

The Language of Online News Headline: Discoursing the Marawi Crisis

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Abstract

This study explores the language of three hundred thirteen headlines of the Marawi crisis from the online news platform of Philippine Daily Inquirer (PDI) and MindaNews. The primary objective is to analyze the different frames of reporting the siege of Marawi in 2017. Lexical choices are listed to analyze the news coverage of the crisis and the actors' involvement in terms of word associations and voice of the verbs. Findings show twelve (12) frames of the events, namely, death and violence, defense forces, humanitarian, education, Marawi community, military, Maute, normalcy and safety, political and clerics, revolutionists, and war. The lexical choices of PDI describe dominant actors in the active voice whilst MindaNews' actors are in the passive voice. The PDI is informative through an objective-based and evidence-based reporting, with a fraction of provocative and emotive attitudes but not exaggerating the portrayal of the actors. On the other hand, MindaNews reveals its localness through the underlying provocative words they use to associate their actors. Although both news agencies are less speculative, they generally keep track of an informative attitude on news reporting the event with the presence of their differing biases.

Keywords: *Attitudes, frames of events, lexical choices, marawi crisis, news headlines*

Introduction

News headlines fulfill several functions, and one of these is to present the truth. These news headlines are generally designed for shortness and dramatic eye-catching effect to intrigue the potential readers and stimulate their interest. Unfortunately, they can be notoriously misleading, inaccurate, or ambiguous (Turner, 2009 as cited in Metila, 2013). Implicit in the news headlines, ambiguities may address a slant and reflect bias and inconsistency. Although each differs in visions and missions, both have clearly stated their news beats, local newspaper and national newspapers widely differ in coverage and handling of the news. MindNews for example, is considered to be local in scope because it is more immersed on Mindanao concerns and issues. The leading newspaper in the Philippines, the Philippine Daily Inquirer (PDI), covers national news. Since this research deals with media discourse, this study believes that it is also fitting to have a local agency to be thoroughly, objectively and fairly compared to one of the mainstream news agencies in the Philippines, the PDI. Due to the involvement of the ISIS, the headlines are doubly crucial in interpreting how these news agencies cover the Marawi crisis. Within the context of war, violence, and extremism, this study investigates the processes behind the production of the news headlines and people's consumption of the news. Hence, the different framings of PDI and MindaNews regarding the Marawi crisis provides the backdrop of this investigation.

On May 23, 2017 a combat between the Philippine military group and a local terrorist group, called Maute, erupted in Marawi City, a major city in Southern Philippines (PDI, 23 May 2017). The Marawi conflict went on for four months and news coverage shifted to the issues of displacement, psycho-social support to the traumatized victims, food, and health and sanitation in the evacuation centers (Fonbuena and Bueza, 2017).

The Center for Media Freedom and Responsibility (CMFR) identified PDI and The Philippine Star (PS) as among the leading broadsheets that covered the Marawi crisis. Its assessment of the two papers' coverage, along with Manila Bulletin and primetime newscast, provided valuable context to the press coverage of the crisis in Marawi. One of the local news networks that covered the crisis is MindaNews. As an effective media, MindaNews has been perceived by the public to be non-mainstream. It is owned by Mindanao News and Information Cooperative Center (MNICC), a cooperative composed of independent, professional journalists who believe and practice people empowerment through media.

According to CMFR, reports that depended mostly on government updates did not broaden the scope of public understanding. The media should have gone beyond official statements and drew out the voices of the affected communities and of those with knowledge of their history, religion and culture. Local perspective of the news coverage was significant for it afforded more depth and understanding of the diverse communities from where the main event took place. It must include citizen priorities, concerns and perceptions regarding dissimilar issues. Moreover, it created networks reaching out also to those people near on that main event happened.

Identifying linguistic cues that deceitfully impose diluted views and 'truths' become more and more important aspect as readers face an onslaught of headlines. Because what is published is not only a reflection of events' importance, headline also reveals a complex and artificial set of criteria for selection (Fowler, 1991). Meanwhile, with the spread of opinions on the event which are thought-provoking, news headlines deserve some analysis too. As forms of public discourse, they could be investigated through lexicalization, identifying and analyzing meanings and the patterns from word choices.

The study answers the following research questions:

- 1.) What frames of events were covered in the online news headlines of the Philippine Daily Inquirer (PDI) and MindaNews?
- 2.) How do the lexical choices of the online news headlines contribute to the meaning and portrayal of actors?
- 3.) What media positionings do the headlines suggest about PDI and MindaNews in their coverage of the Marawi Crisis.

Theoretical framework

This study is grounded on Van Dijk's (2006; 2008; 2009) Sociocognitive Approach which states that discourse uses a multidisciplinary approach draws on findings from cognitive science and social psychology. At the heart of his theory is the idea that context should be understood as an ongoing updated participant construct of the relevant contextual features of text and talk. With this, Kitzinger's

Framing and Framing Analysis (as cited in Devereux, 2007) was helpful in the analysis of “categorizing events, ways, paying attention to some aspects rather than others, deciding what an experience or event means or how it came about” (Kitzinger, 2007 as cited in Devereux, 2017, p. 134). Frame analysis is thus the term used when researchers try to unpick the processes through which frame is presented. With this, Systemic Functional Grammar Theory by Halliday (1976; 1978; 1985) is used to explain language only as realizations of meanings that are inherent in the social system. His theory views Language as a meaning-making resource. What Halliday means is the production of a linguistic structure, on any scale- e.g. word, group/ phrase, clause, message, text. In describing the grammar of a language, it should describe the systems of choices a speaker inherits from his/ her community. In analyzing the meaning of a word, clause, text, needs to understand what choices were made and explain why those were made by the speaker/ writer in a particular moment. Thus, the study needs to explore the form and function together. This is to relate what we can see to what we can do with the other possibilities- the system. Lastly, Discourse Analysis' (DA) constructionist and interpretative stance is likely to make good epistemological sense in this study. DA combines microanalysis of language with macro level discussion about how versions of social reality are constituted, and thereafter made resistant to criticism using specific rhetorical strategies. This makes it an effective method for deconstructing the linguistic accounts of political and media figures.

The study investigates the discourse on Marawi Crisis from the online news headlines of the PDI and MindaNews. The sources of data were archived from the published online news headlines of Philippine Daily Inquirer (PDI) and MindaNews. From these news headlines, the study employed lexicalization by Halliday that determined a pattern through their lexical choices (Subject, Verb, and Adjective). Lexicalization, otherwise termed ‘wording’ by Fairclough, which is equivalent to Halliday’s, has to do with the use of lexical items from different register fields.

Subjects portray as actors either active or passive. These subjects were examined if the journalist allowed himself or herself to express or suppress the agent of news acts from subject positions. All these processes eventually reveal the attitudes of the two news agencies on the Marawi Crisis coverage (e.g. Informative, Speculative, Provocative, and Emotive).

Methodology

Research design

The investigation was able to prove the potential commonality and differences between the online news agencies, PDI and MindaNews. In which this paper was identified to be a comparative study. From the research questions, the study was made possible around online news headlines of PDI and MindaNews discoursing the Marawi Crisis. Next, lexical choices/items were identified as Subject, Verb, and Adjective. Then, the online news headlines were categorized into the frames of events which covered May 23, 2017 to August 23, 2017. Several frames of events were yield. Furthermore, it revealed several attitudes (e.g. Informative, Speculative, Provocative, & Emotive) on the Marawi Crisis coverage which the news agencies possessed.

Method of data collection

The researchers considered two news agencies in the Philippines online. For the national spreadsheet, the criteria were its wide readership and a prestigious news agency online. For the local spreadsheet, it should also be with wide readership and accessible online. From the chose online news agencies, the researchers archived online news headlines of PDI and MindaNews on News report about

the Marawi Crisis. The headlines considered were news reports that were all straight news. To finalize the corpus, online news headlines contained both the word/s “Marawi” and/or “Maute” were considered.

Method of analysis

This study utilized online news headlines of PDI and MindaNews as the unit of analysis. The analysis used were the five coding units: (1) Physical Unit- A comparative study using two online news agencies can be set at the micro level when their headlines are analyzed, or it can be set at a higher, more macro level when aggregates of headlines such as the different frames of events can become a unit of analysis. Similarly, these headlines look as in the usual bold in bigger text found in a newspaper; (2) Referential Unit- The Lexical choices/items that will be identified from the headlines limit to its Subject, Verb, and Adjective. The collection of these lexemes will either reflect a negative or positive meaning based on its conceptualized definition; (3) Syntactic Unit- Subsequently, after identifying the Subjects (e.g. human and non-human entities) found in the headlines, their position in the sentence or how they are placed in the sentence will tell if they are in the active voice or in the passive voice; (4) Prepositional Unit- From the words (e.g. Verbs and Adjectives) associated with the Subjects create lexical meaning. These carry ideas that will talk about possible liberal biases of the online news agencies; and (5) Thematic Unit- In that case, frames of events that will be yield will serve to be the basis on where these news agencies give focus to in news reporting the event. These categorizations will encapsulate the obvious attitudes (slant) on Marawi Crisis coverage that they possess in the beginning.

Results and Discussion

The analysis of these online news headlines was organized based on the questions raised. The first section discusses the Frames of Events, the second presents the Lexical choices used in the news headlines, which reflect the Portrayal of actors shown in the succeeding section, and finally, the analysis of the news headlines from PDI and MindaNews will present the understanding of the different attitudes on Marawi Crisis coverage (Informative, Speculative, Provocative, and Emotive).

Frame of events

Philippine Daily Inquirer yielded nine (9) Frames of Events: (1) Death and Violence Frame which covers the outcomes of the conflict in Marawi. It is generally characterized by destruction and mortality that are presented with data. (2) Defense Forces Frame which covers the actions and actual statements from the Military Forces in the Philippines (3) Humanitarian Frame which is concerned with or seeking to promote care for others, most especially those that are in need of assistance. (4) Marawi Community Frame which covers Marawi City itself, its institutions, and its affected people as central subject during the Marawi Crisis. (5) Maute Frame whos central subjects are the Maute group or members shown in any circumstances in varying role. (6) Normalcy Safety Frame which covers the events reflecting the community’s unfortunate situation during the Marawi Crisis to be back in its regular form and routine. (7) Political and Clerics Frame which covers the actions and statements from the people in the religious parties and the government. (8) Revolutionists Frame which frame covers the actions and statements from the various armed groups in the Philippines. Basically, these are group of people who are fighting for a specific purpose. (9) War Frame which covers the state of armed conflict between societies.

On the other hand, MindaNews yield at (8) Frames of Events: Death and Violence Frame, Defense Forces Frame, Education Frame, Humanitarian Frame, Marawi Community Frame, Maute Frame, Political and Clerics Frame, and War Frame. Frames from PDI that are found in MindaNews have the same definition for its categorization. The Revolutionists frame that is observed in PDI is not present in any categorization of headlines in MindaNews, but an additional frame was observed - Education Frame. This frame covers the holistic concerns about students, teachers, universities, and educational institutions affected by the Marawi crisis.

As shown in the Table 1 on page 64, the PDI's highest number of headlines is under the Political and Clerics Frame with (88) news headlines, followed by Defense Forces with (65) news headlines, Death and Violence Frame with (24) news headlines, Humanitarian Frame with (17) news headlines, Maute Frame with (15) news headlines, Marawi Community Frame and War Frame with (9) news headlines similarly, and Normalcy and Safety Frame with (5) news headlines. These results perceptibly highlight the actors in the Political and Clerics Frame and give the least attention to the actors under Normalcy and Safety Frames. It could be inferred that PDI is a pro-government news agency and at the same time, it serves to maintain an objective-based of news reporting. No matter how many varieties of their news headlines are published on a daily basis during that time, there were vivid traces of slants or positioning in the news which indicates a bias.

MindaNews' highest number of headlines is under Political and Clerics Frame with (16) news headlines, followed by Humanitarian Frame with (15) news headlines, Defense Forces Frame with (9) news headlines, Death and Violence, and Maute Frame with (8) news headlines similarly, Marawi Community Frame and War Frame with (7) news headlines similarly, lastly, Education Frame with (5) news headlines. Based on this result, MindaNews acquired the prominent subjects presented in these headlines were under Political and Clerics Frame. However, it is undeniable that it showed its focus more affectively on the humanitarian acts of their actors and on the victims of the Marawi Crisis, which contrasts PDI's highlight of the people on the government, special mention to Duterte and the soldiers. Thus, the localness of MindaNews manifests extremely.

Regardless if PDI yields the most number of news headlines compared to MindaNews, still, most of the frames were present in the two highly different news agencies. Moreover, the Education Frame only exists in MindaNews while the Defense Forces and Revolutionists Frame only exist in PDI. Both agencies have their own goals in achieving what angles and perspectives of events deserve more attention and focus. They tend to feed the news media readers with what they think were the most significant people and information. Hence, they convey totally different kind of news reporting as evidently shown in the table below

Table 1. Number of Online News headlines of the PDI and MindaNews under the Frames of Events

FRAMES OF EVENTS	NUMBER OF NEWS HEADLINES	
	Philippine Daily Inquirer	MindaNews
Death and Violence Frame	24	8
Defense Forces Frame	65	10
Education Frame	---	5
Humanitarian Frame	17	15
Marawi Community Frame	9	6
Maute Frame	15	8

Normalcy Safety Frame	5	0
Political and Clerics Frame	88	16
Revolutionists Frame	6	---
War Frame	9	7
Total	238	75

Lexicalization of online news headlines

The PDI featured subjects under the Death and Violence Frame are the following: Cop, 8 missing bakery workers, damage, Bodies, Kin of cop, Hunger, Police convoy, More than 700 teachers, bodies of civilians, 59 Marawi evacuees, 3, 2 BIFF members, Death toll of gov't force, Uncle of priest held by Maute, AFP death toll; DND chief, PNP SOCO, Palace, 6 hostages, 2 soldiers, 11, Decomposed, bodies, Isabela, Army, Abducted priest, and 7 'disguised as cops, soldiers.'

The use of statistics in 9 news headlines, for example: (1) 8 missing bakery workers found dead near Marawi City, (2) More than 700 teachers still unaccounted for in Marawi, (3) 6 hostages killed by Maute for refusing to fight gov't troops, and (4) 2 soldiers killed, 11 wounded by 'friendly fire' in Marawi and (5) shows an evidence-based news reporting. This practically suggests a good practice on delivering news information to the public. Consequently, the subjects were accompanied with verbs such as: found, the past tense and past participle of the word 'find' which means "to discover (something or someone) by chance"- Learner's Dictionary, die means "to pass from physical life", hold which means "to keep under restraint", killed, and nabbed means "to catch or seize in arrest" (Definitions from Merriam-Webster Dictionary). In addition, the following are adjectives used in the headlines with their definitions taken from Merriam-Webster Dictionary: (1) Dead refers to "no longer alive" (2) Massive refers to "forming or consisting of a large mass" which is evident from the impact left by the event, (3) unaccounted "used to say that what happened to someone or something is not known", (4) Unclaimed not called for by an owner or consignee, (5) wounded refers to "injured, hurt by, or suffering from a wound" and (6) alive refers to "having life". These lexemes show an actual and clear description on their subjects.

Meanwhile, Mindanews published headlines like, (1) Bombs hit civilian areas near MSU in Marawi (2) "Friendly fire" in Marawi: 12 killed in 51 days; probe results out after end of combat operations (3) Death toll among Marawi evacuees: 34; cholera monitored but no outbreak (4) Cadaver from Marawi yields live grenade, empty magazine (5) Counting the dead in Marawi: of 384, at least 50 civilian deaths confirmed. Words likes, 'bombs', 'bombing', 'death toll', 'slain civilians' and 'cadaver' are some subjects used in the headlines that reflect damages and pays attention to the shed lives during the war. 'Death toll', 'slain civilians' and 'cadaver' are words that describe the result of violence to human lives. MindaNews also used statistics in reporting these damages seen through headlines like, '12 killed', '50 civilians deaths', to show evidence-based reporting.

The word 'killed' appeared in the headlines twice as a verb. Most of the words that are used are verbs like, "causing", 'expected', and 'yields' that explains the outcomes of violence. Lastly, words like 'tracking' and 'counting' appeared as verbs that show monitoring and recording of the consequences of the siege.

The PDI introduced subjects from the defense forces in the Philippines such as: Red alert, AFP Wesmincom, AFP, PNP, Army, Military, Gov't forces, Bato Dela Rosa, NBI, Defense chief, Lookout alerts, Military clearing ops, police, local execs, US troops, Soldiers, Año, Gov't troops, task force,

DND chief, Defense chief, Bato, FA-50 fighter jets, PNP, DND police, military team, 4 soldiers, and Lorenzana. These people who have taken actions and who have given statements during the Marawi Crisis were associated with several variations of verbs. These clearly suggest that subjects are presented in alternative ways and angles.

PDI presents an evidence-based reporting through making the actual statement of the subject as the news headline. Three indications that for an actual statement are: (a) the use of semi colon for bridging the subject and his or her actual statement like in news headline: “AFP: No more set deadline for freeing Marawi City from terrorists”, (b) the use of dash line like in news headline, “Marawi now under full control of city officials – AFP Wesmincom”, and the use of verbs such as says like in news headline, “Gov’t troops won’t bomb mosques in Marawi, says AFP”. To consider, there are few existing uses of statistics from the other news headlines such as: “Islamist militants kill 19 in Marawi — Army”, “Marawi death toll now at 97 – Army”, “6 cops missing amid Marawi clash, says Bato”, and “8 Maute members surrender, provide ‘valuable’ intel — AFP”.

Out of 64 news headlines under Defense Forces frame, the AFP occurred 24 times followed by other sub-groups under it. They were accompanied with verbs such as ‘urge’ which means, a strong need or desire to have or do something, ‘launches’ to release, catapult, or send off, ‘continue’ to keep going, ‘assigns’ to require someone to do a particular task, declares to say or state in an official or public way, ‘finds’ to get or discover, and ‘admits’ to concede as true or valid. The AFP is presented as a higher authority to give such commands and orders evident from the verbs associated to them. Other related subjects to AFP are its sub-group such as the military forces (e.g. Army, Navy, and Airforce) and Army. The Army, which is the main and first-born branch of the AFP responsible for ground combat occurred 4 times in the news headlines. They were presented in the news headlines with their actual statements.

The noun “government troops” is accompanied with verbs such as, ‘rescue’ which means to free from danger, ‘retake’ which means to take or receive again, and ‘capture’ which means to take and hold someone as a prisoner especially by using force. It appears that the word Government attached to the word troop may not be necessary, since troop can stand alone with its meaning a group of soldiers. It is evident that from this redundancy, which is the process of emphasizing something in other ways, the Government give the impression of owning the soldiers.

MindaNews’ Defense forces frame’s headlines are evidently concerned on military and other armed forces. (1) Lorenzana: US forces in Marawi coordinated communications link (2) Lorenzana, ‘Bato’ on opposite sides of deploying abusive cops to Marawi (3) Lorenzana admits gov’t underestimated Maute Group (4) Military nabs 2 suspected Maute supporters in Cagayan de Oro (5) Joint maritime patrol with Indonesia seen to prevent reinforcements to Maute. Subjects like, ‘Soldiers’, ‘government forces’ and ‘Lorenzana’ are all working for the government’s security and safety measures.

‘Soldiers’ is associated with ‘slain’ as an adjective. The use of slain to refer dead soldiers is observably used in numerous headlines. ‘Slain’ according to Meriam Dictionary is an act of murder especially during a war. The presentation of soldiers being slain thus coincides to the reality of the tragic outcomes that the siege in Marawi has resulted.

Overall, the rest of the subjects with the least number of occurrences in the news headlines were properly identified within the scope of their roles and functions in the country. This means that there is a clear emphasis on the subject's prominence.

Education frame is only seen in MindaNews, and it covers the holistic concerns about students, teachers, universities, and educational institutions affected by the Marawi crisis. An indication of a community that is regaining its normal phase is when their education is slowly getting back on track. "Direct experience with disasters ranging from war and terrorism to hurricanes and earthquakes has taught me that there are four basic stages in recovering from a profound stress" (McGrath 2001; 2016). The stage three which is the Constructive Action means "People need to take action and make a difference even in the smallest ways" (McGrath 2001; 2016). Among the four headlines, MSU Marawi Campus and its students are the dominant subject of this frame. These subjects are Associated with verbs like, 'face' and 'prepares'; which indicates the university and its students are getting ready for responsibilities after the war. Headlines like, (1) Aside from security, MSU Marawi students face rising prices of food, transport, dorm (2) MSU main campus in Marawi prepares for Aug. 22 opening (3) Start of classes in MSU's main campus in Marawi will depend on military's OK (4) DepEd still tracking whereabouts of 140 Marawi teachers (5) Region 12 absorbs students displaced by Marawi siege. As observed, subjects like MSU Marawi and its students were presented, and were associated with verbs like "prepares" and "facing" which tells the situation requires the students to get ready to be back at the university again. Other institution like DepEd is presented in the headline and is associated with statistics, '140 Marawi teachers' indicates the slant towards evidence-based reporting (Metila, 2013).

The PDI Humanitarian Frame featured the following subjects: Red Cross, DepEd, Compostela Valley, DSWD, Ilonggos launch drive, Cotabato jail inmates, Aid, PH cities, Duterte, 'Missing Persons Center', 2 Army engineering brigades, Taguig, Pag-IBIG, PAL, Helping Marawi folk, and Rebuilding Marawi. These subjects only occurred once in the news headlines except for DSWD or Department of Social Welfare and Development which occurred twice. Correspondingly, there were no existing adjectives associated to the subjects under this frame.

In the Philippines, DSWD is the executive department which takes responsibility for the protection of the social welfare of rights of the Filipinos, popularly children and to promote social development. The simple verbs associated to this subject are the following: -distribute or to divide among several or many and donate or to contribute.

The subject Red Cross is a volunteer-driven organization that aims to help all types of people in crises. Because of the nature of their work, the subject is therefore, fit in this frame. It has been a long time since the organization started and has gained enough connections to sustain their advocacies. In that case, during the Marawi crisis, they were one of the leading organizations that provided help for the affected people. Hence, the verb seeks (to ask for) associated to the subject Red Cross justify their roles and functions in the country.

During the Marawi Crisis, many cities, as evident in the news headline under this frame like 'PH cities', were able to contribute help in many ways, but only few were mentioned such as the Compostela Valley, Ilonggos launch drive, Cotabato jail inmates, and Taguig. Respectively, they were associated with verbs such as extends, raise, skip, and Oks. The verb extends can be a description of how far Compostela Valley really is from where the event took place. Also, the verb Oks can be a description undervaluing the amount of P1.5-M to be given by Taguig that would serve as aid for Marawi. Such verb says that it is easy to give an amount as huge as the aforementioned. Similarly, news

headline wherein the subject is PAL or Philippine Airlines intended to donate an amount of P2M for soldiers fighting in Marawi. The mentioning of how much it would cost for humanitarian advocacies fail the principal value of humility. It could be inferred as an act of arrogance. If that is true, in that case, it is important to remember that humanitarian activities must not be used for personal interests.

Meanwhile, in MindaNews, humanitarian frame is widely dominated with content regarding on relief, donations, and allotments for promotion of the community. (1) Singapore sends aid for Marawi evacuees (2) Singapore for Marawi bakwits (3) GenSan extends aid to evacuees from Marawi City (4) Business missions to promote investment opportunities in Mindanao amid Marawi crisis (5) Investments in ARMM seen to grow despite Marawi crisis (5) Mindanao interreligious groups call for anti-hate campaign amid Marawi siege (6) Moro groups call for humanitarian corridor to get Marawi residents out of harm's way

Out of 15 headlines, 14 headlines deal with agencies who extended their help for Marawi, namely: the country, "Singapore"; several places in the country like "GenSan" and "Region 12"; and organizations like "US Forces", "MILF", "Gensan LGU", "Mindanao Interreligious Groups", and "Moro Groups".

An obvious representation of support for Marawi is seen through the verbs that are commonly used in the headlines. The word "helps" according to Meriam Dictionary is a synonym for support that means to give assistance or support to. Another verb used in the headline is the word "extends" that means to make available or to make the offer of, for example, extending aid to the needy. The word 'send' means to grow out parts during development. Lastly, the verb 'allots' that is by defined by Meriam Dictionary as to assign as a share or to distribute by or as if by lot. These four verbs are dominantly used as verbs in the headlines which present an image that aids were sent and delivered to the affected community.

In PDI's Marawi Community Frame, the following subjects that were featured are the following: Marawi residents, Marawi clash, Opening of classes, In war-shaken Marawi, Civilians, Marawi folk, Refugees, Baby girl, 4, Marawi evacuees, and Marawi local. These subjects were associated with verbs such as told, fuel, postponed, struggle, watch, brought out, Reach, and shares. There were no existing adjectives associated with the subjects.

In this frame, news headline says Marawi clash fuels fear of ISIS foothold in Mindanao's use of the verb fuels, a source of sustenance or incentive, evidently confirms and suggests a measure or level of fear developed by Mindanao during the event. Even though the war did not happen all over the island and only inherent in the areas of Marawi, the headline speaks of the fear of all people living in Mindanao. Whilst, the verb struggle, or to make strenuous efforts, suggest an intense difficulty experienced during the event.

MindaNews' Marawi Community Frame covers Marawi City as well as its institutions and its affected people as central subject during the Marawi Crisis. Specifically, people who were physically present that time. As a local newspaper agency, MindaNews presented 7 headlines: (1) Marawi civilian casualty number expected to rise 'dramatically' – military (2) Send us home, Marawi evacuees ask Duterte (3) 4 workers in Marawi escape from Maute, 1 killed (4) No immediate homecoming for Marawi folk once conflict ends (5) 500 to 1,000 civilians remain trapped in Marawi conflict zone. The prominent subjects of this frame are Marawi and its civilian. No evident verb is used over the other. Verbs like 'trapped' and 'escape' are used in different headlines about Marawi Civilians and workers. These verbs were not exaggerated nor understated the situation.

The members of the Maute Group, who are the perpetrators during the event, were presented in the frame as a variety of subjects: Maute group, Abus, Maute gunmen, Maute group use of civilians, mosques, Maute sniper, Father of Maute group leaders, Maute brothers' pa, Maute 'bomber', Maute mom, Fake ID, Arrest of Maute bomb maker, Maute relatives, Maute fighters, Maute 'spies', and 'Maute Group member'. These were associated with verbs such as: fire, hampers, shoots, arrested, charged, grilled, Charged, fails, nabbed, use, arrested, and laughing, relaxing.

The word gunmen, plural form for the word "gunman", confirmed the use of statistics that there were many of them. At the same time, the Maute labeled as gunmen leaves an implication that they are armed and capable of harming. This correspondingly juxtaposes the Maute with negative synonyms such as terrorist, murderer, etc. The preference for the verb remain, which refers on continuing to exist persistently (Oxford Dictionary 2008), results in confused attribution to the Maute as simply just existing or not doing anything else. Likewise, the verbs laughing and relaxing associated to the Maute gunmen make the news headline captivating for that of the perpetrators, being able to laugh and relax during the clash in Marawi which is really a prompting fact. However, the answer to the prior question on why they were able to manage laughing and relaxing during the event is that these gunmen are still on their teenage years.

In connection to this, the noun modifiers terrorists, sniper, bomber, bomb maker, gunmen, fighters, and spies are either synonymous or closely related, providing the impression that the Maute are criminals who inflicted harm during the Marawi Crisis. Synonymous with these words are the guerillas which will bridge a connection to Abus.. According to Jonathan Head, "the group (Maute) has also been linked with Isnilon Hapilon, a prominent figure in the Abu Sayyaf militant group" (BBC News, Bangkok 2016). Therefore, this creates and forms speculation that these two groups of guerillas work together during the fire on military camp in Marawi.

Another set of noun modifiers are the following subjects: Father of Maute brothers, Maute brothers, Maute mom, and Maute relatives. Hence, Maute are still a typical Filipino Muslim Family driven by their own visions and missions. Overall, the verbs presented in this frame were all in its simplest terms, which persists the accuracy and preciseness in modifying nouns/doer of the action/subject.

The spotlight for Maute Group during the Marawi siege released numerous headlines in MindaNews' reports. In the Maute frame, the dominant subject 'Maute' is associated with verbs like, 'condition', 'nabbed', 'hid', 'transferred', and 'denies'. (1) Maute Group sets condition for Fr. Chito's release but frees 5 hostages during humanitarian ceasefire (2) Arrested Maute hid in CDO boarding house for 2 weeks (3) Maute Group suspect nabbed in Cagayan de Oro (4) Mother of Maute Group leaders nabbed (5) Cayamora Maute and family transferred to Manila. 'Nabbed' being used twice to show actions in relationship to Maute implies that, to catch or seize in arrest. Similarly, with the word 'denies' that is shown in two headlines as a verb implies that, someone who declares untrue or refuses to admit or acknowledge an action. Along with the words hid and transferred, that necessarily shows the logic of location, position or a certain setting.

The PDI's Normalcy and Safety Frame features the following few significant people and places during the event's resolution: Lanao del Norte, Fresh graduate, 5 policemen, 5 civilians, Business, and Mindanao State University of Marawi. These are associated with verbs such as: ready, receive, last, rescued, and holds. The only adjective word present is the word 'alive'.

The use of statistics 5 to describe the number of policemen and civilians rescued indicates the slant towards evidence-based reporting. Also, it reflects an objective-based reporting by combining both subjects with the word rescued which refers to “someone saved from a dangerous or difficult situation” (Oxford Dictionary, 2008). Thus, it suggests that the news headline draws more attention only to the event’s resolution. Overall, the rest of the verbs associated with the subjects successfully played their respective roles in the event’s resolution and outcome.

The PDI’s Political and Clerics Frame featured several people from the government seats such as: Duterte, Senators, Marawi mayor, De Lima, Comelec, Aguirre, DOJ, Palace, Gov’t, Mayor, PH, Marawi mayor, residents, ARMM exec, Marawi mayor, cops, Alvarez, DILG, CBCP, ARMM gov, Hospital, Lanao exec, DOJ forming panel of prosecutors, Joma Sison, PH gov’t, Poe, Lanao Sur vice gov, Aguirre, Duterte, Ex-Marawi mayor facing rebellion charges, Leftist solon, BJMP, SolGen, Supreme Court, Maranao leaders, SC, Muslim leaders, DOJ board, NDRRMC chief, Bayan Muna, TESDA official, Prosecutor, Maute, Isko, Place, Koko, Angara, DPWH secretary, Hapilon, Abella, Baguilat, Marawi bishop, Adiong, CHR, Sotto, Pacquiao, Senate, Ejercito, and Muslim clerics.

In this frame, Duterte was the most prominent subject evidently because of his great impact in the Philippines as a President. No wonder that the media entities never miss any of his moves for action towards the event. Duterte was associated with the following underlined lexemes in the news headlines: Oks or to approve something, tags or to hold to account especially to charge with violating the law, linked refers to having or provided with links, cancels or to call off usually without expectation of conducting or performing at a later time, calls or to make a request or demand, reveals or to make known, says or to express in words, spend or to use up or pay out, seeks or to go in search of, visits or to go to see or stay at a place for a particular purpose, lands or to set or put on shore from a ship, and prepared refers to being ready for something : in a suitable condition for some purpose or activity (Source: Learner’s Dictionary). Clearly, the chosen lexemes associated with Duterte are appropriate to his profile as the President of the Philippines, who is the central person responsible to what the country might face at any time. The terms used such as Oks, cancels, calls, reveals, and says are some manifestations of a very straightforward personality.

The subject “gov’t” which occurred five times in the news headlines were associated with the following verbs: wants, reciprocates, assures, and readying. Their actions, decisions, and statements will always matter as a functioning government. Therefore, everything that they do will affect the people. The choice of these lexemes associated to them were very straightforward. The image projected to the government was implies how they are accountable of what the country is facing and that they are reliable for it. This means that whatever statements come from them, it could necessarily imply a confirmation of factual updates.

Overall, this frame is evidently rich with subjects from the government but only rare interactions from the clerics. The subjects were mostly identified by their names and presented accordingly based on their roles and functions. This suggests that this frame gives importance to the prominence value. Furthermore, they were associated with simple verbs. In addition, several subjects were presented through featuring their actual statements as straight news headlines with the use of semi-colon and dash line. Also, there were no manifestations of the use of statistics and only few adjectives were observed.

In MindaNews’ Political and Clerics Frame, headlines that features prominent persons in politics such as the President Duterte, Lorenzana, also, local political personnel like Ex-Marawi Mayor

and a local priest were subjects. Generally, the Political and Clerics frame discusses mainly the politician's actions, resolutions and appeals throughout the siege. (1) Ex-Marawi mayor subject to arrest again due to "vehement objections" from AFP, PNP, local officials (2) Duterte on Marawi: even if it takes a year ... (3) Duterte tells Marawi troops he had to declare martial law or face impeachment (4) Type D for Digong: Duterte introduces new military attire in aborted Marawi trip (5) Duterte: "That war in Marawi will continue until the last terrorist is taken out" (6) Priest's kin hold daily prayers for safe release of Maute group hostages (7) Priest held by Maute asks Duterte to stop Marawi offensive.

President Duterte as a subject is associated with verbs like, "tells", "vows", and "warns". These verbs have one commonality- to inform an audience about a certain issue or agenda. On the other hand, local government officials such as the Marawi Mayor and Ex-Mayor were also featured with associations of verbs like, "arrest" and "raided". These words imply that before an arrest and raid is done to any individual or residence, it undergoes legal procedures by the power of the law. The contrast of how headlines elaborately wrote "Duterte" and kept the anonymity of the local government officials shows how MindaNews as a local online news agency suppress these official's identity when it is associated with negative impression ('arrest', 'raided') that heightens the issue.

The PDI's Revolutionists Frame reminded the Filipinos of the following subjects: MILF, Communist rebels, and Militants. These subjects were associated with the following verbs: agrees, give, starts helping, open, asks, help, and cling.

Moro Islamic Liberation Front or the MILF is known to be the Philippines' biggest Muslim rebel group. Ironically, the modifier word rebel is too far from the lexemes (agrees, help, save, starts, helping, willing, and help) associated with the subject MILF shown in the news headlines such as: (1) MILF agrees to help save, give aid to civilians trapped in Marawi (2) MILF starts helping evacuate trapped Marawi civilians, (3) MILF asks Maute gunmen to free hostages and (4) Militants cling on to hundreds of buildings in besieged Marawi. The choice of lexemes crafts a good image or character of the MILF, unexpectedly. That's somehow contrary to what Filipinos normally think: not the kind of people who agree, give, help, open, ask, and help.

The subjects such as Communist rebels and militants have something in common and that is they are aggressive in character for political or social cause and the like. Communist rebels are said to be the left-wing groups who are seeking change through armed conflict. The noun militants defined to be engaged in warfare or combat (Source: Merriam-Webster Dictionary).

Headlines about Marawi Siege outbreak in War Frame published by MindaNews shows no prominent subject over the other. Out of the 10 headlines, MindaNews covered about the civilians that has been affected, damaged infrastructures, and actions taken by the government forces and Maute. The word fighting is used as a subject once and once as an adjective in 2 headlines: "Fighting in Marawi will 'soon be over' – Gen. Año" and "18 foreign terrorists fighting in Marawi". Words associated with fighting like, unsafe and battle are seen in different headlines; battle as a verb that describes the action taken by the government versus the Maute group, while the word unsafe is used as an adjective that describes the inspected structures located in Marawi. The use of statistics in some headlines like, "500 to 1,000" and "18" indicates the slant towards evidence-based reporting (Metila, 2013). The lexical choice, "foreigners" in "foreign terrorist" gives a higher impact value on the notion that the terrorism was not made by fellow Filipinos but, the outsiders were the ones who disturbed the country's peace and harmony.

The PDI adopted different terms to describe the break out of the Marawi Crisis such as: Fighting, Air strikes, and Bombs, automatic gunfire. Also, PDI featured other subjects: Soldier, and 8-hour ceasefire. The subject fighting was the most used term treated as subject from the news headlines. For example: 'Fighting rages into the night in Marawi', Fighting resumes between gov't troops, armed groups in Marawi, Fighting exacts heavy toll on Marawi civilians, Fighting erupts after opening of 'peace corridor' in Marawi. According to the Oxford Dictionary (2008), fighting refers to the action of fighting; violence or conflict. Thus, this only connotes the fight between the Maute group and Military forces. The word fighting is accompanied with closely related lexemes such as rages or violent action, resumes or to begin again after stopping, exacts or to demand or get something especially by using force and threats, and erupts or to happen or begin suddenly and violently (Source: Merriam-Webster Dictionary). These verbs are accurate enough in maxim that the fight between the Maute group and Military forces occurred many times in different intensity levels.

With this, the set of headlines found in the War frame really encapsulate the kind of war that took place in Marawi. The intensity of it is changing within an unpredictable time. Certainly, it implies that the event is affected by latent factors, referring to what the Filipinos know nothing about.

Portrayal of actors

The Philippine Daily Inquirer presented their subject groups in the active voice objectively, wherein they were able to express their roles as civilians, victims, soldiers, people of the government etc. the result showed that the subject group from the government were the dominant ones. Still, the frames successfully portray the said involved for who they really are; thereby successfully represent the event's impact and prominence value at the expense of accuracy. Meanwhile, analysis of news headlines in MindaNews shows that subjects were mostly specific human entities and groups, e.g. Duterte, Lorenzana, Government forces, MILF, Maute Group, etc., that occupy an active agent role and predominantly act upon human entities. The news agency presented reality of civilians being the active recipients of the conflict.

Media positionings/attitudes on Marawi Crisis coverage

The Philippine Daily Inquirer as a mainstream and as the oldest news agency, shows fairly an objective reporting through their lexical choices (Subject, Verb, and Adjective) used. At the same time, maintaining the conservative figure and objective reporting. Although, a few subjects were presented dramatically shown on the verbs associated to the soldiers Also, they had presented subjects like MILF in a very contrasting way. Hence, it doesn't invalidate the thorough reporting of the agency. In addition, it was feasible that because Political and Clerics Frames occupy a dominant space equated to other frames make them a more likely a pro government news agency in such a way that was still maintaining systematic reporting. Although, some of their news headlines had several hints of news headlines which were thought-provoking due to their chosen lexemes. Moreover, less speculative attitude was featured similar with MindaNews. Thus, the PDI was dominating the informative attitude of reporting.

On the other hand, MindaNews as a local newspaper agency in Mindanao shows its informative attitude but with intimacy with its readers by publishing numerous news headlines about local identities such as Marawi's government officials, several IP groups and most especially civilians in the community. This news coverage of local personalities and groups are seldom presented by the headlines of Philippine Daily Inquirer. In this way, MindaNews exerted effort in including literally the civilians who suffer the consequences of the siege and not just as if the War was only between the government

forces and Maute. Hence, such reporting does talk about the worst hit experimenter i.e. the people living in Marawi. Also, results show how MindaNews gives focus on how the community was slowly rebuilding the ruins left by the battle. Utmost frames seem to be made in MindaNews headlines to represent actors congruently (sends, extends, allots). In other words, these concrete headlines formulate on the face of it affects people and property and civilian infrastructure. These lexical choices were fundamentally imbricated in attitudes on news reporting and add up to a general discourse. To confirm the localness of MindaNews, it has yielded the most numbered provocative attitudes in totality.

Table 2. Frames of Events and Attitudes on Marawi Crisis Coverage of PDI and MindaNews

Frames of Events	ATTITUDES ON MARAWI CRISIS COVERAGE							
	Philippine Daily Inquirer				MindaNews			
	Informative	Provocative	Emotive	Speculative	Informative	Provocative	Emotive	Speculative
Death and Violence Frame	16	4	3	1	2	6	---	---
Defense Forces Frame	56	5	2	2	4	5	---	1
Education Frame	---	---	---	---	2	3	---	---
Humanitarian Frame	12	3	2	---	6	6	1	2
Marawi Community Frame	6	0	3	---	4	2	---	---
Maute Frame	13	1	1	---	5	3	---	---
Normalcy and Safety Frame	4	---	1	---	---	---	---	---
Political and Clerics Frame	82	3	2	1	7	8	1	---
Revolutionist Frame	5	---	1	---	---	---	---	---
War Frame	6	1	2	---	3	3	---	1
Total	200	17	17	4	33	36	2	4

Conclusion

The frames of events that were covered in the online news headlines of PDI and MindaNews were Humanitarian Frame, Marawi Community Frame, Maute Frame, Normalcy Safety Frame, Political and Clerics Frame, and War Frame. The Defense Forces Frame and Revolutionists Frame only exist in PDI while the Education Frame can be found in MindaNews. The lexical choices of the PDI and MindaNews play a vital role in meaning-making on their news headlines. These lexemes have the power to express or suppress the identities and roles of their subjects, both human and non-human entities. PDI identifies its subjects in active voice while MindaNews' utilizes the passive voice which always keeps a safe generalization of lexemes. The PDI has a number of informative news headlines but instilled in it were hints of provocative and emotive attitudes and less of the speculative attitude. These results still suggest that the media entity also commit biases. On the other hand, the informative and provocative headlines of MindaNews, may convey a defensive stance regarding Mindanao and its peoples.

The analysis shows that news reporters intentionally implant and invest attitudes into news reports by choosing words of their interests for impacting readers' perception about the Marawi crisis being reported. It also shows that word choice can be used by news reporters to convey their attitudes. Lexical classification shows that news reports on conflict may seem to be neutral but are not actually value-free. Mindanews and Philippine Daily Inquirer's headlines showed various frames of events and the attitudes associated with it. The PDI mostly presented an informative attitude with great efforts through their choice of lexemes but still underlies provocativeness, emotiveness, and speculativeness. MindaNews, is more informative although provocativeness is still underneath. Both newspapers employ informative and provocative headlines to capture the attention of the readers. News headlines prototypically occupy the most prominent element of a news report. Readers best recall the information conveyed in news headlines (van Dijk, 2008) and as such, they were likely influenced, especially with regards to their interpretation of previous and subsequent events. Hence, readers may need to exert further efforts to provide an alternative reading position to the one available in the text.

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