

## Ideological Representation of Violence and Information Packaging in Arabic Headline News: A Case Study of the *Al-Ahram* Arabic Daily Newspaper

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### ABSTRACT

The Arabic language has a pattern of information packaging (Theme + Rheme) that is based on Systemic Functional Linguistics (SFL). This pattern is used as the model for deciphering the information structure in the Arabic headline news. This article investigates information packaging in the Arabic headline news. There are two basic items in information structure, namely (1) Theme (given information) and (2) Rheme (new information). The data used in this article are Arabic headline news from a number of Arabic daily newspapers. Theme has been defined as given information and Rheme is recognized as new information. Some Arabic headline news contains elements of physical and emotional violence. In order to discover the ideological representation of violence in Arabic news, the newspaper reader first needs to know and understand the pattern of information packaging used. The main aim of this research is to elaborate on two basic problems, they are: (1) Information packaging in headline news and (2) Ideological representation of violence in the Arabic mass media. This article also investigates the nature of violence in the Arabic Mass Media. The results of the analysis confirm that the system of Theme and Rheme is an effective tool for unlocking the information structure in Arabic headline news and detecting the underlying ideology of violence in the Arabic mass media.

**Keywords:** *Theme-rheme; given-new; Arabic headline news; ideological representation; violence in mass media.*

### INTRODUCTION

Headline news plays a significant role in helping the reader to understand the content of news. On the other hand, headline news also has the power to influence the audience or the reader. The influence of the mass media may be harmful and in some cases contains elements of violence which affect the psychological state of the reader. The mass media have the power to influence and provoke the reader. However, the media, or in this case, more specifically newspapers, may also have a negative effect on individual behaviour, such as provoking violence. The question is how violence is represented in the media. The negative effect of the media can be seen in the headline news of a number of Arabic daily newspapers. For example, in the *Al-Ahram* on Sunday, November 20<sup>th</sup>, 2011, the headline news contains the provocative words */ad-dāmu as-Sūriya ... ila aina/* 'the blood of Syria, where is it going to?' This headline has violent content because it provokes the feelings of the reader. The word "ad-dāmu" (blood) creates an impression of worry, harm, and war. Semantically, the word "blood" possesses a meaning such as a "temperament" or disposition with violent connotations. Therefore, this headline news is a direct ideological representation of violence. Violence in the mass media has become a part of globalization. In this case, the words *ad-dāmu as-Sūriya* (the blood of the Syrian people) represent the Theme (given information), and the phrase '*ila aina?*' (up to where?) is the Rheme (new information). The reader grasps this representation of violence from the Theme. Table 1

below describes the information packaging in this example of headline news in the Al-Ahram daily newspaper.

Table 1: Information Packaging in headline news

<i>Ad-dāmu as-Sūriya</i>	<i>Ila aina?</i>
The blood of the Syrian people	Where does it go?
THEME (given information)	RHEME (new information)
Information Packaging	

In a real life situation, especially in headline news, communication is related to the use of language in how the information is constructed (Connolly, 1991, p.1). The actual use of language in the Arabic headline news can be deciphered from the data in Table 1; the use of language is related to semantic cases and problems. As we know, language is the main medium for communication. One of the resources for understanding language in a real life is SFL (Systemic Functional Linguistics). In the Arabic language, “systemic linguistics” is equivalent to the phrase */’ilmul-lughah an-nidzāmiy/* (علم اللغة النظامي). It is an approach to linguistics developed by Halliday which analyzes language in a social context. It considers language as a resource used for communication and not as a set of rules (Richards, 2007, p.677). Matthiessen (2010, p.1) describes that the text (headline news) can be analyzed using the SFL theory. This article attempts to discover the pattern of textual messages and to organize the information contained in the Arabic headline news. In the case of organizing the information structure, the reader can observe the pattern of the THEME (given) and RHEME (new) in the clause (Bloor, 2004, p.65). Finally, this article endeavours to examine elements related to the ideological representation of violence in the Arabic mass media.

Before defining Theme and Rheme in this research, it is first necessary to explain about "function" in The Prague Conception (*fonction dans la conception pragoise*). The first of these is structuralism; i.e. the *Praguians* introduce into linguistics the problem of structure, the problem of how language is shaped, and how its parts are related to each other, for example, how the headline news related to the ideology of violence. In this case, language is closely related to communication. It is important to emphasize here that language cannot stand alone without the social element. Secondly, and this should not be forgotten, Prague linguistics are functional – where the term function, of course, means "a task", not dependence; i.e. Prague Linguistics studies the semiological problem. Linguists belonging to the Prague School saw in this an essential feature of the language system but also stressed the importance of the relations of language systems and language utterances to extra-lingual reality (Vachek, 2003, p.81). In the Arabic language, the term “functional sentence perspective” (FSP) can be defined as */mandzūrul-jumlah al-wadzīfiyyah/* (منظور الجملة الوظيفية) (Richards, 2007, p.282). Anis (2014) elaborates on the subject of FSP in its implementation in the Arabic headline news. He argues that in the Arabic language, the nominal sentence (*jumlah ’ismiyyah*) is the dominant pattern used, such as in the headlines of the Al-Ahrām daily newspaper. However, in his recent research, he does not discuss in much depth the relationship between violence and headline news in the Arabic language. From the point of view of functional sentence perspective (*perspective fonctionnelle de la phrase*), besides word order, language has other, non-linear means at its disposal which enable both the speaker and the hearer to distinguish between the thematic and rhematic

elements. One such non-linear means of functional sentence perspective in Modern English may be that the non-generic signalizes a new element, (and sometimes) even the Rheme proper. The definite article which has the capacity to refer to known entities may, in turn, signalize the Theme (Vachek, 2003, p.82) and the remainder of the message, after the Theme has been defined, signalizes the Rheme. This article will investigate the pattern of Theme and Rheme in Arabic headline news and its relation to the ideology of violence.

#### LITERATURE REVIEW OR RESEARCH BACKGROUND

Finally, based on the FSP, sentences or clauses in the Arabic language can be divided into two basic notions, (1) Theme and (2) Rheme. Theme signalizes the entities which are already known beforehand while Rheme signalizes the new elements contained in the information. Anis (2015) emphasizes that in Arabic texts, the Theme and Rheme can be developed in certain patterns (thematic progression patterns). Anis (2018) outlines and compares the constructions of Theme and Rheme in the Arabic and Javanese languages. On the other hand, Sukesti (2011) investigates the construction of Theme and Rheme in the Javanese “Ngoko Banyumas” dialect. Suparno (1993) also investigates Theme and Rheme constructions, focusing on the local dialect of Malang, East Java, Indonesia. These recent research studies are primarily structurally focused. Moutaouakil (1989), meanwhile, analyzes the differences between (1) focus, (2) topic, (3) theme, (4) tail, and (5) vocative based on pragmatic functions.

This means that the research not only focuses on the structural form of the Arabic language but also describes the notions of meaning and context using a pragmatic approach. Potter (2016) also investigates the ideological representation using Theme and Rheme. In this study, Potter focuses only on the material object related to news about the murder of the Lebanese Prime Minister. Raof (1998) investigates the universal categories of ‘subject’, ‘theme’, and ‘agent’ with special reference to their functional status in Modern Standard Arabic (MSA). He had made a difference between pragmatic function, semantic function, and syntactic function when elaborating the Theme, agent, and subject in Arabic language. He had elaborated the pragmatic function of Theme comprehensively in MSA. In this research, Raof does not focus on Theme and Rheme in Arabic headline news, thus leaving a gap in the research. This gap focuses on headline news and violence. The present study investigates in depth the relation between information packaging (Theme and Rheme) and the representation of violence in the Arabic headline news, specifically in the *Al-Ahrām* daily newspaper, because this is one of the most famous daily newspapers in the Arabic world, especially in Egypt.

The term “information packaging” was previously used by William A. Foley (2007) in his research about “a typology of information packaging in the clause”. In this research, Foley discusses the syntactic variants, including word order differences, in the Papuan language. On the other hand, Beeston (1968) uses the term “thematic structure” in a way that is synonymous with the term “information packaging”. This research chooses to use the term information packaging to obtain a clearer picture and to maximize the results related to the study of violence in media and communication. There is a disparity between the two scholars in defining Theme and Rheme in the Arabic language. Beeston (1968, p.8) stresses that in the Arabic language the initial position of a statement is the Theme. On the other

hand, he argues that the verb in the initial position of a statement is not the Theme. In this case, he uses the term “thematic sentence form”. The thematic sentence form in Arabic can be classified by looking at the nature of its predicates. There are four basic types of predicate in the Arabic language: (1) a noun or adjective, for example */hādza sahlun/* ‘this is easy’, */hādzihi suhūlatun/* ‘this is an easiness’, (2) a prepositional phrase, for example */al-wazīru fil-baiti/* ‘the minister is in the house’, (3) a clause in verbal sentence structure, for example */al-amīrah mātat/* ‘the princess died’, and (4) a secondary, emboxed, thematic sentence structure, for example */hādzihis-siyāsah natāijuhā nāfi’ah/* ‘the results of this policy are advantageous’ (Beeston, 1968, p.58).

The four basic types of predicate in the Arabic language play a significant role in understanding the information structure in the Arabic headline news. Versteegh (2006, p.484) also analyzes Theme and Rheme in the Arabic language. He concludes that both of them have a binary structure. The information which refers to familiar, old, and given information is classified as the Theme. On the contrary, new information is classified as the Rheme, such as in the Arabic headline news: */asy-sya’bu yaftachu bābad-dimuqrāthiyyah/* ‘the (Egyptian) people opened the door of democracy’ (Al-Ahrām, 24/11/2011). The Theme (familiar information) in this headline news is ‘asy-sya’bu’ (the people), the readers of the newspaper already know that the Theme is the Egyptian people. What is the new information (Rheme) for the Egyptian people? This headline informs that the Egyptian people have opened the door of democracy by holding the first election since the downfall of Husni Mubarak’s regime.

Unlike Beeston and Versteegh, Baker (2011, p.138) concludes that the verb in the initial position of a statement is the Theme. She argues that Arabic verbs are inflected for person, number, and gender (Haywood, 1962 p.44, 94 – 101). The pattern of Arabic verb is (verb + subject), so If English people said “I took” or “I saw”, Arabic people said “took + I” or “saw + I”. Thus, Baker emphasizes that in the Arabic language the theme can be constructed from a verb. This can be seen in the example on headline news below which shows that the verb is in the initial position and the verb can be classified as the Theme (new information): */’ichdzari as-saminah fisy-syitā’i/* ‘beware of fatness in winter’ (Al-Ahrām, 29/11/2011).

The verb *’ichdzari* (beware!) is an imperative verb in this Arabic headline news. This verb is the Theme (given information). What is the new information in this headline? The Rheme is fatness in winter. Some Egyptians consume large amounts of food in winter. This condition may have the effect of fatness. The concept of Theme and Rheme relates to Functional Sentence Perspective (FSP) (منظور الجملة الوظيفية). FSP deals particularly with the effect of the distribution of known (or given) information and new information in discourse. The known information (known as the Theme, in FSP), refers to information that is not new to the reader or listener. The Rheme refers to information that is new (Richards, 2007, p.282). There is a difference between Subject and Theme. This can be seen in Table 2 below.

Table 2: Theme and Rheme as information packaging

<i>Asy-Sya’bu</i>	<i>yanjachu fi mādati ((ad-dimuqrāthiyyah))</i>
The Egyptian people	succeed in the process of democracy
Subject	Predicate
<b>Theme</b>	<b>Rheme</b>
	<i>Information Packaging</i>

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<i>yanjachu fī mādati ((ad-dīmuqrāthiyyah))</i>	<i>Asy-Sya'bu</i>
Predicate	Subject
<b>Theme</b>	<b>Rheme</b>

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*Information Packaging*

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The word */asy-sya'bu/* (Egyptian people) is the grammatical subject in both sentences, but is the Theme in (1) and the Rheme in (2). Other terms used to refer to the Theme – Rheme distinction are (topic – comment), (background – focus), (given – new information). The Theme is referred to as (المحدّث عنه - the person/thing being talked about) or (مخبر عنه - someone/something being informed about). In terms of information structure, the Theme usually represents known (old) information to the addressee while the Rheme constitutes information that is unknown (new) to the addressee. Therefore, Arab grammarians have defined it as (هو المعلوم أم المعروف عند المخاطب) - someone/something known to the addressee (Raof, 1998, p. 299-300). This category of Arabic construction is triggered by the phenomenon of discourse analysis, and the re-ordering or different word orders of the sentence constituents take place for rhetorical purposes such as emphasis and thematization. Azis (1988) also uses the term “thematization” to describe the identification of Theme and Rheme in Arabic language texts. Within this configuration, the Theme is the starting-point for the message; it is the ground from which the clause takes off.

Therefore, part of the meaning of any clause lies in whichever element is chosen as its Theme. There is a difference in meaning between ‘the Egyptian people succeed in the process of democracy’, where “the Egyptian people” is the Theme (‘I’ll tell you about the Egyptian people’), and ‘succeed in the process of democracy, the Egyptian people’, where ‘succeed in the process of democracy is the Theme (‘I’ll tell you about the succeeding in the process of democracy’). The difference may be characterized as ‘thematic’; the two clauses differ in their choice of the Theme. By glossing them in this way, as ‘I’ll tell you about ...’, we can sense that they are two different messages. The Rheme of a sentence is the core (focus) of an utterance from the point of view of functional sentence perspective (Vachek, 2003, p.141). This article attempts to discover and present a comprehensive explanation of the Theme and Rheme as information packaging and the ideological representation of violence in the Arabic mass media.

#### METHODOLOGY

This research uses two basic approaches in qualitative method. The first approach related to the Arabic information packaging and the second approach related to the ideological representation in the Arabic headline news. The data is analyzed using a descriptive method (describing the structure of language). The method in this research is divided into three main parts: (1) data collection, (2) data analysis, and (3) data reporting. The data collection uses a method of observation to obtain information about the two main problems: (1) information packaging in Arabic daily newspapers and (2) ideological representation of violence appearing in the headline news. This paper is a descriptive qualitative research paper. It describes the condition, process, and the connection of the important aspects that are found in the phenomenon of violence in the mass media, and the various patterns of information packaging in Arabic daily newspapers. In a qualitative research study, interpretation is an essential requirement for obtaining meaningful results. In descriptive research, there is no

comparison of the variables in terms of their causal relations, such as in the case of a comparative study. The technique for collecting data in this research is a documentary study or literature study. This is a technique in which the source of the data is written, either in printed form or in an online version. The documents and literature used for this research are references about information packaging (Theme + Rheme) and the phenomenon of violence in the Arabic mass media.

An inductive technique was used to analyze the Arabic headline news, since there was no need to present a hypothesis. In this research, the data analysis was carried out during the process of data collection, not after the data had been collected. This was essential in order to ensure that the findings were comprehensive and so that more data could be collected if there was a shortage of data. The data were classified using the pattern of Theme + Rheme in a selection of headline news from the Al-Ahrām newspaper in 2011. This edition was chosen because in that year the Egyptian people held the first election after the downfall of Husni Mubarak's regime. The process of data analysis in this research can be divided into three parts. The first step was an observation of the research findings about the content of information packaging. This was followed by an observation of the ideological representation of violence in the Arabic mass media. The final step was to outline suggestions for avoiding violence in the mass media, which was conceptually based on the information packaging that appears in the Arabic headline news.

## RESULTS AND DISCUSSION

By outlining the problems in this research, it can be seen that there are two main findings and areas of discussion: (1) Information packaging in headline news, in which the analysis investigates the form and construction of information, (2) Ideological representation of violence in the Arabic mass media, in which the analysis elaborates on the content of the information, and this is the main factor for obtaining the research results. The analysis in this section uses a descriptive qualitative research. The main data in this research are taken from selected headline news from the Al-Ahrām daily newspaper, which is related to the ideological representation of violence, both in the form of nominal sentences (*jumlah ismiyyah*) and verbal sentences (*jumlah fi'liyyah*) in the Arabic language. The first problem focuses on linguistic aspects and the second problem focuses on theories of communication and the mass media.

### (a) *Information Packaging in Headline News*

Many people read the newspaper every day. When you read a newspaper, you learn about current events. Newspapers tell you what is happening around the world. They also keep you in touch with news in your own neighbourhood (Hamilton, 2005, p.4). In other cases, however, newspapers also contain news that is gruesome, ranging from violent content that has a strong impact on the reader to less extreme forms of violence, such as portraying a victim in pain, which affects the reader to a lesser degree (Carter, 2003, p.3). The violent content in a newspaper appears in the headline news and in some pictures which explain the news. A headline also has a visual impact and is attention-getting for the newspaper reader. A headline tells what an article is about. It runs across the top of the article. A headline is printed in large type to grab the reader's attention. Usually, *the larger a headline the more*

*important the story*. Under the headline is the "byline". This element tells who wrote the article (Hamilton, 2005, p.18).

A headline has a number of special syntactic characteristics because every single headline in a newspaper has some content of primary information. The easiest way to understand the information in a headline is by understanding the construction of the Theme and Rheme inside it. Crystal (2008, p.107) states that in its most general sense in linguistics, the term construction refers to the overall process of internal organization of a grammatical unit. The term construction is selected to present the dominant aspect in the linguistics case, because it relates dominantly to the linguistic analysis. The construction of Theme and Rheme can be found in the headline of Al-Ahram, November, 5th 2011, as shown below.

Table 3: Analysis of information packaging in a predicative sentence

<i>Mishr</i>	<i>musta'iddah</i>	<i>li-(d)</i>	<i>dīmuqrāthiyyah</i>
PN-Egypt-F	INDEF-ready-ADJ-F	PRT-circum-for	DEF-democracy-GEN
<b>Theme</b>	<b>Rheme</b>		
Egypt	ready for democracy		

The sentence in Table 3 is a nominal sentence (*al-jumlah al-'ismiyyah*) in Arabic. Essentially, a nominal sentence starts with a noun (Egypt) filling the subject-function and is qualified by another noun filling the information-function (Rheme); the pillar of this sentence is composed of the primate and the predicate (El-Dahdah, 1992, p.135). In this headline (Table 3), there is a Theme (Egypt) and a Rheme (ready for democracy). The Theme of a sentence is the basis (starting point) of an utterance from the point of view of functional sentence perspective (Vachek, 2003, p.157). Following the terminology of the Prague school of linguists, we shall use the term Theme as the label for this function. Halliday (1998, p.37) explains that the Theme is the element which serves as the point of departure of the message; it is that with which the clause is concerned. In the headline in Table 3, the Theme is a proper name (PN) "Egypt" (مصر). The word Egypt in the Arabic language is classified as female (F), thus the adjective is the word */musta'iddah/* (ADJ), using the female marker */ah/* at the end of the word. The particle (PRT) */li/* is also included in the Rheme position; Nurjannah (2014) discusses and compares prepositions in Arabic and Indonesian. In her research, she concludes that the word */li/* (لِ) has the meaning "belong" and is the same as the word "for" in Indonesian. The word */musta'iddah/* is indefinite (INDEF), but the word */li-(d)-dīmuqrāthiyyah/* is definite (DEF) because it contains the definite marker */al/* and it also holds the genitive (GEN) case, because it is positioned after the preposition */li/*. The remainder of the message, the part in which the Theme is developed, is called the Rheme in Prague school terminology. In the headline in Table 3, the Rheme begins with the adjective "ready for democracy" (مستعدة للديمقراطية). As a message structure, therefore, a clause consists of a Theme accompanied by a Rheme; and the structure is expressed by the order – whatever is chosen as the Theme is put first. An example of this Theme + Rheme structure can be seen in the headline in Table 3. On the other hand, there are also headlines containing only a single word, such as an example in Figure 1. What is the construction of the information packaging if the headline consists of only a single word or phrase?



Figure 1: Headline containing just one word (*al-bidāyah* = the beginning).

Reah (2000, p.15) concludes that newspaper headlines should contain short words, rather than long sentences; they should be concise and meaningful. On one hand, headlines may influence the reader. On the other, they should also be effective in grabbing the reader’s attention so that the reader is interested in continuing to read the rest of the article. However, this pattern is rarely seen in Arabic headlines that appear on the front of the newspaper. In this case, the word */al-bidāyah/* appears on the front of the newspaper because at the time of this particular edition (November 28th, 2011), Egypt was holding its first election after the collapse of the Husni Mubarak’s regime, and this was a very historical moment for the Egyptian people. They were facing a new future after the controlling and dictatorial regime of Husni Mubarak that had previously governed the nation. Albirini (2016, p.146) stresses that the Arabic language is the soul and substance of identity dynamics in the Arabic-speaking world. For example, our attitudes toward other speakers and our perceptions of who they depend partly on how they speak. Our views of languages are influenced by the way we view their speakers. Thus, the word */al-bidāyah/* ‘the new beginning’ shows the identity of the Egyptian people at that time. Headline news shows the identity of a social group. Headlines voice or express the identity of social and political conditions. In this case, the headline news was successful in influencing the people by stating that Egypt was facing a new era.

By using the technique of distributing in language analysis, it is found that the headline contains (definite mark + noun = *al* + *bidāyah* = the beginning). Based on a grammatical analysis, it can be seen that the words actually contained are (*hadzihi* + *al* *bidāyah* = this is the beginning (of an era)). Thus, in this case, the information packaging contains only a Rheme (new information) and the Theme is an ellipsis. We can look at this analysis of a headline containing a single word in Table 4 below.

Table 4: Headline containing a single word.

	<i>Al-bidāyah</i>
<i>Hadzihi</i>	<i>Al-bidāyah</i>
This is	The beginning (of an era)
Elliptical Theme (given information)	Rheme (new information)
Information Packaging	



(b) *The Ideological Representation of Violence in the Arabic Mass Media*

In this section, the analysis focuses on problems related to the ideological representation of violence. The first problem is concerned with the patterns of headlines in the Al-Ahram Arabic daily newspaper in terms of their grammatical units. The second problem is related to the types of Theme and Rheme construction in the headlines of the Al-Ahram Arabic daily newspaper. The data for this research was collected through purposive sampling or judgment sampling. The method used comprises 2 methods, namely (1) a distributional method and (2) a referential method. The distributional method in this research is related to the linguistic analysis, for example: elaborating and defining the units of language in the headline news. In Figure 2, the headline is constructed from the phrase */mashrā'ul-Qadzāfi/*.

This headline contains the information packaging (elliptical Theme + Rheme or elliptical given information + new information). The second method (referential method) is related to the extra-lingual conditions. This method investigates the background to why this headline was selected by the writer of the headline. As the first text in a newspaper, the headline news is a short, attention-getting, highly memorable text and has the capacity to encapsulate an entire story in a few words. Headline writers also use a selection of information, and directly or indirectly address the reader or other participants in the story. In this case, if the reader looks at the headline in Figure 2, it can be seen to contain an ideological representation of violence directed towards the reader. When we look at Figure 2, we are reminded of the statement by Gerbner (1988), that violence and crime are actually the staple diet of commercial news reporting. The newspaper reader may gain a notion of violence from a number of different aspects. First, in this case, because it contains a picture of the dead body of Muammar Gaddafi, as well as a headline which provokes the reader by creating a sense of harm, fear, and unease. Second, the headline news is written using the colour red and a large size font, representing war and defiance.



Figure 2: Headline containing an ideological representation of violence.

The data in Figure 2 were analyzed using Halliday's discourse theory (1994). M.A.K Halliday (1994, p.22) proposes three dimensions: (1) field, (2) mode, and (3) tenor to determine the functional variety of a language. Machali (2009, p.65) argues that these three parameters can be used to analyze a text. The tenor contains "the purpose of the text". Machali (2009) also states that the same field can create a different tenor and mode. These three parameters can elicit the context of the situation in which the language is used and determine the register or type of language used in a particular situation.

The field of discourse is defined as tracing the types of processes and their participants' roles. The field of discourse is related to transitivity (Al-Manna, 2016, p.151). Halliday (1976, p.199) defines transitivity from a functional point of view as "the relation between the units of language with cognitive content and extralinguistic experience". The transitivity process has three main components: (1) the process, (2) the participants, and (3) the circumstance. For example, in the headline in Figure 2, *Mashra'ul- Qadzāfi*, "Qadafi killed", the process of "killed" is related to the material process. The participants are the group that opposes the regime of Qadafi which is related to the actor. The circumstance appears in the headline in Figure 8, */fi makānin-majhūl/* 'the unknown place' and */al-yaum/* 'today'. The tenor of discourse is used to describe the relationship between the in-text participants. The people have a style depending on their relationship. The headlines in Figure 2 and 8 are related to formality. The text is judged to be formal when the text producer pays extra attention to the message structuring. The tenor of discourse refers to the degree of technicality, addressing terms, mitigating devices and euphemizers. The mode of discourse describes the interplay between grammatical complexity and lexical density as markers of oral and written language, for example the headline news in Figure 2 and 8 uses "graphological devices", such as the red colour in the headline and the picture which shows the dead body of Qadafi as the representation of ideological violence. The headlines (in Figure 2 and 8) also use lexical density, such as in the word */mashra'/* 'killed' and */dafnu/* 'the burial' which provokes the reader to feel hatred.

This research is an introductory study which describes information about the ideological representation of violence in the Arabic language, especially in the headlines of Arabic daily newspapers. With regard to violence, it is interesting to understanding the message of the "ecology of violence" based on a statement made by Lewis (2013, p.135). The ecology of violence has been developed through the social organization of competitive advantage – a process which leads to the hierarchical management of people, knowledge, and property. Ultimately, the media also has the power to influence the audience's perception of human violence (Carter, 2003, p.1). From the headline related to the Gaddafi Regime, the reader is stimulated to become a part of one of two brutal groups – pro-regime and anti-regime – as a representation of the ecology of violence. The question is why the ecology of violence is implemented with headline news. The answer is that headlines play a significant role in influencing the reader.

A number of internet articles were collected to gain information, opinions, and definitions about hate speech in the Arabic language. In order to identify ideological representation in headlines in the Arabic language, the reader should first understand the information packaging in this headline (Figure 2).

Table 5: Headline containing a single non-predicative phrase.

<i>Mashra'ul- Qadzāfi</i>	
Hadza	<i>Mashra'ul- Qadzāfi</i>
This is	Qadzafi killed
Elliptical Theme (given information)	Rheme (new information)
Information packaging	

By looking at the data in Figure 2 and 7, it can be seen that both examples are made up of the three basic elements of discourse described by Halliday, namely field, tenor, and mode (Almanna, 2016, p.150). The field correlates to the time when the headline was published. At that time, there was conflict in Libya where Muammar Gaddafi had become a fugitive in order to try and escape justice. This headline forces or pressurizes the reader into showing hatred towards all sympathizers of the former Libyan president (Gaddafi). On the other hand, and in a different situation, the government had been looking for Gaddafi. The tenor here involves the participants and their relationship. The main participant here is the legitimate government after the fall of the Gaddafi regime in Libya. Concerning the act of murder, the headline in Table 5, is directed towards the majority of the general public in Egypt, and especially towards sympathizers of Gaddafi (October, 21st 2011). The last element is the mode. The text in Table 5 is an example of headline news from the Al-Ahrām daily newspaper in Egypt. The function of this headline is to encourage violence by using ideological representation, in which it attempts to persuade the reader (the Egyptian people) to believe what has been written by the Al-Ahrām daily newspaper. Finally, but of equal importance, the headline uses graphology, or a visual aspect of the text, to attract the reader's attention. If you, as the reader are visually attracted to a text, and enticed by an ambiguous or startling text, you will be interested to continue reading the news that appears under the attractive headline. To avoid the ideological representation of violence, newspaper agents should not use words that have the ability to provoke and intimidate the reader with violence, such as in the example of the headline in Figure 8 below.



Figure 3: Headline and picture that provokes the reader with violence.

In Figure 3, the picture contains both a headline and a picture to represent the news. This may provoke the reader because it shows a picture of the dead body of the former president of Libya. The headline in Figure 3 is constructed as a sentence. The Theme is */dafnul-qadzafi al-yaum/* 'the burial of Gaddafi today'. The Rheme is */fi makānil majhūl/* 'in an unknown place'. The headline in Figure 3 can be translated into the English language as "the burial of Gaddafi today in an unknown place". This means that the new information is that the place of Gaddafi's burial is unknown to the public, a representation of contemptibility being shown to the public. The picture also shows the dead body of Gaddafi,

when the reporter should in fact have concealed the violence of pain. Santos (2010, p.xvi) argues that the news media have strayed from the mandate of neutrality in their coverage of violence, and their reports have had an impact, both on the issues they cover and on the profession itself. Newspapers should conceal violence. They should not show the pride of one particular group when it causes another opposing group to feel harmed, hatred, and hostility. 'Izat (2017, p. 9-10) concludes that all forms of hate speech are closely related to "instigation" or "provocation" (at-tachrīdh - التحريض). There are three basic forms of hate speech, namely: (1) the provocation of violence (التحريض على العنف), (2) the provocation of hatred/hostility (التحريض على العداوة أو الكراهية), and (3) the provocation of discrimination (التحريض على التمييز).

In the current era, hate speech and violent substance matter in the media have several characteristics, based on data from UNESCO, such as: (1) permanence, in which the hate speech takes place over a long period of time, in different forms, and is spread using various different kinds of platform, and is also repeatedly connected to other hate speech, (2) itinerancy, or the power to endure, which means that the contents of the hate speech still exist in other places, going by different names or platforms, despite the fact that the original hate speech no longer exists or has been completely removed, thus the hate speech is enduring, occurring, and continuing, (3) anonymity/pseudonymity, a common form of hate speech in which the anonymity of the disseminator means that he or she feels comfortable or happy spreading the hate speech since there are no personal risks or consequences involved, (4) trans-nationality, which means that the hate speech has the ability to break through the boundaries of nationality. Lillian (2007, p.917) concludes that hate speech usually addresses racist and ethnicist discourse, and less often homophobic discourse.

#### CONCLUSION

There are two main results here: (1) Information packaging in headline news and (2) Ideological representation of violence in the Arabic mass media. The results of the data analysis show that the information packaging in headline news can be constructed in the form of a "nominal sentence" in the Arabic language (*jumlah 'ismiyyah*) (Table 3). The headlines of Arabic daily newspapers may consist of (1) a word (Table 1), (2) a phrase (Figure 2), or (Table 3) a sentence (Figure 3). The pattern of word and phrase in a headline may be formed by (ellipsis of Theme – given information + Rheme – new information). But the pattern of clause and sentence in a headline is consistently formed by (Theme + Rheme). The construction of Theme (given information) and Rheme (new information) can be found in the headlines of *Al-Ahram*. Thus, it can be concluded that information packaging in Arabic headlines uses two main constructions: (1) Theme + Rheme and (2) ellipsis of Theme + Rheme. Theme refers to given information while Rheme is new information.

Ideological representation can be explained using the paradigm of M.A.K. Halliday which proposes the three dimensions of (1) field, (2) mode, and (3) tenor to determine the functional variety of a language, especially the representation of violence. These three parameters can elicit the context of the situation in which language is used and determine the register or the type of language used in a particular situation. Finally, people can gain a peaceful life by saying NO to violent news and hate speech, from hate speech to heart speech. Stop the violence in the mass media.

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