

## **Newsworthiness in the Reporting of Donald Trump's Presidential Victory: Linguistic Analysis of News Values in Pakistani News Channels**

Sara Khan<sup>1</sup>

Muhammad Asif Ikram Anjum<sup>2</sup>

<sup>1</sup>COMSATS University Islamabad, Lahore – Pakistan

<sup>2</sup>COMSATS University Islamabad, Lahore – Pakistan

---

### **Abstract**

*The win of Donald Trump in the 45<sup>th</sup> Presidential American Elections perverted the world's political views. This study focused on the analysis of News Discourse presented in the reporting of Donald Trump's victory by the two Pakistani News channels-PTV and Geo News. The study employed Bednarek and Caple's (2017) Discursive News Values Analysis (DNVA) which investigates how news values are constructed through linguistic devices; therefore, empowering judgments into shared news and adding linguistic focus to the news studies. Results revealed the use of news values such as Consonance, Eliteness, Impact, Negativity/Positivity, Personalization, Proximity, Superlatives, Timeliness, and Unexpectedness in the data sets; residing with variation in the 'preferred' norms specific to the organization. Moreover, the results highlighted the larger contribution of Consonance, Eliteness, Negativity, Proximity, and Superlatives in comparison with other ones. The findings also revealed Positivity in news discourse, while the impact of the event seemed to be highlighted.*

**Keywords:** *Discursive News, Values Analysis, Newsworthiness, News Values, Linguistic Devices, News Discourse*

---

Author's Email: [sara.khan@cuilahore.edu.pk](mailto:sara.khan@cuilahore.edu.pk)

### **Introduction**

This study explores the news values in reporting of the event of Donald Trump's Presidential Victory as presented by the two Pakistani news channels i.e., Pakistan Television (PTV) and Geo

Television. The former is a state own; public broadcasting television network and the latter is a private Pakistani news channel owned by the Jang Group of Newspapers. The victory of Donald Trump as the American President has turned many

tables around and culminated the World political realm with a shockwave and furthermore, ruthlessly broken down the orthodox political idealistic democratic vision of America. Moreover, his victory has indisputably created apprehensions among many American political reformists and for the world at large; therefore, Pakistani newsmakers construct newsworthiness out of the event that seems to reveal the expected change in the current politics both at the national and international level (Editorial; 2016). The current study thus explores how the event of Trump's Victory has been intellectualized as one of the massive political events through the news broadcasting that has been presented by the above-mentioned channels. The study investigates how well the channels shape and reshape the events to promote the news values and ultimately newsworthiness.

Galtung and Ruge (1965); Hartley (1982); Bell (1991); Fowler (1991) and Tunstall (1996) described

news values as a gauge of measuring the newsworthiness of an event (as cited in Bednarek, (2016)). In addition to this Richardson (2007), Bell (1991), and Brighton and Foy (2007) regarded news values as a set of rules that aid the newsmakers to select an event to be presented as news. Moreover, Richardson (2007) and Caple and Bednarek (2012) explained news values from the perspective of receivers of the news and commented former to be the abstract 'preferences' of the anticipated viewers. Van Dijk (1988) also suggested news values be a set of rules that are conventionally shared by both the expected audience and the newsmakers and therefore work as a device that determines the newsworthiness of an event. Lastly, Cotter (2010) tags news values to be the main ingredient in creating a fact or an occurrence extraordinary. The significance of news values in incarnating an event as news is evident from these definitions. Apart from this, journalists regard the

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

expectations of their audiences to determine the worthiness of the event, and eventually, the decision of inclusion or exclusion of a fact is based on what and how to inform the audience (Bell, 1991; Bednarek, 2006; Bell, 2015).

The term news has been referred to as a 'reality' (Tuchman, 1976, p.97) modified and formulated by 'journalists' (Cohen and Young, 1973, p.97). Schudson (1989) referred news to be events not selected but the one, tailored. Eventually, the news formed, reflecting new values endorsed within the construction. The transformation of the event(s) into a set of news is determined by their value of being a part of important 'affairs', the reputations of their social actors, and their synchronous relations in terms of economics, ideology, society, and politics with the medium transforming them (Tunez and Guevara, 2009, p. 2). Such nomenclatures of news values determine the providence of whether

an event as being newsworthy or not. Jiwani (2006) tagged an event as newsworthy on the basis of its capability of being worth narrated. Moreover, the criteria of newsworthiness are dependable on the newsmaker or the medium formulating it (Chermak, 1995). Nevertheless, in the global world with immense electronic advancements, the worthiness of an event seems to be determined by it being 'dramatic', 'unusual' or that is to be tailored in a continuum of themes. In addition to this, certain other characteristics such as tumult, 'action' and nonconformity add the probability of an event to be accounted for as news and newsworthy (Ericson and Chan 1987, 1991; as cited in Gilchrist, 2010, p.2)

It is evident that the prescription and description of news values tend to elucidate and expand with the increase in the exploration of news-making processes. However, this study restricts to the investigation of the news reported by the two

channels on the nine sets of news values presented by Bednarek and Caple (2017). These news values, hence create newsworthiness in the story or event being reported. The list includes Consonance (the stereotypical link of the event within the sociopolitical domain), Eliteness (the status identification of significant individuals, institutions, and nations, Impact (the aftermath of the occurring event), Negativity/positivity (negative or positive features of the event), Personalization (personal understanding and emotions for the event), Proximity (the geographical location and situation of the event), Superlatives (highlighted part of the event), Timeliness (significance of time in the event and Unexpectedness (an astonishing and unusual feature of the event). The current study in addition to the exploration of news values would also reveal the linguistic devices employed in the news-making process. The list of linguistic devices includes evaluative language (expressing thoughts), intensification

and quantification of various aspects of the events, comparison of analogous and dissimilar events, inculcating emotions of actors of the events, negative and positive lexical items, tropes, schemes, etc.

The studies on news values are mostly restricted to the fields of journalism and mass communication (Caple and Bednarek, 2012, 2013, 2016), and less emphasis is laid on the linguistic perspective of news value construction. The above-mentioned studies suggest the news-making nature of news values and seem to focus on the question of why some events make it to the newsroom and not others. Whereas, Bell (1991) proposed the linguistic dimensions such as ‘brevity, clarity, colour’ in news writing as one of the factors among ‘news process’ and ‘news values in actors and events’; that increase the news value of an event. In addition to this, Bednarek (2006) suggested the evaluative perspective of the language and the construction of news, which inculcates the use of

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

linguistic expressions that instigate opinions in terms of positivity/negativity description of historical events, etc. Cotter (2010) focused on the ethnographic study of newsrooms and lastly, the various other linguistic approaches such as 'attitudinal expression' and 'expressions of stance' to news value were suggested by Caple and Bednarek (2012).

The literature review on the news values implies that news selection might fall into many categories such as the influence of journalists due to sociopolitical factors (Schultz, 2007; Phillips, 2015); the economists sponsoring the event and thus its formulation as news (Caple & Bednarek, 2015); peripheral sociopolitical, cultural and traditional effects (Brighton and Foy, 2007); and lastly, the ideological biases of the newsmakers themselves and their co-journalists within the organization (Phillips, 2015; Saeed et.al., 2021). It is evident through these studies that

much of the scrutiny on news values is covered by international researchers. Moreover, going through the literature also reveals that Pakistani newsrooms and news making have been less subjected to analysis and contrastingly one finds the studies related to news making process rather than a focus on the linguistic perspective of the news constructed. Therefore, this inculcated to explore and discover different dimensions of Pakistani New Media and instigated me to conduct a study that would highlight the news values employed by Pakistani news media houses (GEO/PTV) and the various linguistic devices being used to construct them. Moreover, even though the above-mentioned studies show how news values create newsworthiness, yet seem not to expose explicitly the linguistic devices used construct news values. Keeping in view the above discussion and the significance of news making, the study attempts to

answer the following research question:

How is newsworthiness constructed and developed in the reporting of Donald Trump's Presidential Victory through the linguistic use of news values?

### **Methodology**

It is significant to take into account the variety of issues related to the collection of data, data analysis, and data representation. Therefore, the current section focuses on the description of data collection, ethical considerations, research procedure, and finally with the analysis of the data sets.

### **Nature of Data**

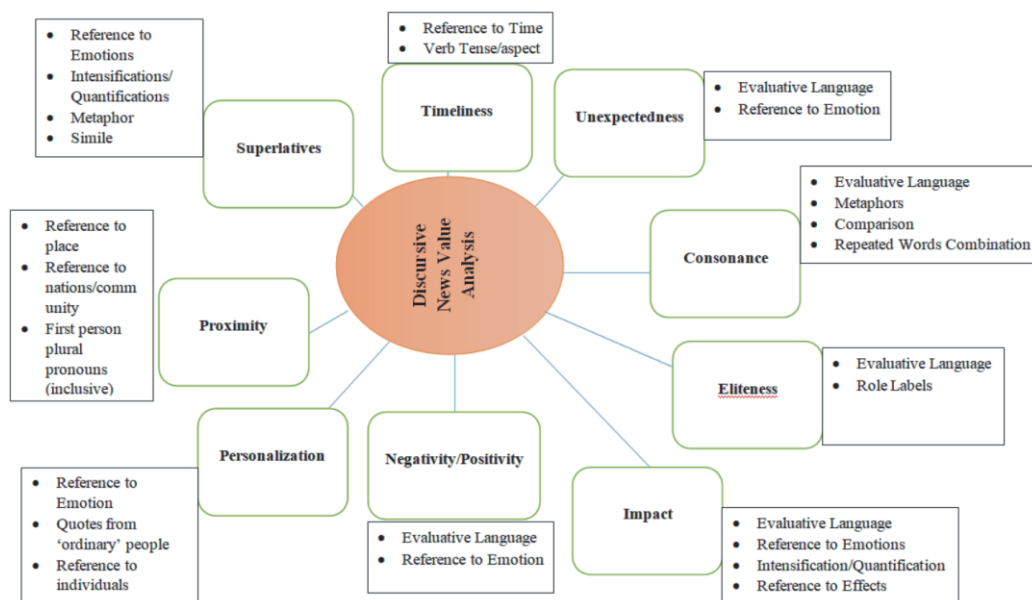
The reporting of Donald Trump's victory as the 45<sup>th</sup> American President by the PTV and Geo news was chosen for the analysis. For this purpose, the news clips were downloaded from internet; 3 Geo news clips was downloaded from [www.youtube.com](http://www.youtube.com) and 3 clips from

PTV news were downloaded from the official web portal of the network i.e. [www.ptv.com.pk](http://www.ptv.com.pk). The news data was carefully transcribed. In this perspective, the nature of the data is that of a secondary one as it is collected from the archival videos of the two news channels. The linguistic items were selected and translated into Roman Urdu and English language to facilitate the reader.

### **Research Procedure**

To investigate and explore news values employed by the two news channels, thematic analysis has been established keeping in view the Discursive News Values Analysis framework in terms of nine set of news values (see figure 1) (Braun and Clark, 2006). The research follows the procedural steps of a thematic analysis such as: the news data from both the news channels was transcribed; codes of the data were developed that were theory driven i.e. based on Discursive News Values Analysis.

## *Newsworthiness in the Reporting of Donald Trump's Presidential Victory: Linguistic Analysis of News Values in Pakistani News Channels*



**Figure 1: Thematic Network of Linguistic Devices and News Values**

Finally, the data was further elaborated into organizing (News Values) and basic (Linguistic Devices) themes. The set of nine values construes the organizing themes of the thematic network and linguistic devices position the basic themes of the structure. The research aims to investigate and explore the organized data keeping in view the research question of the study. The answer to the two research questions was provided through scrutiny of the data in terms of nine set of news

values and how linguistic devices are employed to construct a particular news value and therefore construct the event as meaningful and newsworthy.

### **Results and Discussion**

#### **Discursive News Values Analysis of PTV and Geo News**

The current study employs Discursive News Values Analysis (Bednarek and Caple, (2017)) to explore the news presented on both the media networks i.e., PTV and Geo TV. The data sets are explored

thematically keeping in view the nine set of news values (Consonance, Eliteness, Impact, Negativity/Positivity, Personalization, Proximity, Superlatives, Timeliness, and Unexpectedness). The analysis is summed up by explicating their possible interpretations and implications in PTV news and Geo News.

### **Consonance**

As discussed in the introduction, consonance is constructed in news discourse through language depicting stereotypes and traditional conventions. In addition to this, the structure of the story and comparative presentation of traditional events may also contribute to creating consonance in news discourse (Bednarek and Caple, 2012). This section elaborates and presents the data reflecting consonance in the data sets of PTV news and Geo News.

The reporting of Trump's victory as the American 45<sup>th</sup> President

both by PTV and Geo news reflected the employment of consonance in varied places to create the worthiness of the event. Varied linguistic devices were used to develop newsworthiness such as evaluative language, metaphors, etc. The employment of these linguistic devices is discussed in detail below.

### **Evaluative Language**

In this perspective, while describing the reaction toward Trump's victory, the news reporter using evaluative language depicted it as "heraankun Fateh" (astonishing Victory). The phrase depicts the unexpectedness of the event that happened. Moreover, the reporter seems to contemplate the idea of Trump being an unpopular politician as compared to his opponent Hilary Clinton both in America and around the globe at large. This view was again contemplated by the expression "America ki tareek ka aik naya aur herat angez baab likha gaya" <one of the astounding and momentous



*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

chapters in American's history has been penned down>; yet again reflecting the victory of Trump as the American President to be one of the remarkable moments in World political history. Apart from this, in reporting the inauguration of the event, the reporter employed evaluative language to reveal the conventions of the state of New Hampshire during American Presidential Elections:

“Polling ka agaazrivaiti tor pr New Hampshire ke teen kasbon se hua” <the polling conventionally started from the 3 cities of the state of Hampshire>

The above statement clearly indicates the expected tradition of the American presidential elections and expresses how some traditions are followed in such big events. Moreover, the statement by the reporter also seems to implicitly express the significance of the state. The state of New Hampshire is the second presidential nominating state

and is the one that is believed to be supporting Democrats (Cook, 2016). Mentioning the polling and voting activity in the state and eventually the victory of Trump in the state; clearly indicated the conventional unexpectedness presented by the reporter. Furthermore, the reporter also indicates that the unusual happened and after “teen dehaayon” <three decades> a Republican has won peculiarly from the State.

Likewise, on the PTV news channel, Geo News words such as “upset”, “heraan-o-pereshaan” and bewilderment > were employed in the traditional reaction of the political connoisseurs and experts, thus apparently depicting the shocking reaction of the American Political forum and of the world at large.

### **Metaphors**

Apart from employing evaluative language to construct news value of consonance, both channels also reflected the use of metaphors to

present traditional connotations and conventions of the event. PTV news revealed the use of metaphors such as “upset” to ostensibly depict the winning of Donald Trump as one of the major distraught in the history of world politics. This view seems to be inculcated due to the novelty of Trump in the field of Politics and attempts to highlight that his inexperience might be susceptible to the world political realm. Besides just the detailing of the event, the news constructed also included quotes from Donald Trump’s first Victory speech to his proponents. Abridging the gaps, Trump, in his first victory speech, inculcated the whole nation (Americans) to unite and wipe out “wounds of division”. This highlighted the sociopolitical and economic prevalent situation of America as a state and thus revealed the antithesis of America being distressed and grieved off mental walls of division on the basis of class, creed, and race. The metaphoric analysis also seems to reveal the

intolerant societal traditions prevalent in American Cultures. America being a nation of mixed races and creeds seems to be failing in creating unity and harmony among the various communities; therefore, making the new elect President asks for unity and accordance. Likewise, the report emphasizing the fact of a ‘divided’ America, endorsed and quoted words from a supporter of Trump, who asserted the country to be a “mess”. This implicitly advocated the words of Trump and attempted to provide a glimpse of the American prevalent sociopolitical and economic situation.

Geo TV also used metaphors such as “business Tycoon” was also used to express the traditional profession of the newly elected president. In addition to this, the reporter tries to implicitly point out the inexperience part of the new president; therefore, again validating the point of his winning the elections as one of the most upsetting points in political history. On the contrary, the reporter might attempt to reveal the

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

experimenting nature of the American as nations, and thus Trump's slogan of bringing in real "tabdeeli" <change> made them to vote for a change. On the other hand; despite Barack Obama winning on the terms of bringing "tabdeeli" <change>, seem to be unable to satisfy his nation.

### **Comparison**

Lastly, linguistic device comparison was also used to construct consonance and worthiness. In this perspective, the reporter of PTV while mentioning the statistics of votes, mentioned the characteristic conventional ways the voters voted. He pointed out the tradition that the "safaid faam"<white Americans> mostly voted for Trump. This appears to reflect the discrimination prevalent in American society, thus validating the address given by Trump to eradicate signs of disunion and stand up as one united nation.

Geo TV also employed a linguistic device of comparison to report the foreign policy presented by Trump and his elected government: "Donald Trump ne dosray mulkon ke saath tanzaaeat ki bjaye sharakatdari ki policy apnane ka elaan kia" <Donald Trump announced of developing cordial relations with other nations instead of hostility>

This statement reveals the traditional foreign policy of previous American governments; i.e. the reporter tends to point out the conventional hostile nature of America towards other nations of the World. Moreover, it also reveals and supports Trump's proposition of bringing change to the region by addressing his policy of cordiality towards the World.

### **Eliteness**

Eliteness was also employed as one of the new values to develop the newsworthiness of the event. Eliteness may also be called

prominence as it indicates and identifies the ‘statuses of social actors in the event through linguistic devices such as evaluative language and role labels (Bednarek and Caple, 2012). The following section attempts to explore the use of Eliteness in constructing news on the two news channels i.e., PTV and Geo News.

### **Role labels**

The employment of Eliteness as a news value was revealed in various parts of the news presented by the PTV channel. While relating the victory of Donald Trump in various states of America, the reporter significantly used role labels and mentioned the names of two states i.e. Pennsylvania and Wisconsin, and declared them as “ahem riyastain” (important states). The significance of these states lay in the fact that after almost three decades a representative of the Republican Party had won a majority number of votes. Role labels were also employed to differentiate and highlight various celebrities,

political figures, and politically significant places. These include names of politicians such as “Donald Trump, Hilary Clinton, Barack Obama”, political party associations such as “Republican ke umeedwar <representative of Republican>, America ke 45<sup>th</sup> sadar<45<sup>th</sup> President of America>, Democratic Party ki Hilary Clinton <Hilary Clinton of Democratic Party>, US citizen, Republicans, Democrats, Independents, Americi Sadar <American President>” and places such as “New Hampshire, Wisconsin, and Pennsylvania”. These role labels were ultimately used to recognize the social actors of the event and therefore to create worthiness in the news story.

The newsmakers at the Geo network channel also employed role labels to create Eliteness in the news. Geo News role labels were on the basis of political figures and representation of political parties/nations and significant places quoting and unquoting Trump, such

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

as “Donald Trump, Hilary Clinton, Barack Obama, Nou Muntakhib sadar Donald Trump <newly elected president Donald Trump>, democratic hareef Hilary Clinton <Democratic opponent Hilary Clinton>, Democrats, Republicans, Democrats, Independents, White House”. All these people and places were significant for the coverage and linguistic representation of the event.

### **Evaluative Language**

PTV News used evaluative linguistic items to describe and recognize the dream of Donald Trump to convert America into a “great State”. The use of the linguistic device revealed the goals that the newly elected president wants to achieve during his government term. In addition to this, the news on PTV quotes another dream expressed by Trump to create a nation of “united people”. Here the news employing evaluative language defines the goals that Trump wants to achieve in his

interim. Besides, presenting Trump's dream, newsmakers of the channel also tend to highlight the absence of unity among the American nation, and thus creating a nation of united people tend to bring out the absence of integrity in the country. The evaluative language was also used to represent the achievements of Hilary Clinton by the channel through the use of words such as “siyasi aur intezami tajroba” <political and administration involvement> and expressed the significant figure of Hilary Clinton. Lastly, the voters were also described using evaluative language through words such as “electoral” to differentiate between any other types of voters.

The Geo news channel also employed the evaluative linguistic feature such as “Business Tycoon” as Donald Trump is known for his business projects. In addition to this, evaluative language through the use of the word “naya sabaq” <new lesson> was also used to recognize

the seemingly hard lesson learned by political scholars all over the world.

The lesson referred here is that of the victory of Donald Trump. The news makers of the channel using such words tend to mock the other politicians and political experts for their expert opinions. Likewise, PTV News and Geo News also quoted the words such as “united people” to share the dream of the newly elected president. Apart from this, terms such as “America’s interest” was also quoted from the speech of Donald Trump to reveal the foremost goal of the President. The news value created tends to reveal the nationalist approach of the elected President and tends to put forward that in near future America is going to concentrate on its nationalism and nation-building.

### **Impact**

The news value of impact was also employed by the two news channels. The impact is to describe the

effects and results of an event and it can be expressed through the use of linguistic devices such as evaluative language. Intensification/quantification, reference to emotions and finally referring to effects (Bednarek and Caple, 2012).

### **Evaluative Language**

PTV News employed impact as one of the news values to create newsworthiness in reporting the event. The linguistic devices used to employ impact varied from evaluative language to providing reference to effects. The evaluative language was used through terms such as “first time” that depicted an opponent talking about the shocking effects of Trump’s Victory and expressing grief on the shocking results of the elections. Likewise, the phrase “Ameirici tareek ka Naya aur heratangez baab” <the astonishing and momentous chapter of American history>, apart from reflecting

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

consonance and Eliteness, also reveals the impact of the election results on the political analysis of the event.

In a similar fashion Geo news to develop impact used varied linguistic devices from evaluative language. Evaluative linguistic terms such as “halia tareek” <to date> tend to reveal the astonishing impact of the winning of Donald Trump. In a similar fashion, apart from just presenting news values of consonance and eliteness, the phrase “business tycoon ki siyasi Chalon ne aisa kamal kr dia ke baray baray danishwar aur siyasi gar ho heran pareshaan, expert aur tajzeya kar takte reh gaye” <the political tricks of the business tycoon left the profound political scholars and expert groups astonished and overwhelmed>; also reflects the impact of the event and apparently reveals the political views of winning of Donald Trump.

### **Intensifications and Quantifications**

In addition to evaluative language, the eliteness is also created through intensification and quantification. The words and figures such as “electoral college main Trump ne 568 main se 289 vote hasil kiye jabke Hilary ne 218 votes” <Trump won 289 votes out of 568 in electoral college while Hilary won 218 votes>, “45<sup>th</sup> Sadarmuntakhib hue” <got elected as the 45<sup>th</sup> President> and “28 riyaston” <28 states> depicted the impact of the winning of Donald Trump. In a similar fashion, the linguistic device of referring to the emotions of the social actors playing a part in the event also reveals the impact news value of the event. PTV news revealing the feelings of social actors in the event employed impact news value. Quoting the opponents and proponents of the results of the elections such as “I am shocked, my friends are shocked, peers are shocked”, “the country is fed up” and “peers are shocked” tend to reveal the

two sides of the story i.e., to present the apparent expectations of the common people of America.

Geo News used intensification to bring in the impact such as in describing the aftermaths of the presidential elections and the Democratic camp, the reporter used words such as “udasi”<sadness>, “aanso” <moans>, “mayousi” <despair> and “sanata”<desolation> to give an intensified picture of the Democrats; thus indicating their anguish towards the election results. On the other hand, intensification was also employed to describe the hopeful attitude towards foreign relations of the newly elected president by quoting his words such as “we expect to have great relationships”, thus intensifying his extreme level of hope of having the proposition of developing cordial relation around the globe. Besides intensification, quantification was also used to develop impact. The reporter quantified the dream expressed by Trump towards his supporters using

such words: “Americi fakr karein gay iss naye dour pr jo 2, 4 baras taq mehdood na ho balke 8 baras taweel ho” < the Americans would feel proud on the upcoming new era which would be extended not just to 2 or 4 years but would be 8 years long>. Trump’s words re-expressed by the reporter reveal his height of hopefulness and his dream to win the next interim of presidential elections again.

### **Negativity/Positivity**

The news discourse is abundant with negative and positive happenings and their reporting (Bell, 1991 as cited in Bednarek and Caple, 2012). The news reporting of Trump’s victory by both channels employed negative and positive vocabulary to establish the news value of negativity and positivity. Linguistic devices depicting evaluation, referring to emotions of individuals, and negative and positive vocabulary aid in constructing the new value Bednarek and Caple



(2012). This subsection explores the dimension of negativity and positivity in the news discourse of the two channels.

### **Negative/Positive Vocabulary**

The words such as “bara upset” <big upset> also refer to the negative element of the event and seem to reveal that the election results are related as not something in favor of the American political realm and for the World at large. Similarly, the acceptance of failure on behalf of democratic representative, Hilary Clinton was concluded through the negative lexeme “shikist” <defeat>. Apart from this negative language was also employed to express emotions of individuals such as reporting oppositional views of the results of elections, the reporting news quoted opponents’ views through the use of words such as “shocked” and “I was not expecting this” which expressed grief and despair. Apart from presenting

Consonance, the phrase “tamam tajzeey aur sarway galat Sabit” <all the analyses and surveys went wrong> also depicts the negativity of the event. Similarly, words such as “fed up, and mess” also represent negativity in addition to impact as a news value. Adding to the negativity and positivity of the event, words such as “khami” <drawback> present attributes of Donald Trump and “khubi” <eminence> to represent qualities of Hilary Clinton.

Likewise, Geo news also made use of negativity and positivity to increase the newsworthiness of the event. Geo news also made use of the evaluative language to produce negativity in words such as “upset”, “tamam tajzeey aur sarway galat sabit” <all the analyses and surveys went wrong>. In addition to this, positive and negative vocabulary was employed as a literary device of antithesis, i.e. while quoting Trump’s speech, the reporter presented words such as “we would get along with all

of the nations/willing to get along with us”, “common grounds/hostility” and “partnership/conflict”, thus indicating the comparison of past socio-political situation of America with other nations of the world and future prospects and propositions of the newly elected president.

### **Personalization**

Personalization refers to the highlighting personal interests and emotions of the social actors in an event. Likewise, the previously mentioned news values, personalization can also be constructed through referring to emotions of individuals, quoting ordinary people in the event and finally referring to other individuals in the event (Bednarek and Caple, 2012). In the reporting of the event of American presidential results, both the channels i.e., PTV and Geo news employed the news value. This subsection explores the linguistic feature used to construct personalization.

### **Emotive Linguistic Devices**

The construction of personalization in the news discourse by the channel was done by providing reference to emotions of social actors of the event. The words such as “we need a change” and “completely unexpected” referred to the emotional expectations of the common people of America. Moreover, these words reflect the emotion of a supporter of the results and also that of an opponent respectively. Apart from referring to emotions, personalization was also created by including quotes and views of the common American in the report. For this purpose, the report exclusively quoted 6 common people; 3 of them supporters of Trump and the other opponents. Their opinion was shared as news by using words such as “Country is fed up. The country is a mess. Barack Obama promised us that he is gonna change things and make things better. Things aren't any better”, and “There was no

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

way that Hilary Clinton was going to unite this country. We needed a change and Donald Trump has provided that change” and finally “congratulations Trump” were quoted to express the views of the supporters of Trump. The opponent’s view was also shared to trying to rule out biasness from the report and to create balance of views. The views such as “Completely Unexpected”, “What I am shocked! My Friends are shocked, every I think all my peers are shocked” and “I was not expecting this...today I had a mother who voted for the first time as a US citizen” were inculcated in the report to express the sides of opponents. Reference to other individuals was also presented in the report through use of words such as “my mother”, “my friends, my peers” to provide reference of the emotions of other people as well.

Geo News also constructed the news value of personalization with the aid of linguistic devices such

as referring to emotions. The report reflected their emotions of Donald Trump after winning the elections by quoting his words such as “I will be the president for all America”, “I pledge to every citizen that I will be President for all Americans and this is so important to me” and “I look very much forward to being your president”. These phrases seem to reveal the happiness and satisfaction Trump had after winning the elections and through the use of such words, it seem that Trump is asserting his win over all America.

### **Proximity**

Proximity is referring to places and nations/communities in the new report. This news value is developed through linguistic features referring to places, nations and also through the use of first-person plural pronouns such as ‘we’ (Bednarek and Caple, 2012). PTV and Geo news also employed linguistic devices to construct proximity in their reports.

### **Spatial Linguistic Items**

Proximity in the report presented by PTV News was developed by providing references to significant places related to the event (New Hampshire, Wisconsin, and Pennsylvania); giving references to nations and communities (America, the country, this nation, for America); and also through the use of first person plural pronouns such “we, us”. The report presented at Geo News also revealed the construction of proximity through linguistic devices such as referring to places (White House), referring to nations/communities (Democrats ke camp< camp of Democrats>, America, other nations, world community, Republican, Democrats, independents) and through use of first-person plural pronoun (we, us). The construction of proximity revealed the relevance of report with the context of the event.

### **Superlatives**

Superlatives are constructed to create escalation in the reporting of events. It is constructed through linguistic devices such as metaphors/similes, referring to emotions, and through quantification and intensifying an expression (Bednarek and Caple, 2012). This subsection explores the construction of the news value in both news channels.

The news value of superlatives was constructed by referring to the emotions of individuals as mentioned earlier (see section Personalization); using quantifiers and intensifiers such as “sabse bara upset<biggest upset ever>), employing metaphor and similes such as “wounds of division, change, azeem mulk bana do<create a great country>”. This was done to develop newsworthiness in the story and make it more attractive for its viewers.

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

The reporting of elections by the Geo news channel also revealed the construction of superlatives through linguistic devices such as intensifiers (bara upset <huge upset>, great relationships); referring to emotions (this is so important to me<quoting Trump>), and metaphors (Business Tycoon, udasi <sadness>, anso <moans>, myousi <despair>, sanata <desolation>, wounds of division, tabdeeli <change>). The purpose of employing these devices is to intensify and highlight the significant aspects of the event.

### **Timeliness**

Timeliness is constructing the relevance of the event with time. As Bell (1991) states the news that has just ensued is the most relevant one (Bednarek and Caple, 2012; Shaheen et.al, 2021). Timeliness is constructed through linguistic items that reflect reference of time, verb tense and aspect. PTV News and Geo News reflected timeliness through the use of

above-mentioned linguistic devices in the reporting of Donald Trump's Presidential Victory.

In the reporting of American election results, the news value of timeliness was developed through the use of language that refers to the time in past and history of voting style (Jahan peechle 3 dehayon se koi nae jeeta <where for 3 decades no one has ever won>), referring to emotions of one of the supporters (Barack Obama promised us that he is gonna change things <quoting supporter>), reflecting dream of the newly elected president (now it is time for America to bind the wounds of division, I say it is time for us to come together as one united people <quoting Donald Trump>) and finally comparing the statistics of votes for democrats in the past and in the present elections (uss josh-o-kharosh Hilary ki himayat nae ki jiss traha unho ne Obama ko vote daleinthey<they did not support Hilary with the valor and furor they supported Obama>). In addition to

this, timeliness was also constructed through use of verb tense in referring to past events and past participle to elaborate emphasis on the past events.

Geo News also employed linguistic devices such as verb tense and aspect and provided details of the past to express the timeliness of the event. Use of statements such as “2008 main Obama ne tabdeeli ka nara laga kr kamyabi hasil kit hi <in 2008, Obama used the slogan of Change and achieved success> and similarly quoting words of Donald Trump, expressed his hopefulness to be the president of America for 8 years. Apart from this, verb tense and aspects were also employed to construct relevance of the event with time.

### **Unexpectedness**

The final news value i.e. unexpectedness is the surprise element that is there in the event and is thus incorporated into news to develop interest of the viewers and thus ultimately the newsworthiness of

the event. Likewise, other news values, evaluative language, referring to emotions, and comparison of events can be employed to develop the surprise element in the news discourse. The current subsection explores the employment of the above-mentioned linguistics elements to construct the news value.

### **Evaluative Language**

The reporting of the event of Donald Trump’s victory by PTV news makers employed evaluative language to express novelty and the element of surprise in the event. The phrase “tamam tajzeye aur sarway galat sabit”<all the analyses and surveys went wrong> apart from presenting Consonance and Negativity of the event also tends to highlight novelty in the news discourse.

Geo News also employed linguistic devices to generate novelty in the event presented as news. The terms such as “heraan-o-pareshaan” <shocked and surprised> suggested

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

that the reporter tends to point out the winning of Donald Trump as somewhat miracle and marvel. The element of unexpectedness that was developed was restricted to the use of evaluative language in a report presented by Geo News.

### **Emotive Linguistic Devices**

In a similar fashion, references provided to the emotions of the social actors involved in the event also revealed the novelty of the event. In addition to this, the voting of “safaid faam” <white people> and “siyah faam” <black people> was compared to present the unexpected element of the event presented on PTV News.

It is evident from the exploration of the data sets that the newsmakers, irrespective of the organization they belong to, tend to create stories immersed with news values. However, the news values constructed and the choice of linguistic devices to be adapted and

employed, tend to reflect the ideological and socio-political conventions one follows (Bednarek, 2016, Yousaf et.al, 2019).

### **Conclusions**

The comparative analysis of the two data sets from the two news channels i.e. PTV News and Geo News apparently highlight the prominent news values employed. The diversity and variation in the construction of news values through the use of a particular set of linguistic devices have been illustrated in the data sets. It is evident from the data sets that the news values of Consonance and Eliteness seem to contribute to the larger part of the news discourse with respect to other news values. On the contrary, the impact of the news discourse is restricted and tends to subsidize less in newsworthy process. Apart from this description of significant places and use of negative and positive vocabulary has also seemed to take

part in news constructing process. It was observed during the analysis (see Section 2.3) that the news discourse seems to be positioned within equilibrium i.e., it inculcated views of both sides; supporters of election results and also of opponents of the results. On the contrary, the news presented on Geo News lacked the views of both sides and thus seem to create a biased viewership. This reveals the ideological perception carried by the two channels; PTV News being state-run, seems to monitor and check the content being displayed; while Geo News, being a privately run network, tends to highlight the ideological perceptions of the owners. Henceforth, the analysis of the two data sets, reveals the employment of almost all the news values, nevertheless with variation and deviation due to perceptions, preferences and choices of news makers.

This article using discursive news values analysis as the analytical framework has explored the use of

linguistic devices in constructing news values and ultimately newsworthiness. The paper apart from revealing various linguistic devices employed by news agencies to promote, highlight, and even diminish some aspects of the study, also reflect the frequent use of evaluative language to construct news values. Moreover, the study also revealed that PTV news stating own has distributed the news in an order that covers all dimensions from quotes of the winning President, reporter comments, the procedural details of the elections, and lastly comments from the masses. On the contrary, the report presented by Geo News was more synchronic to a thriller movie rather than reporting the event. Furthermore, the news event presented by GEO News reflected biased views of adversity of election results, thus providing their audiences with an enforced viewpoint. The current study through the exploration of the steps adapted by Pakistani News channels to



*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

present the significant event of World politics attempts to contribution in the field of news discourse and media studies (Hussain et.al, 2021) and to provide with an intention to present language as central and crucial to construction of news values and newsworthiness.

## References

- Bednarek, M. (2016). Investigating evaluation and news values in news items that are shared through social media. *Corpora*, 11(2), 227-257.
- Bednarek, M. (2016). Voices and values in the news: News media talk, news values and attribution. *Discourse, Context & Media*, 11, 27-37.
- Bednarek, M., & Caple, H. (2012). 'Value added': Language, image and news values. *Discourse, context & media*, 1(2-3), 103-113.
- Bednarek, M., & Caple, H. (2012). News discourse (Vol. 46). A&C Black.
- Bednarek, M., & Caple, H. (2012). 'Value added': Language, image, and news values. *Discourse, context & media*, 1(2-3), 103-113.
- Bednarek, M., & Caple, H. (2017). *The discourse of news values: How news organizations create newsworthiness*. Oxford University Press.
- Bell, A. (1991). *The language of news media* (pp. 84-85). Oxford: Blackwell.
- Caple, H., & Bednarek, M. (2016). Rethinking news values: What a discursive approach can tell us about the construction of news discourse and news photography. *Journalism*, 17(4), 435-455.
- De Nies, T., D'heer, E., Coppens, S., Van Deursen, D., Mannens, E., Paulussen, S., & Van de Walle, R. (2012). Bringing Newsworthiness into the 21st

- Century. In *WoLE@ ISWC* (pp. 106-117).
- Elorza, I. (2014). Newsworthiness, attribution and lexicogrammatical strategies in two types of news articles in English and Spanish. *Topics in Linguistics*, (14).
- Galtung, J., & Ruge, M. H. (1965). The structure of foreign news: The presentation of the Congo, Cuba and Cyprus crises in four Norwegian newspapers. *Journal of peace research*, 2(1), 64-90.
- Ghavamnia, M., & Dastjerdi, H. V. (2013). Evaluation in media discourse: Contrasts among journalists in reporting an event. *Procedia-Social and Behavioral Sciences*, 70, 447-457.
- Gilchrist, K. (2010). "Newsworthy" victims? Exploring differences in Canadian local press coverage of missing/murdered Aboriginal and White women. *Feminist media studies*, 10(4), 373-390.
- Harcup, T., & O'Neill, D. (2001). What is news? Galtung and Ruge revisited. *Journalism Studies*, 2(2), 261-280.
- Hussain, S., Siraj, S. A., & Mahmood, T. (2021). Evaluating war and peace potential of Pakistani news media: Advancing a peace journalism model. *Information Development*, 37(1), 105-121.
- Saeed, M., Farooq, T., Khan, M. A., & Mahmood, N. (2021). Perception of Electronic News Media of Pakistan in the Digital Age. *Asian Journal for Public Opinion Research*, 9(3), 293-306.
- Shaheen, L., Anwar, M. N., & Ishaq, R. (2021). Do International News Agencies Set the Agenda of Pakistani English Newspapers? A Critical Analysis of Three English Dailies of Pakistan. *Global*

*Newsworthiness in the Reporting of Donald Trump's Presidential Victory:  
Linguistic Analysis of News Values in Pakistani News Channels*

*Mass Communication Studies  
Review, VI.*

Yousaf, Z., Yasmeen, G., & Ali, E.  
(2019). Sensationalizing the

News Events by Pakistani  
Media. *Journal of Media  
Studies*, 34(1).