

ECOHARMONY IN MEDIA DISCOURSES: MODALIZATION AND MODULATION IN PAKISTANI ENGLISH NEWSPAPER *THE DAWN*

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Abstract

The study analyses marine related news reports to explore the construction of harmonious relationship between human and natural world through the ecolinguistic analysis. The analytical tool is adopted from the interpersonal functions of language as proposed by Halliday's Systemic Functional Grammar (1984). The research is both qualitative and quantitative in nature. The data comprise the marine related news reports published in The Dawn Newspaper. The findings show that 80% modalization and 70% modulation have been analyzed. Analysis revealed that the participants' actions and attitudes are reflected through the use of modal verbs and epistemic modality. The analysis of modality and modulation shows that the news reports construct ecoharmony through the constructive usage of language.

Keywords: modalities, constructive, ecoharmony, modulation, marine discourses

Introduction

Ecosustainability discusses the role of language in framing the harmonious relationship between human and natural world. This study analyzes the interpersonal function of language from Halliday's Systemic Functional Grammar perspective. Halliday (1984) describes three meta-functions of language e.g. ideational function, interpersonal and textual function. Interpersonal function of language describes the role of language in establishing the relations between two identities. Interpersonal function of language is divided into two categories modalization and modulation. Modalization expresses the possibilities, and probabilities of something happen e.g. can, could, might, may. On the other hand modulation explains the obligation, necessity and inclination of the actions e.g. (should, must, ought, shall). Modalities help to identify the affective role of participants and their seriousness. Fowler (1986) states that modality is a way of expressing the true commitments of the people in taking the actions.

Research Question

1. What modulation and modalization techniques are employed the marine related news reports in Pakistani newspaper The Dawn?
2. How do the modulation and modalization represent ecoharmony in the marine related news reports in Pakistani newspaper The Dawn?

Literature Review

Zhdanava and Rajandran (2021) investigates the relationship between language and ecology. They analyzed the speeches and writings of Greta Thunberg, a Swedish climate activist. Bundsgaard and Bang (2019) also examined how the climate situation is framed and blame-

game is employed. The research showed that Thunberg relied on high modality patterns, metaphors, and deities to convey the issue's seriousness and advance a shifting perception of the necessity for action. Studies that concentrate on identifying language that is harmful to the natural environment have contrasted with those that look for language that is constructive.

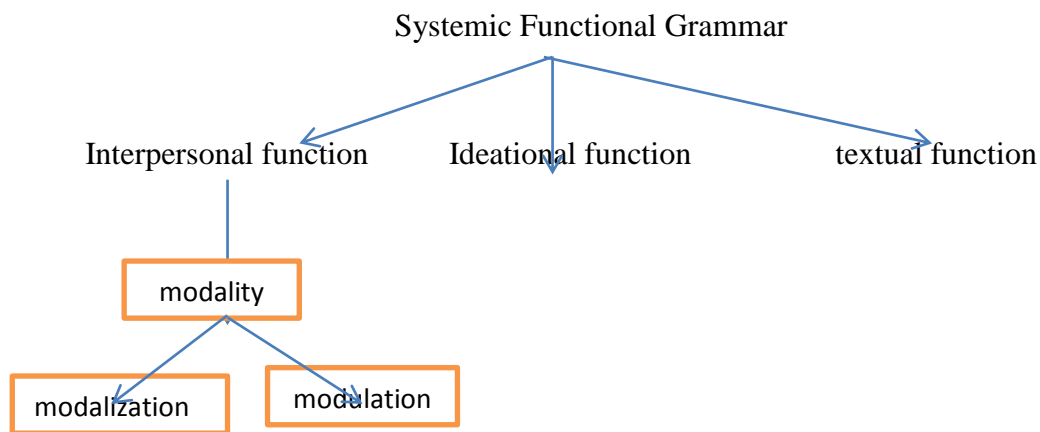
Lei (2021) investigated ecological identity from a systems functional linguistics standpoint. Examining discursive techniques for creating one's ecological identity is the goal of this study. It shows how people act, think, and feel about the environment and how they respond to ecological problems. The information was taken from the nature film "The Blue Planet 2" and Chris Mooney's essay titled "Five takeaways from the post's analysis of warming climate in the United States." Various tags are used to categorize this research. According to their effects on the environment and nature, ecological identities were clearly categorized in this study. Second, in order to sustain the harmonious coexistence of humans and nature, the author of the text advocates ecosophy.

Research Methodology

This study uses the purposive sampling for collecting the data. This research is both qualitative and quantitative in nature. The source of data is The Dawn Newspaper. Ten news reports related to marine issues have been selected. Halliday (1984) divided the three meta-functions of language in which interpersonal function is realized into modality. Further, modality is divided into modalization and modulation as given below in fig 1

Figure 1

Interpersonal function in marine related news reports



Data analysis

Analysis of Report 1

Table 1

Modalization and Modulation

Modalization	Modulation
Will	Should

Modalities are further separated into modalization and modulation, indicating the potential and capacity of the actions (Cheng, 2020). The analysis demonstrate the use of modalization and modulation of the news report. The use of will in this report illustrates the possibility of action. People are encouraged to safeguard marine life and uphold the interaction between humans and nature by this potential action. On the other hand, statements also exhibit modulation. The word should is used in this report to show strong recommendations to take action and advance eco-literacy and a sustainable environment for everybody.

Analysis of Report 2

Table 2

Modalization and Modulation

Modalization	Modulation
Can	Should

Modulation and modalization, the two categories of modality are used to explain the circumstance and people's capacity for carrying out particular tasks (Zhou, 2021). The usage of modalities, such as can, in which modalization has been examined, has been used in this report. It demonstrates the action's readiness to inspire people to defend marine life. Modulation is used, such as the word should is used to indicate future suggestions and plans for the wellbeing of marine life.

Analysis of Report 3

Table 3

Modulation and Modalization

Modalization	Modulation
could be	Should
Can	Must

Use of modalization and modulation determine how people behave and view particular challenges (Cheng, 2021). The use of could denotes a potential course of action and use of can denotes a readiness to take action in favour of marine life. The use of must indicates that steps must be taken to protect marine life while should conveys the participants' clear directions to uphold sustainability in marine discourses.

Analysis of Report 4

Table 4

Modulation and Modalization

modalization	modulation
will be	-----
May	

The usage of modalization is also evident in this report as in the phrase "water is common.....recent history." The exploration of predictions and suggestions for the better treatment of the environment by human is shown by using will and may (Marbun, 2019). Overall, the report's methodology aids in demonstrating future projections and potential effects of human activities on marine life.

Analysis of Report 5

Table 5

Modulation and Modalization

Modalization	Modulation
Could	-----
won't	

Modalization illustrates potential solutions and people's constructive acts to rescue marine life, as employed in this report by the words could and won't. This report does not show any modulation.

Analysis of Report 6

Analysis of Modalization and Modulation

In this report, modal verbs like will and would are employed to indicate the likelihood and certainty of the acts. There is no modulation. According to Gul, Hussain, and Ali (2002), language is a key factor in determining whether an ecological discourse is eco-constructive or eco-destructive.

Table 6

Modalization and Modulation

Modalization	Modulation
Will	-----
Would	

Analysis of Report 7

The type of phrases used to describe the events or situation is revealed by mood (Gul, Hussain, & Ali, 2021). Declarative statements are used in this study to present information regarding the marine-related issues. In marine discourses, these statements ensure eco-sustainability by providing explicit information about the action's actor and carrier as well as how the action was carried out to promote the welfare of marine species. Modification, such as should, is employed to enhance the beneficial treatment of people by nature. In this report, modalization is not present. Modality aids in illustrating human behaviour and mental patterns and fosters change (He & Cheng, 2022).

Table 7

Modulation and Modalization

Modalization	Modulation
-----	Should

Analysis of Report 8

In this report, modality is divided into modalization and modulation. Modalization and modulation both are not present in this report.

Table 8

Modulation and Modalization

Modalization	Modulation
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Analysis of Report 9

The analysis shows that the compound, complicated, and conditional declarative sentences indicative of mood have been noted. Modalization, such as the word can, is used to convey the potential for action, and modulation, such as the word should, is used to indicate the expectation of action to improve the marine ecosystem.

Table 9

Modalization and Modulation

Modalization	Modulation
Can	Should

Analysis of Report 10

The use of language, mood, and modality in interpersonal communication has been noticed. The report's tone indicates that most of the sentences are declarative and very few are interrogative. These remarks are used to convey the event's facts and the general public's opinions (Marbun, 2016). Modalization is examined, for instance, how using a can motivates individuals to protect marine life from dangers. No modalization is apparent.

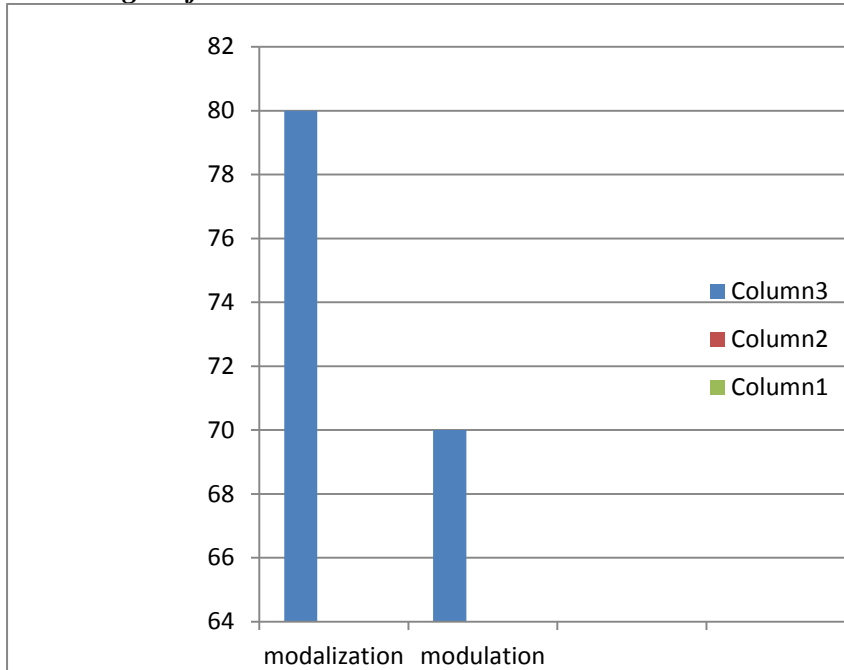
Table 10

Modulation and Modalization

Modalization	Modulation
Can	-----
Cannot	

Fig 1

Percentages of modalization and modulation in Marine related Discourses



The analysis of modality shows the different percentages of modalization and modulation. Modalization is 80% and modulation is 70%. Modalization and modulation promote enforcement and seriousness of action to improve marine related issues.

Findings and Conclusion

This study concludes that modality within marine related news reports help in achieving constructive usage of language that creates nurturing effect in marine discourses. The analysis of modality which is divided into modalization and modulation represents the enforcement and encouragement of the participants to take tangible and serious actions to save marine discourses. The element of modality has been analyzed in which the use of modalization e.g. can, will, will be used that reflects the encouragement of the actions that maintain the sustainability in marine discourses. Modulation e.g. ought to, must be used to show the obligatory actions of the participants. The percentage of modalization is 80% and modulation is 70%.

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