of writing or a different role? Kress (2003) believes that a new theory is needed to describe these phenomena, a theory which is not based on linguistic theories. He makes the argument that a theoretical shift from linguistics to semiotics should be made.

What the literature seems to indicate is that a semiotic instead of a linguistic approach based on the systemic functional linguistics of Halliday is needed to analyse multimodal texts and especially media texts. Certainly in areas where non-linguistic visual elements are investigated as well as linguistic elements, a different method to a purely language based one must be used to investigate new media texts, because more than one mode contributes to the meaning of the text. As an example in our next section we will look at internet texts as an instantiation of multimodal texts.

2. 2.2 The Form of internet texts found on the World Wide Web

When we look for typical and distinctive features of texts on the World Wide Web, it seems that the language used is just as diverse as with other paper-based texts. Crystal (2001:28) states that the Web does not differ from other more traditional situations, where writing is used.

Most varieties of written language can be found on the Web, with little stylistic change, other than adaptation to the electronic medium. Crystal (2001:28) says that text types such as legal, religious and journalistic are found on the Web, just as is found in non-electronic forms. There is thus not only one genre or text type found on the internet, the text types are just as diverse as those found in print and fulfil just as many different functions. Crystal (2001:28-29) then states that any attempt to identify the stylistic distinctiveness of Web pages, will need to look at the same sort of visual and graphic matters as any other kind of written texts. Crystal (2001:198) also says that if we are trying to find distinctiveness in language use; you are not going to find it on the Web; however differences in the organisation and structure of texts do occur.

The most apparent difference between internet text and paper based text is the fact that internet texts are displayed on a computer screen and not on paper. Crystal (2001:198) says that language is constrained because it is displayed within the physical limitations of a monitor screen and that it is subjected to user controlled movement (scrolling). So, obviously there are differences in the way users of the internet “read” internet text in comparisons with other paper-based text. Reading on the internet thus requires other skills that are not required in reading a paper based text.

Crystal (2001:200) also found that paragraphs on the web are generally shorter, although it also depends on the text type. Another feature that Crystal (2001:200) identifies is that new conventions have emerged as signals for certain types of functionality: for example the use of colour and underlining to identify hypertext links and e-mail addresses or to establish the distinct identity of different areas of the screen. Slembrouck (1998) makes an interesting point, and that is that the

printed A4 sheet, now has to compete with (although it is far from giving way to) the 14-inch screen in determining what counts as unit chunking and segmenting textual information. Thus drawing our attention to a very important point, that a page (as in a web page), on the internet is different from the conception of a page that we have for a printed page. Another way in which texts on the WWW differ from paper-based texts is the fact that internet texts are not static. Crystal (2001:44) states that if something is written in the traditional sense, each time you go to the same book or newspaper, it will be the same; a page on the Web however can be different from encounter to encounter. It might be because factual content have been updated, advertising sponsors might have changed, or the graphic designer might have added new features. The writing itself is also not necessarily static; the texts can move around, appear, disappear and change colour. Thus already one can see that the permanent nature of texts is being challenged by the development of multimedia technology.

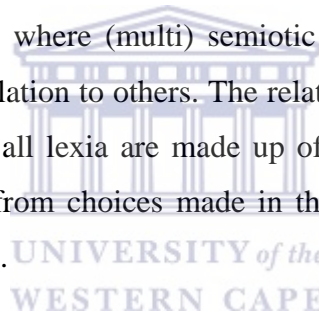
Crystal (2001:202) seems to believe that the use of hypertext is the most important feature of texts found on the World Wide Web and states that the “hypertext link is the most fundamental structural property of the Web, without which the medium would not exist”. He says that hypertext is the “jumps” used to move from one page on a site to another. Levinson (1997:137) defines hypertext as “ an active programmed implementation of words, phrases and their links, crystal clear or slightly implied to other words and phrases; a map , constantly under revision of their meanings and associations.” This definition thus also says that hypertext is the road map which gives structure to the vast area of the World Wide Web. Slembrouck (1998) says that the simultaneous, frame- based display of a body of text and index or table of contents, as found in hyper textual environments on the WWW, appears to be very different from the traditional layout of the book. He says, however that the categories – index and table of contents are descendants of the book. He believes that hypertextual documents may encourage non-sequential forms of reading, but that some books like reference books are already read by index. Crystal (2001:202) agrees that hypertext does have some parallels in some of the conventions of traditional written text, for example in the use of footnote numbers or bibliographical

citation, which enable a reader to move from one place in a text to another. He then, however goes on to say that nothing in traditional written language remotely resembles the dynamic flexibility of the web. Levinson (1997:131) says that the difference between referencing and hypertext is that hypertext does not simply refer to other text, but it also has the ability to move readers to it. Schmar-Dobler (2003) says that most of the text found on the Internet is expository text and it is found written as hypertext, where highlighted elements are linked, to other texts. Each link can lead to a definition, additional information related to the original linked word or phrase by selecting links in various orders, a reader creates his or her own path, when reading on the web.

Chiew (2004) proposes a method of analysis of electronic texts, by expanding the systemic functional approach and altering it to make it useful in communicative phenomena other than language. Chiew (2004:131) proposes the following working definition of hypertext: “Hypertext is a computer supported online telecommunication technology that makes possible the assembly, retrieval, display and manipulation of texts, which are realisations of a single semiotic resource or a combination of semiotic resources, some of which include visual, linguistic, phonic and music.” Chiew (2004:134) also proposes orders of abstraction or different layers of hypertext namely “item”, “lexia”, “cluster” and “web”. An “item” is defined as any instantiation from any meaning-making system that is supportable by hypertext technology, and to date these semiotic resources include the linguistic, visual, music and phonic. If this definition is compared to linguistic definitions of “text” one could say that an item is any element of a text that contributes towards its meaning. Chiew (2004) therefore states that in any one semiotic system, an item may therefore be a number of instantiation of one semiotic resource, or a combination of instantiations of different ranks of different semiotic resources joining together as a methodologically justifiable whole. In this light, the item encapsulates this permeability of the ranks within and across semiotic resources. For a combination between the two resources, factors that separate one item from another crucially rest on the choices made in the compositional metafunction (how the items are organised in a coherent and cohesive whole). These compositional choices include

those from the system of colour cohesion, the system of alignment and the system of gestalt: Framing. This is not meant, to play down the fact that choices made in the other metafunctions in both semiotic resources also contribute to the discreteness of a sign or complex of signs, but the justification for “item” rests primarily on choices made in the compositional metafunction with regards to the textual organisation of the typographical /graphical instantiation of the linguistic/visual semiotic choices. Chiew (2004:135) believes that the linguistic or visual make up most of what appears on a webpage, although he admits that hypertext makes available instantiations from other semiotic resources as well.

“Lexia”, Chiew defines as the scrollable webpage that is composed of blocks of text. Thus lexia refers to the whole of the webpage. Items which include hypertext links become the constituents that make up a lexia. In practice, lexias can be short or long depending on how many items are included and how they are organised. It is this order of abstraction where (multi) semiotic realisations are organised in some meaningful way in relation to others. The relation between lexia and item is one of composition where all lexia are made up of items. Instance of lexia and items are in turn realised from choices made in the metafunctional systems for different semiotic resources.



“Cluster” is defined as a number of connected lexias due to associations created via hypertext links, thus cluster refers to all the other hypertext links that you can access through a particular webpage. A cluster can appear discrete from others by means such a strategic placing of Back, Forward, Back to Homepage, buttons or even a sidebar with hypertext links to other lexias within the cluster. These links are finite, and a cluster rounds off, or starts becoming a more discrete entity from other clusters with the termination of links. While the cluster is constituted by lexias based on internal hypertext links, these are temporal and changeable.

Chiew (2004:136) states that “web” is the number of lexias associable through hypertext links and other facilities internal and external to a “lexia”. Facilities that are lexia internal (but are not hypertext links) include search engines situated

within a lexia, while lexia external facilities are those provided for example by the web browser software.

Chiew (2004:140) states that lexias can be constructed for a range of purposes; one such purpose is the display of information. Web pages that only serve this purpose emerge as content heavy. Other web pages are used for administrative purposes such as gathering feedback and so possess features whereby the user can enter whatever he or she wishes. A particular type of webpage serves the function of welcoming and introducing the user to a series of linked Web Pages. Such a webpage is commonly referred to as the homepage, since it is held to be the locus point to all the other linked web pages. Apart from welcoming and introducing the user, homepages may also serve as an index by having visible hypertext links to the linked web pages. Most homepages have the generic layout of masthead in the topmost position with various texts and hypertext links beneath. This layout is generally adopted by commercial and institutional organisations perhaps because apart from welcoming and introducing, it foregrounds the corporate identity behind the website. Some websites do play with the rigid style of presentation or depart from it altogether to increase its engagement with the user. This is done either by experimenting with the different semiotic resources in the hypertext environment or communicating in novel ways through uniquely hypertext facilities to create a greater sense of dynamism and unpredictability. For example, homepages may flout convention by duplicating and relocating the masthead vertically at the sides of the webpage, and such columns of words may flash alternative colours sequentially.

The purposes served by a homepage are circumscribed by situational and cultural demands of context. Chiew (2004) thus comes to the conclusion that context stands as a necessary preface to any semiotic analysis.

Chiew (2004:146) states that due to several factors, such as a non-maximized web-browser window or a small monitor display, a lexia may only be presented in part. One facility hypertext opens up is what he calls scrollability which determines how the semiotic choices ultimately contact the surfer or erogodist.

The ergodist is the choice-making individual who may follow predetermined paths suggested by hypertext links which connect one web to another. A deliberately lengthy or wide webpage exploits scrollability while simultaneously marking it a feature for the ergodist. The feature of scrollability has two types; vertical and lateral. The more common case is the vertical scrolling option, starting always from the top. Noting this default top-left display, it is not surprising that webpage designers usually situate what they deem more important in these guaranteed viewing areas. What is deemed most significant is situated at the said guaranteed viewing areas with the rest arranged in a descending sequence according to importance.

Chiew (2004:148) states that a reading path is a notion which relies on the assumption that all forms of semiosis are read syntagmatically against the patterned whole of the text. Whenever a new lexia is displayed on screen; therefore, some items will compete for the attention of the user.

Chiew (2004:156) raises the issue of whether non-linguistic semiotic resources are systemic and questions the validity of extending the notion of the systemic metafunctions beyond language. He believes there is no reason to date to reject the notion than non linguistic semiotic resources are systemic and tri-metafunctional. This is not to say that the metafunctional systems between semiotic resources are identical. That is not the case for the simple reason that different semiotic resources have different ways of meaning and so has in themselves different meaning-making systems. Although this system is build from the SFL approach, the system proposed for non-linguistic semiotic resources are different from the linguistic.

Mitra (1999) states that as is the case of all intertextually connected texts the WWW pages do not remain in isolation, but are always and already connected with other texts. Mitra (1999) also believes that this fundamental characteristic of hypertext, its intertextuality is the source of much of the uniqueness of the WWW discourse. The rationale for using hypertext to present information is to utilise its non linear nature. The author of hypertext thus expects that the reader surfs to

obtain the greatest benefit from hypertext. Another fundamental characteristic of global hypertext is its lack of a unanimous centre. Because of the process of surfing, it is difficult to pin down any central text within the interconnected hypertext of the WWW. The process of constant movement across texts results in a decentring where the identification of a centre or central text becomes difficult. This feature however might be different for electronic newspapers where news is the central aspect, although one news story can lead you to so many others, or other related topics because of the use of hypertext.

Another feature of internet text identified in the literature is the increasing number of non-verbal visual signs used. Schmar-Dobler (2003) states that a lot of internet content has blinking graphics and vivid colour, which can attract or distract readers, while reading, thus stating that the use of colour can have positive or negative effects on readers. Crystal (2001:200) mentions the use of colour and states that it is an attempt to meet the very substantial communicative demands of the Web, which include achieving coherence, making immediate impact, needing structure as well as detail, being clear and practical on interactive areas and the harmonisation of words. Slembrouck (1998) states that the potential on the web to integrate digitalized graphical images, video clip and audio fragments within the space of a written document has affected the order in which we process information units and is also likely to affect the balance of relative importance between what counts as “core text” and what counts as “illustrative material”, thus he is also referring to the decentring of the text. Slembrouck (1998) also says that this potential of integrating different media poses a challenge to the primacy of the printed text as the most prestigious carrier of information.

Crystal (2001:204) says that another distinctive feature of an increasing number of web pages is their interactive character, which is found in various forms such as Contact Us, E-mail us, Join our list, Help Questions and FAQs, Chat and other screen boxes. Crystal (2001:29) says that these kinds of interactions brings it much closer to the typical features of spoken language and this can have a consequential effect on the kind of language used, which in fact means that

language which are used for these interactive activities might be in a more conversational style.

The literature seems to establish internet texts as an illustration of multimodal texts and seem to further establish the fact that texts are not only language based. One can then conclude that a method of analysis is needed that will do justice to the multimodal nature of internet texts, certain approaches will thus be able to analyse multimodal texts more adequately than others.

2.2.3 The argument for semiotics in the study of electronic texts

Researchers like Kress and Van Leeuwen (1996) have pointed to the increasingly visual nature of everyday life. They (1996:2) believe that visual communication is becoming more important in all domains of public communication. In such a context a traditional, language based approach to analysing texts used in public communicative events would not be able to analyse visual components of the texts. Kress (1997:6) holds that the current landscape of public communication is dominated by visual forms more than by written texts. Thus reliance on linguistics alone will no longer be sufficient in textual analysis, and semiotics offers means of analysing, describing and understanding this new social landscape of public communication.

Kress (2003:35) also believes that our present understanding and definitions of text comes from the era of the dominance of the mode of writing and the dominance of the medium of the book, his viewpoint is thus similar to that of Graddol (1994) who mentions that the definition of text reflects the technologies, new technology thus permitted and necessitated newer definitions of text

Kress (2005:6) compares the traditional page with the screen-based pages and states that the traditional page only has one entry point, though being so naturalised by centuries long convention; it was not even noticeable as a feature. It was an entry point given by convention and used by the author who knew about the world of the audience. He contrasts this with web pages which have multiple

entry points and which he believes shows the fragmented and socially diverse nature of visitors to internet websites.

Kress (2005:7) summarises the differences between the old and the new pages in the following manner:

Traditional pages	New pages
Given order designed by author	Open order designed by reader
Page and book with single entry point	"Page" site with multiple entry points
Knowledge produced by author on behalf of the audience	Knowledge produced by visitor/reader in accord with needs of their life- world
Author knows the life-world of audience and its requirements	Page and/or message designers imagine the assumed characteristics of the life world of their audience
Reading path designed by author	Reading path designed by reader and/or visitor
Author fixes reader's "point of departure"	Reader designs/ selects his/her point of departure
Writing dominates the organisation of the page	Image dominates the organisation of the "page"
Writing is the dominant mode for the presentation of material(image as illustration)	Image and writing potentially co-equal for the presentation of material
Use of mode governed by long-established convention: canonical use of modes	Use of mode governed by "aptness", insecurity about or absence of canonical modes

According to Kress (2005:6) there are also revealing changes in the principles of representation and organisation from densely printed (relatively) mono-modal pages to the multimodal screen and the new pages and from the conventions of

page production to the mode of layout, from writing as dominant to image as dominant.

Kress (2005:7) also believes that in traditional pages, sequence plays an important part; with elements unfolding one after the other. Thus altering the sequence, changes the meaning. While in the new pages all elements are present simultaneously. It is the viewer's action that orders the simultaneously present elements in relation to her or his interest. Kress (2005:7) believes that in spatially organised representation it is their arrangement that is used to make meaning.

Kress (2005:12) holds that the crucial difference between representation through writing and representation through image is that words are highly conventionalised entities and only exist in that manner. He believes that words rely on convention and on conventional acceptance; therefore words are always general and vague. Words he believes are empty of meaning and need filling with the hearer and or reader's meaning. He contrasts this with images and believes that whatever you want to depict you can at any moment. So he contrasts a finite stock of words- vague, general nearly empty of meaning to an infinitely large potential of depictions- precise, specific and full of meaning. McDonagh, Goggin and Squier (2005:80) state that with the three categories of signs identified by Peirce, only one group, the icon in which the depiction is as clear and straightforward as Kress argues. They believe images have the capacity to be both precise and ambiguous and they believe it is in that that lays the strength of depiction through the image.

Prior (2005) in answering Kress (2005) disagrees with Kress on certain issues. For one he disagrees with the statement that Kress makes that more traditional forms of representation only have one entry point and gives examples of some genres that do have multiple entry points and typically self-organised reading paths newspapers, magazines, dictionaries, encyclopaedia, cook books, restaurant menus, and hymnals and continues to give a long list. These examples he states, are not quantitatively rare, socially restricted, or culturally trivial. He believes that Kress when he talks about the age of print books limits his discussion to only

certain genres. He is not denying that we are in a period of rapid change but believes that in order to project the future we must not make general assumptions about the communication landscape or fall back on prototypical representations but should rather try to describe the past as accurately as possible. Only then can we draw accurate conclusions about the communications landscape that we are currently living in.

Prior (2005:26) further criticises Kress' view that modern texts borrow from the screen text and indicates that this is a mutual effect as screens also borrow from the page. This is thus not a one way consequence but is blurred, complex and shows mutual relations between page and screen. Further on unlike Kress, Prior (2005:26) believes that language is inflectional as well as sequential and that images can also be sequential for example film, print comics and process diagrams. He further believes that although we live in an era of change, it is not simply a move from the written to the non-linguistic visuals, but also a move from the preferred written modes of literature to other popular forms of writing as well.

Kress (2003:48) believes that one reason for the long use of “text” in reference to written entities alone is the fact that until recently there had been no possibility to record spoken realisations. It is only over the last fifty years or so that records of speech could be made with ease. Once these means had become available the term text began to be used for recorded and /or transcribed spoken entities as much as for written entities. Kress (2003) uses the term “text” in this way: “...any instance of communication in any mode or in any combination of modes whether recorded or not”. Texts have a site of appearance. These sites of appearance have their inherent and culturally produced orderings and regularities which have effects on the texts which appear in these sites. Kress (2003:48) believes that at the moment the screen is the culturally dominant site of appearance of the text and that the screen is organised by the logic of the image. The logic of image orders the appearance of texts, whatever their modal realisation on the screen. He also believes that until recently the page, usually as a part of the medium of the book was the dominant site of appearance of text. The page was ordered by the logic of writing, even though it often contained images. When images appeared on the

page, they appeared subject to the logic of writing. The dominance of the screen and the fact that the logic of image dominates there does not mean that written texts (or writing in any form) cannot appear on the screen, in fact, they do in large numbers. In this case the logic of image comes to dominate the ordering, shape, appearance and uses of writing and writing will be subordinated to the logic of the screen, to the spatial logic of the image. Writing will inevitably become more image-like and will be shaped by that logic. Kress (2003:48) also believes that the order and logic of the dominate site of appearance at this time the screen, comes to affect the site of page, as of all other sites of communication. Kress believes that it is apparent that pages are coming to resemble screens, both in terms of much greater prevalence of images on the page as well as the order of the screen in the layout of pages.

Kress and Van Leeuwen (1998:187) state that there is a trend in which the written text is no longer structured by linguistic means, through verbal connectors and verbal cohesive devices but visually, through layout, through the spatial arrangement of blocks of text of pictures and other graphic elements on the page. Thus he shies away from a linguistic definition of text. If these visual and multimodal ways of making meaning are indeed cohesive and coherent then it can be defined as texts, and if these cohesive devices are not only linguistic, than a purely linguistic definition of texts is not appropriate.

2.2.3.1 A social semiotic definition of text

Kress (2003:360) believes that semiotics can be used to explain and understand language as well as other modes of making meaning such as gesture, speech, image, writing and others. Within this theory language will also be looked at semiotically. Thus, if a text is analysed, all modes of meaning including language will be looked at through the theory of semiotics. He believes that language is now part of a whole landscape of modes available for representation, although language still has highly valued status in society and in the case of the spoken mode still carries the major load of communication.

In their seminal work, *The Grammar of Visual Design*, Kress and Van Leeuwen set out their extensive semiotic theory of the visual. They believe that like all other semiotic modes, the visual also serves several communicative requirements. They have expanded Halliday's systemic functional grammar to also account for the meanings of visual images and like language they identify three metafunctions of meaning for all semiotic systems (Kress and Van Leeuwen 1996: 41-42).

According to Kress and Van Leeuwen (1996:41-42) the ideational metafunction refers to how the world is represented by a semiotic system and allows choice to the way objects can be represented and how they relate to each other. Two objects represented as involved in process interaction could be visually realised by vectors.

Kress and Van Leeuwen further believe (1996:41-42) that in any semiotic system, there are relations between the producer of a sign and the receiver/reproducer of that sign, this is called the interpersonal metafunction. Any semiotic system thus has to represent- a relationship between the producer, receiver and what is being represented.

The last metafunction that is identified by Kress and Van Leeuwen (1996:41-42) is the textual metafunction. Here the assumption is that any semiotic system has the ability to form text. Once again we are moving away from the notion that only language based texts are texts. Text mean because of how it is structured internally and because of the context in which it occurs. Visual grammar like the grammar of language also has this ability to form texts. Different compositional arrangements allow for the realisation of different textual meanings.

Harrison (2003), dealing primarily with iconic signs, also believes that an image performs three tasks simultaneously to create meaning. These tasks, she calls the representational metafunction, interpersonal metafunction and compositional metafunction, which is similar to the three metafunctions identified above by Kress and Van Leeuwen.

According to Harrison (2003) in order to get to know what the representational metafunction is one can answer the question: What is the picture about? It is thus about the people, places and objects within an image. The interpersonal metafunction is about how the picture engages the viewer. This metafunction is about the actions among all the participants involved in the production and viewing of an image. The compositional metafunction answers the question how do the representational and interpersonal metafunctions relate to each other and integrate into a meaningful whole? Harrison (2003) believes that composition in imagery is the equivalent of syntax in language- a set of rules that enable the signs of language to be arranged grammatically so that they make sense to the reader. The composition of an image or the lay-out of a print or web page represents visual syntax. I would go further and say that it also represents textual rules, sentences might be perfect, but still may not be communicative, thus it is not only the combination of words to form sentences that makes sense but also the, the combination of sentences. If one thus takes this approach to visual images, it is conceivable that a collection or arrangement of visual images can form a text.

Scollon & Scollon (2003) are also interested in visual semiotics and are concerned with how images represent the real social world, how images mean ,what they mean because of where we see them, and in how we use images to do other things in the world. Their focus is on the deliberately crafted and designed image, not on the accidental snap of something happening in the world outside the designer's studio and outside the image frame.

They contend (2003:84) that they must be careful not to become disoriented in their analysis, because there are always multiple relationships going on simultaneously in one image. There are relationships among the participants within the picture frame; there are also relationships between those who are in the picture and those who are viewing it. They equate a visual image to a spectacle like a sporting event or street performance. They also work with the visual design of Kress and Van Leeuwen (1996) but only pick out the aspects that are of particular interest to their work. Their interest has three aspects: The representation of real-world actions in visual images, the problem of how visual

images index the real world in which they are placed, the problem of how social actors index these images, constructing ongoing social performances as part of the social situation front. They (2003:860) limit their focus to just four semiotic systems namely: represented participants, modality, composition, and interactive participants:

Represented participants: Narrative and conceptual

According to Scollon and Scollon (2003) pictures carry meaning through a system for representing the participants within the picture. The participant means a construction element used in a picture, this might be an image of a person, a block of text, a chart graph or logo. These representational structures can be either narrative or conceptual. A narrative structure presents unfolding actions and events or, perhaps, processes of change. Conceptual structures show abstract comparative or generalised categories. Key concepts in representing participants in pictures are the participants and vectors which relate to them. When one participant looks at or is oriented toward another, a vector is produced which shows how the one relates to the other. Conceptual relationships among the participants are marked by the absence of vectors such as gaze or direction of movement

Modality

Modality refers to the truth value or credibility of linguistically realised statements about the world. Kress and van Leeuwen (1996) argue that in Western aesthetics the primary or default modality is naturalistic representation. The truest visual representation is felt to be the one that comes closest to what one would see if one were on the spot in person to see it. The main indicators of modality in visual semiotics given by Kress and van Leeuwen are:

- Colour saturation
- Colour differentiation
- Colour modulation
- Contextualisation

- Representation
- Depth
- Illumination
- Brightness.

These factors may be used in the design of visual image to produce greater or lesser degrees of modality.

Interactive participants

There are three types of participant interactions: the first type is that between the producer of the image or semiotic display and the participants who are represented in the display, the second type are those among the represented participants within the picture, and the third type is those between the represented participants and the viewer/reader/user.

Because this research deals with text and perceptions of text, the main area to be focussed on will not be on the above mentioned features of visual design, but rather on composition, which the scholars mentioned above call the textual metafunction of visual images. Kress & Van Leeuwen (1998:188) state that layout simultaneously involves three signifying systems, all serving to structure the text to bring the various elements of the page together into a coherent and meaningful whole. They identify cohesive structures similar to those found in written text. These three signifying systems include information value, salience and framing.

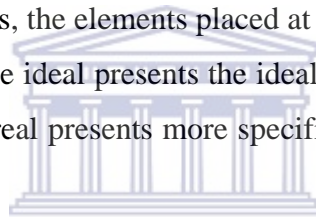
Information values

According to Kress and Van Leeuwen (1998:188) the placements of elements in layout gives those specific elements information value which is attached to where it is positioned on the page. Elements do not have the same value and meaning when it is placed on the right rather than on the left, in upper rather than in the lower section of the page, or in the centre rather than in the margins. Each specific

zone of placements accords specific values and meanings to the elements placed within it.

Kress and Van Leeuwen (1998:188) believe that when layout opposes left and right, placing one kind of element on the left and another on the right. The elements on the left are presented as given, while the elements on the right are represented as new. Given means that it is something which the reader already knows, while new is something that the reader does not know. The new is thus the crucial point of the message, and is in a perceptively prominent position. Kress and Van Leeuwen (1998:188) state that although this might be true for most Western cultures, this might be culturally specific.

Another focal point in Kress and Van Leeuwen's study is the distinction between the upper and lower sections of the page. Where there is an opposition between the upper and lower sections, the elements placed at the top are the ideal and those at the bottom the "real". The ideal presents the idealised or generalised essence of the information, while the real presents more specific and /or more down to earth or practical information.



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Another point to consider is the distinction between centre and margin. This form of layout is not really common in contemporary Western layouts (more so in Asian design and in domains of religion in the Western culture). When a layout places one element in the middle and other elements around it, the central element is the centre and the elements flanking are margins. The centre is presented as the nucleus of the information to which all the other elements are in some sense subordinate. The margins then are ancillary, dependent elements.

One point of information value that also needs to be discussed is the triptych. That refers to a way of combining given and new with centre and margin. The triptych in the layout of modern newspapers and magazines is polarised with new information on the right, given on the left, and with the central element as mediator, bridging and linking the two extremes.

Saliency

Saliency refers to the differing degrees of attracting a reader's attention due to foregrounding or backgrounding, relative size, contrast in tonal value or colour and differences in sharpness. Saliency is judged on the basis of visual cues. Saliency results from a complex trading off relationship between a number of factors: size, sharpness of focus, amount of detail and texture shown, tonal contrast, colour contrast, placement in the visual field and perspective.

Framing

Framing devices include frameline or white space between elements. Framing devices can disconnect the elements of a layout from each other and at the same time, framing devices establish what elements, those within the frame, are to be read together. Connective devices such as vectors or repetition of shapes and colour have the effect of expressing that the elements thus connected are to be read as belonging together. Elements can be strongly or weakly framed, the stronger the framing the more elements in different frames are presented as separate units of information. Elements can also be strongly or weakly connected. The stronger the connection the more they are presented as one unit of information belonging together.

What these elements of layout try to achieve is to establish a reading path for the reader, although newspaper front pages can be read in more than one way. The reading path is increasingly becoming less strictly coded, less fully prescribed. Newspapers can be scanned before they are read; this sets up connections between the different elements. Thus the page as a whole is visually grasped before any article is read if an article is read. In scanning the page, the reader will follow a certain reading path. In some cases this reading path will be encoded in the design of the page. Such reading paths begin with the most salient elements. Pages encode reading paths to different degrees. On some pages a specific reading path is not more plausible than another. Such pages seem to offer their readers a choice of reading path and leave it up to them, how to traverse the textual space. This is part of a more general trend away from certain forms of textual order, e.g. a

relative decline of the importance of sequentially ordered text and a move towards textual resources, whether as a database or as the "resource book".

After identifying and explaining various modes and methods of textual analysis, our next section will deal with two specific instantiations of text: printed newspaper text and electronic news text.



Chapter 3- Characterising media texts

3.1 Notions of media and news media

A lot of communication at present is received through the media and one can hardly imagine life without it. One can say that it pervades every part of our society. Most of our information about recent events and political and social issues is received through the media. The main function of newspapers is mostly perceived to be to give information. This section aims to characterise the media and more specifically news media texts.

3.1.1. The mass media

Whetmore (1995:9) states that for something to be considered as mass media two requirements have to be met. Firstly, the mass media must reach many people (hence mass) and secondly they require the use of some technological device located between source and destination. Dutton (1997:1) adds that another property of the mass media is the limited direct interaction between the source and the receiver. The receiver can only physically respond or give feedback through the media technology itself.

Media texts have been studied by various schools of thought: philosophy, communication studies, cultural studies, sociology and linguistics, to name just a few disciplines. Dutton (1997:4) states that a wide range of theoretical and conceptual approaches have been used in order to analyse and make sense of the media. These include sociology, linguistics, cultural studies, structuralism, psychology, and literary analysis. Dutton (1997:6) has identified four main issues which has been the focus of these interests. The four areas are:

- The media and society: The role of media in wider society
- Production: The processes and participants involved in the production of media communication
- Representations: How the media construct representations of social reality
- Audiences: Studies the role of the audience as active reader or interpreter

Garret and Bell (1998:2) believe that media studies are an interdisciplinary area and that all areas or fields will work with their specific notion of certain terms such as text for example. To narrow down this study our focus and subsequently literature will be focused on news text, both those found in newspapers and those found on the internet.

Garret and Bell (1998:4) states that most research in the field of media discourse have been centred on factual genres and particularly news. This emphasis, they believe reflects the prominent position that news has as daily media genres.

3.1.2 The news media

The focus of this research will be on the genre of news and specifically, the news found on the front and opening pages of printed and internet news. According to Reah (2002:4) “news” is a late Middle English word that means tidings, new information or recent events. This definition is however actually too broad and has to be narrowed down, otherwise news can be anything that happens in the world. It can be narrowed down to be defined as information about recent events that are of interest to a sufficiently large group, or that may affect the lives of a sufficiently large group. This definition however still does not account for the fact that some events are reported on and some are excluded. Dutton (1997: 57) defines news as a social process of selection guided by news values. News values are certain values that are taken into account when decisions are made about what will be published (news) and what not. What then makes news worthy to be published? Various people have investigated the decision making process going into news selection and have come up with lists of news values.

Whetmore (1995:39) states that news production institutions use a set of criteria to decide which stories make the news and which do not. He gives the following factors in deciding what is newsworthy and what is not:

- **Newsmakers:** Whetmore (1995:39) states that some people are newsmakers no matter what they do. People like the US president, the British Royal family, Michael Jackson, and sport stars like David

Beckham constantly appear in the papers, even if they just went out for a walk.

- **Rewards:** Whetmore distinguishes between two kinds of rewards—immediate and delayed rewards. Whetmore states that all of us feel the need to be informed and that immediate reward stories give us instant satisfaction. Immediate reward stories include stories about disaster, crime, sports and social events. Delayed reward stories are on public affairs, business and finance, thus events that will have a more long-term effect on us as readers. One can assume that immediate rewards stories are stories based on material events, while delayed reward stories are stories based on issues.
- **Human interest:** Whetmore believes that this category has become more common. These are usually “heart tuggers”, or the unusual, unique and sensational news. Human interest stories are also sometimes referred to as “soft news.”

Fowler (1991:14) gives an overview of Galtung and Ruge’s (1965) news values. These news values are often regarded as the most useful to discuss the social decision making process involved in the selection of news. Some overlap occurs with Whetmore’s factors, some of the factors are actually just labelled differently. Galtung and Ruge identify the following factors:

- **Duration of an event:** A single event is more likely to be published than a long process. For example the phenomenon of child abuse or sexual offences is less likely to be reported on than the rape of a baby on a specific day.
- **Threshold/Intensity of an event:** This factor refers to how intense an event is in terms of size and volume. A car crash where one person died is less likely to be reported on than a collision where 1010 people died or a tsunami where thousands of people lost their lives.
- **Cultural relativity:** When an event is of immediate importance to a specific group of people, it is more likely to be reported on.

- **Frequency:** If something happens unexpectedly or did not occur for sometime, it will be newsworthy.
- **Predictability/Demand for an event:** Some events are news because it happens on a regular basis, and is also seen as significant. For example the soccer world cup or a royal wedding will receive wide media coverage.
- **Continuity:** According to Fowler if something becomes news, it will continue to be news for some time. The Middle East crisis, for example has been news for many years.
- **Composition:** This refers to the balance or make-up of news. One item may increase in “newsworthiness” if it is a slow news day or may decrease as more important news hits the front pages. After the September eleventh bombing, news that previously was seen as important got replaced by the news on the bombing.
- **Reference to elite people/nations:** News relating to elite nations like the superpowers will be more likely to be news, as well as anything that relate to elite or important people.
- **Reference to persons:** Instead of referring to an institution or cause news is often personalised. Instead of the government, they will refer to Mbeki, standing for or representing the whole government or the whole cabinet. This is done, because people relate more easily with people than with ‘things’.
- **Reference to something negative:** A sex scandal involving a cabinet minister is more likely to be reported on than a woman receiving an award for uplifting her community. In journalistic terms bad news equal good news.

Contemporary researchers have aimed to modernise these news values. This is taking place as a result of changes in news selection and the face of the media industry also changing with new technological advancements. Other changes in the media industry include a larger emphasis on entertainment oriented news and what some people believe to be a tabloidisation of news. Harcup and O’Neil (2001) believe that the news values developed by Galtung and Ruge were hypothetical, limited to reporting of foreign, news and grounded in events.

Harcup and O'Neil (2001) did an empirical investigation doing a content analysis of 1276 news articles appearing in UK national newspapers. Their method of analysis is different from the one used by Galtung and Ruge. Galtung Ruge first set out a list of factors and then applied it to the news stories. They firstly gathered news stories and then set out to explore why these stories was selected for publication.

Firstly they found that some of the news values identified by Galtung and Ruge (1965) were vague and ambiguous and very difficult to distinguish one from the other. Mostly all of the news values were found to be ambiguous. Some of the problem areas found by Harcup and O'Neil are the following:

- Frequency was particularly problematic when it comes to stories that were not based on events but rather on speculation, or trends.
- Threshold was found to be a subjective category. How big or important an event is relative, this it was difficult to determine how big an impact this specific news value had on the selection of certain news stories.
- Meaningfulness was found to be a changeable category
- Unexpectedness was another category that was found to be difficult to define. Certain events have an unexpected or unusual angle on a predictable event; the question is thus, is this still regarded as an unexpected event?
- Elite people; this category does not distinguish between different categories of celebrities- e.g. pop stars and politicians.
- Reference to something negative: What is bad news for some is good news for others. Therefore this category was also found to be ambiguous.

The limitations found do not suggest that the news values identified by Galtung and Ruge are not valuable. The limitations rather show what a contentious issue news values are and that more research on the issue is needed instead of accepting those proposed by Galtung and Ruge as a complete set without thinking that it needs to be reworked or changed. Harcup and O'Neil (2001: 279) identified a set

of contemporary news values which aim to give a look into the reasons for modern news selection:

- **The Power Elite:** These are stories concerning powerful individuals, organisations, or institutions. This category now also includes elite organisations such as the UN and NATO.
- **Celebrity:** This category includes famous people who do not necessarily include powerful individuals in the traditional sense, such as politicians or world leaders. This would distinguish pop stars and other famous people from politicians or powerful business people.
- **Entertainment:** This category refers to those news stories which do not really have informational content, but was included merely to entertain the reader. A number of subcategories were identified as well:
 - *Picture opportunities:* Even when a story did not have any inherent newsworthiness, it was included if it provided a good picture opportunity. This was particularly the case if it involved celebrities as well.
 - *Reference to sex:* Sex also seemed to be a selection criteria in the articles published in this research
 - *Reference to animals:* Stories involving animals was also very popular choice in the selected news stories
 - *Humour:* Stories involving humour although not having any intrinsic news value was also popular or very often stories was presented with a humorous slant to it.
 - *Showbiz/TV:* Stories about people involved in showbiz and secondly, even stories about television programmes are selected as news.
- **Surprise:** Stories which have a surprising side or a contrast is also seen as newsworthy.
- **Bad news:** Stories with bad overtones such as conflict or tragedy
- **Good news:** News with positive overtones, like people beating the odds or overcoming tragedy.
- **Magnitude:** Stories that might have an huge impact or might affect a large number of people

- **Relevance:** Stories about issues that might be perceived as relevant to the audience in some way.
- **Follow up:** Stories about subjects already in the news.
- **Newspaper Agenda:** These stories are selected because they fit the news organisation's own agenda

Harcup and O'Neil (2001) do not claim that these are the ultimate news values or the most comprehensive, but rather, an expansion of news values which also take newer developments in news selection and publication into account. Further and continued research is still needed. For our purposes, older or more established news values (Galtung and Ruge 1965; Whetmore 1997) will be used in conjunction with this contemporary set of news values.

White (1997) puts forward what he perceives to be the subject matter of hard news. He does not refer to news values, but to events or issues that change or disrupts the status quo in some way.

White (1997:104) puts forward three categories of sources of social disruption that qualifies something as hard news. These are:

- **Aberrant damage:** This refers to disruption to the status quo that is as a result of the action of natural forces, incompetence or carelessness associated with human enterprise, outbreaks of the disease, harmful action of the global or local economy or from acts of intentional violence.
- **Power relations:** This refers to the disruption of the status quo as a result of the rearrangements of power relations. Power in this respect can refer to political, business or social power.
- **Normative breach:** This involves events or states of affairs which depart from either established morality or custom. These include crime and corruption reports, as well a reports on incompetence, negligence, arrogance, indifference etc which are seen to threaten society's sense of duty or propriety.

These are all reasons put forward for the selection of certain events and issues that as news.

3.1.3 Different genres in the news media

In the previous section, the selection criteria/reasons used to select news was discussed. News text can also be defined in terms of the textual form of news. Something in the organisation, of the text itself must also mark it as a different kind of text, however before we look at news as a specific text type or genre, more clarification is needed on the term 'genre'.

Genre

Moessner (2001:131) states that traditionally the concept 'genre' has been associated with literature and literary theory. This can be traced back to Aristotle who established the genres- tragedy, comedy and epic. Genre is now considered to be a dynamic category and can now also refer to non-literary texts- such as comic strips and journalistic prose.

Taavitsainen (2001:139) states that genre and text types are often used vaguely and sometimes even interchangeably in the literature. Furthermore Taavitsainen (2001:139) states that genre is a tool for classification and different fields of study view it in different ways and with different emphasis. Taavitsainen (2001: 139-140) defines "genre" as inherently dynamic cultural schemata used to organise knowledge and experience through language. She believes that genres change over time in response to their users' sociocultural needs. This definition leads to a communicative view of genres which emphasises the link between forms of communication and the sociocultural context that gives rise to them. Another way of defining genre is to see it as a mental frame in people's minds which gets realised in texts for a certain purpose in a certain cultural context; this is a more cognitive approach to genre. Genres are based on conventions, and they have become institutionalised so that they can function at the same times as horizons of expectation for readers to know what to expect and models of writing for authors. By analysing the socio-historical and cultural factors, we can relate and perhaps

explain the reasons for the linguistic realisations of genres and their changes in a larger frame.

Taavitsainen (2001:140) makes a distinction between genre and text types. She believes that both genres and text types are abstractions made on the basis of individual texts: genres according to external evidence in the context of culture and text types according to internal linguistic features of texts. The classification according to external evidence gives a framework of genres, relevant to a culture, present or past, as the range of genres is culture-specific. An assessment of internal linguistic features adds to our knowledge of how genres are realised in language. By keeping genres and text types apart from one another, we may gain a deeper insight into the functions of individual linguistic features as well as into the functions of external categories. Both abstractions rely on conventions, but they need not coincide in all aspects.

Taavitsainen (2001:143) believes that register is a term that is related to genre and text type and can be defined as situational language use. This is a broader term and may contain several genres. For example scientific writing is one specific register, but can include different genres- such as medical report, or a report on a finding in physics.

Bhatia (1993: 13) defines genre as a recognisable communicative event characterised by a set of communicative purposes, identified and mutually understood by the members of the professional or academic community in which it regularly occurs. Most often a particular genre is highly structured and conventionalised with constraints on allowable contribution in terms of their intent, positioning, form and functional value. These constraints are often exploited by expert members of the discourse community to achieve private intentions within the framework of socially recognised purposes.

If we analyse this definition of genre, what seems to stand out seems to be the following: A specific genre can be recognised easily, has a specific communicative purpose which shapes its form, the members of the specific discourse community, not only identifies it as a genre but also understand this

genre. A genre is conventionalised, thus learned as a process of social convention, and have certain constraints, a set way of doing. These constraints however, might be used by members of the discourse community; they may “play with the genre”. They may however not go outside the boundaries too much, without it seeming odd. Furthermore Bhatia (1993:13) believes that major changes in the communicative purpose of a genre, the reason why it is used for communication signals a different genre, minor changes in communicative purpose signals a sub-genre.

Martin and Rose (2004:7) use genre to refer to different types of texts that enact various types of social contexts. They believe that as children we learn to recognise and distinguish typical genres of our culture, by attending to consistent patterns of meaning as we interact with others in various situations. For them genre is a staged, goal-oriented social process. Social because we participate in genres with other people, goal-oriented because we use genres to get things done; staged because it usually take us a few steps to reach our goals.

Media texts are diverse; examples of the mass media include newspapers, television, films, radio and also newer media forms like internet texts. Within each of these forms of the mass media you also find multiple forms of text. If one takes newspapers as examples; editorials, news stories, horoscopes and film and book reviews can be easily distinguished from each other, different genres/text types are found within a single newspaper.

English printed news text as genre

News text is regarded as a specific genre in the media. News is distinct from other genres such as advertising for example. We have seen that news can be distinguished from other texts in the media by looking at the subject matter and the reasons for their selection. News is also characterised by the textual or generic structure, and the specific sub genre we are dealing with is front page news. Usually front page news falls in the category of what is called “hard news” however not all front page news can be called hard news.

The genre of hard news has changed quite considerably in the modern era. Bell (2003:16-17) identified a few areas where modern newspapers differ from older forms. We accept certain structures as normal and common sense, through social convention; however newspapers have changed quite considerably in modern times. News was not always considered the main subject matter on front pages, it was quite normal to see, classifieds on the front page. Other differences identified by Bell (2003:16) include different use of visuals; cross column headlines and texts have increased, photographs have become the norm, type size have also increased.

Various studies have been done on the formal textual organisation of news texts. Bell (1998:67) believes that a story normally consists of attribution, an abstract and the actual story. The attribution is not always explicit; it can include credit to a news agency and or journalist's by-line and may state place and time.

The abstract consists of the lead sentence or introduction, and a headline in the case of printed news. The lead covers the central event of the story and possibly on or more secondary event. In the lead some information on the actors and setting is given. Bell (1991:176) states that the values of a lead are the following: newsworthiness, brevity and clarity. According to Bell (1991:176) a lead is also a micro story and functions as a one-paragraph story. The most newsworthy item is put in the beginning of the lead. Bell (1991:183) says that a lead has dual function, it not only functions to summarise the story, but also to open it.

According to Bell (1998:67) the body of the story consists of one or more episodes, which in turn consist of one or more events. Events always describe actors and action, usually express setting of time and place, and may have explicit attribution to an information source. Episodes are clusters of events which share a common location or set of news actors. The above mentioned elements present the central occurrences. Bell (1998:67) also identifies 3 additional categories of material in a news story: background, commentary and follow-up. The background covers any event prior to the current action; story past time. If the background goes back beyond the near past, it is classed as history.

“Commentary” refers to the journalists or news actors’ present time observations on the action, assessing and commenting on events as they happen. It may provide context to assist understanding of what is happening or evaluative comment on the action, or expectations of how the situation will develop. The follow up covers the story future time, any action subsequent to the main action of an event. It can include verbal reaction by other parties or non-verbal consequences.

White (1997: 101) calls mass media reporting one of the most influential textual domains in contemporary society. He focussed specifically on English mass media texts and specifically the subgenre called hard news reporting. Hard news reporting is news that is associated with eruptive violence, reversals of fortune and socially significant breaches of the moral order.

White (1997: 101) also looks at the notion of news as narrative, a view very often held of media reports. Hard news are divided into two groups by White- those grounded in material events called events report and news grounded in communicative events called.- issues report.

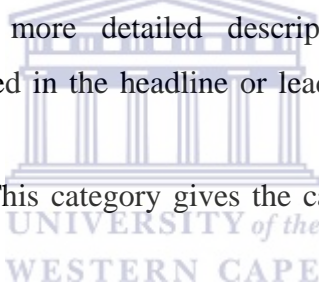
According to White (1997:101) hard news achieves its informational and rhetorical objectives through a non-linear, orbital structure in which dependent satellites elaborate, explain, contextualise and appraise a textually dominant nucleus.

White (1997: 110-111) divides hard news reports into two primary phases- the opening nucleus which contains the core informational and interpersonal meanings and a developmental state which serves to qualify, elaborate, explain and appraise the meaning already presented in the opening nucleus, thus no new information is introduced.

The textual nucleus White (1997:111) believes consists of a headline and the lead/introductory paragraph. The headline usually repeats a subset of the informational content of the lead. Key meanings are presented more fully in the lead sentence. The interdependence of the lead on the headline can be because of

the social processes that goes into the writing of a news story- the fact that the reporter do not write his own headline but that it is very often written by the sub-editor. No backgrounding or context setting is provided in the nucleus- rather the reader is cast abruptly and immediately into the reason for the social disruption. The lead thus singles out those aspects which poses the most severe threat to the social order and take it from its chronological order or logical context. The reader has to engage immediately with the crisis point of social-order disequilibrium. The issues report casts the reader into the cause of social disruption by presenting statements which claim to identify points of social order disruption. The most newsworthy statements are extracted from their chronological order.

White (1997:115) believes that the body of the news story refers back to the nucleus through a series of specifications. He identifies the following specifications:

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- Elaboration: gives more detailed description or exemplification of information presented in the headline or lead- or restate or describe it in different terms.
 - Cause and Effect: This category gives the causes, reasons, consequences or purposes.
 - Justification (issues report): evidence or reasoning supports newsworthy effects.
 - Contextualisation: This category places events in the nucleus in a temporal, spatial or social context.
 - Appraisal: this category allows for some expert external source in terms of significance, their emotional impact or by reference to some system of value judgement.

The hard news report is organised orbitally, not linearly. This kind of genre does not link to form a linear semantic pathway, each subcomponent reaches back to specify the headline/lead nucleus which serves as the text's anchor point or textual centre of gravity. Sometimes repetitions of the original point of newsworthy

impact are found- by repetitions occurring in a pulse like rhythm through the rest of the report.

White (1997:130) believes that hard news is informed by a narrative impulse-complex rhetorical device that does not mirror social realities but construct them.

Van Dijk (1985: 77) states that headlines or leads are used to infer the theme or topic of a news report. The highest or most important topic is expressed in the headline, the top of the complete macrostructure of the text is formulated in the lead and the initial sentence or paragraphs of the text express a still lower level of macro structure featuring important details about time, location, participants, cause/reasons or consequences of the main events. In other words the highest levels of the thematic structure are formulated first and the lower levels follow.

Van Dijk (1985:87) believes that the headline represents the first opening category with the lead being an optional category. Together these two categories represent a summary of the news discourse. The graphical layout is such that the headline is printed on top first, in large bold type and, if there are more columns, across several columns. This is not the same for all newspapers and for all cultures.

Van Dijk (1985) believes that you can predict the order of certain sections in news reports. Usually the summary comes first, and the comments last. Various background categories appear in the text and the verbal reactions (quotations) are usually ordered toward the end of the article before comments. Some rules like the summary appearing first are fairly strict and general whereas others have a much more optional nature.

Van Dijk (1985:90) believes that a purely formal, structuralistic approach to news schemata has its limitations. He believes that through this approach fixed, canonical structure of news can be specified but to account for the many

variations and the context dependent strategies we need to have a cognitive approach to analyse that.

Scollon (1998) compares the production and reception of media texts to an event or spectacle. His study is located within the sub discipline of linguistics called interactional sociolinguistics. Scollon wants to move away from viewing texts and media texts in particular in the sender/ receiver or writer/reader model. He sees media/mediated discourse as in some ways similar to face-to-face interactions with the exception that there is mediation of some kind. Subsequently he sees media texts as mainly a social construct, he sees texts as mediational means, and the tools by which people undertake mediated action. .

Scollon (1998:192) identifies four elements in a newspaper report: headline, by-line or source attribution, lead and the story. Scollon (1998:192) states that each element has a characteristic placement as well as a characteristic author. The headline and the by-line is believed to be the work of the sub-editor, while the story is the work of the by-lined writer or taken from a news agency. The lead can either be written by the by-lined writer or the sub-editor.

Other studies on smaller linguistic features in media texts have been done. Reah (1998:13) states that headlines have a typical pattern and function, and that the function dictates the shape, content and structure of headlines. The space that headlines have is dictated by the layout of the page and the size of the typeface is restricted.

Reah (1998:13) states that headlines have the following functions: Encapsulating the story, attracting the reader to the story and if the story appears on the front page, also to the paper. Reah (1998:13) states that it is this mix of functions that cause some headlines to be confusing and ambiguous.

Because of the space limitations, headlines have to use short, attention-getting words. Reah (1998:16) found that over time headline writers have developed a vocabulary typical of headlines, examples of such words are “rap”, “slam”, “probe” and “blast”.

Headline writers also use certain language devices to make headlines memorable. Ambiguity is one of the devices used, where a word has more than one possible meaning. Other devices used by headline writers mentioned in Reah (1998:18) are intertextuality (the use of familiar phrases and sayings from books, songs and movies in headlines), phonology (use of alliteration, assonance or rhyme in headlines) and loaded words (words that carry strong emotive connotations such as *butchered* and *slaughtered*.). Headlines also have other grammatical and syntactical features. One feature is the fact that grammatical words like *the*, and *a* are often omitted from headlines and that mostly content words, such as nouns, verbs and adjectives are used. According to Reah (1998:21) nominalisation also frequently occurs in headlines, thus the making of an action or process into a noun or a thing. Although Reah looked at English newspapers, Bell (1991:189) states that Kniffka looked at German and American English examples and found that headlines in these two languages are structurally identical.

Headlines also have certain graphological features. Reah (1998:22) says that the print of headlines is larger than the rest of the text and that headlines work together with the visuals and pictures to make an impact.

According to Biber (2003:170) the preferred linguistic style of newspaper discourse has undergone long-term change. Over the course of the eighteenth and nineteenth centuries, newspaper prose was similar to academic prose in developing increasingly dense use of passive verbs, relative clause constructions and elaborated noun phrases. However the opposing drift towards more oral styles began to influence newspaper prose towards the end of the nineteenth century, followed by more marked change in the twentieth century. Over the past few decades, these changes towards more oral styles in newspaper language have accelerated.

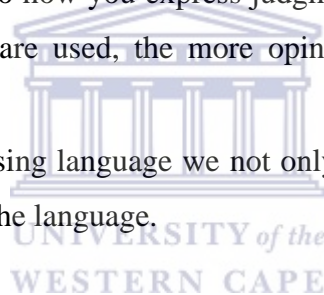
Newspaper prose however has not lost all of the features that resembled academic prose it has retained some of its nineteenth-century characteristics associated with dense informational prose. Newspaper prose continues to rely on a dense use of nouns and integrated noun phrase constructions. Thus, current newspaper prose is

very similar to academic prose in certain respects. The informational explosion has resulted in pressure to communicate information as efficiently and economically as possible, resulting in compressed styles that depend heavily on noun phrase constructions. The use of compressed noun phrases in newspaper language is in some ways more extreme than academic prose in the dense integration of information, despite the need to appeal to a broad popular audience. At the same time that news has been developing more popular oral style, it has also been innovative in developing literate styles with extreme reliance on compressed noun phrase structures.

Media texts have also been explored and investigated from a critical perspective. Fowler's (1991) examination of the language of the press is one of the studies that are located within a more critical approach. One of the devices identified which newspapers use to get readers to agree with their interpretation of events is the conversational style of language use, thus using language as if you are having a casual chat with somebody and using words which do not usually occur in the formal register of language. Fowler (1991:58) mentions that the conversational style is used in order to narrow the discursive gap between the institutional use of language of newspapers and the more casual style of interpersonal communication. Fowler (1991:58) mentions certain language devices, which are used to achieve this:

- **Typography** - Newspapers use any device possible to try and break up the monologic uniformity of the greyness of conventional print.
- **Phonemes** - By writing words deliberately as they are spoken e.g. Wot instead of what; newspapers try to imitate the way their readers speak in order to connote orality.
- **Contrastive stress** - Sometimes newspapers use italics or underlining to put emphasis on a specific word or phrase.
- **Intonation and paralinguistics** – By using certain printing devices, the newspaper may suggest the pitch of the voice, for example by using ellipses.

- **Information structure** - Newspapers use a more fragmented format of typography and incomplete sentences in order to imitate the more fragmented nature of speech.
- **Register** - This includes two kinds: Firstly the vocabulary, which is more colloquial and informal, likes slang, idioms, puns and clichés. Then secondly naming and address where people are coined on first name terms or nick names to make it seem as if a personal relationship exist between the reader and the person.
- **Syntax and morphology** - Often newspapers use contracted forms of auxiliaries and negatives to try to sound more “chatty. Short or incomplete sentences are also used.
- **Deixis** – This consists of devices which link a text with the time and place of communication and with participants
- **Modality** - Refers to how you express judgments and opinions. The more modal expressions are used, the more opinionated and less objective a report seems.
- **Speech acts** - By using language we not only say something but you also do something with the language.



Fairclough investigates media texts from a critical discourse approach. According to Fairclough (1995a:33) an adequate critical analysis of media discourse is only possible if there are certain things that your investigation takes into account.

According to Fairclough (1995a:33) an analysis of media discourse should focus on how societal and cultural changes manifest itself in changing media practices. Fairclough also believes that the analysis of media texts should give detailed attention to the linguistic and textual patterns, analysis of visual images as well as sound effects.

Another factor mentioned is that text analysis should not be the only kind of analysis. It should be complemented by an analysis of media production practices and text consumption. He also mentions that the analysis of media texts should be seen and investigated within the wider context of power and ideology.

Fairclough also believes that when analysing texts an intertextual analysis looking at genres, discourse and the intertextuality of texts should be done. He also believes that representation; the construction of identity and how language reflects should also be investigated.

Then, Fairclough believes that linguistic analysis should be an analysis on a number of levels: phonological, lexical, grammatical and textual (cf. Fairclough 2004).

Lastly Fairclough believes that media texts should be seen as devices, which not only reflect society, but also reproduces and transforms it.

These studies all focus on the linguistic elements found within a news story, some semiotic analysis of news stories have been done, with most notably, Kress and Van Leeuwen's (1998) analysis of the layout of news paper front pages.

Kress & Van Leeuwen (1998:188) state that layout simultaneously involves 3 signifying systems, all serving to structure the text to bring the various elements of the page together into a coherent and meaningful whole. They identify cohesive structures similar to those found in written text. These three signifying systems include information value, salience and framing. They look specifically at how the features of layout work together to form a cohesive and coherent whole and also at how meaning is communicated through the choices made in terms of layout on the front pages of newspapers. (See a discussion on composition in previous chapter)

They see layout and the visual in general as forming a large part of the communication landscape and believes that the analysis of the visual was not really looked at carefully enough, and that only recently with the development of the internet, which is a very visual form of representation, did the visual get the attention it deserves.

Electronic news text as genres

One of the questions one needs to explore in comparing electronic newspapers to their paper bound counterpart is whether electronic newspapers might replace traditional newspapers in the near future. Levinson (1997:182) states that books and newspapers for hundreds of years were better than their competitors in not only preserving but spreading information, until electronic media in the twentieth century successively dulled their disseminative edge. Levinson (1997:183), however states that readers still prefer, traditional books to online books for the simple reason that picking up a book is easier than turning on a computer. Levinson (1997:183) also states that traditional newspapers are not really competing with more instantaneous ways of getting the news such as radio, television or electronic newspapers but in fact provides a more leisurely reflection of events which can further be seen in the popularity of weekly newspaper or news magazines such as *Time* or *Newsweek*. The result is that the printed newspaper may have found a niche that the online newspaper does not really attempt to serve.

Levinson (1997:185) believes that although we may move to a point beyond paper one day, we will take with us that which we prized in it, text. Words, he believes, are the lifeblood of electronic as well as printed text. What makes a newspaper a newspaper (text) will still remain the same.

Faure (1998) describes an electronic newspaper as: the electronic variation of the traditional paper based newspaper, as a result of the use of computers in the writing, editing, layout and publishing/distribution of newspaper texts, photos, graphical content and in some extra ordinary cases even audio and video news. Traditional newspapers are now largely produced on computer but still distributed in its paper format, while electronic newspapers are distributed on computer.

Faure (1998) distinguishes paper based newspapers from electronic newspapers by saying that paper based newspapers are space and time bound while electronic newspapers transcend time and space. Electronic newspapers can be read

immediately worldwide and readers can with ease read both current and previous editions.

According to Faure (1998) most newspapers publish on paper and electronically, the news presentation of the electronic newspaper is different from traditional newspapers, although the content is more or less the same. Earlier versions of electronic newspapers handled the paper and the electronic version in the same way, with the electronic version being the mirror image of the paper version. A new way of presenting news had to be developed which treated news on a computer screen, differently from news on a page.

Faure (1998) believes that some of the distinguishing factors of an electronic newspaper are the ease with which the content can be changed and updated, the use of hypertext, and the fact that individual news reports can be of unlimited length. Hypertext can be found in two forms- In the form of a menu on the home page and in the form of marked words or sentences within a text. The menu gives the reader the choice to ignore main reports on the home page and to get to reports within their area of interest. Hypertexts within reports give readers more information on a specific subject. Hypertext replaces paging through newspapers.

Hypertexts also make the cutting of reports because of space limitations unnecessary. The first report is usually just a few lines- the introduction. Important keywords are marked and readers are directed by hypertext to the full text, more reports can also be selected for publication. Through the use of hypertext important news can also be included immediately, it is not necessary to wait for a special or the next edition. News selection is thus dramatically altered by the existence of electronic newspapers. More news can be covered, and although more is not necessarily better, it gives readers the choice and the greater responsibility to decide which information is important.

Arant & Anderson (2001:57) did research on online newspaper practices. Editors were asked about the changes they made to print edition material before putting it in the electronic version. Sixty percent of the respondents said they added hypertext links, thirteen percent said they changed the wording of the news

stories, twenty three percent changed the story structure and thirty percent changed the artwork and photographs, while fifteen percent made no changes. One respondent wrote that reporters write web versions of stories that are shorter and more concise. Another published only the first 3-5 paragraphs on news and sport section stories.

Faure (1998) tries to establish a profile of who the readers of the electronic newspapers are. Readers of electronic newspapers do not only need to be literate, they also need to be computer literate. Readers of electronic newspapers also need to have access to a computer with internet connection either at home, work, school or university. Faure (1998) state that although electronic newspapers do not look, sound or read like the printed version certain similarities do exist. Important news still gets big headlines and photos and the home page gives the paper its unique character, the two electronic and paper version supplement each other.

Van Oostendorp & Van Nimwegen (1998) did research on how readers locate information in an online newspaper. They found that in order to read the necessary information it requires that users navigate through the provided information and manipulate the available navigating means, such as scrolling and using hyperlinks. Users said that a negative consequence of relating information by using hyperlinks could be that the feeling of context diminishes. One gets abruptly confronted with new, rather isolated chunks of information, while at the same time; the old context disappears from the screen.

Lewis (2003:96) states that early online news design was built on conventions developed in print and broadcast, using the same kinds of form and content to provide a bridge to new genres. In newer conventions of electronic news content is layered so that the news is presented at several levels of detail. The layering weakens the concept of the news story in two ways. It removes the need for a basic level of story. In non-linear text, content is broken down into more finely grained textual and visual elements, each of which must be able to stand on its own, and none of which need to correspond to the familiar 'news story'. Layering

weakens the boundaries between stories and thus increases intertextuality. There is less pressure when using hypertext to identify discrete news events. News elements are embedded in and linked to wider content. A summary outline of one news item can simultaneously be a detail of another.

According to Lewis (2003:98) newsworthy happenings are no longer reported as narratives. Rather the narratives are becoming shorter and more importantly are seen to be parts of much larger and more complex narratives. Reports cross many boundaries. Articles are blended with program by combining audio reports, written texts, video sequences, photographs and graphics. The distinction between news and information is blurred by linking up the past and the immediate. Hot, new news is added as it becomes known turns into background material for the interpretation of the latest events.

Lewis (2003:99) believes that online news style is in a state of flux, while clinging to the traditional news article genre, experimentation with hypertext is also taking place. Lewis also states that compression is a common feature of all online news. This is illustrated by the fact that paragraphs often consist of a single idea in a single sentence and that salient ideas may be expressed by bulleted lists of noun phrases rather than in clauses. She also identifies common use of tables, charts and graphs in the online news genre. Lewis (2003:102) states that online news will not oust traditional news forms. Instead it is a growing part of the system of news production and circulation, it is redefining older news structures and subtly changing the way we conceive news in general.

According to the literature, news and specifically printed news is a very specific text type. The literature also seems to suggest that electronic news has changed news production and circulation.

Chapter 4- Comparing front page text in local media

Background information on empirical investigation

In order to answer the research questions the theoretical basis is supplemented by an empirical investigation. Illustrative material is used here to give a representative sample of the front pages found in both modes of news representation, the printed and internet versions. On a limited scale content analysis will also be done, analysing the news selected for publication in terms of commonly held news values. This will be done mainly to attend to the connection between ideational and textual features of texts. The main focus will however not be on the content but rather on the textual features. The focus will not only be on the linguistic features that make up a text, but also on other non-verbal visual images. The definition of text that is used is a broad definition that includes elements other than the linguistic. I am working from the assumption, which the literature also support (cf. Kress and Van Leeuwen 1996, 1998; Graddol 1994; Chiew 2004; Harrison 2003), that meanings are not only communicated through words; other visual features, such as layout also make a text communicative.

The illustrative material was collected over a period of two weeks, 1 – 11 November 2004. Local news texts published in the media were accessed regularly in the preparatory phases of the research. For the purposes of particular data specific news was carefully screened for these two weeks in order to make sure that the contextual, textual and content features in focus are indeed representative of a general pattern. The purpose was to investigate regular and relatively fixed visual, spatial and linguistic format and the ways in which particular kinds of content are framed.

4.1. Methods used in empirical investigation

The screening of specific news was done from Monday 1 November 2004 and continued for ten consecutive weekdays. This specific time period was marked by the coverage of the final run-up and the eventual occasion of the conclusion to

the US presidential elections. It was also marked by the death of Palestinian leader, Yasser Arafat. On the local front, the weather was one of the main topics covered, with certain areas having severe water shortages and as a result of that, water restrictions. On the South African political front the then vice president, Jacob Zuma was under pressure to defend the allegations made that he was involved in a corrupt relationship with Shabir Shaik. This is the news context that frames the time period in which the empirical investigation was conducted.

Three printed publications together with their electronic counterparts were investigated. These were *Die Burger* in its paper and its electronic format published at www.dieburger.com, *The Cape Times* and its electronic form www.capetimes.co.za and *The Cape Argus* and its electronic form www.capeargus.co.za. A copy of each of the printed publications was investigated each day for the time period mentioned above. The electronic version was accessed, recorded and investigated every day, saved on disc to capture its original electronic format, for easy analysis it was also printed. Keeping the electronic version in its original format was important to enable a comparison of the texts in two different modes, one printed mode and one multimodal. The front pages with the main stories featured each day were saved. In some interesting cases, such as when the front page changed in various editions of the same day, main stories showing links to related stories, and other peculiar features were recorded and saved. These will be analysed and the two modes will be compared. The websites were investigated twice a day, once in the morning and once in the afternoon, for the specific purpose of checking how and when the electronic format was adjusted, updated and elaborated on in the course of the same day.

The specific elements investigated include the following:

4.1.1 Content

The news published on the front pages of the respective publications was checked, with the purpose of determining differences in selection criteria between the two different modes of news presentation.

4.1.2 Verbal Discourse/Textual structure

The way the text is organised verbally is another particular area on which the data collection focussed, with a view, to once again investigating and comparing the modes of news presentation.

4.1.3 Non- Verbal Visual Elements

Non-verbal visual elements were also investigated. This includes features of layout, such as headlines, subheadings, crossheads, infographics, photographs, hypertexts, and the use of colour, once again with the aim of comparing the two modes.

4.1.4 Access to the modes of news media

The differences between how information is accessed in the different modes were also described and discussed. This can have important implications in the area of textual cognition and processing.

4.2. Background to research

Die Burger and *The Cape Times* are both morning dailies. *Die Burger* is an Afrikaans newspaper, while *The Cape Times* is an English one. *Die Burger* also has a Southern and Eastern Cape edition. The chosen edition for investigation was the Western Cape edition. This decision was made because of easier access to it and the fact that it is read by more people. *The Cape Argus*, like the *Cape Times* is also an English newspaper but is distributed in the afternoon. South Africa has recently developed a blossoming tabloid market in the Western Cape, but all three newspapers investigated here are categorized as broadsheet newspapers.

4.2.1. Historical information on selected news publications

These three newspapers are established and have diverse histories in the context of the South African press. Both *The Cape Times* and *The Cape Argus* are currently published by the Independent Newspapers. According to Diederichs & De Beer (1998) *The Cape Argus* was founded in 1857, while the *Cape Times* was

founded in 1876. The Argus Printing and Publishing Company were founded in 1889 by Francis Somer. Argus newspapers changed ownership in February 1994, when the majority of shares were bought by an Irish press magnate Tony O'Reily. The group was renamed Independent Newspapers Holding Limited.

Die Burger is owned by Nasionale Media (Naspers) under the label of Media24 and its electronic version is powered by the news24 website. Nasionale Pers is the biggest traditionally Afrikaans Press group, founded in Cape Town in 1915. Naspers was incorporated in Cape Town on May 12, 1915 under the laws of the then Union of South Africa as a public limited liability company. It started as printer and publisher of a daily newspaper in 1915. The operations of the company were further expanded when publishing its first magazine in 1916 and in 1918 its book publishing operations were founded. With the advent of electronic media in the 1980's, Naspers expanded its activities to incorporate pay-television and later Internet media. During 2000s, Naspers organised and branded its print media businesses under the Media24 umbrella

Die Burger was Nasionale Pers' first daily newspaper. The first issue appeared on 26 July 1915 under the editorship of Dr. D. F. Malan, who was the leader of the National Party in the Cape at the time and became the prime minister in 1948. *Die Burger* played an important role in the development of Afrikaans after 1925, the rise of the National Party in 1948 and the attainment of a South African Republic in 1961.

4.2.2 Reflections on the Western Cape Province

All three newspapers are distributed in the Western Cape. It is important to consider the province and its population in more detail. These figures will provide more information on the readership of the specific newspapers. According to the results of the 2001 South African census the Western Cape has a population of 4524 335 people. The population is made up of: 1207429 classified as Black African, 2438976 as coloured, 45030 as Indian or Asian and 832901 as white. The census revealed that 55.3% of the people in the Western Cape speak Afrikaans as

first language, 23.7% Xhosa as first language and 19.3% English as first language. Other important statistics for this research are those that reveal that of those people aged 20 and older 11.2% are educated higher than Grade12. The statistics also reveal that 18.2% of households in the Western Cape have computers. Unfortunately no statistics on access to the internet were available in the census. These statistics provide information about the number of people in the Western Cape, the ethnic and language distribution, the levels of literacy. In order to read newspapers or electronic text, one needs to be literate and understand the conventions of media writing, thus being media literate as well. Further, in order to have access to electronic news, one needs access to a computer as well as access to the internet, and one has to be media literate, as well as computer literate. These figures do not only provide important background information for this research, but can also be used in other research projects.

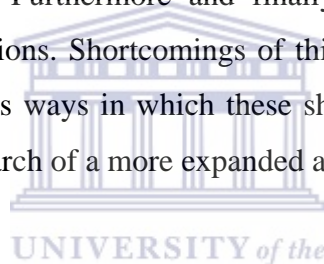
4.2.3 Circulation figures of Newspapers

The circulation figures of the three newspapers give an indication of the popularity of the newspapers. These figures only account for the circulation of the printed publications and not for the number of visitors to the websites of the respective newspapers. The figures released by the Audit Bureau of Circulation (ABC), for the period July 2004 - December 2004 (information obtained from www.bizcommunity.com/Article/196/15/5847.html) show that the total average net sales per publishing day (weekend editions not included) show that *Die Burger* has sales of 104102, *The Cape Argus* 73230 and the *Cape Times* 49526. Of the three, *Die Burger* thus clearly has the highest circulation figures and this can be ascribed to the fact that most of the population of the Western Cape speak Afrikaans as first language and that *Die Burger* is an Afrikaans newspaper. However other factors also play a role to a lesser or greater extent, which is beyond the scope of this research.

4.2.4 Methods of Analysis

The method of analysis was selected specifically to fit the kinds of data collection, which in essence is an empirical investigation rather than a data based research.

Because of the two-fold nature of this research, theoretical as well as empirical, data was analysed in a descriptive, interpretive and to a limited degree- critical fashion. The data collected through the empirical study was firstly described in terms of the generic features of each, in terms of the critical differences between the two modes of media presentation; the electronic and printed. After this comparative part of the analysis, common and distinctive features will be identified. These features will be compared to what the literature says of these modes of news presentation. This will be done in order to answer the question whether the representation of news in an electronic format has changed the ways of news presentation in general. This will then be applied to the larger question of if and how technological advancements like the internet altered our perceptions of text in linguistic study. From this conclusions will be drawn, and answers will be sought on the question of defining and analysing text in the current communicative landscape. Furthermore and finally, recommendations will be made for further investigations. Shortcomings of this and other current research, will be identified as well as ways in which these shortcomings can be remedied and improved in other research of a more expanded and comprehensive scope.



The front pages of the printed and electronic newspapers were compared in four ways. Firstly, in terms of the different selections of topics made for the front pages of the printed and electronic formats of the respective news publications. Here the aim was to establish whether different selection criteria and different news values, were used in deciding what was news in each case, thus are different editorial decisions made for the printed and electronic publications of each. This will give us valuable information as to what is considered to be the projected audience or readership for each; this will also give insight into the social process that goes into the production of this text.

Secondly, the verbal discourse/textual structure of front page news will be compared to investigate if there are any differences in the textual organisation of each of the different media. This will give us insight into the formal aspects of the text. It will also give us insight into whether, according to formal definitions of

texts; - printed and electronic editions of the same news publication can be considered to be different text types or genres.

Thirdly the visual presentation of each of the two media will also be investigated. This takes into consideration the newer definitions of text, which include non-verbal visual elements. Our aim will be to investigate whether there are differences between printed and electronic editions and secondly whether non-linguistic modes of making meaning contribute to the meaning making resources. If it is found that non- linguistic modes do contribute to meaning making resources the investigation will be used to find to which extent and what the larger implications of this might be in the field of textual analysis.

Fourthly, access to the different texts/discourse will also be investigated. How information is accessed differently, within each publication will be discussed and comparisons between the modes will be made, this will give insight into how users of the two different modes of media, use the modes differently and how they make meaning differently. This can only be done to a limited extent, because the focus of the research is on the text itself and not on how the text is processed or interpreted.

Finally in line with a multimodal approach to text the interaction between the different modes of making meaning will also be investigated. This will be done in order to find how the different modes work together to make meaning or to make the text or discourse communicative.

The aim is thus also to look at the text as a resource for making meaning, which is also in line with the systemic functional approach. Although the focus is more on the textual metafunction of making meaning, some perspectives on the interpersonal (or relationships between reader and producer is established) and ideational metafunction (how the world is represented in the text) will also be given.

Chapter 5- Analysing news media front pages

This chapter will firstly look at the content selected, the verbal discourse structure, the visual structure, access to information and finally, at the the interaction between the different modes of making meaning.

5.1. Selection of front page news items

In Chapter 3, it was pointed out that not all events will become news. Some events or issues are recognised as being more newsworthy than others. The assumption that I am working on, is based on Dutton's (1997: 57) definition of news namely that news is a social process of selection. For the purposes of identifying if there are differences in the social process that go into the selection of news in the two different modes a limited content analysis was done, with a particular focus on the stories featured on the front and opening pages of the respective publications.

5.1.1 Number of stories selected

Table 1 below indicates the selection of different stories in terms of numbers; it indicates the number of stories featured on the front pages of the respective news publications.

Table 1- Number of different stories appearing on front page of respective publications

Date	<i>Cape Times</i>	<i>www.capetimes.co.za</i>	<i>Die Burger</i>	<i>www.dieburger.com</i>	<i>Cape Argus</i>	<i>www.capeargus.co.za</i>
1 Nov	5	4	3	3	4	4
2 Nov	7	4	3	3	4	4
3 Nov	5	4	3	3	3	4
4 Nov	6	4	3	3	4	4
8 Nov	4	4	3	3	4	4
9 Nov	5	4	3	3		
10 Nov	5	4	3	3	4	4

11 Nov	5	4	3	3	4	4
Average number of stories on front page	5.25	4	3	3	3.86	4

From the data presented in this table it is shown that there is remarkable uniformity across publications on the number of stories selected to appear on the opening pages of the respective internet publications. The average number seems to be four. Both *capeargus.co.za* and *capetimes.co.za* favours four stories on the opening page, while *Die Burger* favours three.

In comparing the printed with the electronic publications, *Die Burger* chooses three stories on the front/opening pages of both its printed and electronic publication; the *Cape Argus* only on one occasion had fewer stories on the printed publication than on the electronic version. *The Cape Times* shows the most marked difference between the number of stories selected for the front page of the printed and the number of stories selected for the electronic versions. The printed version consistently has more, averaging 5.25 stories per front page, which shows a greater difference between the selection of stories for printed and electronic publications, than the other news publications under investigation.

What this comparison by numbers seems to suggest is that the printed publications in general still has more news than the internet publication. This can have various reasons: one of the possibilities might be the constraints of the screen, which is much smaller than an average broadsheet newspaper. We can only draw more accurate conclusions once we also look at the actual content selected for front page publication.

5.1.2 Content selected for front page

The next section will look at the stories selected for the respective front page publications not only in terms of numbers but also in terms of actual content. I

will give a headline and lead paragraph, which gives a synopsis of what the stories are about. In order to analyse the decisions made in terms of selection classic news values identified by Galtung and Ruge (1965) as well as some more contemporary news values (Harcup and O' Neil 2001), will be used to test the data against. I will look specifically at those days when different selections for printed and electronic newspapers were made. This will form part of a larger discussion on news text as a process of social production and selection.

The table below will follow in chronological order from 1 November 2004 to 11 November 2004. The tables will firstly present the content selected for the two morning papers- *Die Burger* and *The Cape Times* and then for the afternoon newspaper- *The Cape Argus*.

Printed Publication

Electronic publication

Die Burger



1 November 2004

<i>Die Burger</i>	<i>www.dieburger.com</i>
Wynboer, seun geskiet 'n Vyfjarige seun is kritiek en sy wynboer-pa ernstig gewond na 'n middernagtelike skietaanval op 'n groep kampeerders in 'n groot naby Villiersdorp	Wynboer, kind geskiet
Bin Laden se video oor Amerika kan stemme swaai- 'n dag voor verkiesing Osama bin Laden se verkiesingsboodskap aan die Amerikaanse volk was die klok vir die laaste driftige ronde voordat die groot dag more aanbreek.	Bin Laden video kan stemme swaai
Haaikenner deur widdoodshaai gebyt 'n Bekende haaikenner en haaiduikoperateur het gister 'n noue ontkoming gehad toe 'n wit	Haaikenner deur widdoodshaai gebyt- later in the day replaced with- Noot vir noot wen Daantjie meeste nog. Die naam Daantjie is na die naweek op duisende

doodshaai hom by Gansbaai aan die voet gebyt het.	mense se lippe.
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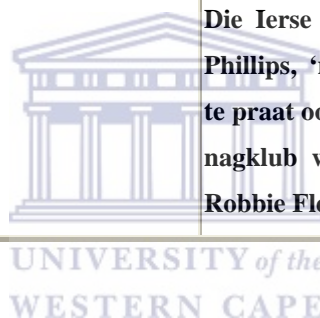
2 November 2004

<i>Die Burger</i>	www.dieburger.com
Fleck in Ierse ras moles	Fleck in Ierse ras moles
Die gewese Springbokrugbyspeler Robbie Fleck is opnuut in die pekel- die keer oor 'n beweerde rassistiese aanmerking.	
Man wil nie teen Palazzolo getuig	Mafia getuie in streskliniek
'n Oud polisieman het gister in die landdroshof hier in trane uitgebars nadat hy die hof meegedeel het hy ly aan posttraumatiese stressindroom weens sy ondersoek na die beweerde Mafia-baas, mnr. Vito Palazzolo.	Die voormalige polisieman wat in trane uitgebars het in die Palazzolo-verhoor, is opgeneem vir stresbehandeling in 'n kliniek.
Kyk of julle kan beter doen, se Hottentots Holland	
Hier kom groot pret. Want vandag wil die Burger-Kersfonds 'n boodskap stuur aan alle skole se raad van leerders.	
	Vandag is D-dag vir Bush, Kerry
	Stem of sterf, is die slagspreuk waarmee die bekende rap sanger P. Diddy sy ondersteuners by die stembusse probeer kry.

3 November 2004

<i>Die Burger</i>	www.dieburger.co.za
'n Amerikaanse riller	'n Amerikaanse riller
Amerikaners, bekommerd oor terreur, die oorlog in Irak en die ekonomie, het gister in ongekende getalle na stembusse toe gestroom in 'n poging om 'n herhaling van die betwiste verkiesing van 2000 te voorkom.	

<p>Polisieman 'dronk op grot-skiettoneel'</p> <p>Gerugte word ondersoek dat die ondersoekbeampte na 'n skietvoerval Saterdagoggend waarin 'n wynboer en sy vyfjarige seuntjie gewond is, dronk op die toneel aangekom het en dit glo nie nodig geag het om 'n spoorsnyhond te laat kom voordat hy daarheen is nie.</p>	<p>Polisieman dronk op grot-skiettoneel</p>
<p>Brad Pitt glo in die Goudstad gewaar</p> <p>Die rolprentster Brad Pitt is glo gister hier gewaar, maar die rede vir sy besoek aan Suid-Afrika is nie bekend nie.</p>	
	<p>Koninklike help Fleck</p> <p>Die Ierse polisie sê hy hoop om met me. Zara Phillips, 'n kleindogter van koningin Elizabeth, te praat oor die voorval in 'n eksklusiewe Dublinse nagklub waarby die oud- Springokrugbyspeler Robbie Fleck betrek word.</p>



4 November 2004

<p><i>Die Burger</i></p>	<p>www.dieburger.com</p>
<p>Bush wen oor sedes</p> <p>'n Emosionele sen. John Kerry het sy ondersteuners gister verseker hy sou aanhou veg het as daar enige kans was om te wen.</p>	
<p>Grotskieter was dalk op borgtog in verkragsaak</p> <p>Speurders het 'n man op 'n plaas naby Villiersdorp in hegtenis geneem na die middernagtlike skietvoerval in 'n grot buite die dorp waarin 'n boer en sy seun gewond is.</p>	<p>Grotskieter was dalk op borgtog in verkragsaak</p>
<p>Boje toer nie oor swaard steeds oor sy kop hang</p> <p>Nicky Boje het hom gister aan die Suid-</p>	<p>Boje toer nie oor swaard steeds oor sy kop hang</p>

<p>Afrikaanse krieket-toergroep onttrek wat aanstaande Donderdag na Indië vertrek.</p>	
	<p>Speaker beskerm swetende Zuma teen vrae</p> <p>Die parlementêre vraag waarmee die DA gister groter duidelikheid wou kry oor adj. pres. Jacob Zuma se beweerde ontmoetings met die Franse wapenhandelaar, mnr. Alan Thetard is buite orde gereël.</p>

8 November 2004

<p><i>Die Burger</i></p>	<p>www.dieburger.com</p>
<p>Kopskoot eis tiener by skool</p> <p>“Juffrou, ek gaan huis toe en gaan nou lekker rus”. Enkele minute nadat Lee-Roy Samuels(16) Vrydagoggend die woorde met die voltooiing van sy biologie-eksamen vraestel aan ‘n onderwyseres by die Senior Sekondêre Skool Ravensmead gesê het, is hy op die skoolterrein deur ‘n mede leerder in die kop geskiet.</p>	<p>Kopskoot eis tiener by skool</p>
<p>Bokke met 10 min. verneuk sê White</p> <p>Die Springbokke se afrigter, Jake White het na sy span se oorwinning met 38-36 teen Wallis ‘n paar goedgemikte dwarsklappe uitgedeel oor die afwesigheid van onder meer ‘n sirene wat die einde van die onderskeie heltes aandui.</p>	<p>Bokke met 10 min. verneuk</p>
<p>Cosatu weier om stil te bly oor Zimbabwe</p> <p>Cosatu is nie bereid om al sy eiers in pres. Thabo Mbeki se mandjie van stille diplomاسie jeens Zimbabwe te plaas nie, onder meer omdat diplomاسie alleen nie ‘n einde aan apartheid sou kon maak nie.</p>	<p>Cosatu bly nie stil oor Zimbabwe</p>

10 November 2004

<i>Die Burger</i>	<i>www.dieburger.com</i>
Pot bly kook oor Fischer	Pot bly kook oor Fischer
Dr. Tertius Delport en prof. Russel Botman, die opstellers van onderskeidelik ‘n mosie teen ‘n eredoktorsgraad vir wyle adv. Bram Fischer en ‘n versoek tot ‘n amendement tot die mosie, het gistermiddag vergader in ‘n poging om gemeenskaplike grond te vind.	
Burger gewaarsku oor sy dom spel	Burger gewaarsku oor sy dom spel
‘n Boete van R5000 en ‘n duidelike waarskuwing dat hy sy plek in die span kan verloor.	
Mbeki beskou Shaik nie as geskikte bemagtigingsvennoot	Mbeki beskou Shaik nie as geskikte bemagtigingsvennoot later replaced by Kuberkraker vlutig in hof
Adj. pres. Jacob Zuma het glo ingegryp toe pres. Thabo Mbeki wou “verhoed” dat mnr. Schabir Shaik se Nkobi- groep voordeel trek uit die regering se wapentransaksie.	Die verhoor van die man wat verdink word van die diefstal van meer as ‘n halfmiljoen rand via die internet van Absa kliente begin vroeg volgende jaar.

11 November 2004

<i>Die Burger</i>	<i>www.dieburger.com</i>
Nog olie op Fischer-vuur	Nog olie op Fischer- vuur
‘n Tweede mosie waarin vrae oor die eienaarskap van die konvokasie van die Universiteit van Stellenbosch gevra word, gaan vanaand voor die konvokasie dien waar die toekenning van ‘n eredoktorsgraad aan wyle adv. Bram Fischer bespreek gaan word.	
Bokke kla oor min oefentyd op toetsveld in stief Ierland	
Die uurglas word ‘n belangrike deel van die	

Springbokke se Grand Slam- rugby toer.	
Kent Morkel by omkoperly in miljoene se bedrogsaak betrek	Kent Morkel by omkoperly in miljoene se bedrogsaak betrek
Mnr. Kent Morkel, voorsitter van die DA in die Wes-Kaap is gister in die hooggeregshof hier betrek by omkoperly in 'n bedrogspul van etlike miljoene rande.	
	Wit leeus in Karoo vrygelaat

From above table, it can be concluded that *Die Burger* shows great uniformity in the selection of stories for its printed and electronic publications for their respective front pages, this tentatively leads one to the assumption that *Die Burger* caters for the same readership for its printed and electronic publications. However, one noticeable difference is the fact that the news value of frequency or recentness as identified by Fowler (1991) and Galtung and Ruge (1965) is more highly valued in the case of the electronic publication. This can simply be due to the fact that the internet version allows more opportunity for updating information. On more than one occasion it was found that stories were updated in the course of the day, or replaced by different stories, a feature which is very difficult to imitate in the printed publication. The mode of the screen thus allows this difference in selection and this specific feature in internet news. This seems to be the most remarkable difference in the selection criteria of *Die Burgers'* printed and electronic publication.

Cape Times

1 November 2004

<i>Cape Times</i>	www.capetimes.co.za
Bin Laden may boost Bush	Bin Laden may boost Bush
US President George Bush and Democratic challenger John Kerry fought for the moral high ground yesterday over a taunting video message from Osama bin Laden, even as their campaign teams battled to spin his	

reappearance into their election endgame.	
Hikers shot while sleeping in cave In an attack in the middle of nowhere, a crazed gunman fired into a mountain cave without reason, seriously wounding a farmer and his son camping overnight with five children.	Hikers shot while sleeping in cave
NIA probes triad threat to kill Rasool, Ramatlakane Premier Ebrahim Rasool says the National Intelligence Agency(NIA) and the police are investigating written death threats allegedly by the Chinese triad mafia against him and Community Safety MEC Leonard Ramatlakane	
Plan to turn unruly Indian MP's into good sports Stressed out Indian MP's are to relax at weekends with sack races and other games if a ministerial proposal is accepted, an Indian Express report has said.	Plan to turn unruly Indian Mp's into good sports
	Six die, 10 hurt in head-on collision Six passengers, one of them a baby, died when a bakkie and a car collided head-on on the N7 between Atlantis and Malmesbury last night. Ten other people, flung from the bakkie were seriously injured.

2 November 2004

<i>Cape Times</i>	<i>Capetimes.co.za</i>
Fleck in row after brawl in Ireland Former Springbok centre Robbie Fleck is embroiled in a race row after former England soccer international Stan Collymore accused Fleck of calling him a "f.....ing k....r" during a weekend incident at an Irish nightclub.	Fleck in row after brawl in Ireland
Bush losing war support	Bush losing war support

<p>George Bush and John Kerry ended their presidential campaigns yesterday with a frenzied multi-state push for decisive votes.</p>	
<p>New law will soon govern complaints against judges</p> <p>South Africa is inching closer to a wide-ranging law that will provide for a complaints mechanism against judges and magistrates accused of misconduct.</p>	<p>Bill aims to rein in judges accused of misconduct</p>
<p>Blind man sees red and steals car after friends ridicule his lack of sight</p> <p>A blind Romanian's decision to become a car thief was short-lived after he smashed into a tree and knocked himself out.</p>	
<p>It's Rover not Roger, Brazil's pet owners told</p> <p>A Brazilian Mp has drawn up a new law to ban people from giving their pets human names.</p>	
<p>People injured at work left in lurch as fund fails them</p> <p>Thousands of people injured at work are not getting the medicines they need because pharmacists are refusing to run up Workmen's compensation Fund accounts.</p>	<p>People injured at work left in lurch as fund fails them</p>
<p>Schalk Burger is Player of the year</p> <p>They seem to be getting younger and younger. Schalk Burger, at just 21, is South Africa's Rugby Player of the Year for 2004.</p>	

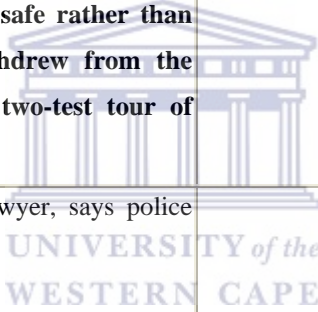
3 November 2004

<i>Cape Times</i>	www.capetimes.co.za
Fleck to sue over race claim	Fleck to sue over race claim

<p>Robbie Fleck is set to sue Stan Collymore after the former Liverpool striker alleged that he had racially abused him.</p>	
<p>Explosives plant must move to avert danger, says Denel</p> <p>State arms manufacturer Denel has warned that its Swartklip ammunition and explosives plant on the Cape Flats must be moved to avert possible disasters</p>	<p>Explosives plant must move to avert danger says Denel</p>
<p>White collar crime costs SA R40bn each year</p> <p>White collar crime was currently costing the South African economy upward of R40 billion a year, about R8bn more than was brought in by foreign tourists, Geoff Midlane, managing director of security company said yesterday.</p>	<p>White collar crime costs SA R40bn each year</p>
<p>Victor's member under wraps....and there's the rub</p> <p>Authorities in the city's historic Pere Lachaise cemetery have sealed off one of its most visited tombs to prevent the perpetration of lewd acts on the prostate bronze form of a murdered 19th century journalist.</p>	<p>Victor's member under wraps....and there's the rub</p>
<p>Huge turnout in cliffhanger US election</p> <p>Voters turned out in unusually large numbers yesterday to deliver a verdict on US president George Bush and Democratic Senator John Kerry after a bitter White House race that remained too close to call.</p>	

4 November 2004

<p><i>Cape Times</i></p>	<p>www.capetimes.co.za</p>
<p>Four more years of Bush</p> <p>Democratic Senator John Kerry conceded the</p>	<p>Four more years of Bush</p>

<p>White House race to President George Bush in a phone call yesterday, ending the drama of ballot counting in Ohio.</p>	
<p>Ecclestone supports Grand Prix bid for city</p> <p>Formula One boss Bernie Ecclestone has thrown his weight behind a South African bid to join the Formula One Grand Prix racing circuit.</p>	<p>Ecclestone supports Grand Prix bid for city</p>
<p>Zuma believes Shaik trial is not tainting his office</p> <p>Deputy President Jacob Zuma does not believe his name is being dragged through the mud because of this financial adviser's trial on fraud and corruption charges</p>	<p>Shaik trial is not tainting my office, says Zuma</p>
<p>Boje pulls out of touring team</p> <p>Nicky Boje decided to play it safe rather than sorry when he yesterday withdrew from the Proteas cricket team for the two-test tour of India</p>	<p>Boje pulls out of touring team</p>
<p>Top city attorney is a Mafia lawyer, says police investigation</p> <p>A top policeman said yesterday he stood by a document in which he listed Cape Town attorney Norman Snitcher as part of the Mafia's organisation in the Western Cape.</p>	
<p>Crazed Christian had a devil of a time trying to bring lions closer to his God</p> <p>A man leaped into a lion's den at the Taipei Zoo yesterday to try to convert the king of beasts to Christianity, but was bitten on the leg for his efforts.</p>	

8 November 2004

<i>Cape Times</i>	www.capetimes.co.za
Mbeki bid to stop war	Mbeki bid to stop war

<p>President Thabo Mbeki is due to travel to Ivory Coast in the coming days on an African Union mission to defuse the crisis here, an AU official said yesterday</p>	
<p>Protest at 'greed' on Garden Route</p> <p>Community anger at rampant development taking place along the Garden Route has led to the formation of a new organisation, "Guardians of the Garden Route", (GOG) with protest marches planned in Knysna, George and Plettenberg Bay this coming Saturday</p>	<p>Protests at 'greed' on Garden Route</p>
<p>Abbas, Querie to visit 'critical Arafat'</p> <p>Yasser Arafat critically ill in hospital here, has suffered liver failure, a Palestinian official said yesterday as Arafat's subordinates decided in his absence to enforce a law and order plan in Palestinian areas.</p>	<p>Abbas Qurie to visit critical Arafat</p>
<p>Grass seems greener in Canada for Bush-haters</p> <p>The number of US citizens visiting Canada's main immigration website has shot up six-fold as American consider leaving after President Bush's election win.</p>	<p>Grass seems greener in Canada for Bush haters</p>

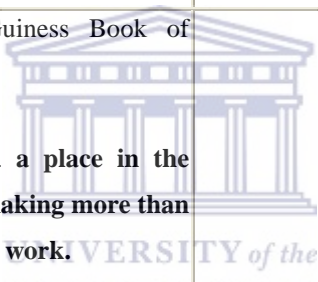
10 November 2004

<p><i>Cape Times</i></p>	<p>www.capetimes.co.za</p>
<p>How Zuma 'went behind Mbeki's back</p> <p>Deputy President Jacob Zuma had met French arms dealers Thomson-CSF three times- and behind President Thabo Mbeki's back at that, the high court here has heard it is to be told by businessman Schabir Shaik.</p>	<p>How Zuma 'went behind Mbeki's back'</p>
<p>Plan to take away parents' power to appoint teachers</p>	<p>Plan to take away parents' power to appoint teachers</p>

<p>Massive challenges loom for schools as the education department plans to take away parent bodies' power to appoint teachers, increase the rights of expelled pupils and, in the longer term, slash subsidies to many schools.</p>	
<p>Rebels escape Fallujah as US troops enter</p> <p>US forces reached the centre of Fallujah after hours of street fighting and pounding barrages from artillery, tank and helicopter gun ships.</p>	<p>Rebels escape Fallujah as US troops enter</p>
<p>Confusion reigns over Arafat's fate</p> <p>The fate of Palestinian President Yasser Arafat was mired in confusion yesterday as French doctors contradicted reports by senior Palestinian officials that the veteran leader had died in a Paris hospital</p>	
<p>Company diver 'promoted to direction in empowerment scam'</p> <p>Every month Africa Dube receives a blank cheque book which he is instructed to sign.</p>	<p>Shack-dwelling driver becomes driver in empowerment scam</p>

11 November 2004

<p><i>Cape Times</i></p>	<p>www.capetimes.co.za</p>
<p>We bribed Morkel and Samwu officials</p> <p>A micro-finance company has admitted in a plea bargain accepted by the Cape High Court that it bribed councillor Kent Morkel, DA chairman in the Western Cape.</p>	<p>We bribed Morkel and Samwu officials</p>
<p>Chikane poisoning accused to hand themselves over</p> <p>Three apartheid era policemen accuse of poisoning Frank Chikane, then secretary general of the SA Council of Churches are</p>	<p>Arrest of suspects in Chikane poisoning called off at last minute</p>

<p>expected to hand themselves over for prosecution this morning.</p>	
<p>Cooling-off policy on cards for civil servants</p> <p>Government is finally pushing through a policy to prevent public servants from abusing their offices to pursue private business interests after leaving the civil service.</p>	<p>Move to enforce cooling-off period for civil servants</p>
<p>Iraqi leaders' family abducted on as Fallujah battle rages on</p> <p>US- led troops battled through "half of Fallujah" yesterday, but Muslim militant kidnappers threatened to behead three relatives of Iraq's interim prime minister if he did not call off the offensive.</p>	<p>End Fallujah assault or Allawi's cousin's die.</p>
<p>Huge fee gets lawyer into Guinness Book of Records</p> <p>A German lawyer has earned a place in the Guinness Book of Records by making more than €400 000 for less than an hour's work.</p>	

From the table one can gather that *The Cape Times* shows less uniformity between the stories selected for the front page of the electronic and printed newspapers, then *Die Burger*. One specific feature found, is that the *Cape Times*' printed publication seems to favour "news of the bizarre" a news value identified by Harcup and O'Neil (2001) in their contemporary news values, although they refer to this news value as humour or funny stories. Stories like: *Crazed Christian had a devil of a time trying to bring lions closer to his God*, *Blind man sees red and steals car after friends ridicule his lack of sight*, *It's Rover not Roger*, *Brazil's pet owners told* and *Huge fee gets lawyer into Guinness Book of Records* are stories which fit this news value of news of the bizarre, however these stories do not appear in the electronic publication at all. This gives insight into the differences between the editorial decision making process for the electronic and printed news publication. Perhaps one can draw the conclusion that for *the Cape Times*, their

internet publication is considered to be the more “serious” publication, perhaps also telling one that the *Cape Times* is aiming towards a more sophisticated readership for their internet publication.

Cape Argus

1 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
It's too close to call THE RACE for the White House entered its final 24 hours today in a state of deadlock and suddenly overshadowed by the spectre of Osama bin Laden.	It's to close to call
Soccer fixture turns into farce The PSL suffered another farcical episode when Ajax-Cape Town's clash with Dynamos had to be called off because of undersized goals and a badly demarcated pitch.	Soccer fixture turns into farce
Bid to oust new pastor A PASTOR'S wife went to the Cape High court at the weekend in an urgent bid to stop her husband's successor from being inducted as the new pastor at the church of former Hard Livings gang leader Rashied Staggie.	Bid to oust new pastor
Argus joins water campaign Water savings tips and wall charts a water consumption monitoring table and competitions will be part of a partnership launched today by the Cape Argus and the City of Cape Town.	Argus joins water campaign

2 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
Fleckie fights back	Fleckie fights back

<p>Robbie Fleck is under investigation by Irish police today after an England soccer player came up against a team of rugby giants....and lost</p>	
<p>Army of Election Lawyers on move</p> <p>Legions of lawyers, party volunteers, paid activists and even foreign observers were descending on polling places across the US today in what promises to be the most heavily monitored presidential election yet.</p>	
<p>Look on the bright side and live longer</p> <p>Optimist live longer than pessimists, a scientists study has concluded.</p>	
<p>Look ma, no steering</p> <p>Police could not believe their eyes when they pulled over dilapidated bakkie on the West Coast Road early today and discovered it had no steering wheel.</p>	<p>Look ma, no steering</p>
<p></p>	<p>Petrol price up by 17c per litre</p> <p>The price of petrol will go up by 17c a litre tomorrow- the 10th increase this year. A litre will cost motorists R4.60 for all octanes. The wholesale diesel price jumps by 23c to R4.51 a litre and paraffin will cost 33c a litre more.</p>

3 November 2005

<p><i>Cape Argus</i></p>	<p>www.capeargus.co.za</p>
<p>Bush heads for victory</p> <p>George W Bush surged towards election victory today with exit polls and a preliminary ballot count giving him an almost unstoppable lead over Democratic Party challenger John Kerry</p>	<p>Bush heads for victory</p>

Navy in firing line as baboon is mutilated A Young female baboon had to be put down after being found wandering dazed in Da Gama Park with two broken arms and gangrenous wounds	Navy in firing line as baboon is mutilated
	Strong rand may ease big rises in fuel price Fuel prices, the government says, might be lowered if the rand continues to strengthen against the dollar, but from today, motorists will dig a lot deeper into their pockets

4 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
My squeaky clean Boks Brutality purged, vows White Jake White has vowed that his Boks are not the brutal Boks of two years ago.	My squeaky clean Boks Brutality purged, vows White
Bush set to clean out his cabinet Some of the biggest names in Washington will vanish when President George Bush starts shuffling his cabinet.	
Speaker must be neutral- DA The DA has renewed its call for National Assembly Speaker Baleka Mbete not to take part in caucus meetings of the ANC or its activities in parliament.	
Pahad: We need evidence of Zim starving The Government will wait for “concrete information” that the Zimbabwean people are starving before intervening in the food crises alleged by certain aid organisations.	Pahad: We need evidence of Zim starving
	Film Studio for city ‘on track’ for 2005

	<p>Building at the site earmarked for the Hollywood-style film studio in the city will start by the first quarter of next year, fiancé and economic development MEC Lynne Brown has said.</p>
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8 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
<p>4 die in jail gun horror</p> <p>A bloody hostage drama at the Pretoria C-Max prison claimed the lives of four people, including the head of the prison.</p>	<p>4 die in jail gun horror</p>
<p>Bridges seized as fight for Fallujah begins</p> <p>US forces stormed into western districts of Fallujah early today, seizing the main hospital and securing two key bridges over the Euphrates River in what appeared to be the first stage of the long-expected assault on the insurgent stronghold.</p>	<p>Bridges seized as fight for Fallujah begins</p>
<p>Model has night of fun</p> <p>The holiday season is fast approaching and the celebs are already out and about in Cape Town.</p>	<p>Model has night of fun</p>
<p>Spinal cord breakthrough</p> <p>A treatment by which damaged spinal cords can be re-grown in mice was announced in Sydney today by a team of Australian researchers who believe it to be a major step towards mending spinal cord injuries in humans.</p>	<p>Spinal cord breakthrough</p>

10 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
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Water Starts! Success of restrictions delights mayor	Success of restrictions delight mayor
Cape Town's water restriction effort got off to a good start in October with the city achieving 84% of its savings target of just over four billion litres for the month.	
Renee in red steals the show	
This real girlfriend was nowhere to be seen. But with a stunning Renee Zellweger on his arms. Hugh Grant was hardly complaining last night.	
Man critical after boiling liquid attack	Man critical after boiling liquid attack
A man is fighting for his life in GF Jooste hospital after boiling liquid was poured over his head and shoulders in what is believed to have been a case of domestic violence.	
	SA's credit card debt on the rise
	South Africa's increasing credit debt was unsustainable at current growth rates, he Efficient Research financial services group said yesterday.
	Cool Div is new No10
	The Springboks will have a new flyhalf on Saturday- someone who has never played before. Jean de Villiers has been practicing in this key position all week, but Saturday will be the first time for him in a match- any match.

11 November 2004

<i>Cape Argus</i>	www.capeargus.co.za
Gaza sealed as Arafat dies	Gaza sealed as Arafat dies
Palestian leader Yasser Afrafat, who rose form guerrilla icon to Nobel prize- winning	

<p>peacemaker only to fail into isolation amid new violence with Israel, died in a Paris hospital today.</p>	
<p>Mbeki heads to Cairo for funeral</p> <p>President Thabo Mbeki has joined other world leaders in paying tribute to the late Yasser Arafat, describing him as an icon and the greatest leader of the Palestinian people.</p>	<p>Mbeki heads to Cairo for funeral</p>
<p>De Lille at centre of row over nepotism</p> <p>Accusations of nepotism have exploded around Independent Democrats leader Patricia De Lille over her sister's appointment as a member of the Western Cape legislature.</p>	<p>De Lille at centre of row over nepotism</p>
<p>Jake's sushi ceremony makes Boks winners</p> <p>The secret of the Springboks success under Jake White is out.</p>	<p>Jake's sushi ceremony makes Boks winners</p>

From the above table differences were noticed in the fact that the *Cape Argus*' electronic publication values meaningfulness or cultural proximity more than the printed publication. This is inferred by the fact that various stories relate to South African news, and in some cases more local Western Cape or Cape Town news is reported on. These stories mostly appear in the 'News in Brief' section of the printed publication. This can be seen as an attempt by the *Cape Argus* to really market their electronic version as a truly South African paper. However, this is somewhat unexpected because this publication is the one more likely to be accessed by international consumers and one expected a more international approach. Perhaps this is done specifically to give the international visitor an insight as to what is happening in South Africa and what concerns the readers of the *Cape Argus*, in essence giving them a slice of Africa, South Africa or the Western Cape.

A lot of similarity can be found in comparing the printed with the electronic publications, in terms of selection criteria. The interesting aspect is, however not

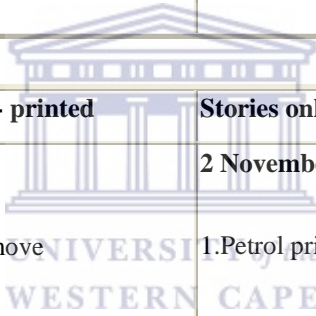
the similarities between the two different editions, but rather the differences. Below are the stories that only appear in one of the two publications presented in table format.

Table 3- Stories featured as front page news only in one of the two modes of publication:

Stories only on front page <i>Die Burger</i> -	Stories only on front page- <i>www.dieburger.com</i>
1 November-	1 November 1.Noot vir noot wen Daantjie meeste nog
2 November 1.Kyk of julle kan beter doen, sê Hottentots Holland	2 November 1.Vandag is D-dag vir Bush, Kerry
3 November 1.Brad Pitt glo in die Goudstad gewaar	3 November 1.Koninklike help Fleck
4 November 1.Bush wen oor sedes	4 November 1.Speaker beskerm swetende Zuma teen vrae
10 November	10 November 1.Kuberkraker vlutig in hof

Stories only on front page- <i>The Cape Times</i>	Stories only on front page <i>www.capetimes.co.za</i>
1 November	1 November 1.Six die, 10 hurt in head-on collision
2 November 1.It's Rover not Roger, Brazil's pet owners told 2.Blind man sees red and steals car after friends ridicule his lack of sight 3.Schalk Burger is Player of the year	

3 November 1.Huge turnout in cliffhanger US election	
4 November 1.Top city attorney is a Mafia lawyer, says police investigation 2.Crazed Christian had a devil of a time trying to bring lions closer to his God	
10 November 1.Confusion reigns over Arafat's fate	
11 November 1.Huge fee gets lawyer into Guinness Book of Records	



Stories only on <i>The Cape Argus</i>- printed	Stories only on <i>The Cape Argus</i>- electronic
2 November 1.Army of Election Lawyers on move 2.Look on the bright side and live longer	2 November 1.Petrol price up by 17c per litre
3 November	3 November 1.Strong rand may ease big rises in fuel price
4 November 1.Bush set to clean out his cabinet 2.Speaker must be neutral- DA	4 November 1.Film Studio for city 'on track' for 2005
10 November 1.Renee in red steals the show	10 November 1.SA's credit card debt on the rise 2.Cool Div is new No10

As can be seen from above data the differences in selection for the front page are not immense, but can indeed prove to be significant. It seems that the stories that were selected for both publications fit the classic news values of Galtung and Ruge (1965). These include news values such as reference to elite nations (Stories about US election), Bad news, - (Story about Wine farmer and son shot, accidents, death of Yasser Arafat etc.) and other news values such as continuity (continued reporting about US election, updates on state of Arafat's health, reporting about Shabir Shaik trial etc.). One news value which features quite strongly, are stories involving meaningfulness, which can be attributed to the fact that these publications are regional publications.

If one works from approaches to textual analysis which has a more social angle such as SFL and CDA, the differences in the selection criteria also reveal a lot about the social process that goes into the production of these texts. The production of texts is not only influenced by making linguistic choices as to what kinds of language will be used for the production of text, but also involves choices regarding selection. According to Fairclough (1995a:33) an analysis of media texts should also be complemented by an analysis of the media production practices. He also believes that the investigation should be located within the wider context of power and ideology. If one thus compares the decision making process that goes into the production of the texts in different modes, slight but significant differences can be found. As can be seen from the data above for each of the news publications, different stories were selected for the front pages. Some stories were selected for both the internet and printed publications, but were differences occur; this can point to different ideologies for the printed and electronic publications, or then different editorial decisions. This study does not really look at production processes or is not really a critical study. However, what this content analysis has shown is that different decisions making and different selection criteria, produce different texts. This area is a potential area for a critical investigation.

5.2 Verbal Textual/Discourse structure of front page news reports

According to Van Dijk (1985), Bell (1991,1998), Scollon (1998) and White (1997) news texts can be identified as a specific text type by looking at the verbal textual organisation of it compared to other text types. This research aimed to investigate how if at all, news text for electronic and printed texts differ in terms of textual organisation. It was found in this investigation that the verbal discourse/textual structure for printed and electronic newspapers were almost identical. In most cases exactly the same stories were used for the printed and electronic publication. Differences that did occur in the textual structure or language use were minimal and can be ascribed to slight editorial differences in decision making. Other differences found are not necessarily in the formal organisation of the text, but these differences will be discussed separately.

Differences between the language use and the discourse structure of the printed and electronic news text will be discussed. An in-depth investigation into the verbal discourse structure will only be applied to the printed news stories which will be analysed according to Bell (1998), Van Dijk (1985) and White (1997). These ways of analysing the structure of front page news (hard news report) is discussed more fully in chapter two. The reason why only the printed version will be analysed is because there are no major differences between the printed and electronic version. What is then true of the textual structure of one is then also true for the textual structure of another. Two stories from the selected publications' printed publications will be used as illustrative material. These stories will be used to compare the formal textual structure to the structure identified in above mentioned literature.

The ideal would have been to analyse the textual structure along formal lines by looking at three stories on the same subject, issue or event. However, it was only possible to do two stories based on the same event: the story about the wine farmer and son being shot by an unknown assailant was only covered as front page stories in *The Cape Times* and *Die Burger*, but not in the *Cape Argus*.

The news story below- *Wynboer, seun geskiet* appeared on the front page of *Die Burger* on 1 November 2004. It was the main story on the front page. It also appeared as front page story on the electronic front page. Differences between the two stories are minimal. The only differences are the following: the story in the printed publication has one main headline and two subheadings, while the story in the electronic publication, only has one- *Wynboer, kind geskiet*. This also leads us to another difference; instead of referring to *seun* in the headline the electronic publication refers to *kind*. That and the fact that the lead paragraph is in bold for the printed publication and not bold for the electronic publication, are the only differences that occur. Below is the full story as found in the printed publication of *Die Burger*, with the analysis of the verbal discourse structure following. (See internet version in appendix 1)

Example 1

Headline

Angsnag: Slapende kampeerdere in grot oorval.

Wynboer seun geskiet

Dapper kinders gaan soek hulp in donker

Attribution

Marenet Jordaan (Attribution)

Lead paragraph

KAAPSTAD-‘n Vyfjarige seun is kritiek en sy wynboer pa ernstig gewond na ‘n middernagtelike skietaanval op ‘n groep kampeerdere in ‘n grot naby Villiersdorp.

Paragraph 2

‘n Onbekende aanvaller het gisteroggend vroeg op die groep- onder wie ses kinders- losgebrand waar hulle rustig langs ‘n kampvuur gelê en slaap het.

Paragraaf 3

Mnr. Niels Verburg, eienaar van die wynplaas Luddite buite Botrivier, het Saterdag met drie van sy kinders en drie van hul skoolmaats in die grot op die Skye- plaas in die Van der Stelpas tussen Botrivier en Villiersdorp gaan oorslaap.

Paragraaf 4

Die grot is sowat 100m bokant die pad in 'n baie onherbergsame gebied geleë. Die geselskap het omstreeks 18:00 by die grot aangekom en vleis gebraai. Teen 20:30 was almal vas aan die slaap.

Paragraaf 5

Verburg het gister vanuit sy hospitaal bed op Hermanus gesê hy het gisteroggend om 02:00 wakker geskrik weens 'n man wat op ons staan en skiet. Die man was in 'n wit T-hemp geklee.



Paragraaf 6

Verburg is in die maag en hand gewond en sy seun, Kim (5) in die bors en nek. "Ek het begin skreeu en toe hardloop hy weg." Nie een van die ander kinders is beseer nie.

Paragraaf 7

Verburg het vier van die geskokte kinders, insluitende sy negejarige dogter, Alice teen die berg afgestuur na waar sy vrou op 'n naburige gasteplaas, Porcupine Hills oornag het. "Nie die konvensionele roete nie- reguit af", het Verburg gesê.

Paragraaf 8

Die kinders het net 'n flitslig gehad om hulle te lei. Volgens die eienaar van die gasteplaas, wat anoniem wil bly, was die kinders wat tussen vyf en elf oud is, baie sterk en dapper.

Paragraph 9

Die oudste van Verburg se kinders, Daisy het in die grot agtergebly om haar broer te help troos. “Sy was ongelooflik dapper.”

Paragraph 10

Daisy het ook die eerste noodoproep per selfoon na die eienaar van die gasteplaas gemaak en was gedurig met die reddingspan in verbinding. Sy het eintlik die reddingspoging aangedryf,” het die eienaar van die gasteplaas gesê.

Paragraph 11

Die nooddienste en bergreddingspan het Verburg en sy kinders sowat twee en ‘n half uur na die voorval bereik. Voertuie moes sowat 8km ry om die grot te bereik. Dit het nog drie uur geduur om hulle van die berg af te kry. Van die onbekende aanvaller is daar nog geen spoor nie.

Paragraph 12

Verburg en Kim is in die Medi-Clinic op Hermanus opgeneem. Kim, wie se slukpyp deur een van die skote geskeur is, was gister nog in ‘n kritieke toestand.

Paragraph 13

Ek kan nie verstaan hoekom enigiemand dit sal wil doen nie” het Verburg gesê. Hy glo nie die aanvaller se motief was diefstal nie. “Wat sal iemand nou van kampeerdere wil steel?”

Paragraph 14

Verburg is ook baie seker dat die aanvaller nie by die grot was toe hulle daar aangekom het nie. Volgens hom was dit duidelik dat die aanvaller hom eerste wou skiet. Hy kan egter nie aan iemand dink wat ‘n wrok teen hom het nie. “Ek wens net my seun het verder van my af gelê, sodat hy nie getref is nie.”

Paragraph 15

Volgens mev. Penny Verburg, Verburg se vrou is die kinders geweldig getraumatiseer deur die voorval. "Ek hoop dit dien as waarskuwing vir mense oor hoe agtelosig ons is wanneer ons dink ons is veilig".

Paragraph 16

Die polisie op Villersdorp ondersoek die voorval. Teen gister is niemand nog in hegtenis geneem nie.

White (1997) identifies three sources of social disruption that influences the selection of hard news stories. The reason for the selection of the specific story above is what White (1997) calls a normative breach. Somebody shooting on "innocent" campers, including children is not what is regarded as acceptable by our norms as a South African society. If one looks at the classic news values, by Galtung and Ruge (1965) - recency, cultural proximity and negativity would be some of the news values responsible for the selection of the story. The following can be said of the generic structure of the news story:

According to White's (1997) criteria the story can be regarded as an event rather than an issues report, due to the fact that it is grounded in material events rather than a communicative event. Although the story is mostly a verbal recount from the farmer's point of view, it still based on an event happening in the real world and not a specific communicative event, such as an interview. Verburg's eye witness account is used to write the story, but is not what the story is based on.

The story is attributed to a specific reporter, namely Marenet Jordaan

The core part of the news story, called nucleus by White (1997), abstract by Bell (1991, 1998) and summary by Van Dijk (1985), consist of one main headline: *Wynboer seun geskiet* and two secondary headlines- "*Slapende kampeerders in grot oorval*", "*Dapper kinders gaan soek hulp in donker*" as well as the lead paragraph. The lead paragraph refers back to the headline, by stating that a son

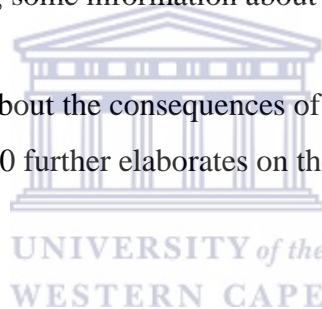
and father has been shot in a cave. It also introduces new information of place (near Villiersdorp), time (midnight) and more specific information such as the age of the child (five).

The second paragraph serves to elaborate on the nucleus; it serves to tell when the event happened and who made up the group of campers.

Paragraph three and four provides background information and contextualises the report by telling us what happened before the event. Paragraph 4 gives background information about the place that the campers decided to camp and what happened before the shooting incident.

Paragraph 5 returns to the headline and elaborates what happened returning back to the main headline, giving some information about the shooting.

Paragraph 6 serves to talk about the consequences of the event who was hurt in the incident. Paragraph 7- 10 further elaborates on the one headline referring to, the bravery of the children.



In paragraphs 11-13 there is a return to the consequences of the event what happened as a result of the shooting.

Paragraph 14 talks about possible reasons for the event and elaborate on the event.

Paragraph 15 provides appraisal by an external source, somebody not at the scene- Verburg's wife and also provides contextualisation into the larger context of safety in South Africa.

In paragraph 16 the story returns to appraisal – the police is quoted as outside source.

This particular story fits the categories identified by researchers as textual categories in a news story

The story below is based on the same event as the story selected for *Die Burger*. It was not the main story but appeared on the front page of the *Cape Times* on 1 November 2004. It was also selected for the front page of the electronic publication. For the printed publication, the story spread over two pages. The differences between the verbal discourse structure of the printed and electronic publication is more significant than the differences occurring in *Die Burger*. Differences range from minimal differences, such as different adjectives and adverbs being used, or paragraphs occurring in different positions in the text. In the lead paragraph of the printed publication there is referred to as a *crazed gunman*, while in the electronic publication, it is just referred to as *a gunman*. In the printed publication in the lead paragraph it is also said that a farmer and his son were seriously injured, while in the electronic publication, the age of the child is also given as 5 years. Differences also occur where certain paragraphs occur in different positions in the sentences and where there are minimal differences in the word order or selection. (See appendix 2 for full story)

Here is an analysis of the verbal discourse structure of the story:

Headline

Hikers shot while sleeping in cave

Attribution

A'eysha Kassiem

Lead paragraph

In an attack in the middle of nowhere, a crazed gunman fired into a mountain cave without reason, seriously wounding a farmer and his son camping overnight with five children.

Paragraph 2

Wine farmer Niels Verburgh, 38, said he and his son Kim were bleeding badly and feared for their lives as they waited almost three hours before help arrived.

Paragraph 3

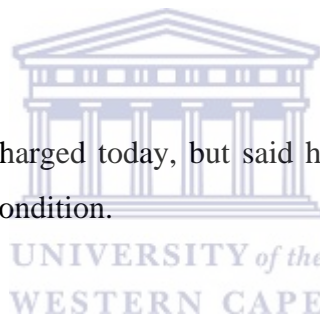
Their party had planned an enjoyable night camping, with a braai, in a cave on the Van der Stel Pass between Villiersdorp and Bot River, but just after 2am on Saturday they came under attack, without warning.

Paragraph 4

Verburgh and his son were admitted to a private clinic in Hermanus, where they had emergency operations to remove bullets.

Paragraph 5

Verburgh hoped to be discharged today, but said his son, wounded in the chest and neck, was in a critical condition.



Paragraph 6

Police are investigating a charge of attempted murder.

Paragraph 7

"I woke up when I heard the gunshots- an saw this beserk man firing at us and then running away," Verburgh said from his hospital bed last night."

Paragraph 8

"When I realised I was shot, I lay down and tried not to lose too much blood. I had no idea that my son had also been shot."

Paragraph 9

“When Kim said he was not feeling well, I saw that he had been shot in the chest and had sustained a flesh wound to the neck.(9) I tried to keep him as calm as possible and made sure he was breathing.(I did not want to see him die in front of me.”)

Paragraph 10

Verburgh, of Bot River, said that he and the children, aged between five and 11, had planned to spend the night in the cave, in which the farmer had stayed once before.

Paragraph 11

“I’m a regular camper and the neighbourhood is relatively safe”, Verburgh said. “People can sleep with their windows open without worrying about anything happening. I wish I knew why this happened.”

Paragraph 12

Verburgh used his cellphone to contact a farmer who liaised with paramedics, who were concerned about accessibility. The Wilderness Search and Rescue team was also called out.

Paragraph 13

“No one knew how deep the cave was, so we were called in just in case the paramedics couldn’t get to the injured because of the rugged terrain,” said the rescue team’s manager, Reinard Geldenhuys.

Paragraph 14

“But in the end, one of the farmers drove up with a 4x4 and brought the children down. Both the injured were fully conscious by the time they were taken to the nearest hospital.”

Paragraph 15

Verburgh said the children were having counselling and appeared to be “fine”.

This is the same story that was analysed for in *Die Burger*, so the reasons for the selection of the story, are the same, however the prominence of the stories were different. In *Die Burger* it was the main story, with the biggest headline, while in the *Cape Times*, it is not the main story.

The story is attributed to a single reporter- A’yeshia Kassiem.

The nucleus consisting of the headline and lead is centred on the hikers being shot while in the cave. The lead paragraph returns to the headline but is more specific and inserts an agent: a crazed gunman

Paragraph 2 returns talks about the consequences of the event and what happened as a result of the event.

Paragraph 3 provides contextualization about what happened before the event, while paragraph 4, 5, and 6 talks about the consequences of the event.

Paragraphs 7, 8 and 9 provide elaboration and appraisal from Verburg himself.

In paragraph 10 and 11 contextualisation is provided by giving background information. This includes where Verburg is from, the ages of the children and background information about Verburg’s other camping experiences.

Paragraphs 13 and 14 provide appraisal, by means of a quotation from Reinard Geldenhuys the rescue team manager.

Paragraph 15 provides consequence by referring to mental and physical state of the other children.

Once again, the categories identified by the literature can be found in the larger generic structure of above news story.

The verbal discourse structure of the selected newspaper stories is very similar to what the literature suggests it would be, even for the Afrikaans newspaper, which seems to suggest that the generic features, is something that is quite similar for most newspapers. The orbital structure revolving around the nucleus seems to be constant for the articles selected as illustrative material. Since the news stories selected had similar formats in their internet publications, one can then draw the conclusion that the discourse structure is also the same for the internet publication.

It seems that as Crystal (2001:198) believes one can not really find idiosyncratic language use in electronic newspapers, the differences rather seem to be in the organisation and structure of the text. Although, no major differences can be found in the formal organisation of the text, the following differences in the way news is structured, handled and presented in the two modes can be found.

The first major difference noticed between the front page of the traditional newspaper and that of the electronic newspaper is that on the front page of the traditional newspaper the full story is found, while on the front page of the website you only find the lead or the introduction. In order to get more information in an electronic newspaper, you have to click on either the headline, which is underlined or on a link that says full story. Performing this action takes you to another page which has the full story of the article you selected to view/read.

News stories also at first look seem to appear to be decontextualised because each story appears on a separate page but context and intertextuality is achieved in different ways. For one, links to related articles are given in the full story, which puts a similar story as far as a click of the mouse. Links to related advertising links are also given. What is interesting is that these links are from different genres; opinion pieces, hard news and advertising are all mixed. You are also invited to try different versions of the stories, by having an easy print version and by passing an interesting story along, with having the option of emailing the story. (See appendix 3 and 4). Lewis' (2003:99) assumption that internet news as genre

seems to be in a state of flux appears to be true; while the full stories of internet and printed publications seem to be identical, what occurs with the story is different. So while clinging to some conventional features of newspaper writing, hypertext has made it possible to experiment with some other features.

5.3. Visual features of front pages

Kress and Van Leeuwen (1996, 1998), Chiew (2003), The New London Group (1996) all argue that in the modern communication landscape visual features contribute just as much to the meaning of the text as the linguistic features. In the cases where visual features occur alone without any contributing linguistic elements, visual features by themselves can actually constitute a text. Visual features will be discussed from two points of view: firstly the organisation of visual features (layout or composition), and secondly individual visual features. One can thus say if one analyses visual features according to a semiotic approach, visuals will be analysed in terms of the paradigmatic (rules of selection) and syntagmatic (rules of combination) axis.

5.3.1 Generic features of front page layout

Kress and Van Leeuwen (1996: 41-42) believe that different compositional arrangements allow for the realisation of different textual meanings. They believe that where a specific element is placed communicates meaning, and changing the arrangement of visual elements also entails changing the meaning. Harrison (2003) believes that composition in imagery is equivalent to syntax in language—layout or composition is thus a set of rules that enable the signs to be arranged grammatically so that they make sense to the reader, thus visual syntax. There are then certain rules to what “grammatical” layout is and what is not. In comparing the layout of the selected front pages, the question was whether the grammatical rules for layout was different for the two different modes of news presentation. The literature like Kress (2005) and Prior (2005) would lead us to believe that because we are dealing with two separate modes; page and screen the features would be different. However one must also remember that layout conventions,

like any other textual conventions can be played with to create specific and exceptional effects.

Kress and Van Leeuwen (1998:188) believe that layout involves three signifying systems, to structure the text. This includes- information value, salience and framing.

Comparisons between the modes:

Information value

Kress and Van Leeuwen(1996,1998) believes that meaning is communicated by making decisions to either put an element on the left or right hand side of a page. In comparison to the printed paper there seems to be less polarisation between the elements of given and new in the electronic front pages. The generic layout of *Die Burger's* front page (see appendix 5), for example has a column on the left side of the front page named "Lees vandag" (Read Today). Here, links are given to stories inside the newspaper, as well as the page where each of these stories occurs. In the middle of the column an advertisement is displayed, and the page numbers of various other columns such as: Kuns, Boeke, Jip and the Weather are given. The rest of the page is dedicated to news stories, spreading over the rest of the page. These generic features stayed constant with no change for the time monitored. If one works on the assumption that information on the left is given information, while information on the right is new information, the links on the left side are thus seen as given information, while the news stories are seen as new information. Compared to that, the electronic newspaper is laid out differently.

For *Die Burger's* electronic paper (see appendix 6) the news stories are placed in the centre and the organisation is more like a triptych organisation, with the margins working together through the central element- the news. The generic layout of the electronic paper of *Die Burger* can be described in the following way: on the left hand side, a vertical list of links is found. The links will be listed as it appears from top to bottom: Tuisblad (Home page), Nuus (News) Sport (Sport) , Sake (Business) , Wes- Kaap (Western Cape) , Oos- Kaap (Eastern

Cape) , Suid-Kaap (Southern Cape) ,Buiteland (International) , Na-Week Joernaal (Weekend Journal) , Kuns en Vermaak (Art and Entertainment), Boeke (Books) , Jip (Essentially a youth supplement), Kommentaar (Commentary), Spotprent (Cartoon) , Rubrieke (Columns as in for e.g. guest columns) , Motors (Cars) , Bylaes (Supplements), Skoppensboer, My Burger, Briewe (Letters), Foto's (Photos) and Ombudsman. Below this list of links you find Kollig with Anita Meyer. Below that you find: Jou Weer (Weather) and Pret (Fun). The Links under the heading of Pret is Blokraaisel (Crossword), and Nuusvasvra (News Quiz). The next heading is Streek Nuus (Regional News) with the links to various regional newspapers - Tyger Burger, Metro Burger, Helderberg, Paarl Post, Eikestadnuus, Worcester Standard, Hermanus Times and UD Nuus. The next heading is E-pos Ons, with the following links under it - Algemene Navrae (General Queries), Adverteer in Die Burger (Advertise in Die Burger), Briewe aan die Burger (Letters), Klagtes (Complaints), Ombudsman, epos die webredaksie (email the web editorial team), Nuuswenke, Die Burger e-pos adresse (Burger email addresses, the last link on the left hand side in red is Gebruiksooreenkoms, (User agreement). This is the information on the left hand side of the page.

The electronic publication of *Die Burger* has the following information in the centre of the page: In the centre of the webpage there is firstly an advertisement for Die Burger Plus, a light blue link with changing words and images. Below this you find the economic indicators under the heading “Ekonomiese aanwysers” with the rand/dollar, rand/pound and rand/euro exchange rate. The exchange rate is updated in the course of the day as it changes. In the centre, you also find the main news stories of the day. The electronic publication of the *Die Burger* has three stories on the front page each day. The stories are presented with three photographs without captions on the left-hand side of the headline (which is underlined), and the lead. Once you click on the link you are taken to the full story.

Below the collection of the main stories of the day- you find links to the following: daaglikse nuushoof trekke, gratis per e-pos which is a service that provides e-mail of the mornings main news stories in *Die Burger*. Beneath this

different sections are given with stories beneath each. These include: Nuus(with three main stories), Sport, Wes Kaap, Oos-Kaap, Suid Kaap, Buiteland, Kuns en Vermaak and Kommentaar each with two to three news stories, one you click on any of these links one is once again taken to the full story. This represents all the elements that appear in the centre of the page.

The right hand side of the page seems to be interactive in nature. Links such as: Maak dit jou tuisblad (Make this your homepage), Vrae oor registrasie, (Questions about registration) Gratis nuusbrieff (Free newsletter) seem to occur. There is also an interactive crossword puzzle, Subscription options to *Die Burger*, Services to get news via sms, a forum in which one can vote on certain selected topics and a forum to discuss certain selected topics. Beneath this are more interactive links including: Wie is ons ministers (Who are our ministers), a link to enter die Burger Sanlam Fietstoer, Kompetisie reëls, a link for Die Burger Plus and News 24 and Kalahari.net. These advertising links such as Kalahari.net have flashing and changing images.

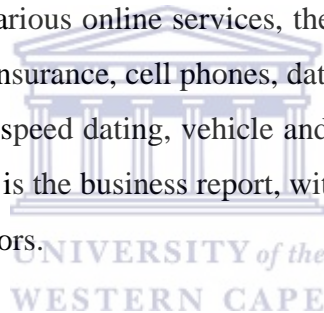
The links on the left hand side are thus the given information, while the interactive links on the right are the new information. One can regard these links as new, because interactivity was not previously a major feature of news media.

With *The Cape Times* for example, it was found that the news is also spread over the whole page, while for the electronic newspaper- the following generic features of layout can be found (see appendix 7): on the left hand side of the page the first list vertical links is the classifieds with search jobs, search wheels, search property, other classifieds, book and ad under that heading. The next link on the left heading is search and below that a link is found for subscribers to login. These main headings are in the same colour as the masthead “In today’s paper” and the links beneath that is Front Page, South Africa, World, Opinion, Sport, Entertainment, Motoring, Top Ten Stories and Top of the Times. The next heading is Fun stuff with links to cell phone fun, SA crossword, World Crossword, Target, Horoscopes, and News puzzles. Like with *Die Burger*, the

space in the middle is occupied by the news reports. These news reports occur under the heading of front page with leads of each of the main stories.

On the right hand side of the row of main news stories for the day a photograph appears which is related to one of the news stories. Underneath this is a list of the latest bulletins from IOL. These news stories are separated under the following headings: News, Sport, Careers, Travel and Motoring. This is followed by what one can call an advertisement: it is an option, or invitation to sign up for a daily newsletter providing you with the top headlines of the day from IOL. There is a link which you can click on which takes one to a page to register for this newsletter.

On the far right the first link provided is a link for the weather forecast with a summary of the weather in Cape Town and an option to select the region you live in. The next list includes various online services, these include babynet, banking, book a flight, car hire, car insurance, cell phones, dating, home loans, medical aid, play us/uk lotto, shopping, speed dating, vehicle and asset finance, work at home and the last link in this row is the business report, with information underneath the link on the financial indicators.



From this one can conclude that for these South African electronic newspapers news is the central element and this achieved by placing the most important news stories in the centre of the page.

Kress and Van Leeuwen (1996; 1998) also make the distinction between the upper and lower part of the page and state that the information on top is regarded as ideal information while the information on the bottom of the page is regarded as real information. For electronic newspapers the distinction between real and ideal information, is less clear-cut than the literature suggests. For one a page on the internet is not the same as a printed page (Slembrouck: 1998b). The opening page of all the internet publications stretches over two and more A4 printed pages. Where does one thus make the distinction between the top and bottom part of the page, or then the top and bottom part of the screen, is the bottom part of the screen

the bottom part that you can see once you open the page, or is the bottom part how far you can scroll on an opening page?

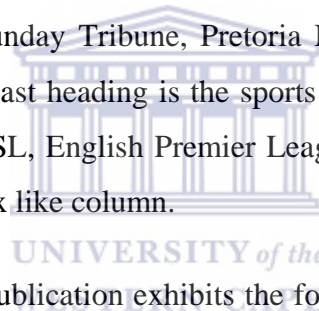
The empirical investigation indicates the following differences between the printed and electronic publications. The information on the upper part of the page of *Die Burger's* printed publication has the following information: the masthead of *Die Burger* is in the centre of the front page. Above the masthead, there are links given of news that appear inside the newspaper together with the page numbers you can find it on. Photographs appear both sides of the masthead relating to the links about the stories inside the newspaper. Below the masthead, the year, address, date and price is given.

In comparison *Die Burger's* electronic version has the following features on the upper part of the page. Horizontally across the screen, the upper row of the home page of dieburger.com is occupied by links to various other media institutions which are also in the stable of news24 or Naspers. It includes the following: Beeld, Volksblad, Rapport, Sake, Jou Geldsake, Finansies & Tegniek, Landbou Weekblad, Huisgenoot, Dit, Bruid 24, Litnet, Kyknet and Gemeenskapskoerante. These include a diverse array of media partners including links to magazines (e.g. Huisgenoot, Landbou Weekblad, Finansies & Tegniek and Dit), cable television station (Kyknet) and community newspapers. Below this row of links on the left hand side of the page, you find the masthead of Die Burger in blue and in smaller font and in grey letters the slogan "Ons nuwe koerant vir 'n nuwe wereld." (Our new newspaper for a new world") Beneath that the next row provides a link for searching through the website (Soek deur die webblad, Search through the webpage) and also a link for searching through the archives (Soek deur die Burger se argiewe

This features found on the upper part of the front page of the *Cape Times* is quite similar to the *Die Burger*. On the *Cape Times'* front page you typically find at least one photograph and one "link" to one story in the news paper, which may be in the sports, entertainment or any other supplement in the newspaper, sometimes two such links are found, sometimes with more information such as a lead and

other times without it. Another typical feature is a visual indication of the weather, represented by a drawing (e.g. sun, clouds etc), and with a numerical indication of the temperature, with an indication where you can find the full weather report. Sometimes the link-like photographs are above the masthead and other times in line with the masthead. The weather report is always in line with the masthead.

The electronic version of the *Cape Times* shows the following - The top part of this web page is occupied by the masthead of the Cape Times. Beneath that the next horizontal row says powered by IOL, in that row the dateline is also given. Your paper is the heading below that, with links to the following: Subscribe Now, Contact Us, About Us, Advertising, Readership, Online Advertising, Breakfast Club, Booking Details and Terms and Conditions. Below that you find a link to other newspapers with a map, plus links to the other newspapers, which include- Post, Cape Argus, Star, Sunday Tribune, Pretoria News, Mercury, Daily News, and Business Report. The last heading is the sports round up which includes TV highlights, latest results, PSL, English Premier League and Super 12 Logs. Each of these headings is in a box like column.



The *Cape Argus*' printed publication exhibits the following features on the upper part of the front page. The main structural elements of *The Cape Argus* stay the same each day, although minor differences occur daily. Typically the space on the left and right hand side of the masthead is occupied by advertisements, sometimes however only one advertisement is found, like for example on 3 November where only advert on the left hand side of the masthead is found. The space above the masthead is used for announcements of competitions (on 8 November), special features in the newspaper- matric revision, and links to other stories in the newspaper. Beneath the mast head a row of links is typically provided with photographs of stories found inside the newspaper, although this also differs from day to day. On Tuesday 2 November 2004 a lot of links was found on left hand side to stories found in the newspaper. Usually an advertisement is found on the bottom left hand side of the newspaper as well.

In comparison the electronic version of the *Cape Argus* shows the following (See appendix 8): The online edition of the *Cape Argus* and *Cape Times* are structurally identical. This can be attributed to the fact that these two publications comes from the same stable and that both are powered by IOL.) The only differences are *The Cape Argus'* masthead which is in its typical font and in red. *The Cape Argus* has red links instead of blue ones and naturally the news reports featured are different. Another special section is the link above the IOL newsletter, which is on news that is still to appear in the *Cape Argus*. Another idiosyncratic feature of the Cape Argus is Sue's weather report, which appears in the right hand corner underneath the date line.

If one work on the assumption that information on the bottom part of the page is real information, while information on the upper part of the page is ideal information in the case of the electronic publications the information at the bottom part of the page, which is a set of interactive links for *Die Burger*, and for the *Cape Argus* and the *Cape Times* the user agreement, that information, will be regarded as the real information. For *Die Burger* right at the bottom of the newspaper, advertisements are found. This fits the hypothesis of Kress and Van Leeuwen that information found on the bottom part of the page is the more practical, down to earth information; in this case information that pays the bills. At the bottom of the page of the electronic newspaper, various interactive links are provided: Kontak Ons (Contact us) Navrae, Teken in op ons nuusbrief, (Subscribe to our newsletter) Kyk hoe word die Burger saamgestel (how Die Burger is put together) and Adverteer (Advertise). This will thus be regarded as real information. In the case of the *Cape Times* and the *Cape Argus'* printed publications, the printed publication of the *Cape Times*, advertisements usually occupy the space at the bottom. At the lower part of the page, information about the website is given; inviting readers to "visit our website at www.capetimes.co.za as well as subscribe to *Cape Times* with a toll free number to call. *The Cape Times'* printed version is thus also doing marketing for its electronic paper. For the *Cape Argus* right at the bottom of the front page a link, in red is provided to Sue's weather watch. The rest of the front page is dedicated to news. In comparison the front pages of the electronic newspapers of *The Cape Times* and

The Cape Argus the bottom part of the page is occupied by a warning that reliance on information found on that specific page is at your own risk, the terms and conditions of use and the privacy policy. This will then be regarded as real information. It is very difficult to see these specific elements as either ideal or real. My hypothesis is that this distinction does not work for electronic newspapers. This theory has to be revised to distinguish between the bottom part of the screen and the top part of the screen.

Saliency

According to Kress and Van Leeuwen (1998: 188) saliency refers to differing degrees of attracting a reader's attention due to foregrounding or backgrounding, relative size, contrast in tonal value or colour and differences in sharpness. For all the above printed publications saliency is achieved by letter type, size and colour. For example for *Die Burger* the font size of the mast head is bigger than the rest of the writing on the front page.

For the electronic publications saliency is achieved less by visuals, such as colour, and bigger font size or visual images. Rather saliency is achieved through hierarchical organisation. News on top is more important than news lower down. No big headlines, or no big photographs codes one story as more important than another, in fact the photographs are all the same size. Rather the placement of a story on the front page, establishes its saliency. Colour is used but not really to achieve saliency but rather to achieve or indicate function.

Framing

For the printed publications framing is achieved by the use of borders and columns and, while for the electronic publication it is achieved more by the use of lists. For example with *Die Burger*, a blue line indicates the separation that appears with the masthead with the news stories that appear on the front page. In fact, the use of columns is less extensive in electronic publications; it seems that the use of links and hyperlinks as well as list organisation have replaced the use of columns. There seems to be greater unity between the stories on the front page of

the electronic paper, which further indicates a blurring of lines between genres- such as advertising, editorial and news. Lines only separate the links on the sides from the news in the centre, all the news seem to interconnected. There even occurs more non-news like links and content within the realm of the centre for *The Cape Times* and *The Cape Argus*, which further supports the notion of connectivity.

Reading path

The reading path is less strongly coded in a linear from left to right fashion, and because of the organisation of the screen- a more hierarchical reading path is favoured, or a more vertical reading path- from top to bottom. However because of the use of hyperlinks, it is less strongly coded then the printed version. Links, or link-like features are not absent from printed publications, all together. The printed publications also make use of hyperlinks, although the links cannot take them to stories, it can indicate where various stories occur in the newspaper.

The analysis of the respective front pages, indicate that there are different rules or grammar of layout for the selected publications' printed and electronic front pages.

Our next section will focus on individual visual features, such as selection of visual images on the paradigmatic axis.

5.3.2 Use of visual images- colour, icons, infographics and hypertext

Kress (2005:6) believes that the communication landscape will change to such an extent that there will be moved away from writing as the dominant mode of representation to the image as dominant. However in some instances the data disproves this.

Iconic Images-Photographs

Photographs are used more in the printed publication than in the electronic version. Photographs used in the printed publication are bigger, because of the constraints of the screen, and more photographs are used in the printed publication. In *The Cape Times* and *The Cape Argus* only one is used on the front page, while in *Die Burger*, 3 photographs are used in the electronic version. The impact of iconic images is thus lessened because of the constraints of the screen. What this shows is that in certain instances, the use of visual images have decreased for the screen and not increased as proposed by the literature. (Kress and Van Leeuwen, 1996, 1998, Kress, 2003, 2005)

Use of colour

The websites also use colour to indicate different sections and various links. These features however can also be used in the printed publications, to attract readers to certain sections are to make the information more salient. The “links” used for the printed publication also use colour quite a lot. The electronic paper, however definitely seems more colourful.

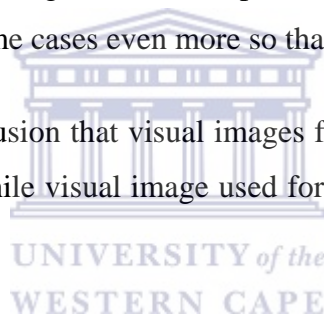
Infographics

The extensive use of infographics (non-linguistic graphic representations that provide information) is also noted in electronic publications. The use of infographics is not absent from the printed publications, with the story about the wine farmer appearing in *Die Burger* of 1 November for example, a map of the area where the shooting took place is given. (See appendix 9). No infographics appeared in the electronic publication. In some cases quite extensive infographics occur in the electronic publication. A good example of this is the *Cape Argus* internet edition of 10 November 2004. The particular example is a story that occurs under the main headline: *Success of restrictions delights mayor*. Once you click on the link provided that takes you to the full story and a number of different stories about the same subject is given. A graph which indicates the dam levels of the city of Cape Town from 1999-2004 is also provided. Useful links is also

provided as well as a telephone number of Cape Town Water hotline and various ways to save water. This is one of the extreme examples of what hypertext did to information gathering and processing information. (See appendix 10). All this information would have taken up numerous pages in the newspaper, here everything is presented one page and access to the other information is provided on a separate page. In the newspaper the one main story is given, a water saving tip and a savings chart. The internet page had just so much more and the use of hypertext is what made it possible.

This comparison I believe has disproved my initial hypothesis that the electronic mode makes use of more visual features and that one can rather say that the electronic and printed modes make use of the visual mode differently. A lot of colour is used with the internet publications, and other graphs and visual images are also used, however- writing still makes up the majority of what you find on internet publications, in some cases even more so than for printed publications.

From this I draw the conclusion that visual images for the printed publication are mostly used for *impact*, while visual image used for internet publication are used for *function*.



5.4. Access to different modes of news media

A few differences were found in how access to information is obtained in the two different modes. However, only a limited discussion on this particular aspect will be given, because this research focuses on the product, rather than the process.

Searching for specific information in the website is much easier in the case of the internet publication. Options are given for searching through the website and even a more extensive option of searching through the archives. This provides more extensive and easier access to news that occurred in previous editions. It is also possible to search through the archives of printed publications. It is certainly easier to do it thorough the internet version. It is simply a click away. (Levinson, 1997, Crystal 2000)

A number of the links found on the respective internet publications is of an interactive nature. Links to contact the newspaper email them, watch as the publication is put together are found.

In the case of *The Cape Times* and *The Cape Argus* there is also the case in the internet publication that certain stories are only meant for subscribers. Thus only subscribers can access them. With the printed publication news readers have access to all stories of the newspaper, but in the internet publications a reward is given for being a subscriber.

Links to Top 10 stories appearing in *The Cape Argus* and *The Cape Times* is also given in the respective internet publications of the two newspapers. *Die Burger* does not have this specific feature. Instead you have the option of accessing top stories in each category, once you click on the lead of the full story. This points to the greater interactivity of electronic newspapers in comparison to the printed publications. Readers are provided with more options, but must not be lulled into believing that they now have greater power in the consumption of newspaper texts. They do have more options, but these options are the options provided by the producers. The reader is still not free, to make or create their own options/choices.

In the printed version, you find the whole story. The reader has the choice of only reading the lead, the headline or the full story. The electronic version only supplies the lead on the opening page. The reader has to take a deliberate action, click on the link provided to be taken to the full story. The actions of skimming and scanning a newspaper thus take on a different dimension.

With *The Cape Times* and *The Cape Argus* if you choose to click on the link of a story that is only meant for subscribers, you re taken to a page where you can login, register or sign up as subscriber (See appendix 11)

The permanency of the front page is another feature in which the different publications differ, especially in terms of *Die Burger*. The printed publication has the same front page, while the front page of the printed publication, changed in

the course of the day. Information is updated and information like the economic indicators is changed as, it changes through the day.

5.5. Interaction between different modes of making meaning

Researchers like Graddol (1994), The New London Group (1996), Kress and Van Leeuwen (1996, 1998) and Scollon (1998) believe that communication is becoming more multimodal. Communication is more and more made through the interaction of different modes of the media. Words work together with visuals and layout in order to make meaning.

Although my analysis looked at four separate components: essentially all four work together in the communicative process. By the very process of selection meaning is communicated. What is selected as news communicates something about the editorial policy of the newspaper and the group of people that it perceives as its target audience. This also gives insight into what is regarded as the implied reader. It also communicates something about the values of the community- what is regarded as important and what is regarded as news. Differences in selection between the two modes although minimal are significant. These two modes are encoded as different texts, through the different topics and stories selected as front page news. Researchers who do genre analysis of texts believe that texts are part of social context (cf. Martin & Rose 2004; Eggins 2004; Christie 2002, 2005).

Secondly, the way the news is presented also communicates more than just the information that is in the text. The presentation of the news further establishes the textual structure of news as more than just a formal structure, but also as a social process. The different presentation elements such as verbal, visual, and elements of layout work together in this social process of making meaning.

The verbal textual structure of the two modes look very similar at first look and indeed, when the full stories are compared; are similar, but the differences lie in how the two texts are used and in the elements that occur with the verbal.

Intertextuality as defined by De Beugrande and Dressler (1981) has taken on a new dimension and has become more explicit with links given to related articles.

The visual structure shows the most marked difference. Firstly, practices of layout are different; this is due to dealing with two different modes; screen and page. Initially in my hypotheses my position was that the internet publications make use of visuals more than the printed publication. This empirical investigation however proved that the printed publication also make use of visuals to a great extent, in some instances, like for example for the use of iconic images, such as photographs to a greater extent than the electronic publication. What was found was that visuals are used for different purposes for each mode.

I believe however that the greatest differences are in the way that the two modes are used, how they provide access to information. Paging has been replaced by scrolling, and the use of hypertext is also a major difference between the two modes. Different uses cause different ways of making meaning. The way that texts are understood and interpreted can only be understood by looking at cognitive models of textual analysis. However this is beyond the scope of this research.

From all this we can establish that both modes are multimodal texts; visuals, layout, verbal all of this work together to make meaning. Although texts are multimodal, both have news as their most important elements, and there is considerable similarity between the content chosen and the verbal textual structure- these two texts are however different. They do not compete for readership, but supplement each other. The question how can we transfer methods of analysis that was originally essentially developed for the page to the mode of the screen?

The larger questions should be kept in mind: What do we mean by text? Which elements constitute a text? How should these elements hang together to form a text? What are the characteristic features of media texts and newspaper news

reports in particular? And lastly what are the similarities and differences of electronic newspaper texts with these.

As can be seen from the data collected and the literature investigated, the main, or most obvious difference between electronic and traditional newspapers is the mode of presentation, the screen vs. the page. That is what mostly leads to the other differences. The screen is different from the page, for the page you need to turn the page, while for the screen you need to scroll and click. The biggest structural difference between the two can be attached to the use of hypertext. Even though the newspapers try and use hypertext, by indicating where certain stories are in the newspaper, it cannot move you to it. Hypertext also makes for other structural differences, for one the use of list organisation and the use of colour. Colour or underlining usually indicates a hyperlink. Hypertext also accounts for the fact that there is greater access to different news stories from a variety of sources, and that it is usually accessible. News selection is also different, because news can be updated and changed in the course of a day, which also has implications for the content of news.

Now that we have empirical data to compare our literature to, the next step will be to compare the different definitions of texts to the data we got from our literature and try and answer the question: which definition of text does it fit?

Concluding remarks on analysis of texts in the electronic mode

Analysing electronic text as linguistic unit

According to Kaplan and Grabe (2002) from the perspective of text linguistics a text can be defined as a stretch of language whose structure is constituted along linguistic lines. When we look at an electronic newspaper can an electronic newspaper be analysed according to this approach? The answer to that would be yes and no. Yes, because the part which is in verbal written form can be analysed in that way, because it is structured along linguistic lines, it is coherent and cohesive. From the data it is also clear that electronic newspapers do make use of

writing to a large extent. It was also found that the news stories of electronic newspapers, exhibit the same formal textual structure, as printed newspapers. However, a purely linguistic approach would exclude the other visual elements, such as the colour which indicates hypertext. These visual elements including the use of infographics graphs and maps, all contribute to the meaning of the text. An approach that excludes these elements in its definition and methods of analysis will not be able to account for all the elements that contribute to meaning making resources of that particular text. However the principles that apply to linguistic elements can also apply to non-linguistic elements. Even for the visual there must be certain devices that are used to make a text a text. So, although a direct transfer of text linguistics to the study of electronic texts would not be adequate, the linguistic elements can certainly be analysed in that way. Text linguistics can perhaps also be changed in some way to also account for the cohesive devices in non-verbal visual text. However, text linguistics in its current form can only account for certain features of cohesion and coherence. This approach also excludes the social dimension of text.

Analysing electronic text as social construct

Egins (2004) states that the term text refers to a complete linguistic interaction(spoken or written) preferably from beginning to end, because the purpose and structure of communicative behaviour cannot be described by looking at only single sentences, systemic linguists look instead at texts, the linguistic products of everyday language events. This definition is an important extension of the first one. It makes the elements that make up a text seem much less rigid and structural, but instead looks at the communicative context, as well , because it looks at texts as the linguistic products of everyday language events. It adds that social element to the definition of text. However, the non-linguistic is excluded, once again. And we once again have to emphasise that the non-linguistic make up a large part of the understanding of an electronic text. Not only do you know how to read to be able to understand a text, yes you also have the context the social history of a text. But for an electronic text, you need even more, you need to know how to use a computer to access the internet and how to

interpret and use all the visual and other non linguistic elements that are available. Then the social practices going into selection and use of text also contributes to the meaning of texts. Some researchers like Chiew (2004) have already started to apply the systemic functional approach to non- linguistic visual elements.

Analysing electronic text as ideology

According to critical definitions of texts (Fairclough 1995), text is also used as ways to legitimatise existing power relations. Text is a way of keeping the dominant ideology intact. Electronic texts certainly have that potential. In order for you to have access to an internet newspaper text, you need access to the internet, access to a computer and have to know the basics of a computer. This presupposes a lot of things- either you have access to computer or the internet at work, school or university or you need one at home. If you have a computer and internet at home, that says something about your income level. This study was not a critical one, and cannot answer the questions that a critical study will ask. What can be said is that indeed the internet has the power to become a weapon of exclusion and of legitimising existing power relations. What should be kept in mind is that if a critical study aims to adequately analyse electronic texts, the approach used should also look at non-linguistic elements, because the data analysed indicates that those elements make up an important part of the communication on the internet and as a matter fact for traditional newspapers as well.

Analysing electronic text as a system of signs

A semiotic definition of text is used by Hodge and Kress (1988:5) who use text in the extended semiotic sense to refer to a structure of messages or message traces which ascribes unity. They see texts as both the material realisation of systems of signs and also the site where change continually takes place. This definition- sees a text as a structure of messages wish ascribes unity. Text is not only seen as consisting of linguistic units, but of signs- which includes more than just linguistic signs. It also sees that the site can change continually. This provides the definition of text with greater flexibility; text can appear in a variety of formats and,

includes a variety of signs. This definition sees signs as not only linguistic signs but allows for different sign systems to be meaningful. This definition also allows for the fact that as the site of appearance of a text changes, so the meaning making resources also change. My one criticism of this approach is that I feel that it describes the visual quite adequately, but I think it is lacking in describing how the visual work together with the verbal.



Chapter 6

Conclusions and suggestions for further research

In order to draw conclusions and make recommendations, we firstly have to take a few steps back, to our research questions. The literature investigated seems to indicate that traditionally the term text was used to describe and talk about linguistic elements only. Hence definitions of text were strictly related to the linguistic elements needed in order for a text to be cohesive and coherent. Linguistically based definitions and forms of analysis, is useful and will remain useful for a long time to come for different types of text. However, linguistic elements alone cannot account for what makes a text communicative. This realisation has prompted the integration of social forms of textual analysis together with the linguistic. Approaches such as some forms of discourse analysis, and systemic functional grammar are forms of textual analysis that look at more than linguistic elements in the analysis of texts.

Recently the field of linguistics has been marked by a broadening of perspectives and by greater interdisciplinary scholarship. This led to a broadening in the perceptions of text. The first development was the inclusion of spoken text and later the inclusion of other non- linguistic visual elements, in definitions of text. This was not only as a result of greater co-operation between different academic disciplines, but also because of various technological inventions and advancements. For one, various forms of spoken language, like casual conversation can now be recorded with ease. This allows one with a storable record of speech, which allows the study of the characteristics of what makes a set of utterances hang together and form a cohesive and coherent whole possible, as has been the case with verbal written communication. Secondly the representation of information in electronic forms as is with electronic newspapers, further allowed, the expansion and broadening of the term text. This invention in particular have prompted linguistic researchers to recognise the multiple ways of making meaning in a text, and the inclusion of elements other than the written linguistic in definitions of text. This inclusion of other elements has now posed a

new problem or than rather a new challenge. The existing and recognised forms of textual analysis could only account for the linguistic elements. What was needed was a method of analysis that could easily account for this newly recognised form of text, the multimodal text.

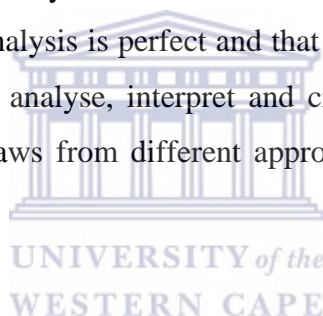
Here researchers like Gunther Kress, Theo Van Leeuwen, David Graddol and in particular the New London group have been the most influential. Semiotics and in particular the brand offered by Kress and Van Leeuwen, social semiotics has emerged as an alternative form of doing textual analysis, especially for visual and multimodal text. In this kind of analysis all modes of making meaning is looked at semiotically. This brand of semiotics also borrows from systemic functional grammar and also works on the assumption that 3 ways of making meaning is operating simultaneously, the experiential, interpersonal and textual metafunction.

The empirical study conducted in this thesis indeed, shows that not only newer forms of text, such as electronic newspapers are multimodal, but also older forms such the traditional print publications. Layout operates with the words, photographs and hypertextual links to communicate meaning. As all kinds of text becomes more multimodal, it is quite justified to ask, is the future of textual analysis indeed a semiotic approach or do we have other alternatives?

One must not be too hasty to answer that question. For one, one cannot simply disregard the more traditional methods of textual analysis in linguistic study. They serve different purposes if one is to investigate only the linguistic links to makes a text a text, it can still be useful, the data have also showed that even for electronic newspapers, the linguistic still make up a significant part of the communication. Secondly the development on the theory of semiotics and multimodal text analysis is still relatively new and the development of the metalanguages used to describe them is also still ongoing. Influential researchers on this terrain, like Kress also seem to be particularly positive about this development and use mostly positive words to describe this new move to the visual and more negatively loaded words to describe linguistic representation. This may influence how they choose to look

at and describe text. Naturally one must not only have a negative outlook on the inclusion of visual elements, but one needs a clear headed, unbiased approach.

Kress (2005) might also be too hasty in his distinction between page and screen. Prior (2005) states that a lot of borrowing between the two modes are still going on. Traditional newspapers have certainly already adopted some features of electronic newspapers, but electronic newspapers also make use of a lot of features in printed newspapers. The main differences seem to be in the layout of the electronic and printed newspaper, the uses of the visual and the way that the two modes are used differently. At the moment a semiotic approach seems to be the best to analysing multimodal text and the expansion and inclusion of meanings to the definitions of text seem to be justified. However, the linguistic analysis of elements should still remain important, as even though visual images are used more, the linguistic has certainly not been discarded. My final concluding remark is that no form of textual analysis is perfect and that an approach which will most likely adequately describe, analyse, interpret and critically evaluate multimodal text, would be one that draws from different approaches and different fields of study.



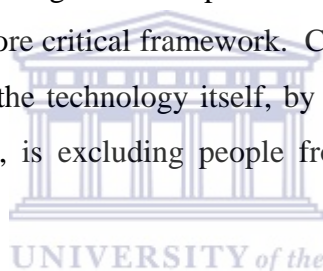
Recommendations

This study was particularly aimed at looking at how electronic forms of text have influenced common and traditional notions of text in linguistic study. It is necessary to note that textual analysis is not only studied in linguistics, but in other fields as well. In some the text itself is also of central interest such as in some approaches to literary studies, in others text is used to get evidence of other phenomena such as in sociology and psychology. One of the biggest areas influenced by the movement away from text only existing of linguistic elements to text that also use other elements to make meaning, would be education.

My reasons for saying that is the following: At school children learn what is commonly referred to as the 3 r's – Reading, Writing and Arithmetic. Two out of three essentials- include dealing with texts, and even with mathematics the questions are asked by using language and as has been argued in the previous

sections non- linguistic visual elements such as graphs can also be regarded as texts. Texts thus pervade every part of the schooling system. If texts have already changed to include more than linguistic items, our aim should be to investigate whether teaching practices at school also changed and whether what we teach our children have changed. Do we need to equip our children for this new era, and if we do what other differences will follow because of this change. Are the methods we use to talk about and analyse texts, adequately preparing school children for what they will encounter at tertiary education and the working world? One must then also ask the important question, that if the visual is used more, but will be lost by using the linguistic less?

Another area still open for investigation is looking at access to the internet and to computer technology and whether exclusion from these technologies, has influence on the understanding and interpretation of texts. This can only be achieved by looking at a more critical framework. Critical Discourse analysts can also look at how not only the technology itself, by the textual practices used by producers of internet texts, is excluding people from using and understanding internet texts.



More research also needs to be done on news presentation, the selection of news for electronic publications, and more importantly, a section that was not covered in this research, how consumers/users/receivers of text- use, understand and interpret electronic texts. This would be particularly interesting because in general most studies within linguistics on media language and media texts have either focussed on the production practices of media texts, or on the text itself and very rarely on the way consumers of media texts use, understand and interpret media texts. It was also found in this study that because of the constraints of the screen, one of the main areas in which electronic newspapers are different from printed newspaper, is the way that information is accessed.

These recommendations are made with the full awareness that technology is developing at a rapid rate. What seems relevant today might not be relevant

tomorrow, what I recommend as further studies for the future may indeed be already looked at in the present.



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Appendices

Die Burge

Appendix 1 Wynboer kind geskiet (electronic version)

Page 1 of 2

Beeld | **Die Burger** | Volksblad | Rapport | Sake | Jou Geldsake | Finansies & Tegniek | LandbouWeekt
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■ Worcester Standard
■ Hermanus Times

Vrae

Nuus

Gratis

Wynboer, kind geskiet

MARENET JORDAAN 01/11/2004 03:56 - (SA)

KAAPSTAD. - 'n Vyfjarige seun is kritiek en sy wynboer-pa ernstig gewond ná 'n middernagtelike skietaanval op 'n groep kampeerders in 'n grot naby Villiersdorp.

'n Onbekende aanvaler het gisteroggend vroeg op die groep - onder wie ses kinders - losgebrand waar hulle rustig langs 'n kampvuur geleë en slaap het.

Mnr. Niels Verburg, eienaar van die wynplaas Luddite buite Botrivier, het Saterdag met drie van sy kinders en drie van hul skoolmaats in die grot op die Skye-plaas in die Van der Stelpas tussen Botrivier en Villiersdorp gaan oorslaap.

Die grot is sowat 100 m bokant die pad in 'n baie onherbergsame gebied geleë. Die geselskap het omstreeks 18:00 by die grot aangekom en vleis gebraai. Teen 20:30 was almal vas aan die slaap.

Verburg het gister vanuit sy hospitaalbed op Hermanus gesê het hy het gisteroggend om 02:00 wakker geskrik weens 'n "man wat op ons staan en skiet". Die man was in 'n wit T-hemp geklee.

Verburg is in die maag en hand gewond en sy seun, Kim (5), in die bors en nek. "Ek het begin skreeu en toe hardloop hy weg." Nie een van die ander kinders is beseer nie.

Verburg het vier van die geskokte kinders, insluitende sy negejarige dogter, Alice, teen die berg afgestuur na waar sy vrou op 'n naburige gasteplaas, Porcupine Hills, oornag het. "Nie die konvensionele roete nie - reguit af," het Verburg gesê.

Die kinders het net 'n flitslig gehad om hulle te lei. Volgens die eienaar van die gasteplaas, wat anonimem wil bly, was die kinders, wat tussen vyf en elf jaar oud is, baie sterk en dapper.

Die oudste van Verburg se kinders, Daisy (11), het in die grot agtergebly om haar broer te help troos. "Sy was ongelooflik dapper."

Daisy het ook die eerste noodoproep per selfoon na die eienaar van die gasteplaas gemaak en was gedurig met die reddingspan in verbinding. "Sy het eintlik die reddingspoging aangedryf," het die eienaar van die gasteplaas gesê.

Die nooddienste en bergreddingspanne het Verburg en sy kinders sowat twee en 'n half uur ná die voorval bereik. Voertuie moes sowat 8 km ry om die grot te bereik. Dit het nog drie uur geduur om hulle van die berg af te kry.



- Adverteer in Die Burger
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"Ek kan nie verstaan hoekom enigiemand dit sal wil doen nie," het Verburg gesê. Hy glo nie die aanvaller se motief was diefstal nie. "Wat sal iemand nou van kampeerdere wil steel?"



Verburg is ook baie seker dat die aanvaller nie by die grot was toe hulle daar aangekom het nie. Volgens hom was dit duidelik dat die aanvaller hom eerste wou skiet. Hy kan egter nie aan iemand dink wat 'n wrok teen hom het nie. "Ek wens net my seun het verder van my af gelê, sodat hy nie getref is nie."

Volgens mev. Penny Verburg, Verburg se vrou, is die kinders geweldig getraumatiseer deur die voorval. "Ek hoop dit dien as waarskuwing vir mense oor agtelosig ons is wanneer ons dink ons is veilig."

Die polisie op Villiersdorp ondersoek die voorval. Teen gister is niemand nog in hegtenis geneem nie.

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Hikers shot while sleeping in cave

November 1, 2004

By A'leysha Kassiem

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In an attack in the middle of nowhere, a gunman fired into a mountain cave without reason, seriously wounding a farmer and his five-year-old son camping overnight with five other children.

Wine farmer Niels Verburgh, 38, of Bot River, said he and his son Kim were bleeding badly and he feared for their lives as they waited almost three hours before help arrived.

He and Kim were admitted to a private clinic in Hermanus, where they had operations to remove bullets.

Verburgh hoped to be discharged today, but said his son, wounded in the chest and neck, was in a critical condition.

Their party had planned an enjoyable night camping, with a braai, in a cave on the Van der Stel Pass between Villiersdorp and Bot River, but just after 2am on Saturday they came under attack without warning.

"I woke up when I heard the gunshots - and saw this berserk man firing at us and then running away," Verburgh said from his hospital bed last night.

He was hit in the stomach and hand.

"When I realised I'd been shot, I lay down and tried not to lose too much blood. I had no idea my son had also been shot."

"When Kim said he was not feeling well, I saw he had been shot in the chest and had a flesh wound to the neck. I tried to keep him as calm as possible and made sure he was breathing. (I did not want) to see him die."

Verburgh said he and the children, aged between five and

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Farmer and son shot while camping in cave

November 1, 2004

11, had planned to spend the night in the cave, in which he had stayed once before.

"I'm a regular camper and the neighbourhood is relatively safe," Verburgh said. "People can sleep with their windows open without worrying about anything happening. I wish I knew why this had happened."

Verburgh used his cellphone to contact a farmer who liaised with paramedics. The paramedics were worried about accessibility and the Wilderness Search and Rescue team was also called out.

"We were called in just in case the paramedics couldn't get to the injured because of the rugged terrain," said the rescue's team manager Reinard Geldenhuys.

"But in the end, a passer-by drove up with a 4x4 and brought the children down. Both the injured were fully conscious by the time they were taken to the nearest hospital."

Verburgh said the children were having counselling and appeared to be "fine".

Police are investigating.

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Pahad: We need evidence of Zim starving

By Sheena Adams

The government will wait for "concrete information" that the Zimbabwean people are starving before intervening in the food crises alleged by certain aid organisations.

Deputy foreign affairs minister Aziz Pahad told the National Assembly the government would intervene "if and when" it received evidence of President Robert Mugabe's government manipulating food policy.

His comments came in response to a question by DA chief whip Douglas Gibson, who referred to a Amnesty International report which accused the state-controlled Grain Marketing Board of using a distribution system that discriminated against supporters of the opposition Movement for Democratic Change.

"There are millions of our brothers and sisters there who are on verge of starvation ... I care about them," Gibson said.

Pahad replied that there was "no indication" that the government was interfering in the food situation in a bid to manipulate the outcome of next year's elections.

"If and when there is mass starvation in Zimbabwe and our high commissioner is able to report that, then obviously we will expect him and the Zimbabwean government to ask for further assistance," Pahad said.

CAPE ARGUS

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SOUTH AFRICA

My squeaky clean Boks Brutality purged, vows White

November 4, 2004

By Peter Jackson and Mike Greenaway

Cardiff - Jake White has vowed that his Boks are not the brutal Boks of two years ago.

The Springbok rugby coach made his promise on arrival in Britain yesterday for a four-match tour, starting with Wales on Saturday in Cardiff.

When the Boks were last here, in 2002 under the coaching of Rudolf "Staalraad" Straeuli, the South Africans' visit was marred by scenes of shocking brutality, but White promises his players are reformed characters.

"That will never happen again," he said. "The way we want to play now requires so much thinking and innovation that there's no time for any off-the-ball incidents."

The Springboks play in Cardiff on Saturday, hoping to make a rejuvenated Wales their first victims in a grand slam of the home countries. But he knows the shadow of the Twickenham debacle still hangs over his side. White watched from afar as South Africa lost their heads, had Springbok lock Jannes Labuschagne sent off for flattening England's star flyhalf Jonny Wilkinson and lost the match by a 50-point margin.

"I was at home preparing the under-21 squad for the junior World Cup," he said. "I watched it with them and it wasn't something you wanted young players to aspire to. You can never condone that behaviour."

I don't blame anyone for sending a tape to the IRB (the International Rugby Board). If that happens to me, I'll be the first to cut a tape and hand it to the IRB. It has no part in the game. There comes a time when the line has to be drawn.

"We were under the illusion then that we could cry during the national anthem and expect that would give us the right to win. We always had this thing about playing with pride and passion but we forgot that every other country plays with pride and passion also."

"There has to be something else. That's probably why we always looked as though we were frustrated because we were not quite sure what the next step was."

They know now.

Within six months of taking charge White has converted a group of players demoralised by beatings on the field and scandals off it into southern hemisphere champions.

By the end of the Tri-Nations, neither New Zealand nor Australia could live with the energy of the reborn Boks. With only three of the 33-strong squad in their 30s, they have ample time to mature into a still more formidable force, something which ought to bother England, whom they play at the next World Cup in September 2007.

White said of Saturday's match: "I am expecting to win, if I am candid. This is a young Springbok side who have already surpassed expectations. They have a great opportunity to write their names into the history books."

White said South Africa has the "stadiums, money, tradition, climate and player base" to become the world's No 1 rugby country, "as long as the resources are managed correctly".

Skipper John Smit said players would "move heaven and earth" to remain on the winning path because they "never again wanted to endure the torture of being part of a poorly



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"The challenge before us is massive," he said. "We have immersed ourselves in the history of this tour. For nearly all of us this will be the first and last time we can have a go at the slam."

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1 Dacey se joernaal oor 'n
kanovaart is 'n klein ge-

Angsnag: Slapende kampeerders in grot oorval

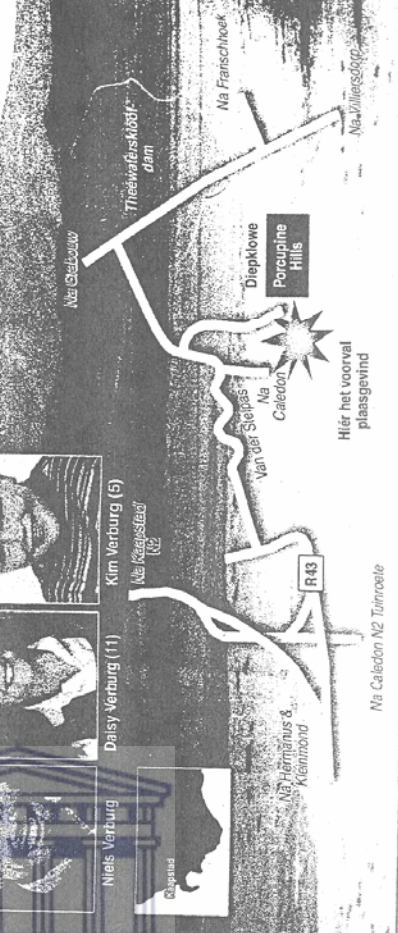
Wynboer, seun geskiet

Dapper kinders gaan soek hulp in donker



Mnr. Niels Verburg en sy seun, Kim, is gister deur 'n onbekende aanvaler geskiet waar hulle saam met vyf ander kinders in 'n grot gekampeer het. Verburg se dogter, Daisy, het by haar pa en boete gewaak terwyl die res hulp gaan kry het.

MARENIE/OPDAAN
KAAPSTAD. - 'n Vyfjarige seun is kritiek en sy wynboer-pa ernstig ge-wond ná 'n middeernagtelike skiet-aanval op 'n groep kampeerders in 'n grot naby Villiersdorp.
'n Onbekende aanvaler het gister-ogend vroeg op die groep, onder wie ses kinders - besebrand waar hulle rustig langs 'n kampvuur soek en slaap het. Die aanvaler het die kinders met 'n wapen aangeval en het hulle met die hande agter hul skouers in die grot op die Strye-plaas in die Van der Stel-pas tussen Beervliet en Villiersdorp gaan oorsaap. Die grot is sowat 300 m bokant die pad in 'n bosgebied naby die Strye-plaas. Die geselskap het omstreeks 18:00. Teen 20:30 was almal vas aan die slaap. Verburg, het gister vanuit sy hospitaalbed op Hermanus gesê het hy het geskiet op 'n onbekende aanvaler wat hulle geskiet. Die man was in 'n wit T-hemp ge-
kleed.



hulle te lei. Volgens die oornag van die slagings deur een van die skote geskiet is, was gister nog in 'n kritieke toestand. Die man was in 'n wit T-hemp gekleed. Volgens die oornag van die slagings deur een van die skote geskiet is, was gister nog in 'n kritieke toestand. Die man was in 'n wit T-hemp gekleed.

Beeld | Die Burger | Volksblad | Rapport | Sake | Jou Geldsake | Finansies & Tegniek | LandbouWeekblad | Huisgenoot | Dit | Sarie | Bruid24 | LitNet | KykNet | Gemeenskapskoerante

DIE BURGER

Ons nuwe koerant vir 'n nuwe wêreld

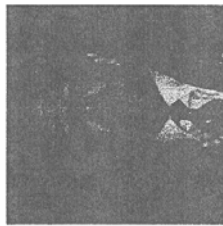
Die Burger-webblad 03/11/2004 09:49 Soek deur Die Burger se argiewe



Ekonomiese aanwysers

Rand/\$ Rand/€ Goudmyne aandeel
6.1800 **11.3500** **7.8400** **\$420.63** **-0.67%** **1931.20** **11877.60** **Sake** **+0.93%**

Jou Geldsake



'n Amerikaanse riller!

Amerikaners wat hulle kwel oor terreur, die oorlog in Irak en die ekonomie, het gister in groot getalle gaan stem in 'n poging om 'n herhaling van die betwiste verkiesing van 2000 te voorkom.

- 'Twee Amerikas' spook dit uit

Polisieman 'drunk op grot-skiettoneel'

Gerugte word: ondersoek dat die ondersoekbeampte ná 'n skietvoorval Saterdagoggend waarin 'n wynboer en sy vyfjarige seuntjie gewond is, drunk op die toneel

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aangekom het en dit glo nie nodig geag het om 'n sporsnyhond te laat kom voordat hy daarheen is nie.

- Wynboer en kind geskiet by kampvuur



Koninklike help Fleck
Die Ierse polisie sê hy hoop om met me. Zara Phillips, 'n klein dogter van koningin Elizabeth, te praat oor die voorval in 'n eksklusiewe Dublinse nagklub waarby die oud-Springbokrugbyspeler Robbie Fleck betrek word.

- Fleck in Ierse ras-moles

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U sal 'n e-pos kry waarop u moet reageer om die proses te voltooi. Antwoorde word outomaties gehanteer. Om ons te kontak, gebruik die "navrae" skakel onderaan hierdie bladsy.

- Vuurwerk-oortreders sal gelaag moet betaal
- Man eis van polisie ná skoot uit haelgeweer
- Krisis in skole oor te min klasse

- Kontrakte afgehandel; Jaco, Percy teken nie
- Noksa kies eers later opvolger vir Ramsamy
- Amerikaners maak vrede met Ernie

- Negentigjarige se hart het in Distrik Ses gebly
- Onthou koning na wie Langa heet, vra nasate
- Duitse heroiën-slawe in Kaap

- Ambulans wêr laat
- Baalenaars ontvang groot lof by SA rugbytoekennings
- Eerste skote klap in O2-rugby

Wes-Kaap

Oos-Kaap

Suid-Kaap

Buiteland



STEM

Is jy gelukkig met pres. Bush se oorwinning in die voorlopige uitslae?

Ja

Nee

>stem
resultate

- Beloning uitgelooft vir Convulle se drie
 - Drie verkragtingsake voor op Ladismith
 - George-raad se bakkies is net vyfde wiel aan die wa
- Zimbabwe gaan voort met verkiesing ondanks MDC se besware
 - Van Gogh vermoor ná filek oor Mosiems
 - President van Arabiese Emirate sterf
- Kuns en vermaak**
- Brit gee Monroe lewe op verhoog
 - Seksuele situasies sorg vir dawerende lagbule
 - Filmmakers moet kanse waag, sê Singh
- Kommentaar**
- Dit skop en baklei op die alliansie se speelterrein
 - Los aftrekgeld
 - Bram Fischer


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Skryf aanlyn in FLEETSTER 2004 ZODIAC CYCLE TOUR


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DOUBLE YOUR SPEND BACK

FRONT PAGE

Fleck to sue over race claim

Robbie Fleck is set to sue Stan Collymore after the former Liverpool striker alleged that he had racially abused him. [Full Story...]

White collar crime costs SA R40bn each year

White collar crime was currently costing the South African economy upward of R40 billion a year, about R8bn more than was brought in by foreign tourists, Geoff Midlane, managing director of a security company said yesterday. [Full Story...]

■ White-collar crime costs SA more than tourism revenue



Time out: John Kerry points to his watch, indicating the start of voting yesterday in Swanton, Ohio. Full story *Photo: AP*

News

LATEST BULLETINS from IOL

WEATHER

Cape Town

Min: 14°C
Max: 27°C
Rain: 0%
Sunny to partly cloudy and warm
See IOL's 5-day forecast

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Victor's member under wraps ...and there's the rub
 Paris: Authorities in the city's historic Pere Lachaise cemetery have sealed off one of its most visited tombs to prevent the perpetration of lewd acts on the prostrate bronze form of a murdered 19th century journalist. [Full Story ...]

Explosives plant must move to avert danger, says Denel
 State arms manufacturer Denel has warned that its Swartklip ammunition and explosives plant on the Cape Flats must be moved to avert possible disasters. [Full Story ...]

■ Swartklip factory must move 'to avert disaster'

Entertainment - www.tonight.co.za

- Harris to explain Hannibal's 'appetite'
- Auditions for hard-hitting play at the Masque
- Good and bad ends

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Top 40	10774.40
Financials	11891.50
R/US	6.17
R/UK	11.33
R/EURO	7.85

- Ohio result 'could take days to confirm', Police hot on the trail of murder suspect
- Sport**
Mum's the word on Dolezar; defence Herschelle has that old sparkle in the eye
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- Lincoln denies locking Italian police in city hotel room
- 600-house complex planned for Kaysna
- Three arrested after cotifiable slain in crowded settlement
- Car enthusiasts leave Mother City bound for Paris ...in vintage cars
- Balfour visits scene of fatal pollsmoor prison fire
- What's on in the city - November 3, 2004
- Blind man given green light to sue over eye cps
- DA questions to Zuma 'out of order'

WORLD

- Missile defence system for US soon - but critics say it won't work
- Dutch film maker shot dead
- Car bomb targets Pakistani official
- Scientist surrenders arms-grade nuclear material after hiding it for eight years
- Osama's New York rendition angers parent
- Olive oil good for heart - FDA
- Fruit and veg no cancer defence'
- Porn mogul Larry Flynt may go into exile if Bush wins election

OPINION


- Grass pickers on Devil's Peak give hikers plenty to fume about
- More to education than money
- Strong non-racial opposition vital to country's future
- Divisions in Anglican church, with West in decline and Africa rising
- New name is the way to go to open up Cape tourism
- High price to pay

SPORT

- Owen gem of a working model as beautiful game falls into the gutter
- Herschelle has that old sparkle in the eye
- Jennings tries to copy Indian conditions
- Jake demands a furious start
- Ajax tweak diamond system
- Results at Kenilworth - Wednesday, 3 November 2004

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The U.S. Government: "Equal Opportunity to All - will get a Green Card!"








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- Kenya bans opposition rallies after poll defeat 
- 10 killed as Iran quake razes villages 
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- 'Magic' lightning sets off DRC arms depot 
- World briefs - November 29, 2005 

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- Take time to make time 
- Simple moves for a top bod 
- Living legends - Player stays on his true course by keeping in the swing of things 
- Hunting out the dark side of wildlife trade 
- Time for women writers to pen it 
- Biggest Big Tops to spin at Ratanap 
- Across my desk - November 28, 2005 

BUSINESS

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- AngloGold Ashanti shrugs off strong rand as gold price soars 
- Business confidence high for the year ahead 
- KLM refuses refund after death of wife R8 000 later ... no loan, no car 
- Business briefs - 29 November 2005 
- How to look after your cash and avoid the spending traps set for you 
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DOUBLE YOUR SPENDBACK

With the gift of tongues, Wendy can speak your language

Standing in front of the blackboard, 14-year-old Wendy Ledibana picks up a piece of white chalk and writes the sentence, "I can speak", in five different languages. [Full Story...]

Bungle frees 8 over heist

Bungling by prosecutors and police has allowed eight men accused of a notorious R1.8 million cashvan heist in Constantia to

Tonight

Every drop counts:
Click here for everything you need to know about the emergency water restrictions in the City of Cape Town.

Tuesday 29th November

WEATHER

Cape Town

Min: 16°C
Max: 25°C
Rain: 0%

Partly cloudy and warm becoming rather windy later

See IOL's 5-day forecast

Sue's Weatherwatch
Read full report

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UYF Project offers disabled the sharper edge
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For culture and pure fun, nothing beats Cuba
Indian planters get a taste for tea tourism
Motoring
Car of the Year finalists announced
BMW ups the ante in German 'power wars'

Now you're talking ... Wendy Ledibane, 14, shows off her facility in five languages at Pineclands North Primary School. She arrived in the city knowing only Tswana and Sotho. Photo: Brenton Geach

Karin beats nasty critics

Cape Idols winner Karin Kortje has told how she had to battle hurtful criticism to achieve her triumph. [Full Story...]

Local Elections 2005/6
Including Cape Argus Election Monitor **Joe Thlolo's** weekly perspective.
LOCAL GOVERNMENT ELECTIONS 2005/6

Zuma expected to break silence on rape claim

Jacob Zuma is expected to break his silence this afternoon over the rape allegation that has harmed his political ambitions. [Full Story...]

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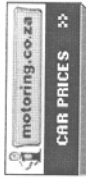
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- Smokers selfish
- Thanks to caregivers

- Sport on TV - Wednesday, 4 November 2004
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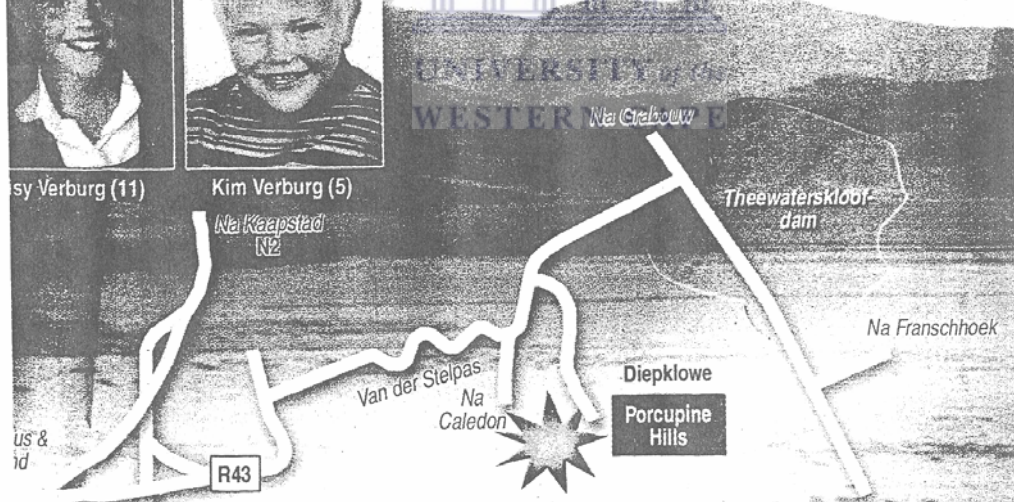


Niels Verburg (11)



Kim Verburg (5)

Mnr. Niels Verburg en sy seun, Kim, is gister deur 'n onbekende aanvaller geskiet waar hulle saam met vyf ander kinders in 'n grot gekampeer het. Verburg se dogter, Daisy, het by haar pa en boetie gewaak terwyl die res hulp gaan kry het.



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CITY OF CAPE TOWN | ISILEKHO SASEKAPA | STAD KAAPSTAD

Everything you need to know about the emergency water restrictions in the City of Cape Town this summer. A partnership between the Cape Argus and the City of Cape Town.

WATER

Success of restrictions delights mayor
Cape Town's water restriction efforts got off to a good start in October, with the city achieving 84% of its savings target of just over four billion litres for the month. [Full Story...]

Save our precious resource, or face the costs

The tough water restrictions introduced at the beginning of the month to cut water use in Cape Town by 20% have raised many questions in the minds of Cape Argus readers. We put them to Saleem Mowzer, the mayoral committee member in charge of trading services. [Full Story...]

Water hotline manned 24/7

The water restrictions hotline number is an emergency number and can be accessed 24 hours a day, seven days a week. [Full Story...]

WATER SAVING TIP OF THE DAY:

Rinse glasses, cutlery, crockery and vegetable in a basin or a bowl rather than under a running tap.

More Tips

City of Cape Town Water Hotline: 0860 103 054

Welcome ways to be wise with water

'It's a mistake to think there is an endless supply'

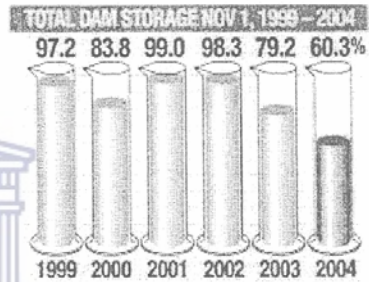
Devices to help you save more drops

Your guide to water restrictions

Strict bylaws in new council strategy

Q: Where can I get the answers to my questions about this summer's water restrictions? A: Right here

Leaky city urinals set to go down drain



Useful Links:

- www.capetown.gov.za/water
- www.dwaf.pwv.gov.za

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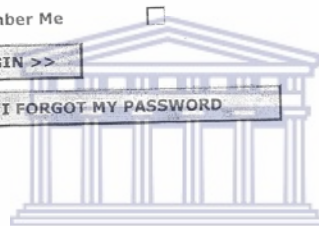
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