Chapter 1

INTRODUCTION

The emergence of internet has completely changed the media landscape, especially in the way news is being handled by the journalists over the world. Perhaps, no other field had a bigger impact than the arena of sports. The real time availability of information in internet has changed the way sports journalists go about their job. The scenario of sports journalism has changed considerably, especially in the way sports journalists search, gather, store and publish information.

The rapid advancement of online media and the burgeoning number of blogs, websites like espncricinfo.com and social media websites such as Twitter and Facebook have brought about a sweeping change in the way sports is covered by journalists and consumed by the masses. The new media tools have changed the role of sport journalists, who need to embrace new skills to cater to the consumers who are accessing various media platforms apart from traditional media for news and information.

In the last decade, internet has completely revolutionized the way people live their day to day lives and affected the political, social, economical and cultural sphere, besides having an indelible impact on the media industry.

After the introduction of Google, social media websites such as Facebook and Twitter has been the most potent tool of communication. These social media sites driven by Internet is a platform which blend text, video, pictures and thus assumed an important role in journalism as it is changing the ways in which journalists interact, communicate and engage with their audiences.

This change in media landscape has also affected the news consumption pattern of people. News consumption "was previously limited to reading the newspaper or listening to a news bulletin on radio or watching it on Television. Today, however, audiences can get an 'instant helping' of the latest news on the Internet, or receive updates on their mobile phone, in their email inbox or on their social network pages" (Stassen, 2012).

The general public, who first shifted from newspapers to 24-hour television are now turning to internet driven sites to get their daily dose of happening around the world. This growing number of readers, viewers and listeners has posed a huge challenge for traditional newspaper industry as they have to constantly compete with these interactive online media to cater to the demands of this ever-growing population of internet users.

The real time availability of information in internet has changed not only the way sports journalists do their work but also impacted their interactivity with athletes and sports fans, besides bringing a change in their role as media gatekeepers.

In this changing scenario, the most influential has been social media sites such as Facebook and Twitter, which turned the whole concept of breaking news on its head. With smartphones replacing pen and paper, it was possible to not only record the interviews but also transcribe and transmit it on the go for the news websites, something which even five years back was unheard of in India.

Facebook and twitter, in fact, has now become an integral part of people's lives, who spend a lot of their time online – both for work and recreation. According to a study, on social media usage, by The Nielsen Company conducted in collaboration with AbsolutData, nearly 30 million Indians who are online are members of social networking sites and about two-thirds of them spend time on these social networking sites daily. In fact, Indians spend more time on social media than they do using personal email. ("Indians now spend", 2011).

With more people spending time in social media, it has also seeped into the lives of sports journalists. "I don't think there is any turning back now. Twitter is here as an important tool reporting live in matches, events and also breaking stories. I think more and more journalists will use this immediate form of reporting," says Phil McNulty, chief football writer, BBC Sports. (as cited in Louise Matthews and Daniel Anwar, 2013)

This study is an attempt to assess the overall impact of internet driven online media on sports journalists and sports journalism in the context of Indian print media. It primarily focuses on how sports news is being reported by the journalists after the advent of online media.

In this paper, the researcher attempts to understand the multilayered nature of sports text in headlines, previews and match reports of traditional newspapers in India. The study will try to understand the possible motives behind the use of language devices.

1.1. Sports Journalism in Print Media

Gone are the days when Sports journalism used to be the "toy box" or "sand box" of the newsroom. For long, sports journalism has been dismissed as a non-serious form of entertainment and the debate over its role and importance has raged ever since (Boyle, 2006). But not any longer, Sports journalism is as much a part of main stream and serious journalism as anything else.

A case in point can be the 2011World Cup Cricket semifinal between arch-rivals India and Pakistan, where sports journalist were made to play the role of peace makers as the two countries played in Mohali after the 26/11 Mumbai massacre. The match became an epic moment in the relationship between the two countries as it was used by the political parties from both the nation to break the ice. Similarly during the Commonwealth Games in 2010, the reports published by the sports journalists affected the country's image as India hosted its biggest sporting extravaganza.

With internet overthrowing cultural and changing the socio-political and economical dynamics of the world, sports and sports journalism have become an important part of the media industry. Globalization has shrunk the world and sport is bringing people together. The ability to transcend cultures and societies gives sports journalism an edge as it speaks a global language. "Sports are obviously how professionals in their respective sport make their bread and butter, but that bread may be getting a bit molded for those that report on sports. To avoid this molding or survive through it, journalists must prepare themselves for the fresh, new brand of bread. That preparation may include many ever-changing things, but the most important thing is being willing and able to adapt to the changes." (Chantay Jordan, n.d).

1.2. Sports Journalism and Internet

In the last two decade, sports journalism has shifted from newspaper to television as its primary expression and also added a new dimension through the web as its newest form of expression.

Last 10 years saw players achieving more and more bargaining power, the rise of modern online marketing, the growth of minor sports and various cross culture influences. So in a way, the dynamics and complexities of sports journalism have changed immensely and it is important to have a grasp of it and understand through investigation as where it is headed to.

There is a league culture growing in India and it is impacting sports journalism. The burgeoning number of leagues is cramping the sports calendar. It is becoming impossible for the news organizations to always depute a journalist to cover each of these events, which is resulting in the dependency on internet and the PR press releases for reporting and coverage.

Internet has given birth to a hybrid media which requires new skills to function in this new environment. The new ways of news gathering, reporting and publishing with new digital tools is making a sports journalist's life more challenging than before. The need to be multi-skilled is growing in this constantly-changing landscape.

1.3. Interactivity between Sports Journalists and Athletes

The scope of interactivity between sports journalists and athletes have widened in the recent years. Previously, only land phones and emails were available whenever a journalist wanted to interact with any sports celebrity. Now-a-days, any time, the journalists or even the celebrities can interact and share views with the help of social media network. With WhatsApp, Facebook, Twitter – no doubt, the interactivity level has widened to a great extent. Athletes used to be the most private celebrity figures but those days have come to an end.

The introduction and establishment of the Internet saw more platforms coming up which have changed the viewer's experience of watching and following a particular sport. In fact, this new media has given the fans a chance to follow their favorite sports stars through the social media sites.

Today "just about every team in every sport has (Web) sites dedicated to the opinion of fans" (Strickland, 2004, p. 1C). Some sports writers document fan support by referring to callers' comments and predictions on sports talk radio programs (Bruscas & Skolnik, 2003; Conley, 2003; Vargas, 2003; White, 2002). Others refer to

information posted on sports Internet message boards and correspondence with readers conducted via e-mail (Hruby, 2003; Strickland, 2004; Tramel, 2003).

One sports columnist wrote, "Through the newfound wonders of e-mail, radio shows and street corners, I correspond with fans like never before" (Tramel, 2003, p. 1C).

1.4. Media Gatekeepers

A media gatekeeper is a journalist or editor who is tasked with the responsibility of filtering information before it is published, broadcast or posted on any medium of communication. Media Gatekeepers decides on what kind of content as a form of 'information' needs to be transmitted to the consumers. A gatekeeper decides what information is suitable and what can be discarded. Media gatekeeping is a vital element in modern day 'media decision-making'. It is also crucial to ensure that the information being shared is legitimate and original. It is defined as a process "by which countless messages are reduced to the few which are offered in our daily media programs" (Salwen & Stacks, 1996). Or, it can be called an "act of deciding what will appear in the media" (Straubhaar, La Rose, & Davenport, 2008).

However, the role of media gatekeepers are changing in this changing media landscape.According to Tim Dunlop (2012), author of 'The New Front Page: New Media and the Rise of the Audience', "people are no longer passive observers in the news process" and they "no longer dependent on the mainstream media to interpret and explain important events to them." Today, an audience "can log onto blog, or fire up Twitter or Facebook, and express their views in real time; start or join online conversations; develop, change or reinforce their views via discussions with friends, 'friends' and 'followers'; and share footage and stories and images and shape that information in a way that suits them."

1.5. Tabloid & Tabloidization of Contents in Newspaper:

According to John Tulloch, author of, "The Eternal Occurrence of Journalism", "tabloid" was registered by the pill manufacturers Burroughs, Wellcome & Co. in 1884 as a trademark for a combination of the words tablet and alkaloid" and after less than 12, "tabloid" came to mean anything in a concentrated medium.

Media critic Frank Esser (1999) says the phenomenon oftabloidization started developing around the end of the nineteenth century and the beginning of the twentieth century when sports and entertainment received their own sections in the printed press. The term was used in London to refer to the size of newspapers that could easily be read on trains and buses (Fang, 1997: 103 cited in Esser, 1999: 292).

The term 'tabloidization' is a fairly new word. The dictionary team at Mirriam Webster's found first attestations of this buzzword in American vocabulary in 1991 (Lowe, 1994). The shortest description of 'tabloidization' is offered by Marvin Kalb, director of the Shorenstein Center on the Press, Politics and Public Affairs at HarvardUniversity. In his view it means 'a downgrading of hard news andupgrading of sex, scandal and infotainment' (Kalb, 1997 cited in Esser).

Peter Golding and Philip Elliott, authors of the 2000 article "News Values andNews Production", says the desire of the journalist to engage the audience may cut across someprofessional and moral standards and ideals long-standing among the journalist community. The familiar argument is that in order to inform the audience you must first gain its attention. (cited in Harris, 2006)

Echoing similar voice, Golding & Elliott said: "There is no point preparing serious, well-intentioned, high-minded journalism if the audience registers its boredom by switching off. Thus entertainment is high on the list of news values both as an end in itself and as a means to other journalistic ideals (Golding & Elliott, 2000, p. 635).

1.6. Communication Function of Headlines

Undoubtedly, headline remains the most important part of any report. It acts as a first point of connection with the readers as it leads themto report and news stories. The main function of the headlines is to create a communication bridge with its readers through its writing. This is possible only when the style of headline is written in such a way with the intention to grab the reader's attention. Headlines are a typical combination of the big, the brief, the bold and the dramatic, all aimed at attracting the attention of the readers. The headlines stand out visually thus compelling people to pay attention to them first.

The functional definition relies very heavily on Sperber and Wilson's (1986) technical notion of relevance. Newspaper headlines according to him can be functionally

defined as relevance optimizers: "Newspaper headlines are relevance optimizers: They are designed to optimize the relevance of their stories for their readers".

"This functional definition positions the headline in its appropriate role as a textual negotiator between the story and its readers. It explains why the construction of a successful headline requires an understanding of the readers—their state-of-knowledge, their beliefs and expectations and their cognitive styles—no less than it requires an understanding of the story." (Daniel Dor, 2002).

1.7. Statement of Problem

The impact of online media on journalism as a whole has been the subject of many studies during the past decade. But a focused study that aims to assess the effects of online media on sport journalists and sport journalism as a whole perhaps has not been attempted yet in Indian context. What influences does online media and instant web updates have on sports journalism? How do the online media influence the sports journalists in the way they perform their job? Does it eventually effect on the quality of the content? How the sports language has changed in the last two decades after digitalization? These questions still remain unanswered in the existing research literature, hitherto.

The burgeoning real-time updated websites such as espncricinfo.com, fifa.com, F1.com, tournamentsoftware.com have changed the way a sport journalist does his job. They now have the option of covering an entire event at the comfort of sitting at the desk while the actual action might be taking place miles away.

Moreover with the penetration of internet and the coming up of social networking sites such as Twitter, Facebook, Myspace, Linkedin and many other, a whole new dimension of interactivity between sports fans, journalists and athletes have emerged. The number of athletes using social media sites such as Twitter and Facebook is increasing with each day. With more and more sports fans following their sports icons or personalities online have seen many sports stars using this new media to break news related to their personal lives or injuries or sharing their opinions on various issues, mainly related to sports. Thus these social media sites have opened up new avenues of information as can be seen by the number of stories that gets reported quoting celebrities of sports from their wall posts or tweets. The study will try to

explore and answer these questions relating to the dependability on internet, including social media, as a source of information and interactivity.

The researcher focused on sports journalists to get the answers to this questions relating to the study. According to Dan Retief (May, 2011), one of South Africa's pre-eminent sports journalists, in the age of internet computer skills has outweighed journalistic aptitude and very little training is done as many youngsters pass strident comments – no longer adhering to the old rule that 'you have to earn the right to have an opinion'.

"Cut and paste rules the day. Most of the copy come from the agencies, and a good deal from public relations firms or sports bodies themselves who put out a steady stream of garbage. Some of the copy one sees seems to be aimed at an audience with the collective intellectual age of 12," says Retief in one of his opinioned piece in themediaonline.co.za.

Hugh Mc Ilvanney (May, 2011) considered by many to be the best British sports writer of his age, remarked: "These days, it can be said of too many in our business that if they went blind, their work wouldn't suffer; but if they went deaf, they couldn't work. They cannot function unless fuelled by quotes." This study strives to explore these areas of sport journalism.

A study of the sports pages of the newspapers across the country also shows the influence that non-traditional, online media may have on media gatekeepers in the sports domain. Therefore, this study also tries to examine the role of a media gatekeeper in the times of online media.

1.8. Objective of the Study:

  a) To examine the emerging trends in sports journalism in digital era.

  b) To explore the changing role of traditional sports journalists with the advent of online media.

  c) To analyze the role of media gatekeepers in the age of online media.

  d) To understand the differences that exists between the coverage of sports news in the pre-digital age and digital age.

e) To understand the increasing interactivity among journalists, fans and the athletes.

f) To examine the reformulation of message to suit the nature of changing technology.

1.9. Theoretical Framework

A theory is defined as 'a statement that predicts or explains how certain phenomena are related to one another'(Rosenberry and Vicker, 2009, p.5). Itconsists of an abstract set of ideas that helps to understand or explain events observed in the world (Willer, 2005). In order to identify the key concepts and their relationship to each other, it is important to apply the theory in varied circumstances. The primary purpose of a communication theory is to explain, predict and control a certain communication phenomena.

In sports communication, Pedersen, Miloch and Lancella (2007) identified the basic elements of a communication theory in sports, a sport setting or a sport endeavor. As sport and the media become increasingly interconnected, understanding their relationship becomes critical. In terms of the production of sports texts, it's important to recognize the process by which the context of mediated sport is being produced in society.

It is important to understand 'framework' in the context of research. Liehr and Smith (1999:13) see a framework for research as a structure that guides the researcher 'as study questions are fine-tuned, methods for measuring variables' are selected and analyzed, framework is used as a mirror to check whether the findings agree with the framework or whether there are some discrepancies; where discrepancies exist, a question is asked as to whether or not the framework can be used to explain them. Thus, theoretical framework is the specific perspective which a given researcher uses to explore, interpret or explain events or behavior of the subjects or events one is studying.

Thus combining the two, theoretical framework refers to the theory that a researcher chooses to guide him in his research. It's the application of a theory, or a set of concepts drawn from one and the same theory, to offer an explanation of an event, or shed some light on a particular phenomenon or research problem.

1.9.1. Uses and Gratification Theory

This theory focuses not on the message portrayed by media but on the media user. From the perspective of this theory, individuals use media actively to achieve their own goals. Individuals who know what they want and how they can gratify themselves are active and goal oriented. Katz, Blumer and Gurevitch (1974) propose that individuals actively use media to generate their specific gratifications.

The basic assumption of Uses and Gratification theory is that : 'the audience is active and its media use is goal oriented; the initiative in linking need gratifications to a specific medium choice rests with the audience member; the media compete with other sources for need satisfaction; people have enough self- awareness of their media use, interests and motives to be able to provide researchers with an accurate picture of that use; value judgements of media content can only be assessed by the audience'(West and Turner, 2007, p-428)

This theory has been used to study a variety of topics in sports communication, such as sports reading and fantasy sports.

In this new media environment, it is not just people who are using social media to gratify their need to connect with others, in fact, sports journalists are also availing this new media to connect with the consumers and it is becoming a part of the process of journalism.

In many countries, journalists use twitter to collect results, connect with fans, take their suggestions and feedback as one goes about his or her job. Twitter is also a huge source of information to keep up with the pace of news around the world.

Ruggiero (2000) noted that uses and gratifications theory could be used to examine "elements of interactivity, or level of control on the communication process, or the concept of messages being accessible at a time after they are sent." The nature of social media like Twitter is both interactive and asynchronous and would seem to fit well with the uses and gratifications approach.

1.9.2. Gatekeeping Theory

Social psychologist Kurt Lewin was the first to use the word "Gatekeeping". It is a process where "Gatekeeper" block unwanted or useless things by using a gate. In the

current scenario, this is one of the essential theories in communication studies. It is used to filter information for dissemination, whether for publication, broadcasting, the Internet, or some other mode of communication. Gatekeeping occurs at all levels of the media structure — from a reporter deciding which sources are chosen to include in a story to editors deciding which stories are printed or covered, and includes media outlet owners and even advertisers.

The Gatekeeper decides what information should move to group or individual and what information should not. The gatekeeper has its own influence like social, cultural, ethical and political and based on these influences, they pass out the information to the group. Through this process, the unwanted, sensible and controversial information's are removed by the gate keeper which helps to control the society or a group and letting them in a right path.

1.9.3. Conceptual Metaphor Theory and Conceptual Metonymy Theory

In Conceptual Metaphor Theory (Lakoff and Johnson 1980; Lakoff and Turner 1989) and Conceptual Metonymy Theory (Raddenand Kövecses 1999; Radden 2000; Barcelona 2000), metaphor and metonymy are not regarded just as a textual decoration which contributes to the expressiveness of the text. Lakoff and Johnson (1980) define *metaphor* as understanding and experiencing one kind of thing in terms of another or as a partial mapping or set of correspondences between two conceptual domains, which they term the source and the target domains. *Metonymy*, on the other hand, is understood as a conceptual projection whereby one domain is partially understood in terms of another domain included in the same experiential domain (Barcelona 2000). Many authors claim that all metaphors are essentially metonymically-based (see e.g. Barcelona 2000; Radden and Kövecses 1999; etc.). A metonymy-based metaphor is defined as "a mapping involving two conceptual domains which are grounded in, or can be tracked to, one conceptual domain." (Radden 2000: 93). In order to explain the kinds of relationships between domains which could form a basis for metonymy, and indirectly for metaphor as well, Radden and Kövecses (1999) give a detailed list of conceptual relationships which may give rise to metonymy, which we will use here to explain the types of metonymies and metaphors in sports newspaper headlines.

1.9.4 Stylistics Linguistics

Stylistics is a study of the devices in languages (such as rhetorical figures and syntactical patterns) that are considered to produce expressive style. The traditional idea of style as something properly added to thoughts contrasts with the ideas that derive from Charles Bally (1865-1947), the Swiss philologist and Leo Spitzer (1887-1960), the Austrian literary critic. According to the followers of these thinkers, style in language arises from the possibility of choice among alternative forms of expression, each of which can have a different evocative value. This theory emphasises on the relationship between style and linguistics, as does the theory of Edward Sapir, who talked about literature that is form based and literature that is content based and the near untransability of the former.

1.9.5. Figure of Speech

A figure of speech is figurative language in the form of a single word or phrase. It can be a special repetition, arrangement or omission of words with literal meaning, or a phrase with a specialised meaning not based on literal meaning of the words. There are mainly five figures of speech: simile, metaphor, hyperbole, personification and synecdoche. The researcher in this study among many other language tools deal with metaphor and hyperbole specifically. Further, it can well be pointed out here that figure of speech often provides emphasis, freshness of expression or clarity.

Rhetoric, originated as the study of the ways in which a source text can be transformed to suit the goals of the person reusing the material. This style is irrelevant from common structures for certain effects. There are different kinds of Rhetorical style such as Alliteration, Assonance, Ellipses, Ellipses, Euphemism, Prolepsis, Hyperbole etc.

1.9.6. Kinds of Meaning

Language is appliance to submit an idea, information and express a feeling in communication between the people who interacted. One language consists of two part, they are speech and content. Speech is system of sound which is used by the speaker, while content is the meaning of its speech.

A speech consists of meaning that can be understood by the speaker who uses the same language. The study of content belongs to semantic fields, a branch of linguistics that study meaning. Meaning has an important role in language. Without meaning, speech or expression is useless.

1.10. Significance of the study

Internet has completely changed the socio-cultural situation in India. The last two decades saw a drastic shift of power in the sports media industry and it is important to trace this change. This study tries to understand the impact of this new media on the Sport journalism practices in Indian Press. This study is significant in several ways. Firstly, it will be useful for the readers to recognize and understand the symbol of meaning found in newspapers text. It could be a basic reference work for the future researchers as they try to go for a focused study on the changing quality of news and trace the contours of sports journalism. Secondly, it will add to the body of Indian research in the field of Indian media industry, especially newspapers. This study may prove to be good source of knowledge for the students of mass media studies.

1.11. Operational Definitions

1.11.1. Sports Journalism: Sports journalism is a form of writing that reports on sports. It centres around news stories based on sports overall and the people connected with it. Sports Journalism focuses on reporting amateur and professional sporting news and events. Sports journalists work in all media, ie. Print, Electronic and Internet. Here the researcher will deal only with the traditional print journalism.

1.11.2. Online Media/New Media /Digital Media: Online Media/ Digital Media/New media are the alternative names used in the world of Internet. This form of media is the collection of online communication mediums dedicated to community-based input, interaction, content-sharing and collaboration. It refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, or wikis, video games etc.

1.11.3. Social Media : Social media refers to the social networking sites which are becoming an integral part of life. It gives ample scope to the internet users to converse

on any given topic as and when needed. It enables people around the world to share, comment on, and discuss a wide variety of topics.

1.11.4. Facebook: Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues and any people across the world. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website.

1.11.5. Twitter: Twitter is a free micro blogging service that allows registered members to broadcast short posts called tweets. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices.

1.11.6. Interactive Media: Interactive media is a method of communication in which the output from the media comes from the input of the users. The interactive media lets the user go back with the media. Interactive media works with the user's participation. The media still has the same purpose but the user's input adds the interaction and brings interesting features to the system for a better enjoyment.

1.11.7. Blogs: A blog is a contraction of the words web log. Blogs usually provide commentary or information on a particular issue, event or topic. In some cases, blogs can be about a particular person; an online, public, personal diary. It is usually maintained by a single person or a small group of contributors. Visitors to the blog can comment on the entries made or respond to comments made by other visitors. Blogs are primarily text but can also be the form of photos or other images, sounds, or films.

1.11.8. Sports Message Boards: Message boards provide users with organized forums to discuss specific topics. Users are able to post messages that can be retrieved by other users at later times. Message boards are typically associated within a website that is dedicated to providing other services such as news organizations, political causes, support groups, or product reviews.

1.11.9. WhatsApp: It is an instant messaging system for smartphones. It was founded by Brian Acton and Jan Koum in 2009 and runs on all major smartphone platforms. WhatsApp uses the Internet as an alternative to the SMS text messaging system. It is a

cross-platform instant messaging application that allows iPhone, BlackBerry, Android or Windows Phone users to exchange text, image, video and audio messages.

1.11.10. Rhetorical Devices : In rhetoric, a rhetorical device or resource of language is a technique that an author or speaker uses to convey a message to the listener or reader a meaning with the goal to persuade him or her towards considering a topic from a different perspective, using sentences designed to encourage or provoke a rational argument from an emotional display of a given perspective or action. Note that although rhetorical devices may be used to evoke an emotional response in the audience, this is not their primary purpose.

1.11.11. Hyperbole : This can be defined as a form of extremity, an exaggeration that either magnifies or minimises some real state of affairs (Cano Mora, 2004). Together with other tropes and types of figurative language, hyperbole has been studied largely within the area of literature and rhetoric. However, advancements within the areas of cognitive psychology and psycholinguistics have led many scholars to investigate the comprehension of figures of speech and hyperbole.

1.11.12. Metaphor or Conceptual Metaphor: This is the process of interpreting or understanding one domain which is relatively abstract by using another domain which is relatively concrete (Lakoff and Johnson, 2003). For example, TIME IS MONEY is a conceptual metaphor. The concrete domain "money" is used to understand abstract domain "time." We can both *spend* money and time. Also, we can both *waste* money and time.

1.11.13. Metonymy: Metonymy is, to some extent, similar to conceptual metaphor, differing in that metonymy uses one concept in one domain to "refer to" or "stand for" another concept within the same domain (Lakoff and Johnson, 2003; Kovecses 2010). Examples of metonymy include HAND FOR PERSON. It is a figure of speech in which one word or phrase is substituted for another with which it is closely associated.

1.11.14. Alliteration: Alliteration is a stylistic language tool identified by the repeated sound of the first consonant in a series of multiple words, or the repetition of the same sounds or of the same kinds of sounds at the beginning of words or in

stressed syllables of a phrase. It is a literary device which is employed by writers to create text which stays with the readers.

1.11.15. Pun: The pun, also called paronomasia, is a form of word play that exploits multiple meanings of words, or of similar-sounding words, for an intended humorous or rhetorical effect. These ambiguities can arise from the intentional use of homophonic, homographic, metonymic, or figurative language.

1.11.16. Neologism: Neologism refers to the creation or use of new words or senses. The use of neologism, "a recently created (or coined) word or an existing word or phrase that has been assigned a new meaning" (Richardson, 2007, p. 69).

1.11.17. Military terms: Military terms or war-inspired words are words which express violence and are used in wars. For example: ambush, revenge, battle, massacre etc.

1.11.18. Intertextuality: Intertextuality may be defined as the process of borrowing phrases and concepts from other works, including literature, films and music. It is the interrelationship between texts, i.e the way related texts influence, reflect, or differ from each other. It denotes the way in which texts gain meaning through their referencing or evocation of other texts.

1.11.19. Colloquial: Colloquialism is a word, phrase or other form used in informal language. Colloquial language or informal language is a variety of language commonly employed in conversation or other communication in informal situations. The word colloquial by its etymology originally referred to speech as distinguished from writing, but colloquial register is fundamentally about the degree of informality or casualness rather than the medium, and some usage commentators. Colloquial language is distinct from formal speech or formal writing. It is the variety of language that speakers typically use when they are relaxed and not especially self-conscious.

1.11.20. Tabloidization: It is predominantly concerned with the effects of increased competition, particularly in the context of the decline of public service broadcasting and public interest regulation. It focuses on the new and hybrid genres, formats, presentational style and content categories. The main aim of tabloidization is commercialization. Tabloid media are characterized with the negative values of

sensationalism and emotionalism. (Colin Sparks, John Tullock, Tabloid Tales: Global Debates over Media Standards, Page- 195)

1.11.21. Sensationalism: It is a type of editorial bias in mass media in which events and topics in news stories and pieces are over-hyped to present biased impressions on events which may cause a manipulation to a story's truth. The main intension behind framing such exaggerated news stories is mainly to gain profit in the professional world. Sensationalism may also include reporting about generally insignificant matters and events that don't influence overall society and biased presentations of newsworthytopics in a trivial or tabloid manner contrary to the standards of professional journalism.

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