

**Linguistic nuances in marketing strategies of English newspapers to
attract diverse segments: A study in *Dhaka Tribune***



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**Linguistic nuances in marketing strategies of English newspapers to
attract diverse segments: A study in *Dhaka Tribune***

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CERTIFICATE OF APPROVAL

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

A handwritten signature in black ink, appearing to read 'Faheem', with a stylized flourish extending from the end.

Faheem Hasan Shahed, Ph.D.

Associate Professor & Director

Center for Language Studies (CLS)

DECLARATION

This internship report is a presentation of my original research work. Wherever others have made any contributions, those have been acknowledged with due credits. There is also a reference to further research work and discussions in this study.

A handwritten signature in black ink, reading "Nabila Faiza Islam", is written over a horizontal line. The signature is cursive and fluid.

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Abstract

Media language plays an important role in the power dynamics and the national identity of the mass people. Media language can be the symbol of national identity, but it can also marginalize other languages. Media language is the mode of communication in news reports, print copies, online portals, etc. in conveying the information to the mass audience. The writing techniques of journalists—including tonality, style of writing, and word choices—play important roles in media language and literacy. In South Asian countries, such as Pakistan and Bangladesh, media language can shape the power dynamics. For instance, in Pakistan, Urdu is the language of most print and online media portals despite the other minority languages. In the same manner, in Bangladesh, the language of newspapers like the *Dhaka Tribune* can influence identity politics. A study of *Dhaka Tribune* shows a glimpse of how media language reinforces existing power structures and influences the beliefs of the readers. This research also involved information collected from the employees of different departments and highlighted the hypotheses about how the language of media shapes ideologies and disseminates biased information. The findings of the survey revealed that linguistic aspects indeed play crucial roles in *Dhaka Tribune*'s media information—regardless of their relation with journalistic pieces or marketing strategies. The study also aimed at highlighting how media language influences audiences and suggested that certain styles of writing can be preferred over others, reinforcing media bias.

Keywords: language, linguistics, media, media bias, biased information

Chapter One

Introduction

The South-Asian region houses some of the most densely populated countries of the world where language plays a crucial role in disseminating information to the public. In this constantly evolving landscape of information overload, newspaper agencies play a crucial role. Bangladeshi newspaper agencies are an inextricable part of this role. But Bangladesh is also a country where consumer behavior is heavily influenced by socioeconomic factors. Thus, the success of any newspaper agency does not solely depend on the quality of the content produced, but also on the marketing strategies tailored to cater to the different socioeconomic groups. One of the main tactics of the marketing segments of these newspapers is to attract different socioeconomic groups through their linguistic usage. Newspaper discourse analysis reveals the different linguistic structures and features used to target diverse audiences from different socioeconomic groups.

According to Nasim (2014), we can determine that the marketing strategies of newspapers can get quite aggressive when attracting potential readership and customer base. Competition is an imminent threat everywhere, and newspaper agencies can get competition from other existing newspaper outlets. To gain a competitive advantage, newspaper outlets have to implement smarter marketing strategies than their competitors. One of the most important tools of marketing is the language used or the way an article is worded. Articles published in newspapers, even in the context of Bangladesh, are worded in a way that attracts different groups of readers from diverse socioeconomic backgrounds.

Leading newspapers like *Dhaka Tribune* devise effective marketing strategies too, considering aspects such as socioeconomic ones. They delve into understanding the socioeconomic structure of Bangladesh in detail, grappling with the concepts of income inequality and the literacy levels of people from different socioeconomic backgrounds. After delving deeper into these socioeconomic dynamics of Bangladesh, their marketing division uses linguistic expressions that they deem suitable to sell their news to readers from different socioeconomic groups. They also do this to attract potential clients for partnerships and sponsorships.

The marketing strategies do not just include understanding the socioeconomic strata but also targeting certain practices, such as pricing models, promotional campaigns, accessibility and affordability of the readership base, etc. While targeting these concerns is crucial, the language and linguistic patterns of the press releases and articles published also need to be carefully considered to attract diverse audiences from different social levels.

According to Katz et al. (1973), we can determine that the mass media are classified with respect to their perceived helpfulness in responding to the social and individual needs of the public. In order to cater to such needs, newspaper agencies like *Dhaka Tribune* employ certain marketing stunts, such as targeting specific demographic segments through their linguistic choices, proficiency, and even outlook. Thus, this study aimed to explore how the nuances of the linguistic features of newspapers like *Dhaka Tribune* align with the multifaceted socioeconomic strata and also take into account their consumption behaviors. By aligning such marketing endeavors with the needs and constraints of the consumers, newspapers like *Dhaka Tribune* do not just sustain but also make a societal impact in this fast-paced evolving landscape.

1.1 Institution Profile: The *Dhaka Tribune*

Background of the organization

Dhaka Tribune is one of the largest and major English-language newspapers in Bangladesh, operating from the country's capital, Dhaka. The Bangla version of this newspaper is *Bangla Tribune*. More than 3 lakh people read this publication on a day-to-day basis. It is one of the top three newspapers with regard to print copy circulation. The newspaper has garnered a strong reach within Bangladesh, especially among young readers, social opinion leaders, ambassadors, and diplomats. The elites of the society and the youth are among its top audience base.

Special Features of *Dhaka Tribune*

While *Dhaka Tribune* is noteworthy for its diverse op-ed content penned by leading Bangladeshi, South-Asian, and international columnists, it also aims to give a transparent view to its readers. Kazi Anis Ahmed is the publisher of the newspaper and Zafar Sobhan is the editor. Its aim is “fair and transparent journalism” with the motto line “The news you want. No more, no less.”

The major sections where the news of *Dhaka Tribune* are covered include:

- News
- Business
- World
- Sports
- Showtime
- Opinion
- Financial

- D2
- D2 Tube
- More Segments focusing on Science, Technology and Environment, Magazine, Around the Web, Webinars and Interviews, etc.

Mission

The mission of the organization is to “give facts and contextual information to the readers who are seeking the truth.” With its carefully curated op-ed or opinion pieces, it strives to ensure that no strand of thought is neglected and the readers are well-educated or informed about issues they want to know about. Dhaka Tribune’s tagline “I am made in Bangladesh” serves as a reminder that it is for the Bangladeshi people, keeping them updated about the news of Bangladesh.

Commitment

Dhaka Tribune publishes special reports, features, and op-ed pieces by its journalists and also contributors. These pieces are crucial to keep the youth and the rest of the populace updated about current affairs and what interests them. The newspaper brand organizes panel discussions, round table discussions, seminars, and even conferences on current issues such as politics, economic events, and elections. Through these seminars, round tables, and panel discussions, *Dhaka Tribune* aims to keep its readership informed about democratic and government policies, electoral processes, global economic issues and market trends, and even empowerment strategies that initiate socioeconomic progress.

1.2 Research Problem Statement

The aim of this study was to explore how specific linguistic features are used to target readership across different income and education levels. Another aim of the research was to investigate how *Dhaka Tribune* changes or adapts its linguistic nuances to address the challenges faced by economically disadvantaged Bangladeshi consumers in terms of their access to information and affordability.

1.3 Research Questions

1. How do English newspapers like *Dhaka Tribune* strategically utilize their linguistic nuances to cater to diverse socioeconomic segments?
2. What are the ways in which linguistic elements—such as language choice, tone, and stylistic variations—contribute to the effectiveness of marketing strategies employed by *Dhaka Tribune* in engaging the diverse socioeconomic strata?

1.4 Significance of this Study

This study has significant importance in the field of linguistics as it looks into the intricate relationship between language usage and the marketing strategies utilized in English newspapers like *Dhaka Tribune*. Investigating how linguistic nuances are strategically utilized to attract diverse socioeconomic segments is fundamental in the field of research on linguistic practices in media discourse. The study of language choice, tone, and stylistic variations provides a perspective on the communication strategies implemented by newspapers. By aligning these linguistic elements with the multifaceted socioeconomic strata, the study sheds light on how

language influences consumer behavior and shapes the societal impact of newspapers. It helps to bridge the gap between linguistics and media studies, offering practical implications for marketing professionals, linguist scholars, and even researchers interested in the amalgamation of language, media, and consumer engagement.

1.5 Limitations of this Study

The study had certain limitations. Firstly, this study was conducted only on one specific newspaper, *Dhaka Tribune*. So, the findings might not be appropriately applicable to other newspapers of similar standards. Secondly, there can be other external factors besides the journalistic language which affects different readers from diverse socioeconomic segments. Lastly, the linguistic features of newspapers used to target audiences at present might change in the future because of the constant transformation of media language in the ever-changing landscape of newspaper discourse. Another limitation could be the variations observed in the linguistic expressions used for the marketing tactics of *Dhaka Tribune*. The linguistic expressions used by *Dhaka Tribune* could vary from other news outlets.

Chapter Two

Literature Review

2.1 Theories

Some relevant theories related to contemporary media apply to understanding the role of language and linguistics in media. By incorporating the features of Agenda Setting Theory, media outlets reinforce how the public reacts to any news, issue, or story. Agenda Setting Theory suggests that news outlets like *Dhaka Tribune* impact how the public perceives any news and create news with an agenda or purpose. It also sheds light on which stories the audience prioritizes as they respond to the media.

The interaction of the linguistic strategies allows the researchers to construe how the modes of communication work in particular media. For instance, there are two different levels in the agenda-setting theory, one involving observational analysis and the other involving presentation (Lim, 2011). The observational analysis part suggests how different groups of audiences perceive the information from different media outlets. The second level looks at how the media presents the issues and how the audiences sensationalize them. In recent years, media literacy has shifted as the channel of communication has gradually shifted from traditional media to technological media. For example, the development of media literacy can be traced back from the 20th century to the present, in the context of the socioeconomic and technical aspects.

According to Lin et al. (2013), we can determine that technical aspects such as linguistics and even socioeconomic factors are crucial in understanding the evolution of media to what it is today. The emergence of new media platforms, such as Web 2.0 and social media, has made it even more necessary to grapple with these concepts. With the increasing use of new media technologies, there are several ways to communicate with each other besides maintaining our professional lives and doing day-to-day activities. But in the constantly evolving digital media landscape, culture, the concepts of sociolinguistics as well as how the information is conveyed are very important. New media literacy can empower individuals to interact and engage with the digital world, but first, it is important to be new media literate. Understanding the language of new media is very important for personal and social fulfillment. For that, evolving media platforms like *Dhaka Tribune* use linguistic concepts and terminologies that can make new media easily understandable and interpretable to the mass audience. The tone, style, word choices as well as other nuances of the social media posts or the news reports of the social media portals of new media shape the perceptions of the audience. Language usage of newspapers like *Dhaka Tribune* taps into the critical thinking skills of the new media literate.

Xiang and Sarvary (2007) also shed light on the news consumption habits of the mass people and how they influence their media bias. Their collective research shows how different news sources can impact the beliefs and thought processes of the mass people. They studied the consumption patterns of the news media by the targeted population and then delved into the consequences or results of biased reporting on society. Media bias affects the way that information is disseminated to the public and interpreted by them. Language applications can affect the media bias in the way that a particular news piece is framed to the audience. For instance, individuals perceiving news from biased sources are likely to internalize their beliefs,

and subsequently reinforce and shape those beliefs into echo chambers within society. In the case of Bangladeshi newspapers, even *Dhaka Tribune*, there can be partial representation of facts influencing media bias, as the public aligns or adheres to a particular line of thought due to the information presented. While unbiased journalism by the media outlets through their language tonalities would be preferred, it is common ground for media houses to attract different consumer groups by offering news that will incline to the consumers' beliefs (Arango-Kure, et al., 2014).

According to Turow (2005), data-driven marketing strategies shape behaviors and perceptions and can also influence the preferences of the audiences. Certain marketing techniques can be used to target specific demographics and influence their consumption patterns. Targeted advertising by media outlets can also tap into existing power imbalances and exacerbate inequalities. Current marketing strategies of mass producers, including news media outlets, raise the need for transparency and protecting consumers' rights. Media literacy can help individuals resist this grasp of aggressive marketing surveillance. For instance, it is very important that the readers of *Dhaka Tribune* are media literate to understand that an advertisement published in their print copies will not always be truthful; it could have been published by them only for revenue-generating purposes.

According to Chen (2004), cross-cultural linguistic evaluations of the media texts show the strata of cultures, opinions, attitudes, and emotions of the readership. The research sheds light on how media texts influence the perceptions of the audience and shape their cultural identities through the language of evaluation. It further focuses on shaping or molding intercultural communication and highlights the complexities of the evaluations one can have in terms of different cultural contexts. A direct comparative linguistic analysis is made of the English

language newspapers of the Chinese and British media to identify the different language choices for catering to audiences from different modalities. Certain linguistic choices, such as the use of negatives, are more prevalent in the British newspaper *Times*, compared to the English language newspaper of China.

A study was conducted on seven Namibian newspapers analyzing the portrayal of the San people of Namibia from January 2012 to December 2013 (Magadza & Akpabio, 2020). Content analysis and critical discourse analysis were utilized by the researchers to highlight the frames used in San-related matters. The study concluded that the news reports published regarding the San people were unbalanced, lacked analysis, and were not supportive of the identity of the San people. Instead of using words that stereotype the San people, linguistic word choices that uphold the true identity of the San people in the news reports could have been used. The researchers shed light on how colonialism eroded the culture of the San people, leading to their marginalization and identity crisis. The study highlighted the need for more cohesive and contextual reporting of the San people based on the word choices of the newspapers. In light of this, it can be suggested that Bangladeshi newspapers like the *Dhaka Tribune* need to make more conscious choices of wording when reporting about marginalized groups and communities.

According to the research (Galloway, 2011), new media and the language of new media have evolved over the past decade. The research paper delves into Lev Manovich's book "The Language of New Media" and analyzes the definition of new media. The author focuses on how the primary concern of new media has shifted from only the technological aspects to a more critical stance analyzing the societal implications of new media. Galloway highlights the impact of social media and even the language of social media on the new media, elaborating further on defining this field in today's rapidly evolving landscape. The author concludes by suggesting that

there is a need for continual critical analysis of the language of new media as it transforms our society and reshapes all our perceptions and notions of communication. To a certain extent, the language of new platforms (i.e. social media) of media houses such as *Dhaka Tribune* should be analyzed to understand how they impact our perceptions and means of communication.

All these references explore the role of linguistics in influencing media biases and public perceptions. Studies on these news consumption habits and media biases explore how transparent linguistic choices should be integrated into the marketing strategies of newspapers to resist biased information or misrepresentation. Cross-cultural linguistic evaluations also highlight how pieces of media texts can influence cultural identity and communication across cultures. The researches also shed light on the importance of critical analyses of the language of new platforms of these media houses to delve into their impact on our modes of communication.

Chapter Three

Methodology

3.1 Rationale and Strategies

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic (Hari, 2016). In a research-based report, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. This study followed both qualitative and quantitative methods (mixed method) to obtain useful outcomes. According to Apuke (2017), a quantitative research method deals with quantifying and analyzing variables in order to get results. It involves the utilization and analysis of numerical data using specific statistical techniques to answer questions like who, how much, what, where, when, how many, and how. Expatiating on this definition, Aliaga, and Gunderson (2002), described quantitative research methods as the explaining of an issue or phenomenon through gathering data in numerical form and analyzing with the aid of mathematical methods; and statistics (Cited in Apuke, 2017). The quantitative data provides a sense of how most students responded to a given task and this will provide a general level of students' knowledge of proportional reasoning (Cited in Apuke, 2017). On the other hand, qualitative data is defined as the data that approximates and characterizes. Qualitative data can be observed and recorded. This data type is non-numerical in nature. This type of data is collected through methods of observations, one-to-one interviews, conducting focus groups, and similar methods.

Data for this study was collected through a mixed-methodology approach. This approach was used to find out how different methods of collecting answers yielded different results. A quantitative survey and a qualitative interview were taken. Eight respondents out of the fifteen people I approached willingly participated in the survey. I gave them a survey questionnaire to fill out for statistical data collection by qualitative method.

The participants were selected based on their willingness to respond. For the sake of the research, participants' names have been kept anonymous. The eight participants were given four to five days to respond so as not to burden them. Besides this, a close-ended questionnaire was given to my work sector department's in-charge or immediate superior to take an interview. His responses were recorded via an audio recorder as well. The collected data were analyzed through a simple percentage analysis.

3.2 Tools

There are three focused forms of tools that I used:

1. **Close-ended questionnaire:** I collected data using a close-ended questionnaire and asked respondents to choose from a fixed set of pre-set answers. This data collection through a survey made it easier to analyze the data.
2. **Open-ended questionnaire:** Besides data collection through a survey, I also collected data using an open-ended questionnaire. I asked the open-ended questions to my manager-in charge, asking him to elaborate on his responses for the interview. The open-ended questionnaire data collection helped me to visualize and spot certain elements.

3. **Audio-recorder:** Besides asking open-ended questions to my manager-in-charge or before interviewing him, I turned on the audio tape recorder to record his responses on my mobile phone. This enabled me to transcribe and interpret what he said in a better way.

3.3 Sources of data

Primary sources of data collection: My primary sources of data collection were survey or close-ended questionnaires with pre-set answers, an open-ended questionnaire for my manager in charge, and an audio recording of the responses for the open-ended questions.

Secondary sources of data collection: Secondary data was collected from journals of JSTOR, *Dhaka Tribune*, and other English language e-newspapers and through practical work.

Chapter Four

Analyses and Discussions

4.1 Findings

Literary linguistics is a crucial segment of the media as it helps to unravel the hidden bias as well as the different kinds of persuasive techniques that influence the perceptions of readers. The way words are constructed and chosen shapes the beliefs of the readers. The framing of a news piece through linguistic choices, tone, style, and even structuring, is very important. The newspaper articles are usually framed in an inverted pyramid structure, putting the most important information of the story first to make it visible to the general readers or audiences. Attention is also given to active and passive voices to bring something to the attention of the readers. But most importantly, language is the main focus of the news writers as it is the main medium of propaganda. This analysis also focuses on how language and linguistics are not just a tool for disseminating information to the public through the press but rather weapons for propelling marketing strategies.

The study started by questioning the participants if linguistic considerations are kept in mind by *Dhaka Tribune* when targeting the diverse socioeconomic segments through their marketing initiatives. They were asked questions along these lines related to linguistics to collect responses. Overall, six close-ended questions were asked to the participants as a part of conducting their survey. The study found that most people agreed that linguistic considerations are important in *Dhaka Tribune* to target the audience. According to Scholl et al. (2015), language can serve to create power dynamics as well, implying how the language of newspapers like the *Dhaka Tribune* can tap into the power roles of the society, the way people communicate

and readers digest the information from newspapers. The responses suggest how utilizing linguistics and language can make the marketing initiatives of the media more effective and impactful. It further gives support to the findings that the language of media is not just crucial for shaping the audience's perceptions and power dynamics but also for driving engagement.

4.2 Survey Findings

The survey consisted of six questions asked to the participants. Eight people from *Dhaka Tribune* filled out and took part in the survey. The findings are presented below along with the percentage of responses for the pre-set options of each question.

***Dhaka Tribune* takes into account linguistic considerations in marketing initiatives**

12.5% of respondents strongly agreed that linguistic considerations are kept in mind when targeting diverse socioeconomic groups through marketing initiatives. 62.5% agreed that language usage plays a crucial role in the marketing tactics of *Dhaka Tribune* while addressing diverse social segments. 25% responded neutral or undecided and were unsure of the role of linguistics in harnessing the promotional tactics of the *Dhaka Tribune*.

None of the respondents disagreed or strongly disagreed with the above statement.

***Dhaka Tribune* takes into account ethical considerations, including linguistic sensitivity**

While nobody strongly agreed, 62.5% agreed that ethical considerations comprising linguistic sensitivity are crucial for *Dhaka Tribune* when curating content to attract readers from lesser socioeconomic segments. 37.5% of respondents were neutral or undecided, suggesting they did not have a strong opinion of the ethical considerations including linguistic sensitivity being applied to *Dhaka Tribune*.

Zero percent of the respondents strongly disagreed or disagreed that ethical considerations, including linguistic sensitivity, are not taken into consideration when curating content at Dhaka Tribune.

***Dhaka Tribune* balances its need to generate revenue with its responsibility to provide quality journalism inclusive of linguistic diversity**

37.5% of individuals strongly affirmed or agreed that quality journalism inclusive of linguistic diversity is very important besides revenue generation for *Dhaka Tribune*. 37.5% of respondents were also empathetically positive and agreed that good journalism with linguistic diversity is more important than just revenue generation. 25% of the respondents are unsure or cannot decide if linguistic aspects are as important to *Dhaka Tribune* as revenue generation.

Nobody disagreed or strongly disagreed with the above statement making the response in this category null.

Dhaka Tribune's use of localized content incorporating linguistic techniques

12.5% of respondents believe and strongly agree that certain linguistic features or techniques utilized by Dhaka Tribune can boost conversion rates and resonate with local consumers to establish trust. A majority of the respondents- around 50% also believe and agree that Dhaka Tribune uses localized content utilizing certain linguistic techniques to boost conversion rates and resonate with the audience. A quarter or 25% of the respondents are neutral and undecided about Dhaka Tribune incorporating linguistic techniques to boost conversion rates and resonate with the target audience.

12.5% of the respondents disagreed and zero percent strongly disagreed that Dhaka Tribune focuses on the linguistic aspects for conversion rates and resonating with the consumers.

The digital or social platforms of *Dhaka Tribune* consider linguistic approaches to reach the diverse socioeconomic segment

12.5 percent of respondents strongly agreed that the digital and social media platforms of *Dhaka Tribune* take into account linguistic considerations in reaching diverse audiences. A majority of around 50 percent agreed that *Dhaka Tribune's* social and digital media platforms utilize

linguistic features to reach diverse segments. 25% of the respondents were neutral or unsure if *Dhaka Tribune*'s social media or digital platforms take linguistic considerations into account.

Only 12.5% of the respondents disagreed that *Dhaka Tribune*'s social media or digital media platforms do not consider linguistic choices.

***Dhaka Tribune*'s marketing tactics as regards linguistic inclusivity possess success stories**

None of the respondents strongly affirmed that *Dhaka Tribune*'s marketing tactics take into consideration linguistic inclusivity contributing to the socioeconomic development of an area.

However, the majority of the respondents, 62.5 percent, agreed that linguistic inclusivity in the marketing tactics contributed to the inclusive socio-economic development of regions in Bangladesh. 25% of the respondents were found undecided if linguistic diversity and inclusivity of *Dhaka Tribune* contributed to the growth of certain places in Bangladesh.

12.5% of the respondents disagreed that linguistic inclusivity in the promotional strategies had anything to do with socioeconomic regional development.

4.3 Interview Findings

The following is the interpretation from the interview of one participant of the *Dhaka Tribune*. The interview was taken with an open-ended questionnaire and was audio-recorded recording by the interviewee's consent.

***Dhaka Tribune's* strategy of incorporating linguistic nuances to address diverse groups**

According to the respondent, *Dhaka Tribune* has its style guide and own way of storytelling, and they are mainly youth-centric. Besides targeting the youth with its language or word choices, tone, and style, it also caters to the elite class, whether they are political or non-political parties. The different segments of the newspaper incorporate different linguistic strategies and target different targeted audiences. For instance, the business segment or page has more professional and formal wording than the other segments, catering to the upper socioeconomic segment. On the contrary, the op-eds take into account the different philosophies and perspectives, bearing a more neutral tone in terms of language and style.

Instances of promotional techniques that successfully utilized linguistic inclusivity to reach the different socioeconomic spectrums

Dhaka Tribune obviously changed its promotional strategy to cater to a wider audience. Though it appeared surprising to many, the strategy was the shift in language from English to Bangla for its social media as well as online platform and video content. This is because an increasing number of people are able to relate to the Bangla content and it resonates more with them. For instance, for the 2023 national level election, *Dhaka Tribune* televised the mayoral debate in the Bangla language, so that it would be appealing to the mass audience. The mayoral debate

televised by *Dhaka Tribune* in association with Channel 24 was titled “নির্বাচনী বিতর্ক ২০২৩”. This was a PR stunt by *Dhaka Tribune* as televising something as important as the election debate in the Bangla language matched the sentiments of the mass Bangla-speaking populace. Even selective content and summarized snippets of those contents were published in the Bangla language to attract the general population.

Dhaka Tribune’s challenges regarding linguistic communication to attract audiences from different sociolinguistic backgrounds

Before *Dhaka Tribune* introduced the *Bangla Tribune*, it could only attract a specific group of the population with its English-language publications. After the *Bangla Tribune* was introduced, *Dhaka Tribune* found it easier to attract the mass population. Its English publications and the English content produced on social media portals still face some challenges as the general population sometimes misinterprets some English words. Furthermore, sometimes, the jargon as well as the complex words make it difficult for the average reader to keep scrolling to read an entire publication. *Dhaka Tribune* has also faced issues in conveying its message effectively to all groups of audiences across all social media platforms; hence the integration of linguistic nuances in the audiovisual content has proved important. Multimodal discourse analysis theory helps to shed light on this even more. Furthermore, to promote linguistic diversity, *Dhaka Tribune* has acknowledged the language movements of different regions such as Tamil Nadu, Hawaii, British Isles, etc. in one of its publications (Sarker, 2016). This suggests that the newspaper brand aims to bridge the social divides through linguistic diversity.

4.4 Scope and Limitations

During the internship period, I learned substantially about the application of different kinds of languages for different media. While I got to learn extensively about crafting compelling and persuasive copies, assisting in round table discussions, etc. there were still some limitations. Due to a major illness, I could not go to the office for some time. This meant that I had very limited time for data collection by survey and interview. Furthermore, the study was conducted for a brief time of three months only, as three months was the internship period. The study did not observe all the departments of the organization, only the editorial, business, and marketing sections. The survey was also conducted only on eight people which suggests data collection was limited. Furthermore, the interview with open-ended questions focused on three in-depth questions that required the interviewee to elaborate. The qualitative interview had limited number of questions, which is one of the major limitations.

Chapter Five

Conclusion and Recommendations

Language is power and it is through language that the media can cultivate a sense of freedom and conscience. In this rapidly changing world, the media plays a crucial role in disseminating information. Language can play an integral role in helping people across the globe connect the dots and perceive different kinds of information. Media discourse has the power to shape the voices of marginalized groups. At the same time, media discourse can also underrepresent certain groups because of the linguistic choices used. Media is able to illustrate a panoramic view of any situation through language and moreover, language is the only mediator to understand media (Mhaisane, 2023). For further research, there are a few points of notice. One of these important points is whether media language will be more inclusive and representative of diverse groups of individuals in the future. Then, the intersection of language, media, and globalization should also be noticed. The role of language or linguistic sensitivity as well as media narratives shaping public opinion and discourse should be considered.

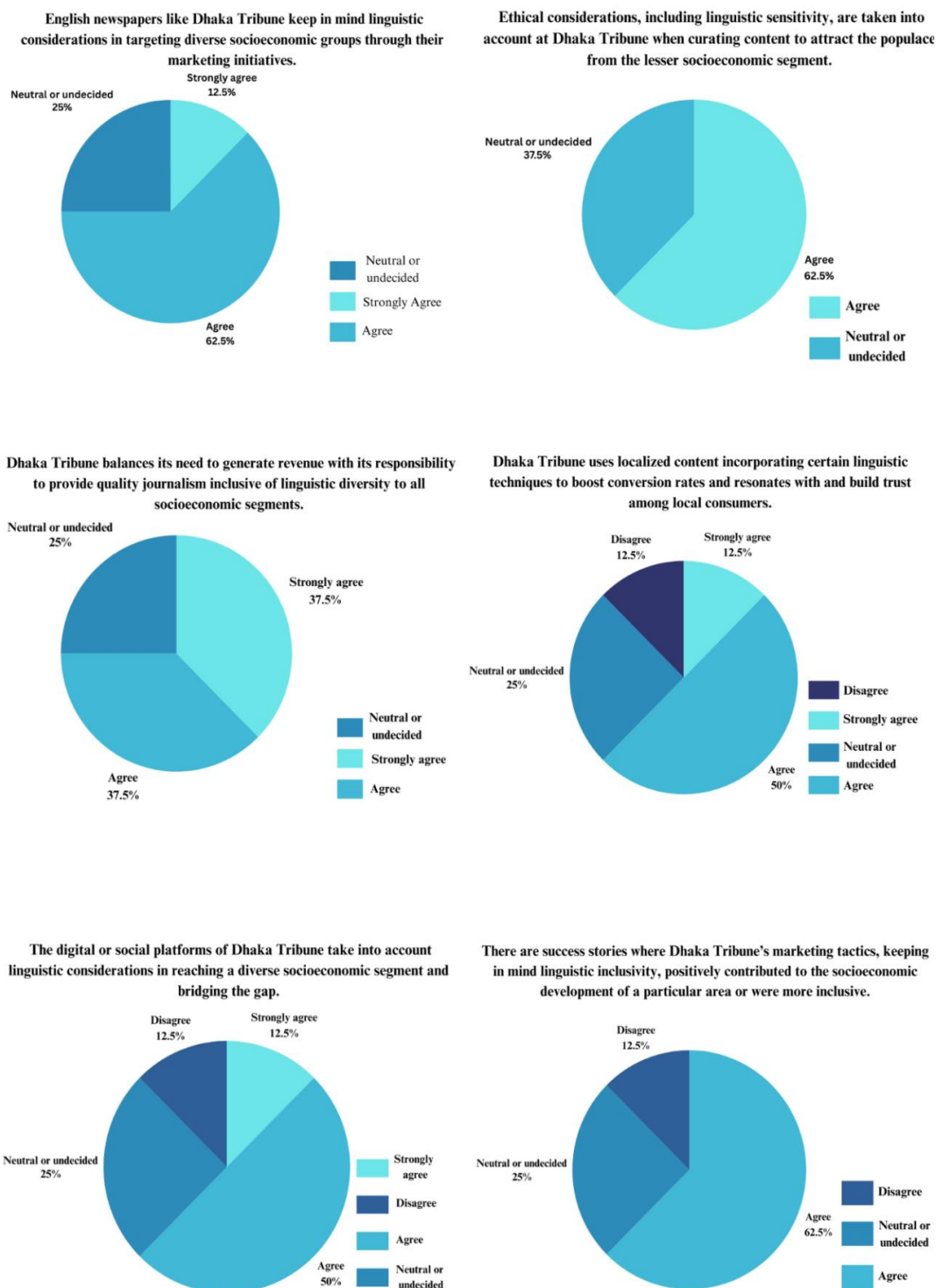
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Appendix A (Survey)



Appendix B (Interview)

Interview Question: (1 selected participant)

Audio recorded with due permission from the selected participant

1. How does Dhaka Tribune incorporate linguistic nuances in its English publications to address the diverse groups and which group does it specifically target?
2. Can you provide instances of promotional techniques that have successfully utilized linguistic inclusivity to reach the different socioeconomic spectrums of your readership?
3. In terms of linguistic communication, does Dhaka Tribune face challenges in attracting audiences from different linguistic backgrounds and social divides?