

## An Analysis of Linguistic Features Used in Business News of BBC and The Guardian Website

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### Abstract

This research analyzed and classified linguistic features found in 16 business news from BBC and The Guardian in January 2024 edition. The business news consist of 300 words approximately. Adapting qualitative method and descriptive analysis to collect the data, the research adopted David Crystal's theory, which specifically divided linguistic features into five categories, namely lexical, grammatical, discourse, orthographic, and graphic features. The findings of this research mentioned that there are 4 linguistic features identified: lexical, grammatical, discourse, and orthographic. Moreover, the linguistic features mostly found is grammatical features in branch of conjunctions, which have crucial role in establishing coherence and clarity in news writing to make communication effectively. Adopting a case study approach, this research provides the insight and understanding how linguistic features influence the context of business news.

*Keywords: business, journalism, linguistic features, news, online media.*

### Abstrak

Penelitian ini menganalisis dan mengklasifikasikan fitur linguistik yang ditemukan dalam 16 berita bisnis dari situs BBC dan The Guardian. Berita bisnis tersebut terdiri setidaknya 300 kata. Menggunakan metode kualitatif dan analisis deskriptif untuk mengumpulkan data, penelitian ini mengambil teori dari David Crystal, yang secara spesifik membagi fitur linguistik menjadi 5 kategori, di antaranya fitur leksikal, gramatikal, wacana, ortografi, dan grafik. Temuan dari penelitian ini menunjukkan bahwa ada 4 fitur linguistik yang teridentifikasi: fitur leksikal, gramatikal, wacana, dan ortografi. Selain itu, fitur linguistik yang sering ditemukan adalah fitur gramatikal dengan cabang konjungsi, yang memiliki peran penting dalam membangun koherensi dan kejelasan dalam penulisan berita untuk menciptakan komunikasi secara efektif. Mengambil pendekatan studi kasus, penelitian ini memberikan wawasan serta pemahaman tentang bagaimana fitur linguistik mempengaruhi konteks dalam berita bisnis.

*Kata kunci: bisnis, jurnalisme, fitur linguistik, berita, media online.*

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## INTRODUCTION

Language is essential element in effective communication to deliver the message or information. It can be the form of spoken or written. The existence of language helps the individuals to communicate and exchange the ideas, opinion, and thoughts. Nowadays, media is a communication tool to deliver the information and can be accessed by the public or audiences. In conveying the information or message, there are some examples of communication platforms such as mass media, both online and printed like news article, newspaper, radio, TV, and broadcasting.

The example of mass media that produces a lot of news are BBC and The Guardian. Both of them are British news channels. They cover a wide range of topics, including environmental issue, human rights, politics, entertainment, business, lifestyle, technology, and sports. In journalism field, journalism has significant roles in producing and creating news to influence the audiences. The result of reporting news usually written in the form of articles and published in mass media.

In the scope of journalism, linguistic features are very essential in news writing and have function as an element to communicate and help the audiences in understanding how language works and used in effective communication. They include structural aspects such as grammar, sentence structure, and vocabularies. According to theoretical framework from David Crystal (2001), linguistic features are classified into five types: lexical, grammatical, discourse, orthographic, and graphic.

Within this context, the focus of this research is directly towards BBC and The Guardian Website as the research object. Both of those websites have produced and coverage high quality news both local and international. Therefore, the study aimed to conduct the analysis and examination of linguistic features related to business news published in BBC and The Guardian Website in January 2024 edition specifically. By conducting this study, the researcher aims to make sure that linguistic

feature of news in BBC and The Guardian employ the good criteria in news writing.

## LITERATURE REVIEW

### Linguistic Features

Linguistic is the study about language in general. Linguistic features are the characteristics that determine how the language works. They include elements like speech, spelling, writing, structure, vocabularies, and grammar. Based on the theory from David Crystal (2001), linguistic features are classified into 5 types: lexical, grammatical, discourse, orthographic, and graphic. Lexical features focus on vocabulary used in communication. Grammatical features discuss about the structure or grammar of language writing. Discourse features involve about coherence, relevance, and paragraph structure including direct speech and arguments in a text. Orthographic features deal with the writing system of language including spelling, punctuation, and capitalization. Moreover, graphic features discuss the visual presentation, illustrations, and layout.

### News

News is a result of reports regarding the current issues or events that happens to deliver the latest and accurate information to the audiences. News are reported and collected by journalist, then published by media. According to Putri (2022) on Kompas.com website, news is classified into 2 types: hard news and soft news. Hard news contained the important information to be delivered to the public. It usually reports currently issues such as natural disasters, politics, business, and education. Hard news must be published immediately to keep the news fresh. In addition, soft news is more flexible, not straightforward, and without strict timing in its writing, style, and content. It usually discusses the topics about lifestyle, culture, and entertainment.

### Previous Research

The first previous study is entitled “An Analysis of Linguistic Features and News Values of Business Articles on The CNN Website” by Elisa Rifani (2023). This research focused on identifying the linguistic features and news

values used in 15 business articles of CNN website start from January 2023. The articles range in length from 300 to 2000 words. This research used the qualitative and descriptive approach. The dominant linguistic feature observed is conjunctions, which hold a crucial role in establishing coherence and clarity in news presentation. Meanwhile, the dominant news values found is Reference to Elite People.

The second study is from Analysis of Linguistic Feature in The New York Times News Headlines (2021) by Winda Nisrina Fadhilah and Iwan Sulistiawan. This research was about the analysis of linguistic features and types of news headlines in articles at New York Times. The purpose of this research was to find out the types of news headlines in the articles about Corona Virus at New York Times, published in May, June, and July 2020. The research used the descriptive method to describe the linguistic features of the news and types of news headlines. The research revealed that the researcher used simple sentences, compound sentences, and simple past in writing headlines and there were simple and multiple sentence types in writing headlines in the New York Times.

The third study is from An Analysis of Linguistic Features in The Jakarta's Governor Election Debate 2017 (2018) by Pinta Indriani and Fitrawati. This research was to analyze linguistic features of political language used by candidates of governor and deputy governor of Jakarta in election campaign debate 2017. The research used the descriptive qualitative method. Data of this research were the transcription of debate between three couples of candidates that happens during election campaign debate. This data was analyzed based on Beard (2000) theory about linguistic features to persuade and influence citizens for supporting them in election. There were some linguistic features were found in this research such as metaphor, analogy, repetition and antithesis.

## METHODOLOGY

This research employs a case study with qualitative approach and descriptive data to conduct the analysis of linguistic features in

business news of BBC and The Guardian website. The researcher selected 16 business news, 8 articles for each website which published in January 2024. The selected news consists of at least 300 words. This analysis adopted the theoretical framework from David Crystal (2001). Some references such as journal article, books, and previous studies are used to support the research.

To compile the data, this research used an observation as the data collection method. It supported by a data collection instrument in the form of table or worksheet to help in collecting and organizing the results of linguistic features analysis effectively and systematically.

## FINDINGS AND DISCUSSIONS

### Findings

The researcher used the theory of David Crystal (2001) in identifying and analyzing the data of linguistic features in BBC and The Guardian website, which divided into five types of linguistic features: lexical, grammatical, discourse, orthographic, and graphic features. Moreover, there are four of five linguistic features were found in this research, namely Lexical, Grammatical, Discourse, and Orthographic Features.

The following are the description and examples of linguistic features:

#### 1. Lexical Features

Lexical features involve the vocabularies used in effective communication. Lexical features are classified into 4 types: interjections, abbreviation, diction, and word combination. In the context of this study, the specific lexical feature that was examined is abbreviations. Abbreviations represent the pronunciation or initial letters of words into shortened forms.

The examples of abbreviation types of lexical features are shown in the following:

- a. **Electric Vertical Take Off and Landing aircraft (Evtol)** have been promoted as the answer to a host of regional and urban transport needs with several hundred projects on the go worldwide.
- b. The ability for the **UK** to secure its own global free trade deals was sold as one

major benefit from the **UK's** decision to leave the **EU** but progress has been mixed.

Certainly, abbreviation play crucial role in simplifying sentences or words to reduce redundancy. In addition, abbreviation make sentences or words shorter and brief.

## 2. Grammatical Features

Grammatical feature discuss the characteristic, grammar, and structure in language writing. There are four types of grammatical features, namely cohesion, substitutions, ellipsis, and conjunctions. In the context of this study, the specific grammatical feature that was examined is conjunctions. Conjunctions have function to connect the ideas in sentences.

The following are examples of conjunctions branch of grammatical features in this research:

- a. Henry Staunton was this weekend told by the business secretary, Kemi Badenoch, **that** he will be replaced.
- b. **And** private helicopter owners can recoup their costs by leasing their machine out to flying schools **when** they're not using it.

In addition, conjunctions in grammatical features serves to establish a connection between ideas or concepts in sentences and paragraph.

## 3. Discourse Features

Discourse features are the structural organization of a text. Defining in terms of factors such as coherence, relevance, and paragraph structure. These features include direct quotes and arguments. In addition, discourse is related to the elements in the text, which influence the information delivered. Moreover, discourse features help the audience to understanding the context, different opinions, and thoughts involved in a topic.

The following are examples of discourse features:

- a. A Post Office spokesperson said: "**On Saturday afternoon the Post Office was informed that the business and trade secretary had asked Henry Staunton to stand down as chair of the Post Office. We have been advised by the government that they will appoint an interim chair shortly.**"

- b. "**If you take a standard silicon manufacturing facility, it's going to take multiple years and billions of dollars to make,**" Mr Moore said.

Furthermore, discourse features help the readers or audiences in understanding the context and different ideas or opinions involved in a topic.

## 4. Orthographic Features

Orthographic features are the writing system of language. These features include punctuation and capitalization, which play vital roles in enhancing the clarity and structure of written communication.

The examples of orthographic features are shown in the following:

- a. The machine is a tidal turbine, one of four that normally stand on the seabed beneath the frigid waters of the **Pentland Firth**, the strait that lies between the far north of mainland **Scotland** and the **Orkney Islands**.
- b. A big advantage of repurposing existing lampposts is that cities don't have to dig in order to lay new cables, says **Artis Markots**, the chief executive of the **Latvian** start-up **SimpleCharge**, which is focusing on **Central and Eastern Europe**.

In summary, orthographic features discuss about the structure writing of text or content and help to establish effective communication by providing the clarity in language writing.

## Discussion

### Linguistic Features

Grammatical features were frequently found, especially in branch of conjunctions. Moreover, conjunctions have function to connect the ideas, words, clauses, sentences, and paragraphs. Just like the previous research conducted by Rifani (2023), the dominant linguistic features observed is conjunctions, which hold a crucial role in establishing coherence, clarity, and relevance in news presentation. However, graphic features were not found in this research because the business news is categorized as a formal news. Meanwhile, the graphic features are usually described the emotions, visual presentation, illustrations, and layout.

Among the 5 linguistic features, Graphic features were not found in this research because the business news was categorized as a formal news. Moreover, the Graphic features were usually described through the use of emoticons or other graphics as a visual way.

### News Values

Personalization was a category of news values that frequently found. It refers to events involving a centre on a particular people in society. The paragraphs related to "Personalization" might provide information about the characteristics and activities of those particular people. According to previous research conducted by Suciati & Fauziah (2020), the news values frequently found was Eliteness. Eliteness focused in involving the wealthy, powerful, and well-known. The possibility is because the research BBC and The Guardian as an international news platform which involved elite or well-known people in contributing their ideas to make the news more credible. The news values that rarely found is negativity. Negativity was criteria where bad news is more exciting and attract the audience than good news. It was also in line with the previous research from Suciati & Fauziah (2020).

In conclusion, from the business news of BBC and The Guardian website, it can be concluded that linguistic features and news values can be found. There are four linguistic features found, namely Lexical, Grammatical, Discourse, and Orthographic. Meanwhile for news values, five categories were found, namely Unexpectedness, Personalization, Superlativeness, Eliteness, and Negativity. Grammatical in linguistic features and personalization in news values are frequently appears in this research.

### Output of Study

The output of this research is a guidebook containing the results of linguistic features and news values found in business news of BBC and The Guardian website. It is created to convey the research findings with brief explanation visually. In addition, the guidebook can give knowledge about linguistic features and news values employed in business news of BBC and The Guardian website.

### CONCLUSION

This research examined the linguistic features in business news in January 2024 edition of BBC and The Guardian website by adopting the theory from David Crystal (2001). Based on the findings of this research, four of five linguistic features were found: lexical, grammatical, discourse, and orthographic. However, graphic features were not found in this study. This analysis testified that business news in BBC and The Guardian website contained linguistic features, which are essential in language.

In conclusion, it provides valuable insight and understanding into how the language or effective communication is used in news writing and journalism field. Additionally, this research will be useful for the readers, students, and future researchers who are interested in studying language and conducting research with the similar topic. Moreover, this research implements a foundation for the future researchers in examining the linguistic features in articles or news.

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