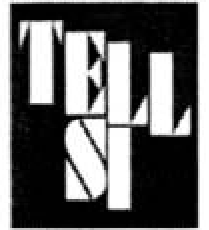


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**A Broadsheet Ideology Expression: The Case of New York Times
Headlines Discourse Analysis**

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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