AN ANALYSIS OF LINGUISTIC FEATURES OF BUSINESS ARTICLES ON THE CNN WEBSITE

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ABSTRACT

This study examines linguistic features in 15 selected business articles from the CNN website. The articles range in length from 300 to 2000 words. Employing qualitative methods and descriptive analysis, the study delves into the aspects outlined in David Crystal's framework. Specifically, it identifies a total of approximately 2,480 linguistic features, categorized as lexical (131), orthographic (1041), grammatical (1189), and discourse (119). Notably, the dominant linguistic feature observed is conjunctions, which hold a crucial role in establishing coherence and clarity in news presentation. Adopting a case study approach, the study seeks to comprehensively understand how these linguistic features operate within the context of business news. This contributes to refining news writing strategies, benefiting writers, editors, and content quality. The focused research design allows for a meticulous exploration of linguistic patterns, elucidating their significance in conveying clear and coherent information to readers.

Keyword: linguistic features, journalism, electronic media, business

I.   INTRUCTION

Language serves as a cornerstone in the realm of effective communication, wielding an indispensable influence over the conveyance of thoughts, ideas, and information. This communication unfolds through a diverse array of mediums, including but not limited to mass media channels such as print publications, broadcast outlets, and electronic platforms. In this complex web of communication, mass media emerges as a potent tool that seamlessly connects individuals across geographical boundaries, facilitating the exchange of news, knowledge, and opinions. Traditional mediums like radio, television, and newspapers have long been the heralds of information dissemination, and their significance persists even in our digital age.

The transformative power of mass media was brought into sharp focus during the unprecedented challenges posed by the Covid-19 pandemic. As governments around the world imposed movement restrictions to curb the spread of the virus, electronic media experienced an extraordinary surge in usage. People increasingly turned to platforms like television news broadcasts, online news websites, and social media to stay informed, connected, and engaged. This surge underscored the importance of accessible global information, and the role that mass media plays in providing it.

Among the prominent players in the electronic media landscape, CNN stands as a beacon of comprehensive news coverage. Despite pervasive scepticism regarding the trustworthiness of Indonesian media, as highlighted by Javier in 2021, CNN enjoys a notably high level of trust, with a remarkable 66% of the populace placing their faith in its reporting. This level of trust is a testament to CNN's commitment to upholding the principles of ethical journalism, a concept originally articulated by Bond in 1961. These principles dictate that news should adhere to a set of core tenets: it must be factual, accurate, and relevant. These standards are essential in ensuring that the public is informed with integrity and credibility.

In the broader landscape of journalism, linguistic features assume a pivotal role, as elucidated by Crystal in 2001. These features encompass a wide range of elements, from orthographic considerations to syntax and style, all of which wield a profound impact on the clarity, readability, and interpretability of news content. Understanding these linguistic features is imperative for journalists and media organizations striving to deliver news that not only informs but also engages and resonates with their audience.

Within this context, the focus of this study is directed towards the CNN Website as the research object. CNN, a globally renowned media platform, occupies a commanding position in shaping public perception through its extensive coverage of local and international news. The choice to explore digital media, in particular, is driven by the on-going trend of increasing electronic media consumption. The accessibility and efficiency offered by digital platforms have lured audiences away from traditional print media, reflecting the evolving media landscape. In light of these developments, the research embarks on a thorough examination of linguistic features, with a special emphasis on business articles published on the CNN Website. By delving into the nuances of language within this specific context, the study seeks to shed light on how linguistic choices influence the reception and impact of news in the digital era, where information dissemination is more critical than ever before.

II.   REVIEW OF LITERATURE

Crystal (2001) Distinctive linguistic features take on various forms, with five main types identified for written language. Graphic features encompass the visual presentation and layout, while orthographic features involve the writing system, including spelling and punctuation. Grammatical features involve syntax and structure, while lexical features focus on specific vocabulary use. Lastly, discourse features deal with how text is structured for coherence and logical flow. For instance, newspaper English showcases graphic elements like headlines and columns, legal English employs unique vocabulary, and scientific English maintains a specific structure in research papers. Each of these types contributes to the distinctiveness of language varieties in their own way.

The study "Linguistic Features in Students' Online Learning Discourse" Hasan (2018) examines how students use language in WhatsApp chats. Ten students were studied, revealing six types of linguistic features they use. These include (1) lexical features like interjections, abbreviations, word substitutions, and more, (2) orthographic features like spelling and capitalization, (3) grammatical features like ellipsis and passive voice, (4) discourse features like interactional cues and flow of thought, (5) paralinguistic and graphic features like emoticons and punctuation, and (6) other traits like written laughter. For instance, students shorten sentences with abbreviations, show

emotions with emoticons, and alter capitalization for emphasis. These findings shed light on how students communicate in online learning settings. The theory and previous studies mentioned above form the foundation of this research, particularly for the analysis of linguistic features in business articles.

Linguistic features in writing, including elements like graphics, spelling, grammar, vocabulary, and how text is structured, shape the way we use language in different situations. For example, in newspapers, we use headlines for quick information, legal documents have specific words for precision, and scientific papers follow a particular structure for clarity. Hasan's (2018) study on "Linguistic Features in Students' Online Learning Discourse" reveals how students adapt their language in online chats, using various techniques, like shortening words and adding emoticons, to communicate effectively. This research builds on previous studies, exploring how these language features work in business articles, showing their importance in specialized fields and how language can change to suit different needs.

III. METHOD

This study employs a qualitative approach to conduct a thorough examination of linguistic features in business articles. The researcher selected a sample of 15 business articles published on the CNN website in January 2023, using a random sampling method. The chosen articles range in length from approximately 300 to 2000 words. The analysis encompasses various linguistic elements, including orthographic, lexical, grammatical, and discourse features. This analysis methodology is guided by David Crystal's (2001) theoretical framework.

To gather data, the study relies on observation as the primary data collection method. This observational approach involves carefully scrutinizing the selected articles to identify and document the specific linguistic features present. To aid in this process, a data collection table is employed as an instrumental tool. This table is used to systematically organize and record the instances of different linguistic features identified within the articles.

IV. RESULTS AND DISCUSSION

According to David Crystal (2001), there are five linguistic features mentioned: lexical, orthographic, grammatical, discourse, and graphic features. The theory explains that language variation refers to a linguistic expression system influenced by situational factors, including spoken and written language, regional dialects, stylistics by profession, and creative expression. Language varieties have predictable characteristics, such as vernacular style or legal language genre. Changes in situations can affect changes in the language used. Language variations are bound by sociolinguistic rules, and there are no "free rules" in language use. Factors such as politeness and understanding influence what is received in communication. In this research, four out of five categories were found, namely Lexical, Orthographic, Discourse, and Grammatical Features.

This finding of this research showed there were four linguistic features in CNN business articles. The explanation of the linguistic features can be seen in the following table:

Table 1 - The finding of linguistic features found in CNN business article

No	Linguistic Features	The Item
1	Lexical Features	a. Abbreviation
2	Orthographic Features	a. Capitalization b. Punctuation
3	Grammatical Features	a. Cohesion b. Substitution c. Conjunction
4	Discourse	a. Discourse

The detail findings of each feature in the table above can be seen in the following description:

1. Lexical Features

Lexical features involve the vocabulary used in communication. In the context of this research, one specific lexical feature that was examined is "abbreviations." Abbreviations represent a concise and efficient means of conveying information by condensing words or phrases into shortened forms, often comprised of initial letters or syllables. Their utility extends across various domains, serving to streamline discourse, enhance clarity, and save time. In the context of the research under consideration, the study zeroes in on the role of abbreviations within CNN's business articles on their website, aiming to uncover how these linguistic shortcuts are strategically employed. This analysis offers valuable insights into whether abbreviations are harnessed to simplify the communication of intricate financial concepts, align with the formal tone expected in business journalism, or cater to the preferences of a digital-age audience that seeks concise and easily digestible content. Ultimately, the examination of lexical features, exemplified by the study of abbreviations, provides a unique perspective on the evolving dynamics of language use in the contemporary media landscape, where efficiency and clarity in conveying information are paramount. The following are the abbreviation types of lexical features found in this study:

Table 2 - Lexical features found in CNN business article

Abbreviations
Speaking before the layoff announcement at the World Economic Forum (**WEF**) in Davos, Switzerland, on Wednesday, Microsoft CEO Satya Nadella said that the company was not immune to a weaker global economy.
Intel (**INTC**) is betting those predictions prove true.
The **IRS** will start accepting 2022 federal income tax returns on January 23, the tax agency announced on Thursday.

Certainly, abbreviations like the ones you've mentioned, such as WEF (World Economic Forum), CEO (Chief Executive Officer), INTC (Intel Corporation), and IRS (Internal Revenue Service), serve as powerful tools in written communication. They play a crucial role in simplifying sentences, reducing redundancy, and conveying complex information more efficiently. These abbreviations are particularly prevalent in the context of organizational names and professional titles, and their usage offers several distinct advantages.

First and foremost, abbreviations make sentences shorter and more concise. In today's fast-paced communication environment, brevity is highly valued. By substituting lengthy organizational names or titles with abbreviations, writers can convey

information swiftly and without unnecessary verbosity. This not only saves space but also captures the reader's attention more effectively.

Furthermore, these abbreviations act as identifiers for the respective organizations or positions. They condense substantial entities or roles into easily recognizable and memorable acronyms. For instance, "WEF" immediately evokes the World Economic Forum, a globally renowned institution, in the reader's mind. This instant recognition enhances the efficiency of communication, as it removes the need for repetitive exposition of the full names.

In addition to brevity and identification, abbreviations in such contexts also lend an air of professionalism to the writing. They signal that the writer is well-versed in the conventions of their field and the organizations they are discussing. It conveys a level of expertise and familiarity with the subject matter, which can enhance the writer's credibility and the overall professionalism of the text.

In summary, abbreviations like WEF, CEO, INTC, and IRS offer a concise, efficient, and professional means of communicating complex information related to organizational names and professional titles. They streamline the text, facilitate recognition, and contribute to the overall effectiveness of written communication, especially in fields where precision and brevity are paramount..

2. Orthographic Features

Orthographic features in writing are essential components that vary depending on the specific writing system of a language. These features include punctuation and capitalization, both of which play vital roles in enhancing the clarity and structure of written communication.

Punctuation marks, such as commas, periods, semicolons, and dashes, serve as navigational aids within a text. They help direct the flow of words, indicating pauses, separating clauses, and conveying the writer's stylistic choices. For instance, a comma may denote a brief pause in a sentence, while a period signifies the end of a complete thought. The semicolon, on the other hand, connects related but independent clauses, fostering a sense of continuity in the text. Punctuation, in essence, serves as the "traffic signals" of written language, guiding readers through the text's intricate terrain and ensuring that the intended meaning is conveyed with precision.

Capitalization is another orthographic feature that aids in the visual organization of written content. It involves the use of capital letters to emphasize specific words or phrases, signal the beginning of sentences, and highlight proper nouns such as names of people, places, or organizations. Capitalization not only contributes to the overall readability of a text but also aids in the recognition of crucial information. By capitalizing the first word of a sentence or the name of a city, for example, writers help readers identify important structural elements within the text, making it easier to follow and comprehend.

Together, punctuation and capitalization serve as indispensable tools in written communication, transcending linguistic boundaries to facilitate clarity and structure in texts across various languages and writing systems. These orthographic features not only ensure that the intended message is conveyed accurately but also enhance the overall readability and coherence of written content, ultimately enriching the reader's experience and understanding of the text.

Table 3 - Orthographic features found in CNN business article

Capitalization	Punctuation
Of course, you don't have to file your return that early. The official due date for returns this year will be **Tuesday, April 18**, the agency announced.	"It's Judgment call," acknowledge Katie Harbath, a former public policy director at Facebook.
Meta spokesperson **Andy Stone** told CNN **Wednesday** the decision is set to be announced in the coming weeks.	"The more explicit and the more persuasive Meta's explanation for whatever's decision is, the more likely it is to influence others, which is all the more reason why it would be good for them to try to make a clear and helpful statement **[about the decision]**."
No rare earth elements are currently being mined in **Europe**, leaving it dependent on imports.	The agency said it has hired more than 5.000 people to take calls and added more **in-person** staff to help support taxpayers.

The provided examples effectively illustrate the correct usage of capital letters in various contexts. Capitalization serves to highlight and distinguish important elements in written communication, including the day, month, names, company names, and places. This practice is imperative because these elements hold significant relevance within the universally recognized calendar system. For instance, in the sentence "Tuesday, April 18," the capitalization of "Tuesday" emphasizes the specific day of the week, while "April" signifies the month. In the second example, "Europe" is capitalized to denote it as a distinct geographical place. In the third example, capitalization is appropriately employed for "Meta," the name of the company that owns Facebook, "Andy Stone," a person's name, and "Wednesday," indicating the specific day of the week. These instances of capitalization serve to enhance clarity and precision in written communication by drawing attention to essential and specific elements within the text.

Punctuation plays a crucial role in text by providing structure and conveying meaning. Quotation marks, for instance, serve to demarcate speech, and the sentences enclosed within them, such as Katie Harbath's direct words, are transformed into written form. In the sentence where Katie Harbath provides a response regarding Trump's support, this invites a nuanced examination of the pros and cons. The use of punctuation marks within square brackets further enhances the clarity and precision of the quote by inserting additional information into the sentence. For example, in one sentence, square brackets are employed to include the words "about the decision," which adds specificity. Lastly, dash punctuation is employed to introduce supplementary information or details that, while relevant to the sentence, may not be central to its main point. In a sentence discussing the recruitment of more staff to support tax applicants, the dash serves to incorporate these additional details seamlessly. These various forms of punctuation collectively contribute to the structure, clarity, and richness of written communication, allowing for the effective conveyance of complex ideas and information.

3. Grammatical Features

Grammatical features are fundamental aspects inherent in a language's structural framework, and this study highlights three distinct types for examination. First, cohesion, a linguistic mechanism, facilitates the interconnection of words and phrases within a text by employing references such as "this," "he," "they," and possessive pronouns. Second, substitutions, another grammatical tool, serve to avert redundancy and maintain fluidity by introducing words like "this," "thus," and "following" in lieu of repeating lengthy phrases. Third, conjunctions play a pivotal role in linking ideas both

within individual sentences and between sentences, contributing to the seamless progression of thoughts. These grammatical features collectively serve to enrich the cohesiveness and clarity of language, ultimately enhancing the effectiveness of communication by ensuring that ideas flow smoothly and are easily comprehensible.

Table 4 - Grammatical features found in CNN business article

Cohesion	But whatever the prediction, don't take **it** as gospel when **it** comes to managing your portfolio.
Substitutions	Each of these inspections found work processes that were designed for speed but not safety, and **they** resulted in serious worker injuries.
Conjunctions	In a memo to staffers Wednesday, Nadella also cited changing demand years **for** digital services years into the pandemic **as well as** looming recession fears.

Cohesion, as a linguistic concept, operates as a reference mechanism that underscores the relationships between words and their respective objects within a sentence or text. In the sentence provided, the pronoun "it" is employed as a cohesive element, referring back to the preceding mention of "whatever the prediction." This linguistic device serves to establish a connection between the two concepts and conveys the idea that despite the existence of predictions or estimates, they should not be regarded as absolute truths or definitive guides when managing one's financial portfolio. Essentially, it emphasizes the need for careful consideration of various factors and in-depth analysis before making any decisions regarding financial investments. This suggestion places the onus on readers to exercise prudence and diligence in their financial decision-making.

Substitution, on the other hand, is exemplified by the use of the word "they" in the text, which replaces and refers back to the previously mentioned "work process." Substitution, as a broader linguistic concept, encompasses the act or process of replacing or altering elements within a sentence, such as words or expressions, while conveying a similar or identical meaning to the original sentence. In the context of language, substitutions serve multiple functions, including enhancing stylistic variety, improving clarity, and introducing diversity in writing. In this specific instance, the use of "they" facilitates smoother and less repetitive communication, making the text more engaging and comprehensible for the reader.

Moreover, the sentence introduces the use of correlative conjunctions, exemplified by "as well as." Correlative conjunctions are employed to link parallel elements within a sentence. Here, "as well as" serves to connect two additional reasons provided by Nadella: the changing demand for digital services during the pandemic and the looming concerns about a recession. This conjunction not only aids in structuring the sentence but also highlights the parallel nature of the two reasons, reinforcing their equal importance within the context. Furthermore, a subordinate conjunction, "for," is also introduced in the sentence, functioning to connect the clause that discusses the changing demand for digital services during the pandemic with the main clause that Nadella cited. This conjunction elucidates the causal relationship between these two elements, providing additional clarity and coherence to the sentence.

4. Discourse Features

Discourse features encompass a range of elements within a text that wield a substantial influence over its structure, flow, and the relationships that exist between the information being conveyed. These elements encompass a diverse array of components, such as direct quotations, expressions of opinions, articulation of

arguments, references to past events, presentation of conflicting viewpoints, allusions to future developments, and various other elements that collectively shape how text is both conveyed and received. Essentially, discourse features serve as crucial signposts within the text, aiding readers in navigating and comprehending the broader context, the multitude of opinions, and the intricate web of thoughts interwoven within a given topic or subject matter. By providing this contextual and interpretive framework, discourse features play an indispensable role in facilitating a reader's grasp of the text's underlying meaning, fostering a deeper understanding of the subject matter, and encouraging critical engagement with the ideas presented.

Table 5 - Discourse features found in CNN business article

Discourse
"It is the top priority of mine and the Board's to identify and prepare a successful CEO successor, and that process has already begun," Parker said in a statement Wednesday.
"a contribution must be made for the purpose of influencing an election for federal office," adding that Google's public statements.
Amazon said in a statement Wednesday, explaining the "program has not grown to create the impact that we had originality hoped."

The use of direct speech in written communication, as demonstrated in the provided examples, serves as a powerful tool for conveying information and perspectives with clarity and authenticity. In the first instance, the direct statement about Parker and the board of directors' focus on finding a new CEO underscores their dedication and seriousness in the CEO succession process. This verbatim quote emphasizes their commitment to ensuring a successful leadership transition.

The second example features a direct quote discussing rules related to financial contributions for influencing federal elections. When combined with the mention of Google's public statement, it contributes to a broader conversation about transparency and corporate involvement in electoral processes. By using the exact wording, the text provides an unfiltered view of Google's stance on this issue.

Finally, the mention of Amazon's statement delivered on a specific day, "Wednesday," offers a direct insight into Amazon's response to a program that didn't meet initial expectations. This direct quote allows readers to grasp Amazon's position and actions regarding the program's performance without intermediaries.

In summary, the inclusion of direct speech as a discourse feature enhances the authenticity and transparency of written communication. It allows readers to access information and viewpoints directly from the source, providing a more comprehensive understanding of the subject matter and the individuals or organizations involved.

V. CONCLUSION

In prior research, linguistic features have been frequently explored, often focusing on specific elements like student chats or news headlines. However, a notable gap exists in linguistic research that centers on examining the entirety of news articles. This study endeavours to address this gap by conducting a detailed analysis of the linguistic features employed within CNN's business articles from the year 2023.

This research sheds light on the pivotal role linguistic features play in CNN's business articles, offering insights into how language is strategically harnessed to convey nuanced meaning and ideas within the text. Among the five types of linguistic features identified by Crystal (2001), this study delves into four: lexical, orthographic, discourse, and grammatical features. Notably, grammatical features emerged as the most prevalent in this study, with conjunctions being particularly prominent. Conjunctions, which serve to connect sentences, play a vital role in ensuring the clarity and logical coherence of sentences, a crucial aspect in the context of news articles.

Conversely, two linguistic categories, namely paralinguistic and graphic features, were notably absent from this study. These categories encompass visual expressions within a text, which were conspicuously absent in CNN's business articles. This absence can be attributed to the formal and professional nature of these articles, which typically eschew visual elements like emoticons or colloquial expressions such as 'aarrrggghhh' to convey emotions like frustration.

In essence, this study unveils the subtle yet profoundly influential nuances of language within CNN's business articles. It provides valuable insights into how language is strategically wielded to facilitate effective information sharing, emphasizing the role of grammatical features, especially conjunctions, in ensuring clarity and coherence in news articles. Additionally, it underscores the formality of such articles by the absence of paralinguistic and graphic features, illuminating how language choices align with the tone and objectives of professional journalism.

ACKNOWLEDGMENTS

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Note: add the sentence to 4500 words

:: J-LANGUA ::
(Journal of Language Instruction and Applied Linguistics)
Volume 01 Number 01 2023
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