

PRAGMATIC FUNCTIONS OF FUZZINESS IN PAKISTANI NEWS REPORT WITH REFERENCE TO ADAPTATION THEORY**NoureenAslam, RehanaBibi, Gulshan Naz and DrAnserMahmood,**

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Abstract-This article is entitled with "Pragmatic Functions of Fuzziness in Pakistani News Report with Reference to Adaptation Theory "The News International" newspaper. The objective of this research is to examine the purpose of the usage of fuzzy language, and its pragmatic functions according to adaptation theory in "The News International". The data covers the news in the newspaper "The News International" from front section of the newspaper, national and international news, that contain fuzzy words. The data is collected through descriptive method. It has been analyzed through Adaptation theory given by Verschueren. The news writer uses fuzzy words intentionally because it catches the eye of the readers and tries to increase the rating of their newspaper, adapting to the mental, social and physical world of fuzziness. This research will be helpful for those students who want to apply adaptation theory in the domain of newspapers and understanding how contextual background effects on the language use.

INTRODUCTION

Language is a communication system, which plays a significant and vital role in to move on to speakers formal and informal communications. It serves as a carry norms, thoughts, suggestions, perspectives and different viewpoints. There are two ways of language used, that are written form and spoken form. In this article writer is going to work on written language in newspaper. According to the meanings of current theorists' words are not eternal, rather they depend on background. Background plays an important role in the assemblage of word meanings. People spokes and they cannot detach listeners from the framework in which the message is transmitted. The concept of fuzziness is related to pragmatics because writers use fuzziness by having a specific reason behind that fuzzy word. Pragmatics deals with background study so, here researcher work in the field of pragmatic to know about the background of the

fuzzy words that are used in newspaper. In this research, researcher is going to work on the use of fuzziness with the help of pragmatic functions of adaptation theory. Researcher used adaptation theory because it is pragmatic theory. Pragmatic study varies from context to context, person to person and institution to institution. Adaptation theory as an important concept of linguistic philosophy has offered a new insight for researching the nature of the language. In this research with the help of adaptation theory researcher tries to find out pragmatic functions of fuzziness from the Pakistani newspaper, "The News International".

Research Questions

- 1) What is the purpose of usage of fuzziness in news report in The News International?
- 2) What are the pragmatic functions of fuzziness in news report in The News International in the perspective of adaptation theory?

Research Objectives

- 1) To explore the purpose of usage of fuzziness in news report in The News International.
- 2) To find out pragmatic functions of fuzziness in news report in The News International in the perspective of adaptation theory.

Literature Review

In the study "Learning Pragmatics" Verschueren, Jef., in (2000) first referred to the principle of adaptation. In theory, he pointed out that the use of language is that speakers make their choices constantly, because of internal and external language reason, to adapt the need for communication. It should connect linguistic features and other discourses according to Verschueren's theory environments since language has three characteristics: variable, Negotiable and adaptable. All three features are intertwined. Variability refers to a set of options that can be chosen through the use of words. Negotiability refers to choosing a certain language based on certain pragmatic principles and pragmatic strategies; whereas variability and negotiability provide the necessary adaptability conditions for language users make various bendable choices to suit different communicative need.

According to Cutting (2007) the reason for using vague expression is "sometimes speakers are tired or in too much of a hurry to find the right word. Sometimes they do not process words properly or as they would wish. It can also be the case that there are emotional reasons for non-processing". Koester (2007) points that more frequent occurrence of vague language in genres like procedural discourse; news reporting can be linked to the speakers' focus on conveying information. It seems that discourse, which is more information-oriented, is also likely to contain more vague language.

Zhao (2009) conducted an analysis of fuzziness in news focused on the concept of collaboration, the theory of significance and the theory of politeness. By breaching Grice's cooperative principle in news fuzzy words, she pointed out that it is in order to obey another principle. The use of ambiguous words in news stories is also a way to shield the identity of speakers and to fulfill certain realistic roles in the arts. Li (2009) also did similar research at the same time but the difference is to combine the political language with the concept of collaboration and the theory of speech actions.

Wahyuningsih (2014) conducted his research on Vague Language Used on CNN.COM at Faculty of Humanities Dian Nuswantoro University Semarang. His study was related to vague language in which he tried to find out types of vague language. There are three types of vague language, 1) Vague reference, 2) Vague additive, 3) Vague implicative, these three types are described by Channell (1994, as cited in Wahyuningsih 2014, p.9).

Huda H. Khalil (2017) conducted his research on vague language. The topic of his research was 'A pragmatics Analysis of Vague Language in the News Article on the Iraqi Security Crisis. In this study he used Grice Cooperative Principles to find out and explain vague language in news article. In his study he described three types of vague language that are; 1) Hedges, 2) Vague words, and 3) Vague implications. First type is Hedges that have been derived from Zadeh's "fuzzy set theory" in 1965. And other two types are derived from the thesis of Wahyuningsih (2014). In this study Huda H. Khalil described that the most frequently used type of vague language is hedging which has caused the flouting of three maxims; namely the quality, quantity and manner maxims.

Minghui Chen (2018) conducted his research on "Analysis of Vagueness in English Advertisement from the perspective of Adaptation theory" at college of economics and management, Nanjing University of Aeronautics and Astronautics, 29 Yadao Street, Nanjing 210016, Jiangsu, China. His study was related to Analysis of Vague language in which with the reference of adaptation theory he tried to find out fuzzy words from Cosmetic Advertisement. Fuzzy words are useful in any advertisement because through fuzzy language advertisers easily entrap their customers.

Methodology

The researcher used qualitative research design in this research. "Qualitative method is the strategy of choice in qualitative study; the analysis is dynamic form to analyze of written data that is oriented of describing and summarizing the informational content of the data" (Morgan, 1993). Data collection has been taken from the original text of the Newspaper "The News International". The descriptive approach was used to interpret knowledge here. Descriptive research is defined as a method of research that describes the features of the studied population or phenomenon. This approach focuses more on the research subject's "what" than the research subject's "why." Descriptive analysis was commonly used by researchers to help establish the prevalent circumstances and underlying patterns of the research object. Therefore the investigator evaluated the data by presenting the data in the form of words or sentences, not in

the form of numbers. Based on the above consideration, news from the newspaper "The News International" was the data from this study. The data were analyzed through adaptation theory that how fuzzy language used in newspaper "The News International".

Analysis

At the start of this article, advertising language is defined as the language marketers exploit with the purpose of persuading customers to purchase those goods or services. In order to effectively achieve this goal, marketers typically employ ample communicative techniques that involve crispness. As seen in the above section, "the use of language consists, according to Verschueren's Adaptation Theory, of making linguistic choices, consciously or unconsciously, for language- internal (i.e., structural) and/or language-external purposes." (Verschueren, 2000) Language users may make linguistic choices at any level of language. Based on this theory, the fuzziness employed in newspaper can be researched in three aspects: adaptation on mental world, adaptation to social world and adaptation to physical world. Therefore, in this study, these three aspects will be examined separately in depth by analyzing various English newspapers.

Example 1 the district administration destroyed more than 30 acres of insanitary agricultural foliage here on Monday.

Shakil-ur-Rahman, M. (2020, March 17), National and International news, The News International, p.2.

The above sentence taken from the selected Newspaper, contains fuzzy expression which is "more than." The expression 'more than' here refers to number of 30 acres of insanitary agricultural foliage. A fuzzy phrase "more than 30" here indicates that there are not only 30 acres but it is up to 30, it can be 31, 32, and so forth of insanitary agricultural foliage. The reporter records only 30 acres so he / she must record it immediately so that not all acre numbers have been recorded in full.

According to the first objective of this study, the researcher aims at exploring the purpose behind using fuzzy expression in newspaper. Without using fuzzy language nobody takes interest in political news because fuzziness creates interest in readers. In this example first objective of this thesis is fulfilled, the purpose of the usage of fuzziness is to grab attention of the readers.

According to the second objective of this study, is to explore the functions performed by fuzzy expressions in newspaper, as discussed earlier with reference to adaptation theory, refers to mental world, social and physical. Firstly, this example contains the function of mental world, social world as well as physical world all these three functions are performed through this example. As this theory tells that mental world stands for personality, emotions, and wishes motivates users of the language through brain washing. Brain plays a very important role in the process of language use.

In this example the word "more than" relate to the mental world because writers use such types of words that hit the readers mentally. When reader read this word "more than" then he thinks that how many more than, because writer psychologically entraps the reader's attention.

This fuzzy word employed by writer is adapted to readers' mental world by catering for their inner desires and interests.

The second function of adaptation theory is social world. It seems to that the language choice is closely related to social elements. The social world concerned about social environment, social principle and social standards. Verschueren(2000) pointed that some social factors affect linguistic choice, such as nationality, race, religious, education level, age, gender and so on. Besides, linguistic choices can also effect on social relation or social power. Therefore, in order to achieve a success in communicative purpose, the language users have to adapt the social world by choosing different language. The selected example shows social world because in this example district administration is talking on the social issue that more than 30 acres are destroyed. It has a social context that this news is described politically.

The third and the last function of adaptation theory is physical world that is presented through this example. In physical world there are two important points that describe the physical context of that news. First one is time and second one is space. In this example the word "Monday" clearly described the time of that news when it takes place. So, through the word "Monday" it is cleared that this incident happened before few hours because administration destroyed more than 30 acres on Monday and writer wrote this incident on Tuesday. According to spatial this incident happened in Peshawar so it is cleared that physical world is also performed here.

Data.2) Few months ago, the NAB used the PEMRA to exert so much pressure on the Jang/Geo.

Shakil-ur-Rahman, M. (2020, March 17), National and International news, The News International, p.4.

The above sentence taken from the selected Newspaper, contains fuzzy expression which is "Few months ago". The fuzzy phrase "few months ago" can be categorized as fuzzy because it refers vaguely or uncertainly that few months ago NAB used the PEMRA to exert so much pressure on the Jang/Geo. This fuzzy expression not indicate that there are 2 or 3 months ago, or we can say that 9 or 10 months ago because "few months" is a fuzzy expression that has no clear meaning.

In this example the researcher aims at exploring the purpose behind using fuzzy expression in newspaper. Reporter used this fuzzy expression just because to grasp concentration of readers this refers to first objective of this thesis. Writers use fuzziness in newspapers just because to increase rating of their newspaper.

This example contains all the functions of adaptation theory. As this theory tells that mental world stands for personality, emotions, and wishes. Writer use different words for brain washing. Brain plays a very important role in the process of language use. Therefore, when making linguistic choices in certain situations, the contextual factors operating the mental world plays a significant role. In this example the word "few" relate to the mental world because readers will think about this word that how many few months. Readers entrap in the net that is spread by the writer technically just to hit the mental world of the reader.

In this example the word “NAB” clearly leads the readers towards politics that is associated to the social world. In this example the phrase “few months ago” is referring to time that is describing the physical world of that incident. In any incident physical world is important one in which that incident is happened this incident is discussed in Lahore.

Data 3) According to **the official record**, Punjab’s public sector hospitals have nearly 1,300 ventilators, most of which were procured by the Shahbaz Sharif government in 2016-2018 when it had launched a project for revamping of tehsil and district hospitals.

Shakil-ur-Rahman, M. (2020, March 17) *National and International News*, The News International, p.2.

The noun "The official record" is a flippant phrase in the above-mentioned sentence. On the one hand, the author used this abstract term to cover news, which shows that the news comes from an official or relevant agency and that it is true and objective; on the other hand, if information is wrong, this removes reporters from any accountability. Reporters or news writers’ use fuzzy language to save themselves from any threat that may come from reader’s side.

Writer used this fuzzy expression just because to save him from any threat that may come from readers. Self-protection is a good thing but avoid speaking lie while reporting news. In this example writer used fuzzy noun to hit the mental world of the readers. Through the fuzzy Noun “Official record” nobody questioned him because he used a powerful word to enter in the mental world of the readers. The words “hospital and ventilators” clearly depict the social world that in society everybody needs hospital when they become ill. And second point that this news is related to politics that also a part of social world. In the mentioned example writer is talking about the time period of Shahbaz Sharif from 2016 to 2018 in which they provide ventilators.

Data 4) It had planned to make available 140 ventilators to all tehsil level hospitals but the initiative was discontinued **after 2018** by the new dispensation.

Shakil-ur-Rahman, M.(2020, March 15), *National and International News*, The News International, p.2.

The sentence above contains fuzzy expression “after 2018”. The word “after” can be categorized as fuzzy word because uncertainly it refers to the word “after”. Here the word “after 2018” does not indicate that in 2019 or 2020 more ventilators will be provide to tehsil level hospitals because it is not clear that after 2018 when did the initiative was discontinued. Writer use this fuzzy expression for time because he didn’t know the exact time that’s why he use “after 2018”.

Writers use fuzziness purposefully in newspaper because it creates interest in readers. In this example writer uses “after 2018” that is a fuzzy expression through that writer enter in the mental world of the readers and force them to think about it and catch their interest. Some typical examples are listed and examined in this section, so that illuminate the fact that fuzziness in newspaper can be used to respond to social needs, traditions and the cultures. In this example writer described about Tehsil hospitals and their facilities like ventilators these are related to social world. Writer intentionally used these words to enter in the social world and grasp

attentions of the readers. Apart from mental world and social world, physical world also exerts an influence on linguistic choice for participants in the context. Physical world refers to the geographical and natural environment where people in different areas with different physical features may have different means of thinking and using language.

Data 5) However, another **senior official**, well conversant with development sector allocations, said that it was not only the issue of earmarking of resources but the capacity of health departments to procure ventilators and other much-needed equipment at top priority and expeditiously.

Shakil-ur-Rahman, M.(2020, March 17), *National and International News*, The News International, p.2.

The noun "senior official" is a flippant phrase in the above-mentioned sentence. On the one hand, the writer used this abstract term to report news, which shows that the news is from an official or relevant agency and is true and objective; on the other hand, if information is incorrect, this removes reporters from any accountability.

In this example the word "Senior Official" related to the mental world because readers will think about this fuzzy noun and accept all the matter that is presented with this fuzzy and authoritative noun. Readers entrap in the net that is spread by the writer technically just to hit the mental world of the reader. The word "Senior Official" clearly leads the readers towards government that is associated to the social world.

This news is referring to the time of Wednesday when it happened and then on next day Thursday 17 March 2020, it is presented in newspaper, "The News International. In any incident physical world is important one in which that incident is happened. The space of this incident is Islamabad that depicted the physical world.

Data 6) The official announcement stated that a special meeting of concept clearance committee/CDWP was convened to initiate precautionary measures and approve the concept paper.

Shakil-ur-Rahman, M.(2020, March 17), *National and International News*, The News International, p.4.

In the above mention sentence the noun "The official announcement" is a fuzzy expression. The reporter used this fuzzy expression to report news, for his self's protection. Mostly writers avoid to use exact numbers or names just because to save themselves from readers. Fuzzy words are like a guiding star for the reporters or writers that use fuzzy language. Here in this sentence "The official announcement stated that a special meeting of concept clearance" after hearing these words everyone accepts this special meeting of concept clearance because this is from authoritative person.

Writers use fuzzy language to increase score of their newspaper. Firstly, this example contains the function of mental world, as this theory tells that mental world stands for personality, emotions, and wishes motivates users of the language through brain washing. For performing the function of mental world writer used this fuzzy noun

“official announcement”. That is appealing the readers’ mental world. The space of this incident is Islamabad that depicted the physical world.

Data 7) In Hong Kong, **public housing** is one of the major housing policies of the government.

Shakil-ur-Rahman, M.(2020, March 12), *National and International News*, The News International, p.2.

This is about government that government provides low rent housing to the Hong Kong public. Government here tries to entrap public in his net. It seems that when government provide house to the public in low rent then public will think about this that if government provide us comfort then we should also support government in the sense of vote. This term, "Public housing" is used here, which is a strategic tool for achieving the efficient aim of communication. In addition, "the past year" "greater accessibility" "more focus" "historical prospects" "more robust, sustainable and reliable" all these fuzzy terms are properly used in the political situation, reflecting the government's high expectations and adapting language requirements in news coverage.

The fuzzy noun “Public housing” is directly hit on the readers mental world because this topic is in the favor of readers as it is mentioned in the selected example that government provide low rent housing to the public. In this sentence public housing is the topic that provide on low rent to the public that can’t afford high rent housing that’s why it is social world that is related to the society. Physical world is the third function that is performed through this example. On the one hand the place in which this incident happened and this decision is taken is Islamabad. And on the other hand, the place about that decision is taken is Hong Kong, to whom public provide low rent housing. This decision is taken on 11 March 2020.

Conclusion

The current research is delimited to the newspaper of “The News International”. In which seven days regular newspapers are taken. “The News International” is a national newspaper. Newspapers divide their pages into sections to comply with press constraints, and these divisions often fall by types of content; the front section contains national and international news, another section contains local news, and still others strength include sports, business, and features. In this research, researcher is going to work only on front section that contains national and international news. The research is constrained to only “The News International” in which pragmatic functions of fuzziness are experiments with reference to Adaptation theory.

Lastly, the discussion showed that certain non-linguistic factors (e.g. language users') Judgments can have a major effect on fuzziness. All the objectives of this study are fulfilled with the help of the selected examples. It can be concluded from this that filthy expressions are commonly used in newspapers since the news is online 24 hours, with the most up-to-date information available. So, the Reporters will immediately announce the story. In reality, it needs to be reported to the public as soon as possible on official reporting. Consequently, the writer

should not wait for the full details, but it is not generally accurate with almost all the details the author has.

Fuzzy vocabulary therefore is used properly. It works to help reporter produce the number of information when specific numbers are missing. Furthermore, blurred words can be used to Hedging an ambiguous argument, so that the readers do not say where the knowledge is to be early on imperfect. According to first example the purpose of the reader is cleared through the selected data. According to the second objective through the above-mentioned table of frequency the frequency of every word is clearly mentioned. All the selected data performed the pragmatic functions of fuzziness with reference to adaptation theory. In short, all the objectives are fulfilled. Through the examples it proves that writer uses fuzzy language purposefully.

Fuzzy vocabulary therefore is used properly. It works to help reporter produce the number of information when specific numbers are missing. Furthermore, blurred words can be used to Hedging an ambiguous argument, so that the readers do not say where the knowledge is to be early on imperfect.

Recommendations and Pedagogical Implications

The future researchers who have interest in pragmatics should study this research thoroughly to comprehend the process of analysis.

- ⤴ Teacher should get help from this work to teach reading rules of newspaper to his class.
- ⤴ Students who want to know fuzzy language should take guidance from this work.
- ⤴ This research will be helpful for those students who want to apply adaptation theory in the domain of newspapers. They may understand that how writers use powerful language to increase the rating of their newspaper.
- ⤴ This study will help the researchers to understand that how contextual background effects on the language use.
- ⤴ This research should be studied by English language readers to grasp the art of reading newspaper in which fuzzy language is used.
- ⤴ The researchers and the students will take this study to understand the observance of fuzzy language.
- ⤴ The students would be able to collect information about the purpose of the usage of fuzzy language.
- ⤴ The student and scholars would take this work to comprehend the pragmatics functions of fuzziness and their impact on newspaper.

This research will be basically expected to one of helpful references for the pursuers who need to play out a further research identified with pragmatics analysis particularly in the utilization of Adaptation theory.

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