Using Speech acts and Maxims in Selected Summary Leads in News Web-version of American Agencies : A Pragmatic Study

Asst. Lect.
Havder Hameed

Abstract

News has parts and each part gives information about what happened and what happens . For that reason , the study focuses on the second part of news which is lead . Lead is somehow short and brief in order to shed light on some points of the news leaving other points to the paragraphs that come after . To explain the pragmatic aspects of leads , this study shows the influence of using maxims and how violating the quantity maxim never hinders the message of introducing the news with general ideas in leads . The study also states the use of speech acts which have the sense of informing more than the other ones . The data of analysis is about three American agencies with forty-five samples of news about different matters in breaking news .

1.Introduction

1.1 Problem

The main concern of this study is to answer the questions of how the maxims are used in summary leads of news and how the speech acts are used and varied according to each news. Accordingly ,this is very important in such a study to highlight the linguistic aspects of the text.

1.2 Aims

The study aims at :

1. Finding whether all maxims are violated or not .
2. Finding the kinds of speech acts .

1.3 Hypothesis

The study hypothesizes that :

1. All maxims are violated .
2. Assertives are used more than other speech acts .

1.4 Procedure

The procedure of the study is to analyze the data qualitatively of how the maxims are used in the summary leads with speech acts . The study analyses the data from three American agencies .

1.5 Significance

The study is significant for those who work in media , especially those who write news on web-versions . The study explains the linguistic aspects of the text in order to know exactly how and why the use of language is influential in leads .

2. News

News is one of the most important area of study for those who really want to reveal the linguistic aspects of using language in media discourse . There are many ways of defining news from different standpoints . Yet , these definitions can catch the main concept for news . MacKane (2006 :1) refers to the definition of news by the editor of the Sun during 19th century ,Charles Dane , saying "news is anything which interests a large part of the community and which has never been brought to their attention". Accordingly , this definition emphasizes the point that news must attract people's attention and if it is common for the readers, so it will not interest them . The word " news" is also used about 500 years ago to describe what journalists find in real life . News plays a key role in bringing people together for better communication in community . Furthermore , it gives information for people to act their opinions about the events of the world that happen around them (Burns ,2004: 49).

2.2 The Qualities

Rich (2010 : 12-16) states a number of qualities that sustain the value of news and the qualities as follows :

A. Timeless : means that the events happen in time before the day of distributing news or the events may happen in future .

B. Proximity : means the events that happen are relevant to the local readers or it is close to the society in general . As a results , these events may interest the readers and interest their attention .

C. Unusual nature : means that events are weird not common or widespread , in a word , they are imminent in occurrence .

D. Human interest : means that people , generally , like the stores of the other people those who achieve something great or who make changes in their life for better living .

E. Conflict : the more conflict the news has , the higher the number of the readers will be because people always look for the actions and arguments between people and governments or vice versa .

F. Impact : means the reaction of the readers by reading stories like tragedy or something like this .

G. Helpfulness : the stories that deal with events taking care of people's stories .

H. Celebrities : means those who are famous in their community like politician and actors .
I. Entertainments : means the stories that make people feel cool and better by funny stories .
J. Trends : means the stories that affect people' lives and the way the live such as the rates of crimes and some other social matters .

2.3 Types of News

News has several types according to the events that occur . However , there are two main types . Rowe(2005 : 18) distinguishes between these two types as follows :

A- Hard news : The news that deals with events and developments that happen today or may still be under way . In a word , this news is serious and newsworthy for people and cannot be delayed for another day .The types of such news are politics , economics , laws , science , crime and so on .

B. Soft news : this news adds things or events to be remembered . Yet , such news are not urgent or should be distributed at the same day , or in other words are social news . They can be told tomorrow or any other day. The kinds of such news are people , places , communities problems and so on .

For instance , when the explosion of the car kills three people , such news should be broadcasted now , whereas a dog helps an old women in a certain place this news can be broadcasted tomorrow because it does not have seriousness .

2.4 The Language of News

Generally speaking , the language of news is objective and impartial without adapting the sense of subjectivity . Consequently , the language of news is crucial for the journalists and the workers of media to understand the linguistic elements of language . The way the language is used determines how the influence of news will be on the readers .McKane (2006:105 -8) explores the language of news through different ways . One of these ways is that the structure of the language must be brief and clear . Accordingly , the good sentences are the ones that do not make the reader read the news story more than one time to know what the new is about . In addition to this , using short forms of the verbsis preferable like :

Tom has promised …….
We can say
Tom promised

In this case the use of has or have can be left out and just use the verb for the reason of space and directness .

Using verbs instead of using abstract nouns such as :

The committee reached a decision

Should be ….

The committee decided

Tuchman(1978:106) states more that the sentences in the text of news have less than twenty words and leave out the words which consist of two syllables . And Van Dijk (1988 a: 80) argues that sentences tend to be shorter at the end of the news . Still , the news has syntactic structures that are not similar to the ones being used by other discourses (Crystal and Davy , 1969 : 174 and Van Dijk 1988b:10) . Van Dijk(1988b:10 -11) goes further in showing the difference of declarative sentence in a normal state and in news articles as follows :

A normal state :

"Reliable sources declared that Libya has been attacked by U.S air force . "

In a news story :

Libya has been attacked by US Air Forces , reliable sources declared .""

2.5Parts of the News

News , in general , has parts that form the structure of telling any event . It is important to have fixed formula in which the readers find the information well – organized . Rich(2006 :37) mentions the main elements of news story as follows :

News stories in all media share some common elements. Every news story is based on one main idea—the focus. The basic news story structure includes a headline and three general parts: a beginning, called the "lead," a middle, called the "body," and anending.After you determine the focus, write the lead and nut graph if needed.

The focus of the study will be on lead . Headline will also be explained and referred to because it has some similar points with lead .

2.5.1 Headlines

One of the parts of every news story is headline. It is located at the top of the news to attract a reader's attention. Pajunen (2008:8) define headline as the main element of the news . It is used to bring the readers to read the story of the news . At the same time , its position plays an important role in building the scope of the news that guides the readers in a particular way .

The headline is a specific kind of a text . It conveys a number of tasks that especially command its shape , content and structure . It also shows completely the story of the news with a small number of words that make the reader eager to discover more deeply the news (Reah ,1998:13) .Busa(2014: 80) maintains that headlines are written by sub-editor not the reporter, who decides the page layout and choosing the words and type font that are suitable for the page . Westley (1953:115) delves more about headline as "any line or collection of lines of display type precedes a story and summarizes it or introduces it can be called a headline". Then,according toVan Dijk (1998:121),headlines:

define the overall coherence or semantic unity of discourse, and also what information Readers memorize best from a news report… They express the most important information of the cognitive model of journalists, that is, how they see and define the news event. Unless readers have different knowledge and beliefs, they will generally adopt those subjective media definitions of what is important information about an event.

2.5.2 Leads

The second part of the news structure is named lead. Its position is after the headline of the news . Leads should be short , in present time and direct to the point (Silcock et al , 2014 : 122) . Brown and Yule (1983:125) assert the function of the leads that provide the reader with an essential introduction to the news which gives hints about what the next will be . Bell (1991:183) adds more about the function of leads :" it must begin to tell the story as well as summarizing it …… it must provide a springboard for tell the whole story , not just a summary" .

Werlich (1976:70) refers to the lead as the first sentence of the news story that sums up the events of the news . It is not always that leads can be in one sentence , rather , it may have more than one sentence . Rich(2010 : 38) somehow contrasts with Werlich's definition of leads regarding the number of the sentences as follows :

At the beginning of the story, the hook that tells the reader what the story is about is called the "lead." A good lead entices the reader to continue reading. In a hard-news story, the lead usually is written in one sentence—the first sentence of the story—and gives the most important information about the event.

2.6Hard-News Leads (Summary Leads)

Hard-news lead is also called summary lead . Such a kind of lead is always used in hard-news that has the sense of seriousness . Rich (2010

: 133)notes that the main function of summary leads is to answer the basic questions as : who, what,when, where and why, plus how and so what. It is important to include the significant factors in the lead and leaving the others to the rest of the news . The following lead touches on who and what as the most common summary type :

> Who , what , when and why TALLAHASSEE, Fla.—A Florida law
> student was held Tuesday on a charge
> she hired a hit man to kill a secretary
> who found out the student had stolen an
> exam, police said.(Rich , 2010:133)

2.7 The Elements of Summary Lead

2.7.1 Subject – verb – object .

Rich (2010 : 134) claims that the summary lead can be so effective if it follows the following order : subject – verb – object . This order is also preferable in broadcasting writing . The following lead, which works for print, broadcast and the Web, starts with who, what, why and when:

> A 22-year-old Mesa resident is accused
> of offering an undercover police officer
> ١,٠٠٠$to kill a woman who appeared
> on her boyfriend's MySpace.com Web
> page.(Rich , 2010 :134).

—East Valley Tribune, Mesa, Ariz.

2.7.2 Order of The Information .

The order of information ispoints of emphasis should be the first or last words in the lead. Decide which elements are the most important - who,what, where, when, why, how or so what.

Here are some facts presented in a story:

Who: Three boaters

What happened: Two killed, the third injured when the boat capsized

When: Sunday

Where: Lake Harney near the Volusia-Seminole county line in Florida

Why: High winds and waves

How: Explained later in the story(Rich , 2010 :134)

Two boaters were killed and a third was
injured Sunday when their small boat
capsized in high winds and waves on
Lake Harney near the Volusia-Seminole
county line.

—The Orlando (Fla.) Sentinel

2.7.4 Active Voice Vs. Passive Voice

Active voice is more favored than passive because it tells the readers the doer of the action or event. Still , passive is needed in the case of telling what happened instead of telling who caused it to happen (Rich , 2010 : 136) .

Active   Pet iguana started a fi re in a split-level
        house in Hillsmere Shores by knocking
        over a heat lamp with its tail, fire officials said.
        Fire officials say a pet iguana started
a fi re in a split-level house in Hillsmere
Shores by knocking over a heat with its tail,

Passive   A fire in a split-level house in
Hillsmere Shores was started by a pet
        iguana that knocked over a heat lamp
        with its tail, fire officials said.

2.7.4 Where to Say , and When

Sometimes the time is disturbing in the lead . This occurs in particular in breaking news that happened yesterday . Time factor , generally , doesn't come in the initial position of the sentence . Yet , it can be used when it is precise and even if it seems weird .

    Here is an example of a confusing time element:
    University officials agreed to raise
    tuition by $100 Monday.
    As written, the lead indicates the tuition will increase on Monday.
Wrong. Tuition won't go up until next fall. Here's what really happened:
    University officials agreed Monday to
    raise tuition by $100.(Rich , 2010 :136-137)

2.7.5 Delayed Identification

    When the doer of the action is not famous or known in lead , it can be identified by certain ways like , age , occupation , location and other ways in the first paragraph. And the second paragraph will identifythe name .

    Occupation   Two Minneapolis meter monitors have
    been charged with stealing an estimated
    $35,000 worth of nickels, dimes
    and quarters from parking meters.
    Dale Timinskis, 42, and Leroy Siner,
    40, both of Minneapolis, were arrested(Rich , 2010 : 137)

3.Pragmatics

It is one of the most important field of study in linguistics . It is also rich with many points of how language is functioned in communication and different situations .Huange (2014:1) notes that pragmatics , in brief , is the language in use . There are two lines which determine the study of pragmatics based on speaker meaning and utterance interpretation (Thomas ,1995: 1). Speaker meaning is studied among the scholars who focus on social elements that affect the meaning . Utterance interpretation is studied among the scholarly who concentrate on cognitive process by which the receivers interpret the meaning (Ibid : 2).Bloomer et al (2005 :78) delve deeper in the definition of pragmatics as follows :

…then pragmatics focuses on how speakers and writers use theirknowledge to convey meanings. In short, pragmatics studies how language is used in the interpretation of actual utterances. This means that people who study pragmatics are interested in when language is used, where it is used, who it is used by, how it is used, what it is used for, and, perhaps most importantly, how it getsinterpreted as doing the things it is used for by the people who use it when they do so.

Then , Thomas(1995:2-18) points out three levels of meaning in study of pragmatics as follows :

A. Abstractmeaning that is concerned with interpretation of phrases , words , sentences and so on to see what different meanings can be found within one word or one sentence .

B. Utterance meaning focuses on meaning being intended by the speaker according to the context .

C. The third level is force level which refers to the communicative intention of a speaker , in a word what the speaker intends to say .

3.1 Cooperative Principle

H.P Grice(1989) initiates the concept of cooperative principle in a conversation among people . This concept shows the frame of how the interaction will be successful among the interlocutors by giving a number of maxims under the name of co- operative principles . Finegan(2008:287) argues that the principles that control the understanding or decoding the utterances are intricate and varied . They are even not stable within the same culture ,rather, they are different from culture to culture . Although the misinterpretations occur in communication , people can understand the utterances . The reason is that , the interlocutors trust that their partners follow the same interpretive conventions . Grice describes the cooperative principle as follows :

" Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged."(cited in Finegan , 2008 : 287).

3.2The Four Maxims
Grice (1989:26-27) refers to the maxims of cooperative principles as follows :
A. The maxim of Quality
Try to make your contribution one that is true, specifically:
(i) do not say what you believe to be false
(ii) do not say that for which you lack adequate evidence
B.The maxim of Quantity
(i) make your contribution as informative as is required for the current purposes of the exchange
(ii) do not make your contribution more informative than is required
C. The maxim of Relevance
Make your contributions relevant
D. The maxim of Manner
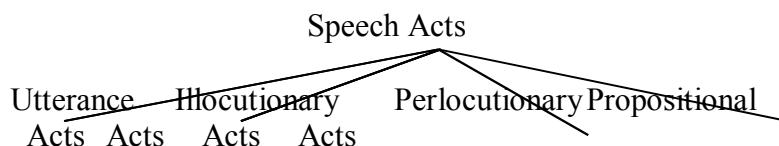Be perspicuous, and specifically:
avoid obscurity
avoid ambiguity
be brief
be orderly

3.3 Speech Acts
Austin(1911-1960) is the first scholar , who introduced the idea of speech acts that show the functions being performed by utterances as the means of interpersonal communication . He also maintains that speech acts are not onlyvehicles of information , rather , they are amounting to actions. In addition to that , Rimer(2010:109) asserts the point that Austin's investigation in the force of linguistics expression , has classified acts in any utterance into three types as follows :
• locutionary act: the act of saying something;
• Illocutionary act: the act performed in saying something; and
• perlocutionary act: the act performed by saying something.
According to Akmajian et al. (2010 : 396) there are four categories of speech acts as follows :

Speech Acts

Utterance   Illocutionary   Perlocutionary Propositional
Acts   Acts   Acts   Acts

shouting   promising   intimidating   referring
whispering   reporting   persuading   predicting
 murmuring   asking   deceiving
Figure (1) Types of Speech Acts

3.4 Types of Speech Act (Illocutionary)
Kreidler (2005 : 183-85) mentions six types of speech acts as follows :
3.4.1 Assertive Utterances
The main function of this speech act is to inform what the speaker and writer want to reveal , like believing , knowing and so on :
 (66) I vote for Ann in the last election .
Since assertive utterances deal with data that are happening or happened , so these are either true or false . Moreover , they are subject to empirical investigation .
The verbs in assertive utterances as follows
A. Focus on information:
announce ,declare ,disclose ,explain, express ,indicate ,mention, proclaim, relate, report
B. Focus on truth-value of utterance:
affirm , allege, assert , certify , concede , guarantee , swear , attest, bet claim , contend ,maintain
C. Focus on speaker's commitment or involvement in what is reported:
confide , deny, profess , protest
D. Focus on manner of communicating:
Emphasize, hint , imply , intimate , stress
E.Focus on the nature of the message:
dictate [a spoken message, written by another person]
narrate recount [the utterance is a unified series of events]
preach [the utterance has moral or ethical content]
F.Focus on aspect:
predict [the utterance is about possible future events]
recall [the utterance is about previous events]
3.4.2 Performative Utterances
    Speech acts that bring about the state of affairs are called performatives: bids, blessings, firings, baptisms, arrests, marrying, declaring a mistrial. These speech acts must be used by those who have the right to produce them . The verbs in performative utterance are bet, declare, baptize, name, nominate, pronounce(Ibid 185) . For example :
 (67) I declare this meeting adjourned.

3.4.3Verdictive Utterances

verdictives result from building the assessment by a speaker on a address's previous actions , rather than on what is happening with now .(Ibid : 187) .

(68) I accuse you of putting on airs.

A.The action is viewed positively:

commend…for   compliment…on   congratulate…for   honor…for praise…for

The action is beneficial to the speaker:

thank…for grateful to…for

B.The action is viewed negatively:

accuse…of charge…with

blame…for [presupposes truth of performance]

admonish…for "criticize…for "scold…for "

The teacher excused/pardoned Henry for missing the meeting.

3.4.4 Expressive Utterances

Whereas a verdictive utterance is about what the addressee has previously done, an expressive utterance springs from the previous actions—or failure to act—of the speaker, or perhaps the present result of those actions or failures. (Ibid : 188 -189) .

(69) I acknowledge that I didn't do what I should have done.

The most common expressive verbs (in this sense of 'expressive')

are: acknowledge, admit, confess deny apologize

3.4.5 Directive Utterances

Directives are those utterances in which the speaker tries to get the addressee to perform some act or refrain from performing an act. Thus , a directive utterance has the pronoun you as an actor, whether that word is actually present in the utterance or not:

(70) (You) wait here

A directive utterance is prospective; one cannot tell other people to do something in the past . The kinds of directive act are as follows :

1. Command

A command is effective only if the speaker has some degree of control over the actions of the addressee

(71) I (hereby) order you to appear in court next Monday at 10 a.m.

2. Request

A request is an expression of what the speaker wants the addressee to do or refrain from doing. A request does not assume the speaker's control over the person addressed .

(72) I appeal to you to help as much as you can.

3. Suggestion

Suggestion is the utterance we make to other persons to give our opinions as to what they should or should not do.(73) I advise you to be prompt; I warn you not to be passive.(Ibid)

3.4.6 Commissive Utterances

Speech acts that commit a speaker to a course of action are commissive (promises, pledges, threats and vows) . Commissive verbs are illustrated by agree, ask, offer, refuse,swear, all following infinitives. They are prospective and concerned

with the speaker's commitment to future action (Ibid : 192).

(74) I promise to be on time.

4.Data Analysis

4.1 Methods

The aim of this study is to find how the maxims are used in the leads regarding the story of the news . At the same time , it is important to determine which speech act is used more than the others because this use reflects the nature of the news and how speech act affects the meaning . Consequently , the analysis of data will depend on determining the use of maxims by applying the concept of Grice's rules of maxims qualitatively . Then , the analysis of speech acts will be done by accounting manually the number of speech acts in the text according to the concept of speech acts being introduced by Kreidler (2005) .

4.2 Material

The study is about the leads of hard news in American agencies , for that reason three agencies are chosen randomly that areCNN , Associated Press , and Press United International . The type of news is almost mainly about politics because it belongs to hard news that has the sense of seriousness . Forty four samples of news will be the data of analysis .

4.3 The Analysis of Maxims in Leads

As it is pointed earlier , there are four maxims . The following analysis shows whether they are all used or not . They will be explained in turn as follows :

4.3.1The Maxim of Quantity

This maxim emphasizes that what it is said or written must be as informative as it is required . So the maxim of quantity is not always followed in news because of briefness in using leads . The following example tells us about the story of news in brief .

(CNN)Syria is blaming Israel for alleged missile strikes Thursday near Damascus International Airport.

This example gives information which is relevant to the event . But . it doesn't explain deeply the event like when , and the main reasoning of attacking on airport and the nature of damages and so on . this kind of news leaves the details to the other parts of news after the lead to show more .

There is another example :

May 3 (UPI) -- At least two miners died and up to 80 others were trapped Wednesday after an explosion at a coal mine, local officials said.

It also gives some information and the number of the people who died and other details . Yet , it doesn't give more about where the explosion exactly happened , the names of the those the dead , the reasons of explosion and so on . The reason of not giving all of these details because the main function of lead is just to tell the reader some hints that make him or her pinning to finish the rest of the news , in a word , it is like a hook for attracting reader's attention . Accordingly , the shorter the lead is , the better it will be as the way of writing news . Some leads are long , they may have two sentences , but they have no details about the news story to say about . Logically , If the leads say everything , so what about the rest of the news and other parts of news .

4.3.2 The Maxim of Quality

This maxim refers to the facts that are true not false and based on real evidence . The following example tells us about the event that happened in Afghanistan :

KABUL, Afghanistan (AP) — A suicide car bomber struck a U.S. military convoy in the Afghan capital on Wednesday, killing at least eight Afghan civilians and wounding three U.S. service members, officials said.

The example tell the readers about exploding a car bomb near a U.S embassy . It is true that the event occurred and at the same time the evidence is provided by pictures and statement of US government . If it is not based on real evidence it will be rejected and the organization is sued .

4.3.3 The Maxim of Relevance

According to this maxim , leads must express the story which is relevant to the news and to the headline of the news , otherwise it will not be interesting to continue reading .

(CNN)Swiss climber UeliSteck was killed Sunday in an accident near Mount Everest, Nepal's tourism department said.

This lead expresses about a climber's death as it is mentioned in the news story and headline .

4.3.4 The Maxim of Manner

Being orderly , brief and avoid ambiguity are the main points of this maxim . Clearly , leads never violate this maxim and they always focus on the element of telling the story in a few words in order to attract reader's attention for the news .

May 2 (UPI) -- South Korea said it is open to dialogue if North Korea moves forward with denuclearization.

In a few words without mentioning more ideas that may raise the sense of ambiguity . This maxim is a basic one due to the main function of leads in telling the important things with brief and clear sentences .

4.4 The Analysis of Speech Acts

Through the verbs, we can know the kind of speech acts being used in leads regarding telling what happened in news story . The speech acts which are mentionedare assertive , performative , verdictive ,directive ,expressive , and commisive. They will be analyzed in turn to understand why some speech acts are functioned more than others as follows :

4.4.1 Assertive Utterances

This speech act is used in leads because hard news always informs the readers what occurred or occurs during the day . The following example refers to assertive speech acts : 41 times .

WASHINGTON (AP) — The Senate on Tuesday confirmed Jay Clayton, the Wall Street attorney chosen by President Donald Trump to lead the Securities and Exchange Commission .

Assertives utterances are used forty times .

4.4.2Performative Utterances

These speech acts are used by right person and institution . In a word , it can't be used without authority .

New Delhi (CNN)India has summoned Pakistan's top representative in the country over allegations Pakistani forces mutilated two Indian soldiers in the disputed border region of Kashmir.

The speech act summoned is used by the government of India because it has power of producing such speech act . Performative utterances are used three times .

4.4.3Verdictive Utterances

These speech acts are based on previous actions being done . Leads use such speech acts to refer to the events happened in the past or present to make the story news . The following example shows the use as follows :

DETROIT (AP) — A Detroit man accused of amassing weapons and expressing support for the Islamic State group has pleaded guilty to a gun crime in a separate case.

The example tells us that lead refers to the previous action of doing something bad and at the same time is considered convicted . This kind of speech act is used ten times .

4.4.4 Expressive Utterance

This kind of speech act is also based on previous actions , but the matter is different in which the speaker is included in the utterance . It also expresses the feelings or attitude such as :

(CNN)Pope Francis said Saturday he worries that rising tensions between the United States and North Korea could lead to a wide military conflict that would wipe out a "large part of humanity."

It is used only one time .

4.4.5 Directive Utterances

These kinds of speech act are used to show the order . It has three kinds , command , request and suggestion .

CAIRO (AP) — After an American airstrike killed more than 100 Iraqi civilians in a house in the western part of Mosul in March, U.S. officials suggested the Islamic State group was to blame for the horrific toll, saying militants may have crammed the building with people, booby-trapped it with explosives, then lured in an airstrike by firing from the roof.

It is used only for one time .

4.4.6Commisive Utterances

Such utterance commit the speaker to a course of actions . the verbs in such a kind of speech act are promise , pledge , threats and so on .

CARACAS, Venezuela (AP) — The Trump administration is warning that it might impose more sanctions on Venezuelan officials over President Nicolas Maduro's push to rewrite the constitution amid an escalating political crisis with near-daily demonstrations calling for his ouster.

The verb warn refers to the sense of threating and promising to do something according to certain actions . This kind of speech act is used only one time .

5. Discussion of Results

The study has reached at the results that leads are used as the second part of the news and they should follow the roles of briefness . According to the analysis of the study , the use of maxims is violated by the new for showing the main points of the news not all details .Therefore , the maxim of quantity is mainly violated . Speech acts are used in the leads but the main one is assertive that is used more than the others because it tells us what happens and this is one of the main functions of leads .

6. Conclusion

Through the pragmatic analysis , the way of using leads in news is not random . It is based on linguistic choices that covey the functions of introducing news to the readers as a first step . As it is explained any news story hasthese parts , headline , lead , body and end . End to this , the linguistic aspects of leads aredetermined by the news strategies . The maxims are used in leads but one of the maxims is violated , quantity maxim . Quantity maxim is violatedbecauseleads should be short without mentioning all the events and details . Leads just tell the main points and leave the rest to the other parts of news to say more . Yet , other maxims are not violated because if one of these maxim is not used , so the news will not be read . For instance , if the leads talk about someone's death , while the news is about political tensions between two countries , this results misleading and less being interesting for the readers .

Using speech act is a key figure in leads . Strictly speaking , leads are mainly concerned with informing . Leads tell what happened or happens , therefore , the assertive speech acts are the highest use by accounting the verbs manually in the text . However , other speech acts are used with less use because they do not have the way of informing except verdective because it tells what has been committed .

So the analysis of the data shows that leads have pragmatic affects through violating one maxim for the purpose of being brief and using one speech acts more than the others to function the sense of informing . These results shed light on such pragmatic points to help the editors how to use leads more effectively in future .

ملخص البحث

الخبر يتكون من اجزاء معينة ولكل جزء وظيفة تتحدث عما حدث وعما يحدث او ربما سوف يحدث . لذلك تركز الدراسة على الجزء الثاني من الاخبار وهو " المقدمة " .

المقدمة بطريقة ما تكون مقتضبه وقصيرة من اجل تسليط الضوء على بعض نقاط الخبر وترك النقاط الاخرى على الاجزاء الاخرى من الخبر التي تأتي بعدها . ومن اجل بيان الجوانب التداولية للمقدمة توضح هذه الدراسة تأثير استخدام المبادئ في التواصل وكيفية عدم اتباع مبدأ الكمية لا تؤثر في ايصال المعلومة الصحفية من خلال المقدمة . تبين الدراسة كذلك استخدام افعال الكلام التي تحمل معنى الاخبار اكثر من بقية افعال الكلام الاخرى التي لا تؤدي هكذا وظيفه . تضمنت الدراسة ثلاث وكالات امريكية مع خمسة واربعون نموذج من مختلف الاخبار المنوعة على الانترنيت حيث تضمن البحث دراسة ثلاث نماذج من الوكالات.

Samples

1- Associated Press

CHARLESTON, S.C. (AP) — A white former police officer whose killing of an unarmed black man running from a traffic stop was captured on cellphone video pleaded guilty Tuesday to federal civil rights charges that could send him to prison for decades.

KABUL, Afghanistan (AP) — A suicide car bomber struck a U.S. military convoy in the Afghan capital on Wednesday, killing at least eight Afghan civilians and wounding three U.S. service members, officials said.

CARACAS, Venezuela (AP) — The Trump administration is warning that it might impose more sanctions on Venezuelan officials over President Nicolas Maduro's push to rewrite the constitution amid an escalating political crisis with near-daily demonstrations calling for his ouster.

WASHINGTON (AP) — Don't expect FBI Director James Comey to reveal much about the bureau's months-long investigation of potential coordination between the Trump campaign and Russia when he speaks publicly before members of Congress on Wednesday.

WASHINGTON (AP) — The Senate on Tuesday confirmed Jay Clayton, the Wall Street attorney chosen by President Donald Trump to lead the Securities and Exchange Commission.

BEIRUT (AP) — Syrian activists say a large explosion in a northern town along the border with Turkey has killed at least four people and wounded many others.

CAIRO (AP) — After an American airstrike killed more than 100 Iraqi civilians in a house in the western part of Mosul in March, U.S. officials suggested the Islamic State group was to blame for the horrific toll, saying militants may have crammed the building with people, booby-trapped it with explosives, then lured in an airstrike by firing from the roof.

AMMAN, Jordan (AP) — The head of the Anglican Church met with Iraqi refugees Tuesday during a visit to Jordan in which he called on the region's embattled Christians to remain in the Middle East, the cradle of their faith.

SEOUL, South Korea (AP) — President Donald Trump said in a television interview to be aired Sunday that he believes China's president has been putting pressure on North Korea as it pursues its missile and nuclear weapons programs.

SEOUL, South Korea (AP) — South Korea says key parts of a contentious U.S. missile defense system have been installed a day after rival North Korea showed off its military power.

BEIJING (AP) — Authorities say 12 people were killed and 12 injured after a suspected gas explosion in a railway tunnel under construction through a coal seam in southern China.

DETROIT (AP) — A Detroit man accused of amassing weapons and expressing support for the Islamic State group has pleaded guilty to a gun crime in a separate case.

BAGHDAD (AP) — A U.S. service member in Iraq was killed Saturday by an explosive device outside Mosul, according to a statement released by the Pentagon.

BAGHDAD (AP) — Investigations conducted during the month of March reveal that U.S.-led coalition airstrikes targeting the Islamic State group in Iraq and Syria killed 45 civilians, mostly in and around the Iraqi city of Mosul, according to a Pentagon statement released Sunday.

BALCH SPRINGS, Texas (AP) — Police in suburban Dallas fired the officer who shot and killed a black 15-year-old boy riding in a vehicle leaving a party, and family members of the teenager said they want criminal charges filed against the officer.

2.CNN

(CNN)North Korea has accused an American detained since April of attempting to overthrow the government.

Doha, Qatar (CNN)The leader of the Palestinian militant group Hamas has told CNN that US President Donald Trump has an "historic opportunity" to find an "equitable solution" for the Palestinian people.

(CNN)Pope Francis said Saturday he worries that rising tensions between the United States and North Korea could lead to a wide military conflict that would wipe out a "large part of humanity."

(CNN)Swiss climber UeliSteck was killed Sunday in an accident near Mount Everest, Nepal's tourism department said.

(CNN)A former Mexican governor accused of mishandling millions of dollars from programs for the poor was arrested Saturday in Guatemala, according to the Mexican attorney general's office.

Johannesburg, South Africa (CNN)At least 18 schoolchildren were killed when a minibus and a truck collided north of the South African capital of Pretoria on Friday, emergency services authorities said.

New Delhi (CNN)India has summoned Pakistan's top representative in the country over allegations Pakistani forces mutilated two Indian soldiers in the disputed border region of Kashmir.

(CNN)Coalition strikes against ISIS in Iraq and Syria have likely killed at least 352 civilians since the start of the operation almost three years ago, the US military said Sunday.

(CNN)Eight people were arrested Tuesday in the Brazilian state of Parana, all suspects in the explosive heist of an armored car company in Ciudad del Este, Paraguay.

(CNN)An American and his family who were living in territory held by ISIS in Syria have been detained in Turkey, a senior Turkish official told CNN.

(CNN)Syria is blaming Israel for alleged missile strikes Thursday near Damascus International Airport.

(CNN)A US service member died from wounds suffered during the detonation of an explosive device Saturday outside of Mosul, Iraq, according to a statement from the US-led coalition.

(CNN)US forces have begun patrolling part of the Turkey-Syria border after Turkish airstrikes in the area killed fighters closely allied to the United States.

(CNN)Coalition strikes against ISIS in Iraq and Syria have likely killed at least 352 civilians since the start of the operation almost three years ago, the US military said Sunday.

Cairo (CNN)Egyptian officials unearthed eight mummies, 10 colorful sarcophagi and numerous figurines in 3,500-year-old tombs, the Ministry of Antiquities announced Tuesday.

3.United Press International

May 2 (UPI) -- The United Nations atomic agency director said Tuesday signs North Korea has not slowed down its nuclear weapons program is of grave concern to the international community.

May 3 (UPI) -- At least two miners died and up to 80 others were trapped Wednesday after an explosion at a coal mine, local officials said.

May 2 (UPI) -- Speaking in New York City on Tuesday, former Democratic presidential candidate Hillary Clinton said it's fair to question President Donald Trump's legitimacy due to supposed Russian involvement in the election.

May 2 (UPI) -- The U.S. missile defense system THAAD is operational in South Korea and ready to strike down incoming North Korea missiles, Seoul's defense ministry said Tuesday.\

May 2 (UPI) -- South Korea said it is open to dialogue if North Korea moves forward with denuclearization.

May 3 (UPI) -- Palestinian leader Mahmoud Abbas is scheduled to visit the White House on Wednesday as President Donald Trump attempts to negotiate a durable peace in the Middle East.

May 2 (UPI) -- The University of Texas student who went on a deadly stabbing spree Monday had been committed for mental problems before, police said.

May 2 (UPI) -- A former South Carolina police officer who was captured on video shooting an unarmed motorist to death two years ago pleaded guilty Tuesday in an agreement with prosecutors.

May 2 (UPI) -- An inquest jury recommended Monday that prosecutors file felony charges against seven Milwaukee County jail employees in the dehydration death of inmate Terrill Thomas.

May 2 (UPI) -- A suspected gunman who opened fire Monday on a Dallas paramedic responding to a reported shooting, was found dead from a self-inflicted wound, authorities said.

May 1 (UPI) -- Just two days after inviting his controversial Philippines counterpart to the White House, President Donald Trump on Monday said he would be "honored" to meet North Korean dictator Kim Jong Un "under the right circumstances."

May 1 (UPI) -- A 20-year Fox News Channel veteran and its co-president on Monday became the latest part of the network's ongoing shakeup that was fueled over the past year by scandals involving both the outlet's chief executive and its top-rated personality.

May 1 (UPI) -- San Diego police said a 49-year-old gunman shot seven people, one fatally, during a birthday pool party at an University City apartment complex.

May 1 (UPI) -- Two people died in the crash of a small plane in Collinston, La., which disrupted electrical power to a detention center, police said.

April 30 (UPI) -- In another departure from the Obama administration, President Donald Trump invited outspoken Philippine President Rodrigo Duterte to the White House during a "very friendly" phone conversation Saturday, the White House said.

References

Akmajian , A. , Demers , R., Farmer , A. and Harnish , R. (2010) . Linguistics: An Introduction to Language and Communication (6ed) . Cambridge : The MIT Press.

Bell, Allan .(1991). The Language of News Media . Oxford: Blackwell .

Bloomer , Aileen, Griffths ,Patrick , and Merrison , Andrew J. (2005). Introducing Language in Use . New York : Rutledge .

Brown , Gillian and George Yule .(1983).Discouse Analysis .Cambridge : Cambridge University Press.

Burns , L.Sheridan .(2004). Understanding Journalism .London : Sage.

Busa , M.Grazia .(2014).Introducing the Language of News : A Student's Guide. Rutledge : New York.

Crystal , David and Derek Davy .(1969). Investigating English Style . London : Longman .

Finegan , Deward .(2008). Language : Its Structure and Use . Boston : Wadsworth .

Grice, Paul H. (1989). Studies in the way of words. Cambridge, MA: Harvard University Press.

Huang , Yan .(2014). Pragmatics . Oxford : University Oxford Press.

Kreidler , Charles W. (1998) . Introducing Semantics. London: CUP

MaKcan , Anna. (2006) . News Writing . London : Sage .

Pajunen , Juhani : Linguistic Analysis of Newspaper Discourse in Theory and Practice . MA thesis. U of Tampere , 2008. Print.

Reah, D. (1998). The Language of Newspapers. London: TJ International Ltd.

Rich , Carole .(2010) . Writing and Reporting News:A Coaching Method, Sixth Edition. Boston : Cengage Learning.

Rowe , Jeff . (2005). Broadcast New Writing for Professionals .Oak Park: Marion Street Press . Inc

Silcock , William B Haider , Don, and Rogus, Mary T. (2014).Managing Television News: A Handbook for Ethical and Effective Producing .New Jersey : Rutledge.

Thomas, Jenny. (1995). Meaning in interaction: An introduction to pragmatics. London: Longman .

Tuchman ,Gaye . (1978). Making News : A Study in the Construction of Reality . New York : The Free Press.

Van Dijk , Teun A. (1988a). News As Discourse. Hillsdale. News Jersey : Lawrence Erlbaum .

Van Dijk , Teun A. (1988b). News As Discourse. Hillsdale. News Jersey : Lawrence Erlbaum .

Van Dijk. (1998). Critical discourse Analysis. January 2004 <http://www.hum.uva.nl/teun/cda.htm.>

Welrich,Egon . (1976).A Text Grammar of English .Heidelberge :Quelle and Mayer .

Westley, B. (1953). News Editing. U.S.A.: Houghton Mifflin Company.