A Broadsheet Ideology Expression: The Case of New York Times
Headlines Discourse Analysis

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Abstract
Motivated by the conspicuous position of discourse as a favored place for
the definite and straightforward construction and the influential transmission
of ideological messages, this paper intends to analyze a media discourse to
reveal its ideology behind. The ideology analysis is made possible through a
descriptive qualitative analysis of news headlines of New York Times
magazine (July 16, 2017) corpus as a broadsheet media of the United States.
The headlines of this 56-page corpus are analyzed based on a multi-
disciplinary nine-dimensional framework, including surface structures,
syntax, lexicon, local semantics, global semantics, schematic structures,
rhetoric, pragmatics and dialogical interactions, suggested by Van Dijk
(1995). The results indicate that all of the nine elements of the adopted
taxonomy cooperate to represent a feeling of group belonging, a fundamental
group belief and an illogical but socio-psychological and heterogeneous
ideology of the founders and readers in all three sections, news, opinions and
features headlines of the newspaper. This ideology investigation reveals the
shared social image of specific kind of collective groups addressed by the
New York Times, the appropriate possessions of the communicative
situation as interpreted by language users, the model that is created by
readers and the strategies that writers go through to index the ideology. The
pedagogical implications of the study for the second language learners of
English are also discussed at the end.

Keywords: Ideology, Broadsheet, Discourse Analysis, New York Times
Magazine, Headlines