

Critical discourse analysis on foreign and local news headlines towards movement (2022 Mongolian Protests) IN MONGOLIA

Munkhchimeg Otgonchuluun

University of the Humanities

Abstract

In this study, we examine the relationship between language and power of its ideology based on examples of headlines about the protests of 2022, following the theorists who have developed a critical discourse analysis (CDA). With this approach, the paper aims to explore meanings, intentions and philosophies behind the headlines about the protests on the local mass media and international websites, as currently people mostly have social and mass media for the update news. Headlines in linguistics are analyzed in terms of different aspects. This study shows how different languages reveal the same ideological discourse according to lexical choice, repetition or relevance of keywords, syntax and grammar structure on the collected 200 headlines from a variety of sources. This linguistic analysis is briefly focused on CDA of news headlines shows how and what key language is used and brought to the readers before reading the news articles; quite interestingly leading to the conclusion that headlines have the same ideologies with the exception of the different written texts that the foreign news media construct the Mongolian people as protesters storm government while local news publishers criticize government beyond the corrupted and stolen coals through the voice of the protesters..

Keywords: *headline discourse, word-choice visualization, sentiment and emotion, lexical and syntactic analysis*

Introduction

The paper study focused on analyzing news headlines towards 2022 Mongolian protests, which were attracted worldly attention, particularly in regard to the leading theories by Norman Fairclough, Teun A. van Dijk, Gunther Rolf Kress and Theo van Leeuwen in order to unveil and analyze discourse factors of collected news headlines. And the approach of CDA is to figure out that syntactic structure of the headlines and word choice beyond the news are different but implication and final discourse intentions are the same based on the example of the movement, Mongolia in 2022 which was considered the highest mass and the largest crowd of people gathered in the Sukhbaatar square of Ulaanbaatar. Briefly summarized the protest, it earlier started due to the corruption scandal involving the theft of coals exporting to PRC, worth a large number of amounts as China noted and sent a list with names of Mongolian officials involved in this stealing process - the protesters demanded to publicly announce all the names beyond the corruption. With the case, intensively it was going on until 13 December but ended unofficially in early Jan 2023 against the coal case (including but not limited to the causes of weak governance), expressing discontent with the authorities, caused by its severe corruption, inflation and soaring debts. People, especially youths and students joined considering themselves apolitical- collected 5000 signatures of the public, handed to the parliamentary while expressing personal views for the settlement through the protest-some are ongoing; countries internationally took attention and responding to the demonstrations in different ways; therefore, this attracted both local and foreign media to publish in different corners on many news publishers. The protests expressed the will that only three million of Mongolians have to live happily and peacefully in their home country. There are a variety of different defects and faults or criticism and immorality in the parliamentary and government of Mongolia, but the protest said it should be friendly for people at the end. This is brief knowledge of the protests, which is not the real intention of this paper. But this study tries to conduct linguistic analysis with the approach of critical discourse analysis by studying headlines critically on the news articles of 'coal theft' corruption in the center of the talks.

Analysis and study on headline texts in Mongolian and English language upon the same news topic examined and found out how languages of the headlines express the same discourse with different lexical and syntactic-orientations. Therefore, some highlighting word choices of headlines from mass medias are computerized and visualized on this paper and made sentiment analysis statistically for the key words which were selected by the repetition and relevance to the news articles (Discourse analysis CDA, 2006).

Despite the fact that headlines mostly aim for attracting people's attentions and interests, satisfying immediacy needs and giving general summary of the news, media discourse on headlines brings first impression and critical barometer of particular news for the readers, reveals its ideologies by the manipulation of words and reality presentation or production on particular meanings (Dijk Teun A. van, 1998).

The language is the study of social and mental phenomena (Leech, 1983). In terms of theory, CDA as the approach and discourse studies were mainly focused on perspectives by Van Dijk and John Austin's theory of speech acts which were triggers to start conducting this paper work, too. When working on original texts of headlines in different languages and its presentations, online source materials are used as case data, and data processing is performed using computer digitization methods, and the researcher's analysis is explained from a theoretical perspective, thus technological and statistical methods interchangeably are used more. In this study, the relevant theory will be included in the context of the research topic. While considering a number of theories used in this research, we will study how the concepts of those theories are used to analyze the research purpose and draw conclusions from the collected data. When analyzing the collected data, the researcher will use relevant theories, including the theory of language functions, the theory of language, critical discourse analysis and speech acts. These theories are the basic concept for researching the collected speeches and headlines since the topic of the research is in linguistics, how language is used to express ideas in the use of speech or language, especially in different languages Mongolian and English and what language functions are used to convey the meaning of the expressions (O.Munkhchimeg, 2022).

CDA and its analytical theory by Van Dijk (1993: 131) is not bound by a single model, concept, even paradigm, or fixed principle, but a theoretical approach to develop linguistic, semiotic, social and political discourse analysis (ibid). Based on common understanding, the main purpose in this paper is to analyze and find out critical and discursive concepts from the headlines. CDA analyzes how the use of language communicates ideas through the different functions to address social and political issues by the headlines (Veneziano, 2010). Since any style of text or speech is a reflection of socio-cultural factors, ideological influence, the structure, word choice and syntax of headlines convey the message to the readers according to CDA; in the practice of Western researches, the observation on discursive attitude of language use affects the social atmosphere and cultural environment, and the informative and discursive nature of news including headlines is equally important (Discourse analysis CDA, 2006). In political and social discourse, the CDA plays an important role to unveil methodological implications for understanding the interrelationship between language and ideology by examining the language choices and structures of headlines. Implicit meaning is a key factor in the study of language, and it is believed that hidden meaning is a phenomenon of language, and shows the attitude and emotions of the participants of the discourse (Elinor Ochs & Tamar Kremer-Sadlik, 2015).

Theories

Studies on discourse in linguistics is interdisciplinary that analyzes the use of language and examines how language constructs ways of achieving intentions. Concerning to this, it can be theorized that discourse analysis is a linguistic tool for studying the practical phenomena and events of the discourse in the context of any speeches or texts, and discourse, with the influences of social and cultural factors, discourse examines how words are chosen, how sentence or linguistic units above the rank of clause is expressed the meanings, and how discourse works for the readers from the authors or writers. This means the both written text and speech are interrelated concepts of discourse analysis and use of language (Fairclough, 1995). According to the English scholar Guy Cook, discourse is a short expressive meaning of the narrative text and language in use for communicative purposes and what studies discourse coherence is analysis of discourse (Cook, 1989). According to the American linguist, discourse and sociologist Deborah Sue Shiffrin, discourse is based on the theory of language use in which it is a way to express ideas (Elinor Ochs & Tamar Kremer-Sadlik, 2015). However, In modern times, giving importance to the issue of inter-ethnic thinking, speeches, texts, elections and other "persuasive" discourses have created social and political development and

accordingly, language use in the field of language has changed its research and research methods (Chilton, 2005).

Discourse analysis is not only the theory of language use, but also the basis of the theory, the development of language, and the means of communication are the language how it works out. Every expression made by the author or writer cannot become a discourse. In the textual, social and psychological contexts, the discourse becomes more meaningful and unified for the readers (David, 1987). Discourse analysis is then to study how knowledge of language converts into action to achieve intentions beyond the communicative texts or speeches. Yet the structure of the meaning of the discourse depends on the logical connection and coherence of the written texts, the purpose of conveying information is expressed through the sub points and topics in paragraphs and sections of discourse have different roles and forms in communication (Ravdan.E, *Contemporary Linguistics: An Introduction*, 2005, p. 138). For example, specific models of discourse have introduction, body ideas including case study, explanation, additional information, theoretical references, analysis, comparison-contrast, problem-solution, cause-effect calculation, and conclusion, and so forth.

In this way, critical discourse framework originated from the United Kingdom in the 1980s from the perspective of linguistics, and relevant researches on language in use were first mentioned in 1979 by social theorists such as Fowler, Roger, Bob Hodge, Gunther Kress and Tony Trew. As discussed by Fairclough (Fairclough N. , 2000); critical discourse research is to study in the framework of controversial topics or social and cultural issues in oral and written contexts (Fairclough, 1995).

Van Dijk, another main linguist of Critical Discourse Analysis, stated that critical discourse is to study three parallel conditions of language, discourse, and communication in the context (Van Dijk, 1995, p. 17). Critical discourse research is a method of research based on the injustices of the dominant elites of the minority in the society, relating to the controversial situation and the consequences of the injustice of power. With this reason, that headlines are significantly analyzed in terms of critical discourse approach (Nianbo Dong & Rebecca Maynard, 2013).

In the development of applied linguistics, CDA focuses on looking at language use from a social perspective because it is not isolated from the cultural, psychological or social factors and influences of speakers and discourses, CDA acknowledges this social dimension and focuses on the study of interrelationships between text structures (Fairclough, 1995). As such, the practice of discourse research lays the groundwork for social structuring, which in turn contributes to the creation of discursive practice. CDA belongs to this two-way process, and as language use is a social component, this aspect of research examines the tension between linguistic and social interrelationships (ibid: 134). Further, CDA has been distinguished from other methods of discourse analysis by its critical nature, or the interpretation of hidden meanings from the point of view of discourse (Fairclough, 1995).

Therefore, the critical research approach is very important in the discourse in order to reveal the hidden secrets of society, politics and social influence. Meyer (2001: 18) points out that there are two main categories of criticism and deep-level critical discourse analysis: First, the relationship between ideologies and social capacities, and mutual understanding of social cognition. Fairclough (1992:86), this trend in his research is conducted at two levels: micro/micro and macro analysis of discourse under the conditions of support. Micro-discourse analysis seeks to explain the process of text creation. It examines the interrelationships of political actors, while on the other hand, the primary goal of macro analysis is to identify these “discursive resources” (ibid). Fairclough’s method, based on the connection between two levels of discourse analysis, is developed to account for social practices, textual and discursive practices (Maryam, Jahedi, 2001).

In Mongolian linguistics, there is a popular tendency to include discourse in the study of language; used discourse as the general term in linguistics since the 1970s in relation to describing examples of language in use resulting from communicative actions, information structures. Linguistics describes the rules of language involved in the construction of grammatical units such as conjunctions in sentences, discursive conversations, and all the units that are larger than sentences (Ravdan.E, *Language Typology*, 2017). Language is flexible and more connected to reality and the actual context of language use. For specific discourse, for example, social and political discourse for both linguistics and social sciences pays attention to studying emotions, attitudes of discourse by the use of language. Texts with technical and scientific content are commonly used to convey information, to express thoughts, to explain, to report, to teach, on a specific topic. However in social and political situations, discourse is judged only by the successful communication of the readers and audiences. Therefore, for the discourse of headlines in the

social and political situation, it needs specific patterns of language functions and forms. The headline of the news is in the persuasive and informative genre in order to arm with right language as the powerful social practice in the press media (Fairclough, N., 1995).

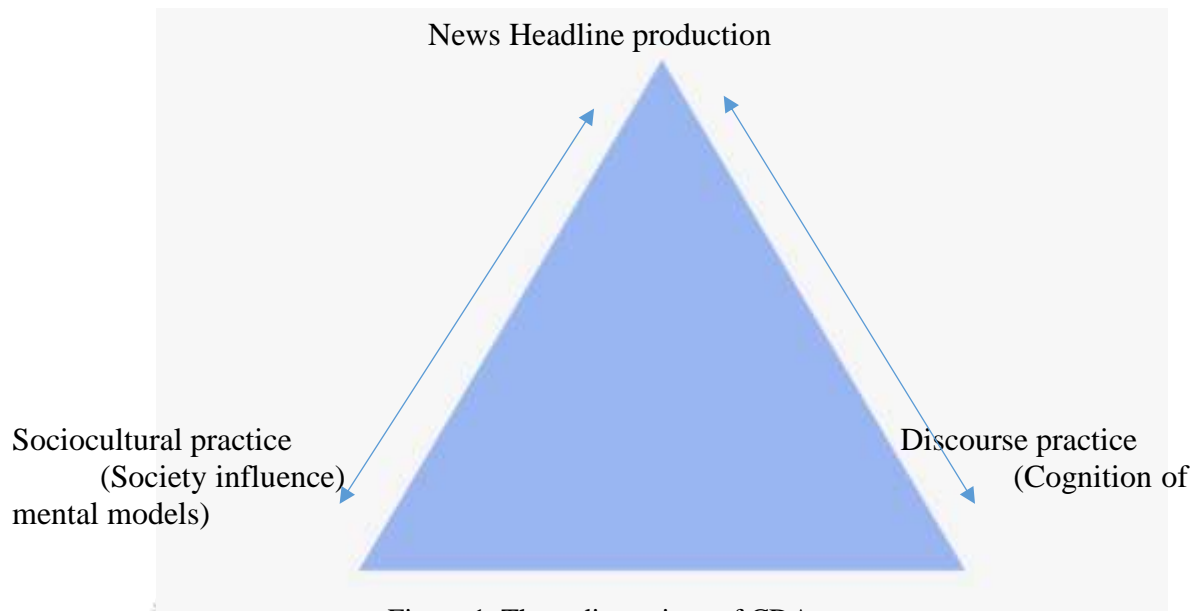


Figure 1. Three dimensions of CDA

CDA is a type of research approach that examines the discourse for contextualizing social functions in the study of language, and other relevant social factors, including power, ideology, organization, and social position. According to Van Dijk (1998, p.352), CDA studies social discourse including speech, text, video content, and actual social activity. CDA is an interdisciplinary science to clarify the overt and hidden influencing factors behind the language functions. The results of the analysis can be turned into the three-dimensional model of discourse analysis (Fairclough N. , 2006).

Methodology

Discourse through speeches or texts expresses only a meaning when it has a purposeful tone with a specific style and tries to influence readers and listeners by uttering the point of view, position, attitude, emotion and concept through implications or other factors, adapting to the situation. In terms of this paper, based on qualitative and quantitative methods, it is important in the field of research to use theoretical and methodological ontologies and its analytical methods to prove the relationship between language and ideology by analyzing headlines of written articles (Fowler, 1991). For research sources, data were collected for analysis of the 200-headline of bilingual news items from all sources related to coal theft allegations. In order to analyze the discourse beyond the headlines, Van Dijk principles of critical discourse analysis, the emotional and attitude tone through its discursive nature of language functions are studied. As a result of the research paper from a linguistic point of view, applied linguistic methods were also used in the development of the study. In addition, when working on original texts of news headlines, online source materials were used; research materials were sourced from reliable online websites and listed in the both reference and appendix section of this paper (Watson, 1989).

Findings and results

The analysis finds that Headlines from both Mongolian and English sources use the same ideologies; the tables, graphs and charts below are to try to visualize all the unique concepts around the 2022 Mongolian protests (Van Dijk, 2004). Considering the range of the paper and to introduce brief and highlighting points of findings, only random headlines are specifically explained as follows:

For the headlines published internationally, this corpus has different subtopics of the protests with 990 total words and 489 unique word forms.

Vocabulary Density: 0.494

Readability Index: 14.269

Average Words Per Sentence: 19.0

Most **frequent words** in the corpus: **people** (9); **corruption** (7); **minister** (6); **mining** (6); **coal** (6)



Figure 2. key word cloud for Headlines in total.

For the whole 100 headlines, the keywords having highest relevance to the 2022 protests are shown in the word cloud below, clearly after analyzing all the collected headlines:



Figure 3. High Frequency Phrases and words of Headlines in total.

The keywords are not only calculated with frequency but also estimated with the relevance of the headlines and contexts of the news.

1. **ENG1:** Keywords- COAL MAFIA (Bolor Lkhaajav, Boloredene Bazarsuren, 2022)

News article summary: On Dec. 5, thousands of activists stormed the Government Palace and gathered near several government buildings along **Sukhbaatar Square**, including the offices of the president and prime minister; low-level confrontations were reported when police attempted to disperse the crowds. Organizers seek to demand greater government action to address the deteriorating economic situation and ensure transparency over an alleged coal corruption scandal involving several lawmakers. Potential gathering sites include prominent government buildings, residences of lawmakers, public squares, parks, and thoroughfares.

If violence breaks out, leave the area immediately and seek shelter at a safe non-government building. Confirm business appointments, road status, and transport reservations in **Ulaanbaatar**.

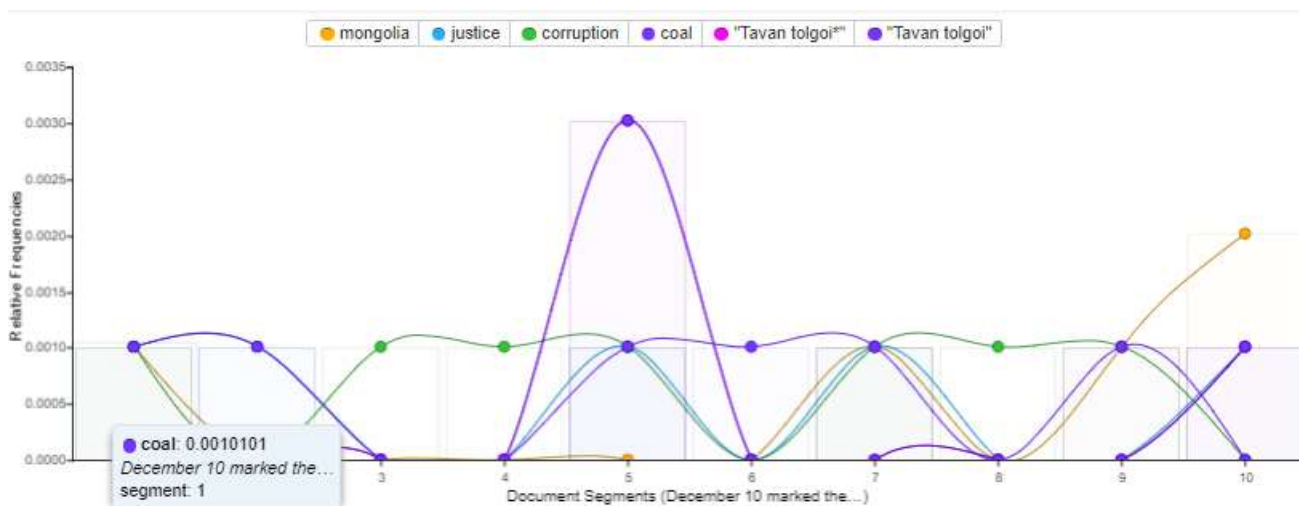


Figure 4. Scatter graph on relevance of the high weight - phrases and words of Headlines in total.

In the **ENG1** headline, the keyword directs “Tavan Tolgoi mining” in the graph, and other subtopics in the headline are seen here in which meanings are closely and distantly related within the discourse macrostructure in frame of 1 headline.

ENG2. As analyzed the headlines in English, the headlines are mostly written informatively with simple concepts, so far no complex concepts are found (Crisis 24, 2022).

Table 1. Simple concepts

Simple concepts	Relevancy	Freq.
Escalation	100%	1
Demonstration	69%	1

ENG8. Overall tone. Neutral. Majority of the headlines-100pcs were in a neutral tone which means foreign sites pursue to balance both updated news from ordinary public and government of Mongolia. And most of the headlines do not mention relevant bodies, specifically people in the headlines, but the style of headlines are in passive voice from the third corner of the action. Relevant places in the opposite are always highlighted in all the headlines as the news itself directs to all the people around the world news. And the place indicated in the headline is Ulaanbaatar but written as “Ulan Bator” in the news search engine (Al Jazeera English, 2022). Due to the mispronunciation by the mass foreigners, the Ulanbator literally spelled from the Russian origin Protests in Mongolia bring thousands out onto the streets. There are also two different spellings including Ulanbator or Ulan Bator which originated from Old Mongolian script and made transcription, but not transliteration in Russian Language with its Russian pronunciation, literally “Уланбатор” and in which translated from Russian to English, Not Mongolian to English, amidst the Source in Mongolian language, literally “Ulaanbaatar-Улаанбаатар”, additionally and historically we, Mongolians had not contact with the world, only contacting with Russian in old days, at that time if wanted to go somewhere else in the world, we first contacted with Russian and throughout the Russian border, we used to reach in the different countries; now it is different, We are Mongolia, independent country that we contact with other countries and have good diplomacy with the world. We are using Ulaanbaatar “Улаанбаатар”, which is the best correct version of the city and other countries are using at many cases. Also this is the real example that some journalists and researchers are still using the Russian originated version of pronunciation of Ulaanbaatar now. Moreover, as a language perspective, a language is developing, changing every day. It is natural thing, we should

follow it up, too. So here, as Mongolian and as a linguist in this field, I strongly disagree with spelling of Ulanbator, if it is not in Russian language “Уланбаатор”. Secondly, in translation, it has transliteration and transcription – both are accepted especially for the names, capital city name of a country should be written correctly in academic documents.

Relevant entities: SUKHBAATAR SQUARE, ULAANBAATAR, MONGOLIA;

MONGOLIA ULAN BATOR

SUKHBAATAR SQUARE ULAN BATOR

The fact that entities as the places appear the most frequent times indicates that there is a high tendency to express things with “PLACES”.

Table 2. Entity breakdown

Places	Relevancy	Freq. per headline
Mongolia	100%	1
Ulaanbaatar	85%	1
Sukhbaatar square	100%	1

1. **ENG17.** The headline ranged within one sentence, fully considered “negative” tone in dictionary search. Negative tones in the headline: *rallied against; corruption; soaring inflation* (VOA, 2022)

Relevance and frequency matched: CORRUPTION AND INFLATION

ENG24. For the headline, following 5 keywords are highlighted; by evaluating overall tone, this is in neutral; (Economist, 2022)



Figure 5. Keywords cloud

Here instead of using people or citizens, Mongolia forms as the whole Mongolian people as the Mongolians. Here “police” is to say “Government or Authority” beyond the word. Even though the protest started with coal corruptions, it covered many issues and crisis problems over the inflation. The key point pointed out “Inflation”

ENG25. Fetching the corpus of the headline, in addition to the news article, main topics included in the superstructure, for example: for the idea of the headline, it leads value of the keywords with a weighted value of 0.9-1.0 (Reuters, 2022)

ENG32. For this headline, the sentiment analysis pointed out by the percentages (ABC News, 2022)

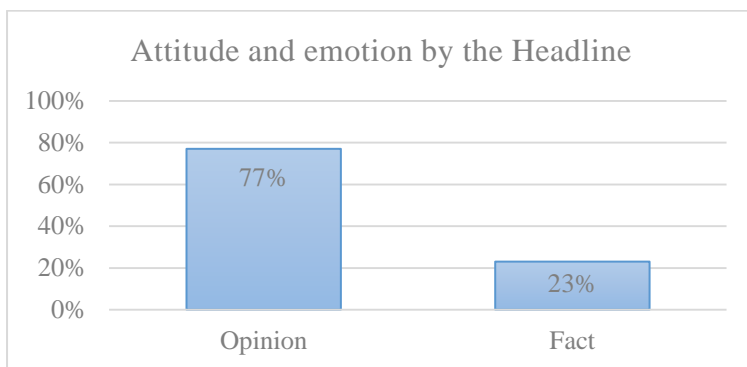


Figure 6. Sentiment analysis

Any text divides into either positive or negative, even it can be neutral tones for the points of view in expressing ideas. Here most of information is sourced from original Mongolian sources, the action and event had happened in Mongolia, which means foreign sources only re-stated the information by their own perception and comprehension. It may lead to writing news in a neutral tone. Only less than one percent of

ideas are in both positive and negative balanced tones.

ENG36. In order to emphasize the percentages of attitude or emotion by the position of the writer/author; we would like to show it by the chart. Attitude and positions over the practical information, factual news and are expressed through the written text or speech; however your own view point and knowledge are seen by the opinion related information (Yahoo news, 2022).



Graph 1. Attitude and emotions

ENG56. Original headline says “PM’s attempt to quell Mongolia’s ‘coal mafia’ protests drowned out by **livid crowds**”; in foreign sources, the keyword “COAL MAFIA” almost informally replaced the “Coal corruption; coal theft, theft of public funds, big fish, coal scam” (Tumurtoogo, 2022)

By identifying high level topics of the headline, it is also to summarize an entire concept and to provide a high level conceptual view for the readers. Additionally, it pointed out in parallel manner COAL MAFIA VS LIVID CROWDS – meant ordinary people VS government

ENG72.

For this headline, it tries to unveil the usage and frequency of the parts of speech in headlines; (Irish Examiner, 2022)

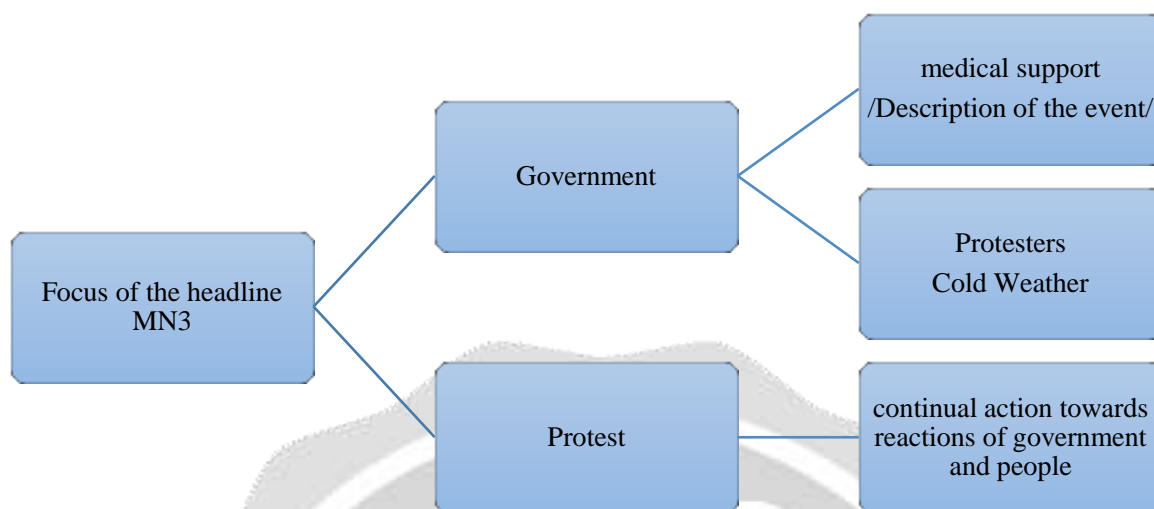


Figure 7. keyword cloud.

In most of the headlines sourced from in English websites, the keywords only expressed with “nouns” and “verbs”, in less than 10 percent, it added some descriptive words as adjectives.

MN2. The second longest headline, counted with 21 words: some specific and unique phrases including **Муусайн жагсаал; төрийн хулгай; Төрийн сүлд оршөө**; (World, 2022)

MN3. Жагсагчдын бие муудсанд эмч нарыг буруутгав. (Lkhagva, 2022)



Graph 2. Focus of the MN3 headline

MN6. Жагсагчид намжиж, тарж байна. Brief headline, somehow it needed to check reliability sources because the protest continued for around 1 month intensively, but this news article was published in earlier in Dec. Perhaps it as the tactical action assumed to calm people down by the authorities (Sainjargal, 2022)

MN20. Таван өөр зорилготой талбайн жагсаал. (Undarmaa, 2022)

Table 3. Protest view

Process type	Category meaning	Participants
Protest	Happening	People against coal and other crisis issues
Behavioral/mental/verbal/relational/existential	Behaving/seeing/feeling/participating/identifying/existing/contributing	Corruption/inflation/theft

MN42.

Words suggestive of the headline: clash with police (Kugyershin, 2022)

Expressive tensions: arresting

New vocabulary: COAL THEFT

MN52. Нүүрсний нүүрсний хулгайч нартай хариуцлага тооцохыг шаардсан жагсаал болж байна. As observed and analyzed the headlines sourced from local news medias, most of the headlines are formed as sentence, having high portions of verbs in use for the titles; oppositely foreign sources are mostly formed with nouns and adjectives for descriptive purpose. (Zuv.mn, 2022)

MN71. Rhetorical phrases mostly found out in Mongolian source headlines. In this headline, it also added pronoun expressions for personalizing the news report (MM Info, 2022)

MN80. Нүүрсний асуудлаар байгуулсан ажлын хэсэгт жагсагчдын төлөөллийг оролцуулахаар боллоо (N.Baavgai, 2022)

Table 4. Result and process of protests by headline MN80

Values of protests	Dimensions of meaning	Structural effect verbally in texts
Further actions	Content related	Beliefs
Open Discussion	Subject related	Social and political relations

MN97. *дахь өдрөө үргэлжилж байна* – the phrasal expression is one of the most frequently used in headlines by changing a day for the protesters. It supposed that same headlines might be attracted the attentions of audiences and readers, tactically used in mass medias (Times.mn, 2022)

MN100. The headline assumed conditions and achievements upon the movement by answering the following distinctive questions in the framework of MN100 (T.Otgonsuud, 2022).

What happened: protest against coal corruption?

What caused it? Coal theft

What immediate effects did it have? People protests against the corruption,

What was done to deal with it? For announcing and investigating the coal case.

What longer term outcomes or consequences did it had? Corruption led to huge inflation, investigating parties who were involved in the case.

Since the title is enough to answer the questions above, it is considered a valid and full idea of the news by the headline.

Table 5. Average words in use for headlines

Average Words Per HEADLINE	100pcs: 11.46 in ENGLISH
Average Words Per HEADLINE	100pcs: 8.93 in MONGOLIAN

Headlines are shorter and less than 12 words, statistically, comparatively in two different languages, the numbers above are identified.

Most used Words in Foreign Headlines

No.	Keyword	Frequency	Max. Frequency	Percentage by frequency	Word density
1	Coal	64	100	64%	5.4%
2	Mongolia	50	100	50%	4.3%
3	Protest	44	100	44%	3.5%
4	Corruption	38	100	38%	3.3%
5	Theft	34	100	34%	2.7%
6	Mongolians	30	100	30%	2.4%
7	China	26	100	26%	2.1%

Most used Words in Local Headlines

No.	Keyword	Frequency	Max. Freq.	Percentage by frequency	Word density
1	Нүүрсний	67	100	67%	5.6%
2	Жагсаал/жагсаалын/ жагсагчид	34/7/7	100	34%	2.8%
3	Байна	24	100	24%	2.0%
4	Хулгайн/хулгай/ хулгайг	23/10/7	100	40%	3.3%
5	Ард иргэд	9/6	100	15%	1.2%
6	Сүхбаатарын талбай	7	100	7%	0.5%
7	Эсэргүүцэн	7	100	7%	0.5%

Longest headline in English:

Protests erupt in Mongolia over alleged corruption among government officials. Thousands of people braved sub-zero temperatures in Mongolia’s capital city of Ulaanbaatar on Monday to protest against soaring inflation and an ailing economy, amid alleged government

ENG12 corruption within the country’s coal industry. 42 words

Shortest headline in English

ENG20 Mongolia protests

Longest headline in Mongolian:

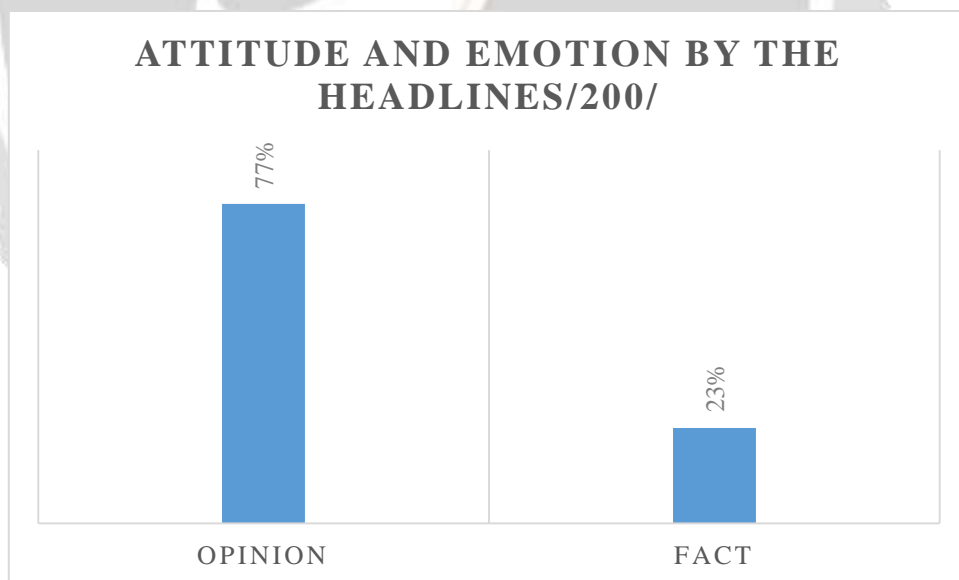
Муусайн жагсаал. Иргэд төрийн хулгайн эсрэг жагсав. “Төрийн сүлд өршөө” гэх үг одоогоос зуун жилийн өмнө байсан нь юу л бол.

MN2 21 words

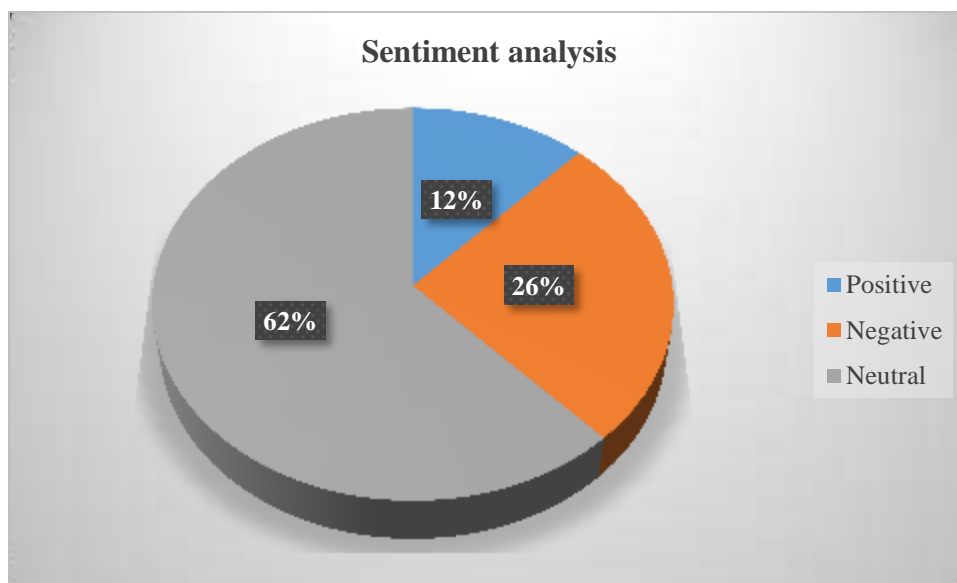
Shortest headline in Mongolian:

MN **MN94** Жагсаалын эргэн тойронд

200 headlines: **Neutral Positive Negative Sentiment analysis**



Graph 3. Opinion VS Fact in Headlines



Graph 3. Sentiment analysis in Headlines

Table 6. Positive and negative concepts by dictionary evaluation.

STATUS	IDEA	Type	Score
POSITIVE	Increased security likely.	Opinion	37.81
NEGATIVE	Thousands of Mongolians protest against corruption, dire state of the economy.	Opinion	52.90

Word cloud for highlighted New EXPRESSIONS:



Figure 8. Local Headlines by relevance and frequency



Figure 8.Foreign Headlines by relevance and frequency

Percentages and portions of Parts of Speech in Headlines by the example of foreign sources:

255 prepositions
26 articles
1.91 syllables per word
276 unique words
5.82 letters per word
11 words per paragraph in total
2039 words, total
80/20 Nouns/Verbs
3 pronouns
3 most used phrases: COAL/MONGOLIA/PROTEST – more than 60 times
3 less used words: ARRESTS/BITTER/ILLEGAL – 4 times

Conclusion

In the framework of this paper, headlines, collected from online news medias about 2022 protests in Mongolia with both Mongolian and English sources, are analyzed and studied based on the critical discourse approach in linguistics. According to the aims, the research paper carefully scrutinized each headline by the language functions and visualized key points of headlines. Additionally both English and Mongolian sourced headlines were paralleled to find out keywords of the headlines which are chosen criteria of relevance and frequency upon the contexts.

Headlines in its different language usage, special methods are studied with the specific style, structure, word choice, tones of written texts. In order to explain in the findings and results section, the statistical and qualitative methods are combined for modeling and formulating the macrostructure of headlines. By visualizing headlines with the CDA as an approach, general view points around the protests are clearly seen as the unique model of knowledge about certain topics and newly founded expressions from the collected data in discourse are important for understanding the meaning structure of discourse.

Hence, this is affirmed that critical discourse analysis as the approach certainly worked for analyzing the written texts to unveil the intentions and meanings beyond the language in social and political contexts; not

limited with this studies, carefully selected keywords by its frequency (interval) and relevance tools will be deeply analyzed qualitatively and quantitatively in the linguistic discourse, and language functions will be one of important factors to determine tones, emotions and attitudes of the certain speeches and texts.

Thus it is concluded that the use of keywords in political discourse is the main function to attract high attention of the public and readers and to express the core meaning and concept of any topics and events. Within the framework of the study, it was also intended to show that the key words make topic models for both speeches and texts that make up those core values of meanings and the results were supported. Discourse analysis in the field of linguistics is important for determining the meaning of language use and its functions, lexical choice, speech tone, and structure of discourse. Particularly CDA has been supported by analyzing the discourse of the headlines using the computerization methods, which may bring a new trend upon the further discourse research.

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