

A Multimodal Discourse Analysis in Journalism: Language, Ideology and Cultural Relevance



Hafsa Hossain

222013001

Department of English and Humanities

Spring 2026

A Multimodal Discourse Analysis in Journalism: Language, Ideology and Cultural Relevance

An Internship Report Submitted to
Department of English and Humanities
University of Liberal Arts, Bangladesh

In Partial Fulfillment
of the Requirements for the Degree of
BA in English

Hafsa Hossain

222013001

Thesis Supervisor:

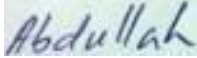
Abdullah Al Mahmud, Ph.D.

Professor, Department of English and Humanities

Spring 2026

CERTIFICATE OF APPROVAL

I hereby declare that this thesis is the student's own work and effort. All sources of information incorporated here have been acknowledged. This thesis has been submitted with my approval.



21.04.2026

Abdullah Al Mahmud, Ph.D.

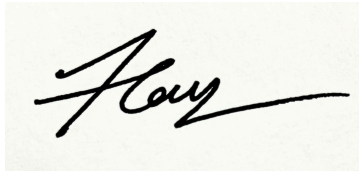
Professor

Department of English and Humanities

University of Liberal Arts Bangladesh

DECLARATION

This thesis is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

A handwritten signature in black ink on a light beige background. The signature is stylized, starting with a large 'H' and ending with a long horizontal stroke.

21.04.2026

Hafsa Hossain

ID: 222013001

Department of English and Humanities

University of Liberal Arts Bangladesh

DEDICATION

I would like to dedicate my work to my parents and all my faculties from ULAB who supported and guided me throughout my university journey. Their constant support and encouragement played an important role in shaping my learning and growth.

ACKNOWLEDGEMENTS

Special thanks to my host organization, *The Delta Lens* for their inestimable training in journalism. I would also like to express my sincere gratitude to my respected supervisor Professor Dr. Abdullah Al Mahmud, for his constant guidance while writing this paper. I would like to extend my appreciation to all my colleagues and team for their support and positive attitude they showed towards me.

TABLE OF CONTENT

Abstract	8
Chapter One: Introduction.....	9
1.1 Introduction.....	9
1.2 The Art of Digital Journalism	10
1.3 Objectives of the Report	11
1.4 Theoretical Framework	12
Chapter Two: A Brief Overview of The <i>Delta Lens</i>.....	15
Chapter Three: Everyday Life of a Digital Journalist.....	17
3.1 Daily Activities at <i>The Delta Lens</i>	17
3.2 Skills Developed During the Internship.....	19
3.3 Challenges Faced and Solutions.....	21
3.4 Working as a headline writer.....	22
3.5 Working as a visual editor.....	26
Chapter Four: Linguistic Theories as Found in the Practices of the News making.....	32
4.1 Discourse analysis	32
4.2 Semiotic Triangle.....	34
4.3 Multimodality.....	37

Chapter Five: Conclusion.....	42
References	44

ABSTRACT

The swift growth of digital journalism has dramatically reshaped the strategic use of language and visuals in shaping public understanding of news events. This internship report focuses on how news headlines and visual elements form meaning, frame ideology, and build cultural relevance. The researcher was assigned as an intern under a news media company named '*The Delta Lens*' and applied a qualitative methodology that incorporates thematic and multimodal discourse analysis. The study's dataset was made up of chosen headlines and visuals published during the duration of the internship. The report revolves around the principles of linguistics, particularly discourse analysis, the concept of semiotic triangle, and framing mechanisms to shape audience understanding. The intern, as a part of her job responsibility, had to (i) write appropriate headlines of the news, and (ii) create visuals to go along with the news based on the readers' ability to interpret through bite-size content. The internship report represents the intern's attempts to achieve creativity by constructing narratives as a multimodal framework on social and national issues, with a focus on cultural relevance while composing.

CHAPTER ONE: INTRODUCTION

1.1. Introduction

The advancement of technology and internet access has reshaped the field of media and journalism. When journalists use digital technologies in several ways to organize news, it is called digital journalism (Perreault, 2022). Traditional journalism has transformed from print and television broadcasting to digital journalism that was supported by online platforms. The way news media works has been studied widely. In addition, various types of content such as texts, images, and podcasts can be used to enhance readers' experience (Chung *et al.*, 2019). Along with this, to capture audiences and convey meaning, digital media is using strategic language use and visual imagery. Short headlines aligning with visuals guide readers interpret news more easily. Modern media discourse was recognized by this combination of multimodal integration in which images and texts collaboratively construct narratives. It exceeds the ability of words alone (Makhmudovich& kizi, 2024). It shows how texts along with images, symbols, and elements explain the information more than what texts alone can do. Images as visual support with the texts becomes stronger to bring stories to the audience.

1.2. The Art of Digital Journalism

News writing involves the process of refining the news accurately and making the news culturally appropriate for the readers. While writing news headlines, the editor must pay close attention to grammatical correctness. To avoid rigid representation of a news article, the editor must reflect the central fact of the story in 6-12 impactful words. The sentence must be specific

including key details such as names, numbers, or locations. Without exaggeration or misleading framing, it should be concise and direct with clear and concrete language. So that, the readers immediately understand why the story matters. To make the headline more direct and engaging, the editor should use active voice. Preferable as present tense to create a sense of immediacy. While writing news headlines, editors must maintain a neutral and objective tone, avoiding emotional or biased language. On the other hand, headlines also need to contain organized keywords that allow easy readability on small screens.

After the preparation on the headlines, creating visuals as bite-sized *Facebook* photo cards, focus first on visual clarity and hierarchy. With Bold and readable typefaces that remain distinct on smaller screens, the headlines need to function as a central focal point. The visual should take a limited amount of text and keep the design uncluttered. Create the visual with one or multiple images that directly support the core message of the news. While maintaining consistency in brand colors, logo placement, and layout to strengthen credibility and recognition, contrast between text and background so the headline is instantly readable and recognizable.

1.3. Objectives of the Report

The internship report is primarily to investigate my activities as an intern in the content making under the editorial team at *The Delta Lens*. I was assigned as a content executive at the organization. This report is to document how my work during the internship focused on writing news headlines and visual elements to build meaning and ideological representation in digital journalism. I had to write bite-sized headings for *Facebook* photocards. Additionally, to give a visual meaning according to the headings, I had to create photos aligned with the headline to

guide the audience to interpret the news faster, where I used *Photoshop* and *Canva* software. The current report provides a detailed description of the activities mentioned above.

1.4. Theoretical Framework

1.4.1. Discourse Analysis

Analyzing the construction of meaning in news discourse can be supported by the theoretical basis of linguistics. Discourse analysis offers the understanding of language above individual sentences and emphasizes how texts function within social, political, and cultural environments (Fairclough, 1995). In this way, language is viewed as a social practice that shapes ideological viewpoints.

During my internship at *The Delta Lense*, concepts like implicature, presupposition, and deixis become directly relevant to my responsibilities. Using these tools, I selected words, structured sentences with purpose, and drew on contextual assumptions to craft concise yet powerful headlines. I firmly examined the shared contextual knowledge to create news for the targeted audience. This report employed how language choices shape readers' understanding in digital news contexts through discourse analysis and pragmatic theory.

1.4.2 Semiotic Triangle

The concept of semiotic triangle was first introduced and developed by Charles Kay Ogden and Ivor Armstrong Richards in the book *The Meaning of Meaning* (1923). It describes the

connection between a symbol (words, sounds, images), its referent (the real entities) and the thought/reference (the mental idea formed in the human brain after reading the news). Meaning is not created by the symbol itself, rather it is created through the interpreter's cognitive and cultural framework. According to this model, the symbol has an indirect connection with the referent, i.e., the real-world entities; however, the referent has a direct connection with the thought generating process. In the context of digital journalism, semiotic triangles become relevant because headlines serve as symbolic representations of multifaceted events.

In my internship, while writing headlines, I thought beyond simpler description by selecting words that are associated with crisis, tension, or success to activate specific mental responses from readers. This influences how audiences conceptualize the referent. I demonstrated in this report how headline language serves as a symbolic stimulus that supports the formation of cognitive interpretation of news events within cultural and social contexts by the application of the semiotic triangle.

1.4.3 Multimodal Analysis

In media discourse, framing mechanism is a process where lexical choices, thematic prioritization, and visual depiction play a role in shaping how audiences interpret events. The concept is further extended by multimodal discourse analysis, where textual and visual components work together to produce meaning (Kress & van Leeuwen, 2006). To direct attention, evoke emotion, and position viewers in relation to events or actors; imagery, layout design, color schemes, and compositional structure shape such framing.

In my role at *The Delta Lens*, I examined how these multimodal framing techniques might help me to interact with audiences' understanding and their ideological ground to make digital news more interpretative and ideologically situated for them. To do so, I took part in this framing practice by developing headlines and crafted visuals to support and strengthen the narrative emphasis of the news reports. I strategically selected images that enhance the sense of urgency, empathy, or authority already suggested by the headline. This helped me to illustrate that digital news serves beyond interpretation rather than a purely informative one.

CHAPTER TWO: A BRIEF OVERVIEW OF *THE DELTA LENS*

The name of the organization in which the researcher enrolled as an intern under the ‘nation desk’ was *The Delta Lens*, one of the recent leading news media of Bangladesh. *The Delta Lens* has always tried to uphold the fundamental values of the country at the top. *The Delta Lens* was officially launched on 1 October 2025. Sadiqur Rahman Khan is the acting editor of the newspaper, and it is published by Tazrian Alam Ayaz. The editorial scope of *The Delta Lens* includes politics, economics, society, technology, culture, and global affairs. The newspaper company operates as an independent media entity.



Figure 1: The logo of *Daily Times of Bangladesh*

The logo and the name of this company stand for viewing events and issues through a clear and analytical perspective. *The Delta Lens* is always committed to serving the interests of society, nation, and the pursuit of truth above all else.

An important aspect of *The Delta Lens* is that it always follows its core principle that is to provide authentic information based on public interest. Every day, thousands of readers read through the digital platform on the website and social accounts of *The Delta Lens*, and the audience continues to grow steadily. Many contributors and correspondents across different regions are executing the organization's work to ensure broader news coverage. The departments of *The Delta Lens* include:

- Multimedia
- Editorial
- Reporting
- Editing
- Writing
- Graphics
- Accounts
- Strategy
- Human Resources (HR)
- Videography
- Voice overing

The Delta Lens continues to be reputed as one of the trustworthy digital news platforms by providing authentic news sources. The company steadily builds its popularity as a strong and independent voice in the journalism sector of Bangladesh.

CHAPTER THREE: EVERYDAY LIFE OF A JOURNALIST

3.1. My Daily Activities at *The Delta Lens*

I joined *The Delta Lens* on January 10, 2026, as an intern where I was primarily engaged in the production of digital news content. The company primarily did its work on its Facebook page and YouTube channel named *The Delta Lens*. I worked 6 days a week and Thursday was my weekly day off.

As an intern, I was involved in a variety of activities at my workplace such as individual responsibilities and teamwork with the editorial and multimedia team. Adaptiveness to the fast-paced environment was the core requirement of the internship. Because the internship demanded handling breaking news under tight deadlines. I had to write captions and make appropriate visuals for them for publishing on the mentioned page.

My daily activities started with receiving the links of the news and context which I am supposed to write and edit on that particular from my site supervisor via WhatsApp. After that I continued to write and edit headlines. I focus on writing headings as clearly, brief, and concisely as possible. Since each news article had to explain the context clearly and attract readers, depending on the story, I had to set up a perfect tone, word choice, and structure for that news.

Moreover, I needed to know the exact tone of the news - whether it was serious or light. Then, I carefully chose the specific vocabulary and terms to balance the creativity, clarity, and cultural

relevance of the news. Often, I had to act quickly under time pressure, especially while working on breaking news. Undoubtedly, this experience helped me to learn the ability to deliver clear, high quality, accurate content while journalism rules even when time was short.

In addition to writing headlines, my responsibilities for selecting and designing visuals that go with the news content were assigned too. The tools I used to create visuals were Adobe Photoshop and Canva. I also took reference images or symbols from Pinterest, StockImages, Shutterstock, and Unsplash. Picking the right visual requires knowing how images support the story. While selecting and making the visuals, I ensured the elements matched the headline and supported the main message. When I had trouble coming up with ideas, I discussed them with my teammates and co-workers to give me ideas and inspiration for the visualization of the news story. This taught me collaboration and learning opportunities with various perspectives and ideas.

Flexibility was an important service from the company that has been provided to me. Due to tough timing, night works and Ramadan days, the company offered me to work from home which required good time management and comfortable working. Despite the location, I always completed my work on time, while keeping the quality high.

I had to adjust the tone and style of the headlines accordingly based on the news type. For example, serious news required a straight-to-the-point approach and softer or lighter stories needed more expressive language. This allowed me to boost my creativity. Because of my linguistics background, my prior knowledge helped me to work with small language choices that

affect meaning. Ideas particularly in discourse analysis and pragmatics helped me to influence interpretation of texts as well as writing this internship report. I used concepts like framing and implicature to write headlines of particular news that provide effective meaning while leaving space for readers' understanding. Since a slight change in the word can change the meaning of the whole sentence or it may make the news vague to the readers. From the study of semantics, I used the theory of 'semiotic triangle'. I applied the principles while grabbing the attention of the readers with some specific vocabulary.

Overall, my daily work at my office gave me hands-on experience to present real-world stories as digital content and helped me use what I was taught in my classroom at ULAB.

3.2 Skills Developed During the Internship

The internship helped me to build multiple skills and many hands-on experiences in digital journalism. It also helped me implement my learning from DEH at ULAB. A key skill that I developed was writing news headlines which helped me to create concise, easy to interpret and engaging content within strict time constraints. Daily practice in writing headlines improved my ability to summarize information into short, clear phrases to effectively convey the news to readers.

By gaining this skill, I learned how to apply a strong understanding of linguistics in real-world contexts. My departmental courses' knowledge helped me to work during my internship. For instance, studies in discourse analysis and pragmatics helped to craft contents, like I used

implicature in headlines to suggest meaning rather than say it outright. For examples, the headline “২০৩৩ সালের মধ্যে দ্বিতীয় পদ্মা সেতু ও যমুনা সেতু নির্মাণের পরিকল্পনা করছে সরকার” will invoke in the readers’ heads a picture of new bridges in Bangladesh similar like The Padma and Jamuna Bridge. Since Bangladesh already has mega bridges like Padma and Jamuna bridges, mentioning these names would help the audience understand how the new bridge projects would look like.

Another important skill I developed was multimodal communication. I learned to select elements and designs for making visuals that align with the story of the news. To do that, my hard skills were developed by using software like Canva and Adobe Photoshop. I understood that images play an important role in communicating messages. For example, when working on a news item related to world war that has been going on between America and Iran, selecting images showing wreckage, war weapons or alarming environment could intensify the emotional impact already implied in the headline.

Furthermore, this internship helped me to improve my time management and adaptability as well as collaborative and communication skills. Handling breaking news, working under urgent deadlines, boosting quick decision making and ability to maintain quality under pressure. On the other hand, working with team members and supervisors helped to overcome uncertainty regarding headline construction or visual selection that improved unlocking new perspectives and experiencing a collaborative environment. These helped me to understand the importance of teamwork in digital journalism.

Overall, my internship experience helped me to gain the ability to critically reflect on media content. Not only is viewing news purely informational, but I learned the techniques to analyze audiences' understanding through language choices and visual framing.

3.3 Challenges Faced and Solutions

While developing skills, I also encountered several challenges that have significantly improved my learning experience. For instance, working under pressure was one of the primary challenges, especially dealing with the breaking news, where I needed to make headlines within 5-8 mins. I had to face this challenge without losing clarity or correctness. In the beginning, I struggled to complete my tasks within the time limit, taking 5-8 mins more to deliver. Later, I improved by focusing on key information, taking help from my co-workers, and using simple but effective language to create headlines faster.

Another challenge was to select appropriate vocabulary and tone. As the headlines are brief, every word matters a lot, so I was struggling to choose the correct word that expressed the idea clearly without being misled. But within one or two weeks, I overcame this challenge by using my understanding of semantics and pragmatics knowledge before finalizing the headline.

I also faced challenges in choosing the right and appealing visuals for the news at the beginning of my internship. First, I identified the visual according to the news, then searching and selecting elements to work with, later using those items for editing software to come up with good visual outputs. I also spent more time than usual creating visuals at the beginning. Taking 10-15 more

mins to select then edit made my delivery delayed. But to solve this, I asked my colleagues and supervisors for feedback, to support trouble thinking of suitable visuals. This helped me understand professional approaches. They suggested that I focus on the headlines and think of a general thought that may come to one's mind after reading the text. This mostly helped me to boost my creativeness in visualization. As well as my improvement in technical skills has occurred. By practicing more with Photoshop and Canva, it helped me develop better design and creative skills.

Maintaining ethical balance was another challenge for me. Sometimes, trying to make headlines interesting could lead to exaggeration or emotional bias. Avoiding misleading the readers, I crosschecked my works with multiple editors to avoid biases and keep a general view on every work. I constantly focused on accuracy, followed journalistic ethics, avoided yellow journalism and propaganda to maintain truth and fairness in my every work.

3.4 Working as a headline writer

Good headlines attract the audience to support a newspaper organization by getting shared and followed by social media. The core responsibility as a headline writer is to transform detailed news information into a clear, concise, and meaningful text. The headline also needs to have the ability to make the audience have a reaction and make them surf into the context. This work demands strong language skills and a good presentation to capture audience attention.

In my internship, after getting stories and contexts, I concentrated on clarity, brevity, and impact. I had to think about the best ways to introduce the main idea clearly to encourage the audience to read more. Using linguistics knowledge to apply pragmatics principles, I focused on adding a deeper meaning. For example, instead of explicitly stating all information about a story, I used implicature principles to let the audience understand more on their own.

For example, a headline like “সরকারি খাতে ব্যয় সংকোচন করতে জ্বালানি-বিদ্যুৎ ব্যবহার ৩০% কমানোর নির্দেশ” does not explicitly indicate the reduction of electricity usage but implies that government decided to save expenditure by reducing energy consumption due to the war between America and Iran. This use of implicature allows the readers to understand broader context within just a few words.

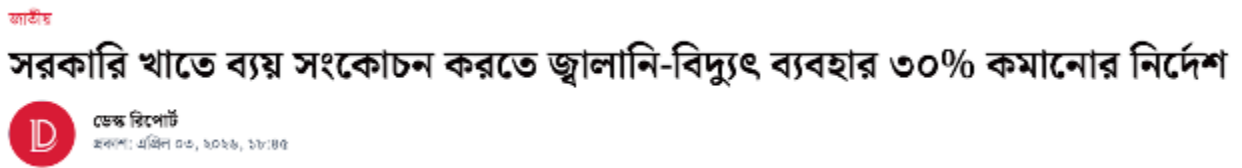


Figure 2: Assigned task for headline sent via WhatsApp by the District

After getting the news item through WhatsApp, I read the whole context, sometimes twice or thrice so that I could understand the gist of it. Later, I use mind mapping to compose the headlines that could represent the context in the best way to the audience. For aestheticization and stylistic purposes, using context-specific vocabulary to induce the exact purpose of the news report.

Similarly, I used framing techniques in headline writing to drag the focus of the audience or emphasize particular aspects of a story. For instance, a headline “ইরানকে ইউয়ান ও ক্রিপ্টোতে টোল দিয়ে নিরাপদে হরমুজ প্রণালি পার হচ্ছে বিভিন্ন দেশের জাহাজ” indicates directly to the payment currency decided to be by Yuan and Crypto in the strait of Hormuz.

আন্তর্জাতিক

ইরানকে ইউয়ান ও ক্রিপ্টোতে টোল দিয়ে নিরাপদে হরমুজ প্রণালি পার
হচ্ছে বিভিন্ন দেশের জাহাজ



আন্তর্জাতিক ডেস্ক

প্রকাশ: এপ্রিল ০৩, ২০২৬, ১১:৩০

Figure 3: The headline is written by following the context-specific vocabulary technique

Explanation: This directs the audience’s attention to the change of the methods in currency. Since the toll amount was always changed in Dollar currency, due to the war between America and Iran, the Iran government decided to shift from Dollar to Yuan and Crypto. Not by explicitly saying ‘From Dollar to Yuan and crypto’ mentioning only Yuan and Crypto would regulate the previous information with the new one among the audience. This context-specific vocabulary technique helped me to serve the exact news within a few sentences to the audience.

While editing headlines for the news, I kept in mind that the headline should not be so long, rather it must be very precise, and it should be written in such a way that it can attract the audience to read the news. As the audience gets an overall idea of the whole text through reading the headline, it is necessary to follow the ‘5Ws and 1H’ rule. In case of news writing, the ‘5Ws

and 1H' stands for who, what, when, where, why and how. For structuring the news, it is necessary to follow the '5Ws and 1H rule'.

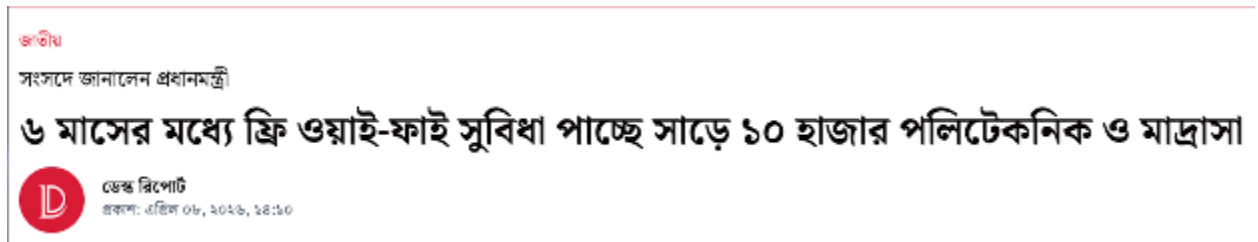


Figure 4: The headline follows the 5Ws 1H rule

Explanation: Then Polytechnique and Madrasa stand for the answer to the question 'who' and 'where', from the government at the parliament stands for 'how', within 6 months stands for 'when', free Wi-Fi service for the question 'what' and 'why'. Thus, all the answers of the 5Ws and 1H have been addressed in this headline.

One of the important parts of writing is to avoid spelling mistakes. In this case, I had to follow the Bangla Dictionary spelling. Also, grammatical errors need to be avoided and corrected. The proper sentence structure needs to be maintained while writing any news headlines. The quotations in any headline should be under the single quotation mark. Also, the name of a person or an entity should be written with proper attention and after a colon.

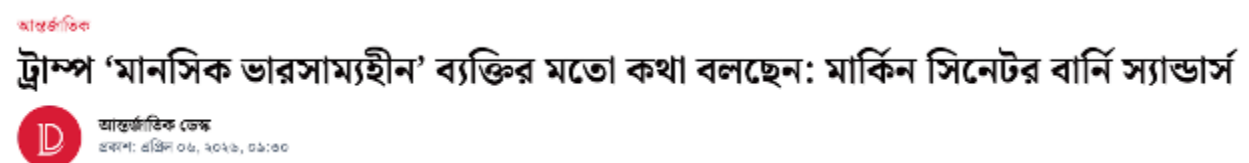


Figure 5: The headline follows a single quotation mark and colon

Furthermore, in the case of the names of any institution or organization, I used the abbreviation name and to refer to a person respectfully, I used the person's most common name. This was also one of the arts of writing. While writing the names of the places, I had to check the URL of the government websites to ensure the correct spellings.



Figure 6: The headline follows abbreviation.

3.5 Working as a visual editor

Along with headline writing, I also worked as a visual editor during my internship. To complement the news content, I searched, selected, and designed the news to demonstrate the content through visualization. The core responsibilities to do this work were to know how visual elements contribute to meaning making and convey the message of the headline. By building an interaction between the visual and textual components, meaning was created. To do this, I used tools like Adobe Photoshop and Canva. The main goal of visual editing was to ensure more engagement and increase ability to interpret among the audiences.

Visual editing helped me to learn the role in the concept of multimodality. It means communication happens through a combination of different elements like layout, coloring,

images, and design, but not only through words. Multimodality is one of the prominent features of digital journalism, where the text of the headlines gives the main idea and the visual helps readers to support their thoughts and imagination to interpret the idea more clearly.

For example, a headline “গরুর মাংস বলে হোটেলে অসুস্থ ঘোড়ার মাংস বিক্রি, জব্দ করা মাংস পুঁতে ফেলল প্রশাসন” the words inform the reader about the situation. But when it is combined with some visual elements like pictures of horses, rural settings and characters, the meaning becomes stronger and more emotional. The readers get multiple inputs of the context to interpret that helps them not only understand the news but feel the seriousness of the situation.



Figure 7: The work of multimodality 1

Explanation: I covered one of the news incidents from the July Revolution of Bangladesh, where a police force killed an innocent young guy by shooting directly to the head. To support the context, I designed a visual where I included the image of the victim (one guy) in the foreground in black and white tone to refer to the passing of the person and image of the killers (police) in the background with a red shading tone to emphasize the meaning of crime. Such foreground, background images help the audience to understand better and know about the victims and the killers along with the heading on top. This supports the concept of multimodality because the text, visual elements, and images combine to create a fuller meaning for the readers. The work not only supported the information but also guided the reader's emotional response, making the news more engaging and easier to interpret.



Figure 8: The work of multimodality 2

Explanation: In another case, while covering an international news article on inflammation of the USA, I designed a graphic by adding elements like an upward arrow to symbolize rising prices with a fuel barrel in the foreground center with red rim light shading to create a core tension of the story in a visual format. I also added small 3D images of ships, tankers, graphs, and financial symbols to add the concepts of the reason for the inflammation. To strengthen the message about where the inflammation took place, I also added a shading flag of the USA in the top background. This is an example of multimodality where multiple visual and textual elements worked together to explain the news clearly. Not only this, but also it helped the audience to quickly grasp the cause and effect of the situation.

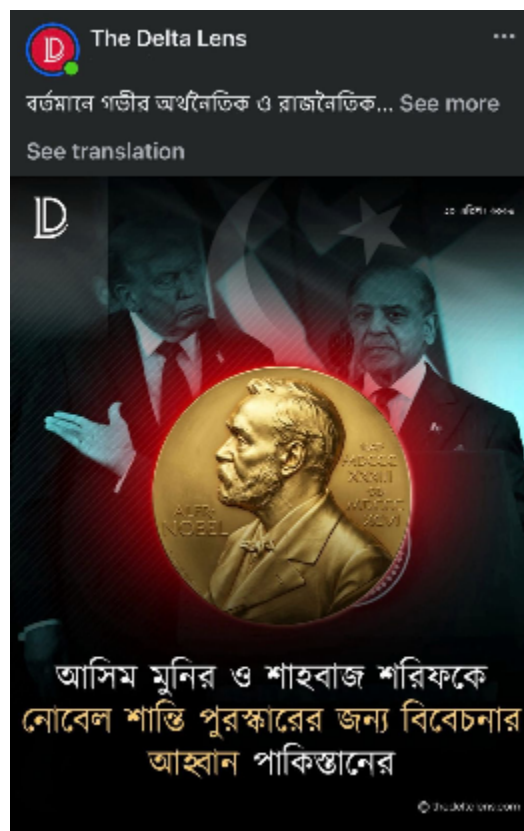


Figure 9: The work of multimodality 3

Explanation: Sometimes, with the help of implementing the idea of multimodality, one can guide an interpretation of something in a subtle way in journalism. For example, a headline like “আসিমমুনির ও শাহবাজ শরিফকে নোবেল শান্তি পুরস্কারের জন্য বিবেচনার আহ্বান পাকিস্তানের” may sound neutral. But, if the image shows characters relatable with the context with serious or tense expressions, color shading, and elements, it suggests that the situation is critical and conveying more than what’s written on the headline. In this Finger 9 work, adding an image of Donald Trump in the background adds previous or relatable context that is not mentioned in the current headline. This means visuals can shape how the reader thinks about the news, even when the headline itself is neutral.

An important aspect of multimodality is consistency. It was important for me to ensure the headline and image matched each other to avoid creating any confusion. If the image did not match the text or tone, it could lead the audience to misunderstanding. So, I was always very aware and careful while selecting images, putting the right tone, creating a clear interpretation and right words in the headline to represent the news along with maintaining journalistic integrity. Considering ethical issues was also a part of my job. Using overly dramatic words, images, or sensitive content could misrepresent the situation, so I had to follow a respectful, relevant, and appropriate approach to complete my work.

Overall, working in a media company as a headline and visual editor helped me develop my ability to create meaning through a combination of language and visuals. Also, it helped me to experience ways of working and applying the concept of multimodality in a more practical way.

CHAPTER FOUR: LINGUISTIC THEORIES AS FOUND IN THE PRACTICES OF THE NEWS MAKING

This report is grounded in the way I used some key concepts from linguistics that helped me through my entire internship that I have learned at DEH to craft the news. I was also initially trained by my supervisors at the company to complete my job and work as a journalist. This section of the report describes the linguistics theories that I have applied while crafting headlines and visuals as my role.

In news production at *The Delta Lens*, I connected linguistics theories to practice in news making which are some theoretical concepts such as discourse analysis, multimodal analysis, semiotic triangle, and framing mechanism. These helped me by providing structures to explain how headlines and images affect audience perception in viewing news. These frameworks helped me to understand news more than just facts. News is not just information, but also a societal practice where words, visuals, and design combine to build deeper meaning and shape the audience's interpretation.

4.1 Discourse analysis

To know how language functions in social and cultural contexts by news headlines, discourse analysis plays an important role in explaining the concept. During my internship at *The Delta Lens*, I applied the principles of discourse analysis by framing events in some specific ways to the readers. Discourse analysis sees language beyond the sentence level by focusing on

interaction through creating meaning in a societal context. It helps shape certain perspectives by specifying certain views than others (Fairclough, 1995).

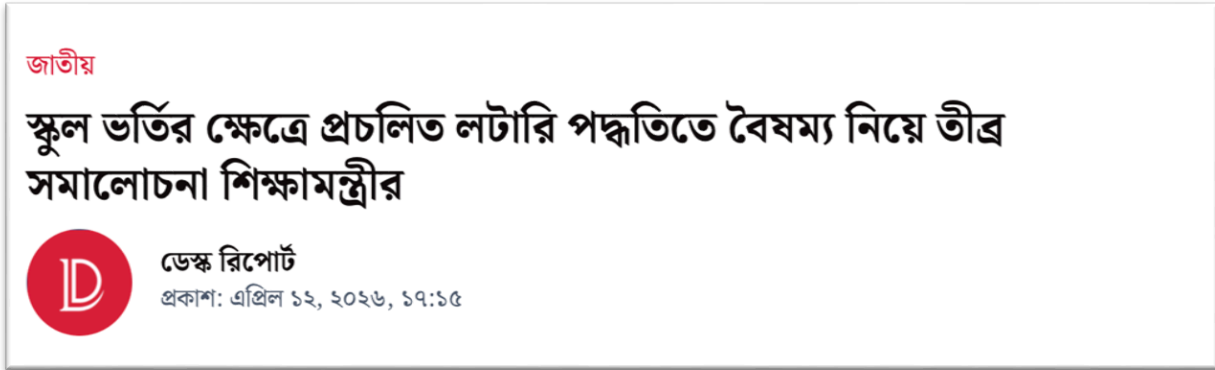


Figure 10: The work of Discourse Analysis

Explanation: This headline highlights the discrimination that goes around in the lottery system for school admission and focuses on the education ministry of Bangladesh making an opinion on the situation by criticizing it. This provides an insight into the situation where the education ministry is taking steps against discrimination, making the ministry and the system the main focus, guiding readers to understand the situation. In this way, discourse helps organize information and helps people understand events.

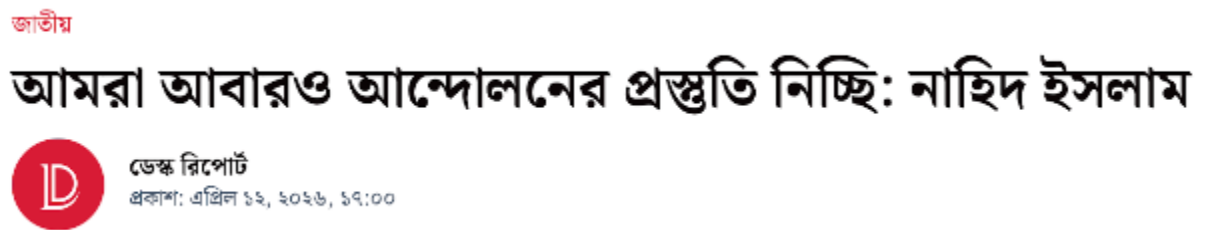


Figure 11: The work of implicature and presupposition

Explanation: Sometimes headlines carry meaning beyond what is directly written. By using implicature and presupposition, readers can fill in information that is not directly stated in the

sentence, based on the context and shared knowledge (Yule, 1996). This headline in Figure 11 indicates previous protests or past events by the word ‘আবারও’. This helps the reader understand that a similar situation may take place like the previous one instead of only mentioning a new protest. I used this strategy to keep headlines short and connected to the previous relevant events to guide the audience to interpret the situation while keeping it clear and meaningful. This concept also helped me express complex ideas in a limited space.

4.2 Semiotic Triangle

Symbols that trigger meaning can be viewed as a semiotic triangle. Three connected parts such as symbol, referent (object), and thought (or reference) together make up a semiotic triangle. It was proposed by Ogden and Richards (1923) stating that the semiotic triangle is a simple yet powerful model to create meaning by some components like words or images. Any kind of word or image that we use can be represented as a symbol. In an event, the symbol is the word or image that we use, the referent is the real word event that we refer to by the symbol, and the thought or mental concept is the idea that we create in the reader's mind by the symbol of the referent. Based on the readers' mind, experience, and knowledge, the meaning gets created by the symbol individually.

During my internship, I used semiotic triangles the most in my work. This model helped me a lot to trigger meaning in the reader's mind using words and images both in headline and visual making. I learned how to use or select symbols (specific words and images) to shape the understanding of the news among the audience.

আন্তর্জাতিক

১২৫ বছরের ইতিহাসে প্রথমবারের মতো নারী সেনাপ্রধান পেতে যাচ্ছে অস্ট্রেলিয়া



আন্তর্জাতিক ডেস্ক

প্রকাশ: এপ্রিল ১৩, ২০২৬, ১২:৩৫

Figure 12: The work of semiotic triangle 1

Explanation: In this heading the words ‘প্রথমবারের মতো নারী সেনাপ্রধান’ acts as a symbol. The referent is a history where no lady was in that position before and the army chief was always a male for 125 years. This guides them toward a similar general understanding. This shaped a powerful interpretation of events by selecting words as symbols.

খেলাধুলা

সম্মান চান ক্রিকেটাররা



খেলা ডেস্ক

প্রকাশ: এপ্রিল ১১, ২০২৬, ১৬:৪০

Figure 13: The work of semiotic triangle 2

Explanation: In this headline, the word ‘সম্মান’ is a symbol. The referent is the criticism that had been going on with the Bangladeshi cricket team players during the days. The thoughts in the reader's mind depend on the individuals that view the context and previous knowledge about the back story in the events. The symbol could be another technique for the news readers in this context. This symbol could trigger the readers to know the news or the story about the mentioned

event. The same theory applies to visuals. In this case, the semiotic triangle connects closely with multimodality. Because texts and relevant symbols combine and act as a guide to the readers to interpret events in their minds.



Figure 14: The work of semiotic triangle 3

Explanation: This headline and the visual together create a stronger and clearer meaning than either one alone. This visual creates a more powerful interpretation than a neutral or distant image as it has upward arrow marks, red light exposure, and an LPG cylinder, as the main focus of the event to make the audience understand the news faster and easier.

In the internship, I gained the ability to select and choose words and images that can create a specific mental picture for the audience. Similarly, using images that show human impacts can create a stronger effect than distant or neutral visuals. This highlights that meaning is not fixed; rather, it can be constructed through connecting visuals, real situations, relevant objects and

elements with suitable, clear wordings as symbols for viewer's understanding. By applying the concept of semiotic triangles in my work, I became more able to make smarter and creative decisions in headline writing and visual design in a clearer and more effective way.

4.3 Multimodality

Digital journalism can be analyzed deeper through the concept of multimodality. Multimodality explains how different components like texts, images, color, layout and shading work together to convey meaning. All the elements reinforce together to create a deeper and more engaging meaning. Using multiple modes to convey meaning in order to communicate refers to multimodality (Kress & van Leeuwen, 2006). In digital news, to support the audience, interpret the tone, importance, and emotional context of the news, we use multimodal. Additionally, framing mechanisms by using certain highlights while minimizing others can be used as a guide to provide important events to the audience. For example, using certain words and visual elements as a frame creates more importance. Framing that I used in my work through multimodality was highlighting important words in the heading with different colors, adding logos, icons, and placing color shading behind the object to make more focus on them. Likewise, arrows or graphs, glowing objects, and red shading can frame information by suggesting growths, declines, alarming, positivity, negativity, or urgency.

In practical terms, images or visuals add more meaning by adding emotional context, importance, and tone that the headline alone cannot provide.



Figure 15: The work of Multimodality 1

Explanation: I covered the news that reported the death of a 6-year-old child. To demonstrate the event, I used multimodal principles to create a visual that would represent the scenario. Instead of using a direct or graphic image of a real person, I used a symbolic teddy bear to represent the child as a victim. To bring out the concept, I used a teddy bear that represents innocence, childhood, and vulnerability. I represented the teddy bear as injured as the real victim was, along with the object beside the teddy that caused the death of the child. I also added red exposure to the image to highlight emotions, danger, and loss. To put more focus by framing, I highlighted the first sentence with a different text color. Additionally, I put a mango tree behind the teddy bear to reflect the situation, as the child died while picking mangoes. This combination of visuals added a story to the image that helped viewers understand the incident better. This

combination of words, highlights, symbols connecting with the real incident interpreted the story in a more sensitive and clear manner that only headlines could not have done.



Figure 16: The work of Multimodality 2

Explanation: This headline is paired with relevant visuals. I added images of the natural disaster of El Niño's two images by blending to create an understanding of cause and effect. This image also demonstrates the face of the disaster. I also highlighted the line 'ধেয়ে আসছে 'সুপার এল নিনো'' to give emphasis on the event to make the audience aware and set a tone of alarm. This highlighting framing gives an urgency tone to the readers. Here I used multimodality and framing together to craft the news.



Figure 17: The work of Multimodality 3

Explanation: In this multimodal work, I added the logo of the organization that was mentioned in the headline. This triggered a mental image or previous knowledge about the organization. As the organization's members have resigned due to the political unrest, I have put the effects of broken lines on the logo to create a tone of falling of the administration. The red glow behind the logo creates a more alarming and negative tone for the news. I added a background image of Bangladeshi Parliament to demonstrate the cause of the breakage of the administration in a subtle way. By using framing mechanism, I placed the logo in the center to add more focus on the organization's identity and put a highlight color on the words 'অধ্যাদেশ বাতিলের প্রতিবাদে খোলা চিঠি দিয়ে পদত্যাগ করেছেন' to emphasis more on the fact.

Overall, these interconnected frameworks of linguistic theories show how news can be created and explained in better ways. In my internship, I was able to apply such linguistic knowledge to my work to show that digital journalism can be also influenced by language and visual systems.

CHAPTER FIVE: CONCLUSION

Print and electronic media play an important source for authentic and trustworthy information. Especially in today's world, people mostly depend on electronic media to learn about any event that occurs. People first look for updates in newspapers or news portals to find the details of any good or bad events. Therefore, any media platform and journalist must verify facts and provide accurate information to the audience.

During my internship period at *The Delta Lens*, I worked on many such news which included news of corruption, road accidents, murder, national election of Bangladesh, America-Israel and Iran war, climate changes, world economy, Bangladeshi festivals, sports and events related with major faces national and international. As a content executive, I tried to provide relevant information with proper elements.

The several months long internship I had was very beneficial for me. It was my first desk job and work experience at any office. I gained hands-on experience regarding writing, editing, and crafting. This experience helped me learn to represent events in a short, strong, and effective way. Besides all these, I also developed skills on following office etiquette, professional behavior and workplace culture from *Delta*.

I also learned punctuality and coordination with team members at a professional place. I was glad to have helpful team members. Most significantly, I could apply my theoretical knowledge

with the practical world and ensured the quality of my work. Additionally, I learned readers often lose attention quickly, so it is very important for me to be concise on my work. Especially in headlines, every word is important. That is why a content executive must be creative to present information clearly and effectively.

References

- Chung, H. C., Ros, W., Delord, J.-P., Perets, R., Italiano, A., Shapira-Frommer, R., Manzuk, L., Piha-Paul, S. A., Xu, L., Zeigenfuss, S., Pruitt, S. K., & Leary, A. (2019). Efficacy and Safety of Pembrolizumab in Previously Treated Advanced Cervical Cancer: Results From the Phase II KEYNOTE-158 Study. *Journal of Clinical Oncology*, 37(17), 1470–1478. <https://doi.org/10.1200/JCO.18.01265>
- Fairclough, N. (1995). *Media discourse* (pp. 9-14). London: Edward Arnold.
- Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design*. Routledge.
- Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design* (2nd ed.). Routledge.
- Makhmudovich, T. M., Kizi, C. M. X. (2024). Characteristic Features of Modern Media Discourse. *International multi disciplinary journal of education*, 2(10), 2994-9521. <https://multijournals.org/index.php/excellencia-imje>
- Ogden, C. K., & Richards, I. A. (1923). *The meaning of meaning*. Routledge. Florida : Harcourt Brace Jovanovich.
- Perreault, G.P. (2022). Digital Journalism and the Facilitation of Hate. Routledge. DOI: <https://doi.org/10.4324/9781003284567>
- Yule, G. (1996). *Pragmatics*. Oxford University Press.