Eco-Linguistic Analysis of 'Dawn' Newspaper:
A Corpus Based Study

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Abstract

The main objective of this research is to identify the content covered by the 'Dawn' newspaper and the significant concerns of today's people. For this purpose, data from 'Dawn' newspapers is used as a research sample. The top news items of "Dawn" newspapers are examined critically from in ecological perspective. This research is based on a corpus, which is made up of the top news items that were released in August and September of 2023. An eco-linguistic technique uses a mixed-methods study strategy to analyze the data. The data is first subjected to a quantitative analysis and then described qualitatively. The corpus tool for analysis is utilized to ascertain the frequency of lexical items used in newspapers. A corpus tool called Antconc determines the frequencies of the lexical items used in newspapers. The underlying concerns of the "Dawn" newspaper are exposed by identifying the lexical words with the highest frequencies. The findings indicate that politics and economy are the Pakistani public's main concerns. The "Dawn" newspaper does not cover any ecological topics and completely ignores environmental concerns.
Keywords*: Eco-linguistics, Analysis, Newspaper, Corpus.*

Introduction

Eco-linguistics is one of the emerging branches of linguistics in which language is studied from environmental or ecological perspectives. Eco-linguistics is the study of speech produced by human interaction with the environment. Eco-linguistics throws light on the ideas and discourse of humans about the natural environment. Eco-linguistics assumes that the choice of lexical items that humans present can positively or negatively affect people's minds and the environment. According to Yuniawan (2018) eco-linguistics as a paradigm of a relatively new approach is worth developing. This interdisciplinary linguistic umbrella, if developed more empirically, can be a source of inspiration for identifying the various environmental issues around us in the effort to dissect mutual relationships between people, humans, and nature, as well as about diversity itself. The term "Eco linguistics" has been used to describe a wide range of topics, including studies of language interaction and diversity, analyses of texts about the environment, studies of outdoor signage, studies of how words in a language relate to local objects, studies of the variety of languages spoken by students in multicultural schools, studies of dialects in specific geographic areas, and many more. The combination of approaches stems from varying interpretations of what constitutes an "ecology," ranging from the expansive notion of "the interaction of some things with other things" to more focused ideas like "related to environmentalism." Eco-linguistics is a field that studies the discourses that are either beneficial or non-beneficial for the natural environment. "Eco-linguistics develops theories that explore the interrelationship between language and ecology

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involving humans. It involves studying various issues such as climate change, conservation or destruction of ecosystems." (Kumar, 2019, p. 382).

Fairclough (2003) uses the widely held belief that nations must be highly competitive to thrive in the new "global" economy to illustrate a particular ideology. He continues by saying that while the doctrine "is not the inevitable law of nature it is often represented as being, but the product of a particular economic order that could be changed," it is not inherently false. This is the core of a "story"—a narrative, viewpoint, or depiction of the universe that is merely one possibility among many others and isn't always true. It's untrue, but it's only one scenario out of many. The selection of vocabulary words, grammatical constructions, and other language elements typical to a given group helps to tell the narrative. Further, Stibbe adds that eco-linguistics involves challenging the narratives that support our current unsustainable civilization, exposing those that are ineffective and contributing to social injustice and ecological destruction, and developing new reports that are more appropriate for the circumstances of our world. These are discourses, frames, metaphors, and, generally speaking, collections of linguistic elements that come together to convey specific worldviews rather than stories in the conventional meaning of the word.

Role of Newspaper

Print media plays a significant part in shaping the mindset of people in a society. The content produced in the newspaper has a significant effect on the public, and the producers who promote different kinds of ideas also have a specific purpose of penetrating into people's thinking. Readers can better comprehend the ideas that influence their opinions and attitudes when exposed to media coverage of environmental issues. Media professionals significantly affect the public's perception of environmental problems. The media presents ecological challenges in a variety of ways. (Thirumalaiah & Aram, 2017). Environmental communication helps raise awareness of the effects of human activity, reduce the adverse impact of adjustments made by humans, understand the value of resource preservation, and identify solutions. The definition of the environment and environmental concerns or problems heavily depends on the function of communication and the media. The people receive the majority of information through the media. The news media are essential agents in producing, reproducing, and transforming the meaning. Many studies have been conducted on the role of newspapers from multiple perspectives. However, from an ecological perspective, there is no particular research on 'Dawn Newspapers' in Pakistan. Therefore, the present study aims to fill the gap by investigating the role of newspapers from an environmental perspective and identifying the primary concern of people presented by top newspaper items.

Eco-linguistics is an emerging field, and much research has been conducted in the ecological dimension. Still, the significant research gap addressed in the present study is that no investigation is undertaken on 'Dawn Newspapers" from this perspective. Therefore, this research aims to contribute to Eco eco-linguistics by filling this gap.

Statement of the Problem

The newspaper is one of the significant sources of information, highlighting multiple societal issues. The newspaper plays a vital role in changing people's thinking, which can also be positive and negative. The primary concern of this research is how Dawn newspaper presents our society in terms of ecology and how it shapes people's thinking.

Significance of the Research
This research helps to discover the significant concerns of today's people in Pakistan, whether they are inclined towards the economy, nature, sports, or fashion. It also helps to identify the fears that are promoted through newspapers.

Research Objectives
1. To determine the frequencies of lexical items primarily used in the 'Dawn Newspaper.'
2. To identify the primary concern of people behind the newspaper item.

Literature Review

The study of linguistics allows us to analyze the text produced regarding the surroundings that affect our daily lives, allowing us to explore the writings that influence our daily lives and society. Through the analysis, the hidden and untold stories can be revealed and questioned from ecological perspectives. It helps to evaluate whether they encourage people to protect ecosystems or not. If they do so, they can be promoted; if they do not create awareness, they should work on it. The destructive discourse should be resisted, and the beneficial lesson should be encouraged (Stibbe, 2015).

Research was conducted on textbooks of English as a Foreign Language to examine ecological education. The main objective of this research was to investigate the environmental education themes in EFL textbooks. Data were selected from the textbook for Grade 10 for 2013 and 2014. A conceptual content analysis design was adopted for this purpose, and EFL materials were analyzed to determine the ecological themes. The data was analyzed descriptively and critically. The results showed that the EFL textbooks lack global environmental themes. The study further suggested that there should be material based on ecological themes that teachers can use as teaching material. The teachers can also design different kinds of activities by using such material in their teaching methodology. The teachers should raise awareness among students regarding ecology in language learning settings (Al-Jamal & Al-Omari, 2014).

Mliless & Larouz (2020) covered the environmental issues in Morocco, named Al-Massae, As-Sabah, and Al-Akhbar. The primary purpose of this research was to analyze the frequency of the articles that covered problems based on the environment. The framework of eco-linguistics was utilized to categorize and analyze all environmental stories taken from March 2020 to July 2020. The issues from the three newspapers were examined, and after quantitative and qualitative analysis of the data, the natural and environmental issues were reported to have occurred during the COVID-19 pandemic. It was also evaluated how environmental crises were documented in the newspaper. The study also focused on the professionalism of writing regarding ecological stories. The results revealed that the three newspapers needed to report environmental issues, develop skillful content in terms of the environment, and publish more accurate articles on ecological disasters.

Yuniawan et al. (2018) conducted a study on news texts in mass media from Eco linguistic perspectives. The researchers aimed to analyze the Eco lexicon expression and its types in the texts of conversation news. The texts of newspapers had content related to the environment and ideology. The reciprocal relationship between language and environment was investigated in Eco linguistics. This relationship was examined at the level of the lexicon. Conversation news texts from March 2020 to March 2017 were selected as a data sample. Documentation, scrutinizing, and interviewing were utilized for collecting the data. Distributional and identity methods were chosen for data analysis. The analysis revealed the lexicon types in mass media: metaphor, association,

personification, hyperbole, synecdoche, euphemism, dysphemism, metonymy, antithesis, and pleonasm. The research suggested that the teachers could utilize these lexicon expressions as teaching material for English language teaching and foster a love for nature and the environment. Yuniawan (2018) conducted another study on eco-linguistics in which text based on conversation news was analyzed in terms of eco-lexicon. A descriptive-qualitative research design was adopted for the research. The documentation method and literature study methods were used for collecting data. Furthermore, methods of comparison and contrast were used to analyze the data. When the data regarding the eco-lexicon were surveyed, it was found that the texts were noun phrases, derivative words, base words, adjective phrases, and verbal phrases. The researcher concluded that texts based on news conversations can help provide theoretical and practical benefits:

1. We are examining linguistic units' types, meanings, forms, and purposes that integrate biological, sociological, and ideological aspects.
2. We are supplying news texts as instructional materials, focusing on conservation news texts (also known as "green texts on conservation"), one type of text included in the curriculum's essential competencies.
3. We are offering an interdisciplinary study of inter-disciplinary consolidation texts to support the theories and practices of linguistic and journalistic studies.
4. They give media managers feedback on the news about conservation reported in the media and for news sources to use as input when interacting with the media.

Research was conducted on eco-linguistics that aimed to analyze language and ecology. The study investigated the techniques of erasure and salience and their roles in determining the dominant ideological concerns in the coverage of Egyptian newspaper articles. Twenty news articles downloaded from different Egyptian newspapers were selected as the sample for the research. The researcher adopted a descriptive-qualitative approach to trace the discursive and linguistic features. It was also investigated which approach to the ecosystem is adopted in the news articles, whether beneficial or destructive. The analysis shows that the sample articles mostly delete animals from the discourse through discursive masking of animals' suffering, objectification, repression, and backgrounding. The results showed that both beneficial and destructive approaches were there to convey the ideologies.

Furthermore, the researcher added that several erasing tactics were employed in the documents that supported the government's decision to slaughter the pigs. However, the texts that disagree with the government's choice used the salience technique to highlight the pigs as active agents and give them a human-like quality, making them seem like sentient beings with feelings and the capacity for suffering. The language used in most sample articles made it difficult for readers to picture and relate to the creatures as environment members. The wording merely ignored animals as ecosystem components and advanced an ecology that prioritized human prosperity and well-being over the welfare of other species. Humans don't care about the welfare of different species (Fouad, 2019).

Putra (2023) conducted an eco-linguistic study on the discourse of textbooks in Indonesian senior high schools. The primary purpose of this study was to analyze the environmental address of the book after identifying the variation, form, and frequency of the lexical items used to produce ecological discourse. The researcher also examined the linguistic features and semantic aspects. A descriptive-qualitative research method was used for this study. The data were taken from the textbooks X, XI, and XII, written by two authors. The collected data were based on words, phrases, and sentences with a discourse on ecology. An eco-linguistic theoretical framework was utilized for analyzing the data. The analysis was also supported by lexicon, semantic, and discourse theory.

When the data were analyzed regarding eco-linguistics, it was identified that the textbooks by one author lacked ecological terms in the content. In contrast, the other author's books tended to use words related to ecology. The researcher also suggested that content makers should pay attention to the textbook's contents, and there should be environmental-based discourse in the book so that the students can have a sound knowledge of the environment.

Meghdari and Yousefi (2022) researched the discourse of promotional texts in nature schools, and the objective of this research was to analyze the promotional texts in terms of eco-linguistics critically. For this purpose, 45 texts were taken as a sample for the study, and the texts were comprised of 274 clauses, which were examined eco-linguistically. Halliday's systematic functional grammar was adopted for analysis, and the data were analyzed from interpersonal, experiential, and meta-functional perspectives. The study examined the relationship between humans and the environment, and the attitude of schools toward the environment was also determined. The results showed that 61% of clauses encouraged humans to preserve the environment, and almost 55% showed a nature-friendly relationship. The research revealed that these schools played a significant role in developing a better attitude among humans towards the environment. The research gaps the researcher found for the present study is that research needs to be conducted on the 'Dawn' newspaper in Pakistan from this perspective.

Research Methodology
Sample of the Research
The sample data for research is taken from 'Dawn Newspaper.' The selected data consists of 228331 tokens taken for analysis from August 2023 to September 2023.

Research Design
A mixed-methods approach is adopted as a research design. Since it is a corpus-based study, the corpus tool Antconc is applied to find lexical words with high frequencies. The data is analyzed quantitatively through the corpus tool Antconc because the corpus is one of the most trending and beneficial tools in research to be used. When the whole data is analyzed through Antconc, the word frequencies are identified, and the number of tokens the tool provides is 228331, which consists of functional and content words. The content words are separated from the whole data because the research concerns only lexical items, not operative words. Microsoft Excel is utilized to make a list of lexical items. After analyzing the data quantitatively, the most frequently used lexical items are interpreted in terms of eco-linguistics. A qualitative research method is adopted to solve the data, which requires a detailed description of the analysis. An eco-linguistic approach is adopted for the study, and lexical items are analyzed in ecology. The analysis of lexical items helps uncover the hidden discourse and the stories covered by the newspapers. In short, within the eco-linguistics framework dictated by Stibbe (2015) this research analyzes newspaper items to identify the significant concerns of today's people.

Data Analysis and Discussion
The corpus tool Antconc lists frequently used lexical words for analyzing the data. The total number of tokens identified through the Antconc tool is 228331. This frequency contains both functional and linguistic words, and after it, verbal words are separated from the available words. Here, the details of the total tokens are given as evidence.

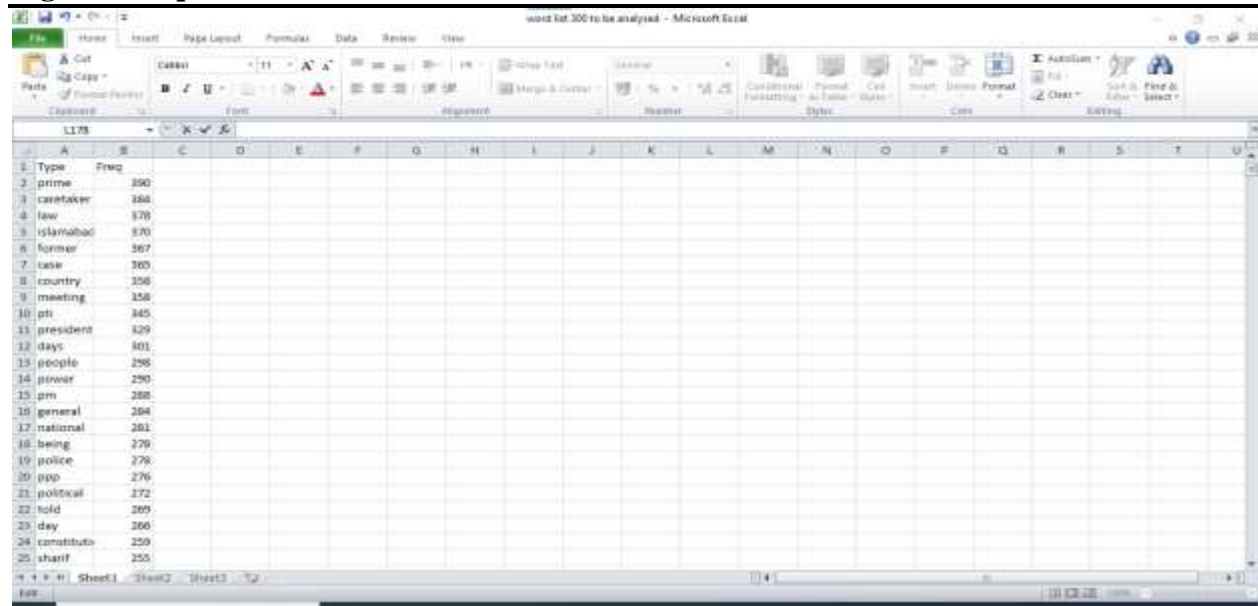**Figure 1 Details of frequency of functional words**

Media presents environmental challenges in a variety of ways. Journalists frequently write about the environment in addition to covering news stories in general. Their lack of understanding of the many problems pertaining to the environment causes them to write incoherently. Reporting cultures, editorial policies, ownership, advertising pressure, and seasonal and spatial constraints all have an impact on environmental reporting (Thirumalaiah & Aram, 2017).

Figure 2 Evidence of most frequently used lexical words

MS Excel is used to make a list of most frequently used lexical words in the newspaper.

**Figure 3 Frquencies of Lexical Words in Pakistan**

These are the frequencies that are at the top of the list of lexical words. The first two hundred words are taken into consideration in order to identify the major concerns of the public in Pakistan nowadays.

Figure 4 Graphical Analysis of lexical word frequency
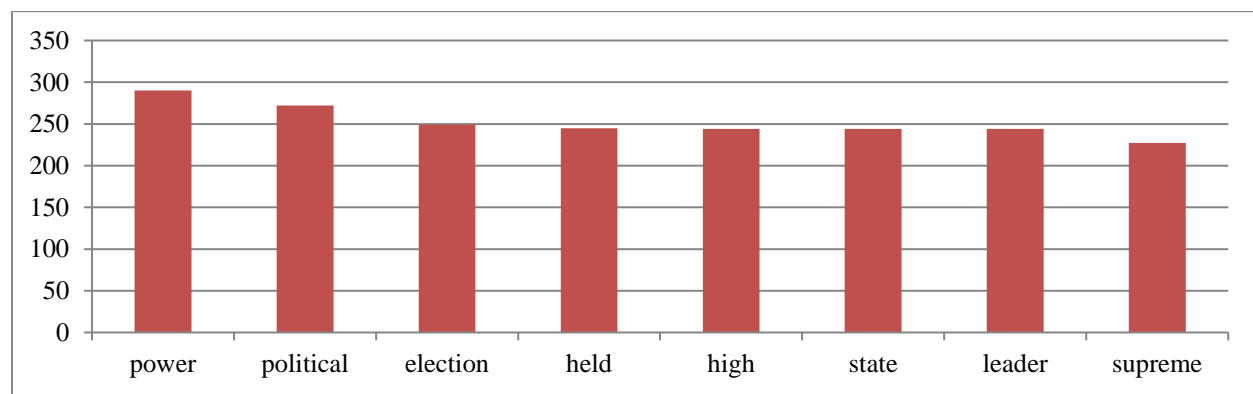
The data is analyzed quantitatively through the corpus tool Antconc and MS Excel is also utilized to make a separate list of top 200 lexical words. After that, the data is analyzed qualitatively in terms of eco-linguistics in order to identify the major concern of today's public and the hidden interest that is promoted through the content of newspapers. When the data is analyzed, it is identified that the lexical items that are most frequently used in the 'Dawn' newspaper are related to politics. There can be multiple purposes behind these lexical choices, but when data is analyzed critically, it comes to light that 'Dawn' newspaper is highlighting one of the key issues in our society, which is politics. The words like *elections, parties, president, national, country,* and many others are at the top of the list of the most frequently used lexical items. All these terms have vast meanings, and they refer to the matter of state directly and also show the people's concern about

politics, which is more related to the upper class of Pakistani society, as highlighted by the 'Dawn' newspaper. It is evaluated in the data analysis that newspapers give more coverage to political matters than any other.

**Figure 5 Impact of the words on shaping people mind**
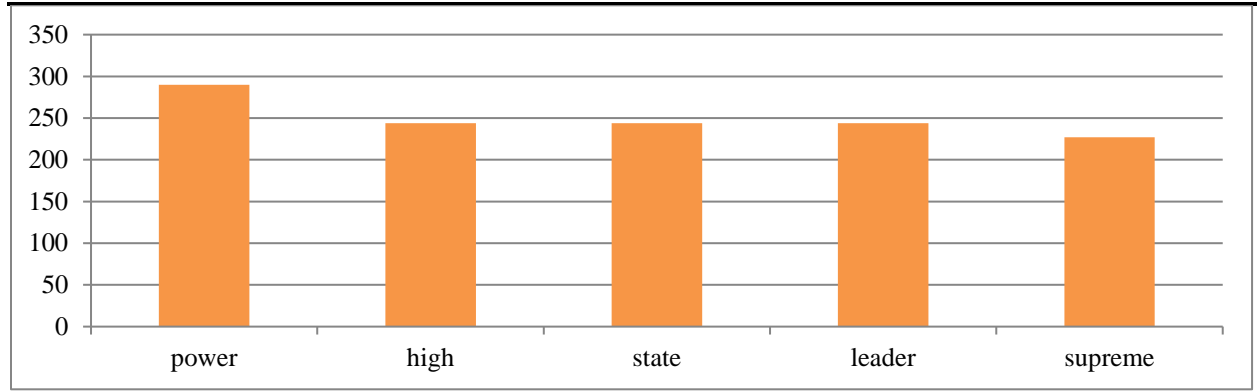
The high frequency of the word 'power' in the list shows that the concern of power is shaping the minds of people, and they are chasing it. After politics, the other major interest of people is to get power over others in order to make themselves influencers. Through power and politics, they aim to rule over others directly or indirectly.

Figure 6 Other types of lexical words
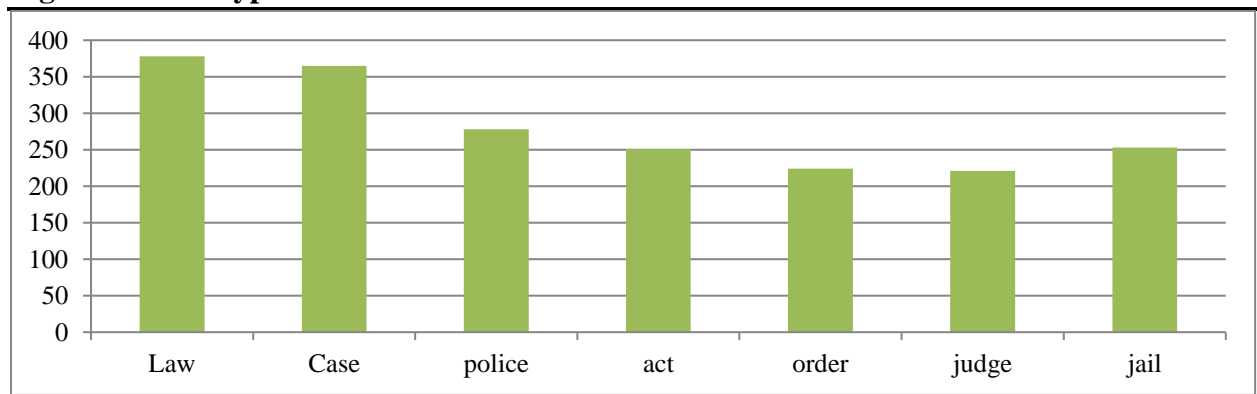
The other types of lexical items of high frequency are *cases, jail, law, judge, security, police, army,* and many others, which refer to the legal system of society. And the legal system also speaks to the politics of Pakistan. The names of the political parties are also at the top of the list. PTI and the former are used more than others, which show that all the attention of the public and political parties is directed towards PTI. '*Former*' refers to the prime minister, who is the chairman of Pakistan *Tehrik-e-Insaaf*. More discourse is on PTI than other parties, and content is also revolving around it. Adjectives like high and supreme show the supremacy people want in their lives. Their attention is not downward but upward. After politics, the second major concern that is promoted through the newspaper items is 'economy'. Words like *bill, economy, finance, price, exchange,* etc. show the economic aspects of Pakistani society. The presence of these lexical items in the list of high frequency shows that the newspapers have significant content on the economy.

Figure 7 Analysis of other high frequency words
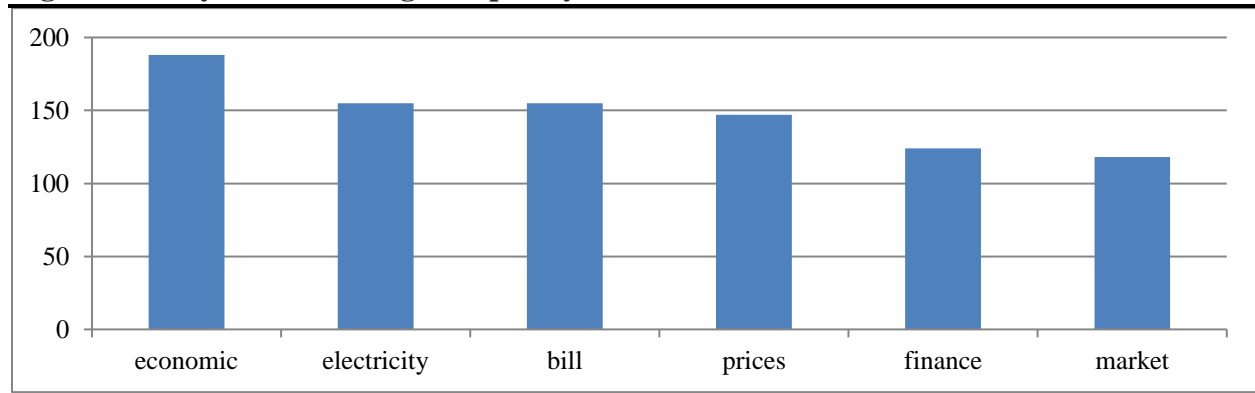
In the analysis of 200 words of high frequency, it is determined that the major interest in which the 'Dawn' newspaper is promoted is politics and economics. The whole selection of news items revolves around these two ideologies, which show that the main concern of people is getting power, whether through politics or economics. Concern for power is covered by these two major aspects of society, and it is today's reality. This analysis resembles to the findings of a research in which newspaper articles were analyzed in terms of ecology but unfortunately, given the lack of attention given to environmental issues and the manner in which newspapers have generated articles based on environmental issues, the duty of newspapers is far from being fulfilled (Mliless & Larouz, 2020).

Figure 8 Lowest frequency words used in the Dawn

As far as the lexical items with the lowest frequencies are concerned, numerous words are not used frequently in the newspaper items. The terms related to the environment found in the newspaper items with the lowest frequency are polluted and leaves. These words refer to the environment or ecology, but this is an alarming situation because there is no specific range of content on ecology and ecological issues. The Dawn newspaper editors in the top news items produce no text on natural aspects. This lowest frequency indicates that there is no presence of ecology or nature in the newspaper items. It also shows the absence of environmental and biological elements in people's minds. The present analysis concurs with the findings of Al-Jamal and Al-Omari, in which English textbooks were analyzed and lacked ecological themes in their content (2014).

The results also show that newspapers must pay proper attention to the ecological side, and the media has failed to give significant coverage to natural issues. Similarly, people ignored to pay

more attention to this aspect by diverting their attention only to politics and economics. The Dawn newspaper produces no lexical items related to ecology, which shapes the minds of people in Pakistani society. When the public reads a newspaper, the discourse of politics and economics captures attention towards itself, not towards nature and the environment. Ecological aspects are neglected by the newspaper and the public, who focus on other aspects of life, and the media covers them accordingly.

The present research suggests that there should be proper coverage of the environment and nature. Ecological aspects must be highlighted by the public and media as well. Print media, specifically newspapers, neglect this part of society, so newspapers must contribute to promoting ecological aspects. As Ali states (2020) "Mass media" has the power to deliver essential concerns of global climate change to the public through which their support level will increase." The public should also be encouraged through newspapers to maintain the natural environment on Earth. The media should play its role in creating awareness among people regarding ecology and the natural environment. The newspapers should also highlight environmental issues to make people aware of what is happening around us.

Conclusion

Based on the analysis, it is concluded that there is no coverage of ecology and natural phenomena in the 'Dawn' new ' Dawn.' When the top news items selected as the research sample are analyzed critically, it is identified that politics and economics are the most highlighted concerns in the 'Dawn' news. How environmental concerns are covered in the media aids readers in comprehending the ideas that influence their viewpoints and beliefs. Media professionals significantly affect the public's public's ecological issues. The analysis revealed that politics and economics attract Pakistani people, and they are not diverted towards environmental aspects of society. No specific numbers of lexical words are identified in the list of 200 words related to ecology. Only political and economic lexical items are placed that prove that people are not as interested in ecology as they should be. The results also revealed that the media is not playing its role in promoting nature and ecology among people, and no specific content is produced in terms of ecology. There should be proper awareness among the public regarding ecology and wildlife. Similarly, environmental issues should also be highlighted by the newspapers.

Further Suggestions

Pakistani textbooks based on the Single National Curriculum regarding eco-linguistics should also be analyzed. Readers' content plays a significant role in people's developing particular thinking, so there should be further studies on books to investigate to what extent the range of the texts plays a role in creating awareness among people regarding natural or ecological aspects. Other newspaper items should also be selected for analysis from this particular perspective to evaluate whether they are playing their role in promoting environmental awareness or not.

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