

A Contrastive Analysis of Taglines In Arabic and American News
Channels

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تحليل تقابلي لشعارات أوصاف لقنوات أخبارية عربية وأمريكية
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Abstract

News Channels employ many sides and perspectives to deliver their messages to the audience. One of the attraction strategies used by the channels is using taglines. The taglines are the description lines that reflect the messages and the directions of the channels. The study adopts a contrastive media analysis to analyze quantitatively and qualitatively six selected taglines from Arabic and American most viewed news channels. The quantitative analysis lists the lexical items in the Arabic and American news channels. The qualitative analysis depends on the text analysis approach of Carter, Goddard, Reah, Sanger, and Bowring (2001). The taglines are used in the media context to make a direct connection with the viewer. Systematically, they highlight key points in news channels' work; thus, clarity, reliability, confidence, and other news principles. The Arabic and American taglines are constructed through particular grammatical shapes and constituents .

Key Words: Taglines, news, channels, the viewer, contrastive media analysis

المستخلص

توظف القنوات الإخبارية العديد من الجوانب ووجهات النظر لتوصيل رسائلها إلى الجمهور. إحدى استراتيجيات الجذب التي تستخدمها القنوات هي استخدام الشعارات. الشعارات هي سطور الوصف التي تعكس رسائل و توجهات

القنوات. تعتمد الدراسة التحليل الإعلامي التقابلي لتحليل ستة شعارات مختارة من القنوات الإخبارية العربية والأمريكية الأكثر مشاهدة، كمياً ونوعياً. يقوم التحليل الكمي بحصر المفردات المعجمية في القنوات الإخبارية

العربية والأمريكية. يعتمد التحليل النوعي على منهج تحليل النص لكارتر وجودارد وريه وسانجر وبورينج (٢٠٠١). يتم استخدام الشعارات في سياق الوسائط لإجراء اتصال مباشر مع المشاهد. الشعارات تسلط الضوء بشكل منهجي على النقاط الأساسية في عمل القنوات الإخبارية؛ وبالتالي الوضوح والموثوقية وأموضوعية وغيرها من مبادئ الأخبار. يتم إنشاء الشعارات العربية والأمريكية من خلال أشكال ومكونات نحوية معينة.

الكلمات المفتاحية : الشعارات، الاخبار، القنوات، المشاهد، التحليل الإعلامي التقابلي

Introduction

Skrezo (1990, p. 55) historically pointed that , contrastive analysis started in the high middle ages, around 1000 A.D by the English Monastic Aelfric of Eynsham (955 A.D.-1010 A.D.) . He worked on English and Latin grammar, viewing that the contrastive study between them can facilitate the learning of another language. Pedagogically, his terms and grammars dominated the study of language in the English monastic schools. He originally generated the words verbun for verb and nama for name in English language.

contrastive analysis in modern perspective started in the late nineteenth century, as he found “ examples of contrastive analysis in Grandyent’s work of German and English sounds. After the German contributions to the field of contrastive analysis, the American linguists started to hold the torch. American linguists tried to study contrastive linguistics in relation to teaching and learning English, as Charles C. Fries (1945). Fries (1945, P.9), looks at contrastive study between languages as the most efficient model to learn a new language, " The most efficient materials are those that are based upon a scientific description of the language to be learned, carefully compared with a parallel description of the native language of the learner. "

In the fifties, the American linguists Weinreich (1953), and Haugen (1956), started their contrastive across-cultural studies of immigrant bilingualism. The main figure of contrastive analysis in the modern time is the American linguist Robert Lado (1915-1995). Lado adopted the pedagogic side of contrastive analysis of Fries. He systematically explored the role of contrastive analysis and how it can direct the learners of a second or a foreign language to potential errors and areas of difficulty. He argues (1957, p.2) "The teacher who has made a comparison of the foreign language with the

native language of students will know better what the problems are and can better provide for teaching them ."

Robert Lado was the first linguist to frame theoretical procedures and processes that can be followed to explain the merits and approaches of contrastive analysis. He worked on the contrastive study between languages starting with the nativist's linguistic transfer when they aim to learn another language. Foreign language learning is heavily loaded with native forms, and meanings that are socio-cultural motivated (James, 1980, p.87).

Alatis (1968, p. 139), highlights contrastive analysis as a way to study the linguistics features and it is not conditioned by a pair study, but it can be with a study of two or more language. He also defined it as an applied linguistic comparison, that can be used in planning the courses and their techniques. He mentions:

A systematic comparison of selected linguistic features of two or more languages, and textbook writers with a body of information which can be of service in the preparation of instructional materials, the planning of course, and the development of classroom techniques.

As the study of linguistic features between the different contexts of two or more different languages is a contrastive analysis, the current study aims to contrast between the American and Arabic news channels as a contrastive media analysis, the item proposed by Hauser and luginbuhl in their book, contrastive media anlysis.(٢٠١٢)

There are many reasons that make the contrastive study in the media context worthy. The diffusion of the mass media, the globalization, and the competitive market are the main perspectives that can be considered through making a contrastive analysis between different global news channels. The study explores the taglines of the news channels, for example, Alarabiya's tagline " to know more ", as an attractive tool that stands for the policy of the channel. Practically, and from the advertising side, the tagline intends to make direct communication with the audience, as one of the legitimate spaces where the channels talk with the viewer directly, precisely, and continuously. The study of the taglines ‘

concerning the news channels in a contrastive way, is a novel inquiry, since the previous studies of the taglines, did not analyze the taglines of the news

channels from a contrastive perspective. And the focus was on the taglines of the advertisements and their linguistic properties, without considering the communicative values behind these structures (see Hodges et al., 2023), and (Noor et al., 2015) .

The study aims to achieve the following objectives:

١. Investigate the functions of the taglines .
٢. Explore the structures of the taglines .
٣. Discover the differences and similarities between the taglines of the Arabic news channels and the American ones .

The study also answers the following questions:

١. What are the functions of the taglines?
٢. What are the components of structures of the taglines?
٣. What are the differences and the similarities between the taglines of the Arabic news channels and the American ones?

٢. Literature Review

٢.١ Contrastive Media Analysis

Hauser and Luginbuhl (2012, P.1) state that there is more than one reason can be concerned to make a contrastive study in the media news contexts. The genre styles of mass media texts has changed due to the effects of mass media, they elaborate " The last few decades have seen an enormous increase in transnational and translocal mass media communication .This development has various consequences on genre styles of mass media texts ."

The globalization principles on the other hand, imply an inherent unified systems between the presenting of the news channels depending on the globally circulating texts that are directed to the audience. The global core of the channels communicative work and the other mediums of mass media is the audience. Because the viewers are economical and evaluative parameters. Holman (2020, Para . 1) comments:

The essence of a medium is its ability to communicate a message to an audience. That applies to newspapers, magazines, Facebook, a TV network, a streaming service, or radio. Whole industries have emerged to help these media get supporters, both on the creative side (e.g., those who post on Facebook) and especially the financial side (investors, subscribers, and advertisers). In TV, viewers have always been called “eyeballs,” and that mentality still exists in new media.

Many perspectives of comparative constellations can be studied through the contrastive media analysis. These ranges are, the inter-cultural perspective, the diachronic perspective, the intermediate perspective, and the inter-lingual perspective (Hauser & Luginbuhl, 2012).

٢.٢ The main Perspectives of the Contrastive Media Analysis

The contrastive media analysis, as it was viewed in the previous lines can contribute to the study of the following world-agreed perspectives :

. ١ The inter-cultural perspective, aims at elucidating cultural imprints in media context. Corner stone questions are in which way- in a perspective of synchrony, media texts from disparate socio-cultural communities differ, to what range the differences reflect different cultural values and norms, and to what extent the differences produce different values and norms (Fetzer, 2014, P. 70).

. ٢ The diachronic perspective, concentrates on changing forms of the use of language over particular period of time. The socially dynamic nature of culture imposes that texts from different time stages uncover changes in social practices and can illustrate cultural change (Buhman, 2017, P. 99).

. ٣ The intermediate perspective, discusses and compares differences of identical genres in varied media settings such as newspapers, television, or computer mediated communication. Comparison in this perspective can show how constraints of varied media influence the language use. It also reveals how the different media are used for different communicative purposes (Blakemen, 2014, P.123).

. ٤ The media texts can be realized by the inter-lingual perspective. Hauser and Luginbuhl (2012, p.2) decode:

The inter-lingual perspective compares various aspects of media texts realized in different languages. Comparisons of this kind always come together with cultural differences, but they can also reveal linguistic and pragmatic specificities of the compared languages.

٣.٢ Commons between the Arabic and American News Channels

The Arabic and American news channels have many commons between them:

١. The existing political, social, and cultural arrangements are the selective domains that the news gatekeepers depend when they choose their topics (Ayish, 2001, P. 44).

٢. The new Arabic and American news channels depend on professional orientation to represent their political, social, and cultural agendas, as the media work is full of live talk shows, panel discussions and interviews.

٣. The news channels has evolved around two central concepts of the communicator as an advocate player and an independent professional reporter of news and information (Ayish, 2001, P. 48).

٤. Analogously, The new Arabic news channels like Al Jazeera embrace the same practical and systematic tenets of the American news channels by framing the news in an interactive, well-directed ways that depends on attracting the viewers in the first place, away from the political and bureaucratic overworked principles (Alterman, 1999, P.33).

٤.٢ News Channels Taglines

The tagline or slogan is widely defined with reference to its important as an essential brand companion . Structurally, the tagline is represented through a quick, memorable phrase that gives an indication to your brand . Aylen (2012, p. 517) defines the taglines as " A short phrase that is used to establish or reestablish the image, identity, and position of the particular brand ". It must be shadow for brand, memorable, predictable, elaborative, relation builder, and actionable.

News channels, like other channels and brands looking to advertise their image to the audience in many ways. The tagline can be seen as a whole by the part. It can be loaded by all the ideological, political, cultural, and

many other conceptual values. For example “ (أواقع كما هو) ،reality as it is” is the tagline of Al-Mayadeen News TV. This tagline contains everything that those responsible for the channel believe in, which is the search for true reality. Crystallizing and reformulating reality to challenge in parallel the reality imposed by other news channels loaded with an artificial reality far from the aspirations and hopes of oppressed peoples. The belief of Al-Mayadeen is that reality is common sense, far from partisan and sectarian alignments. Reality is the concerted efforts to resist and motivate people to cooperate and unite, regardless of reactionism and sectarianism.

The taglines of the news channels are more than an opinion, but it is a whole project. When the well-known American channel Fox News generated the tagline " Fair and Balanced " was a direct signal from the American conservatives to counteract the bias of the liberals, that is ingrained in other news networks. Grynbaum (2017, para. 1) comments on the consequences of the tagline as a state of division and conflict among the politicians of one nation: " But the slogan also caused conniptions among liberal critics of Fox News, who viewed it as an intentional needling of anyone who might question the networks view of the news."

The taglines represent clear invitations to embrace certain socio-political tenets. The liberal American TV MSNBC with courage and boldness addresses the audience, with a personal sense to follow the progressive ideology that the TV staff embraces. The tagline is "lean forward " and it is a clear progressive indication. It calls for changing and a clear

revolutionary style as it motives the viewer, " hey you , come on and have a better, in depth look " (The Week Staff, 2015).

٣.٢ Methodology

The study adopts the quantitative and qualitative models to analyze the data. The quantitative model analyzes the syntactic components of the taglines in terms of listing the lexical items that are found in the Arabic and English taglines. The qualitative side of the study adopts the text analysis approach as it is produced by Carter, Goddard, Reah, Sanger, and Bowring (2001, pp:18-46). The lexical items in the quantitative inquiry are the starting points to make the qualitative analysis.

٣.١ The Qualitative Model of Analysis

In the qualitative model, the meanings and functions of the text are result of its syntactic components .

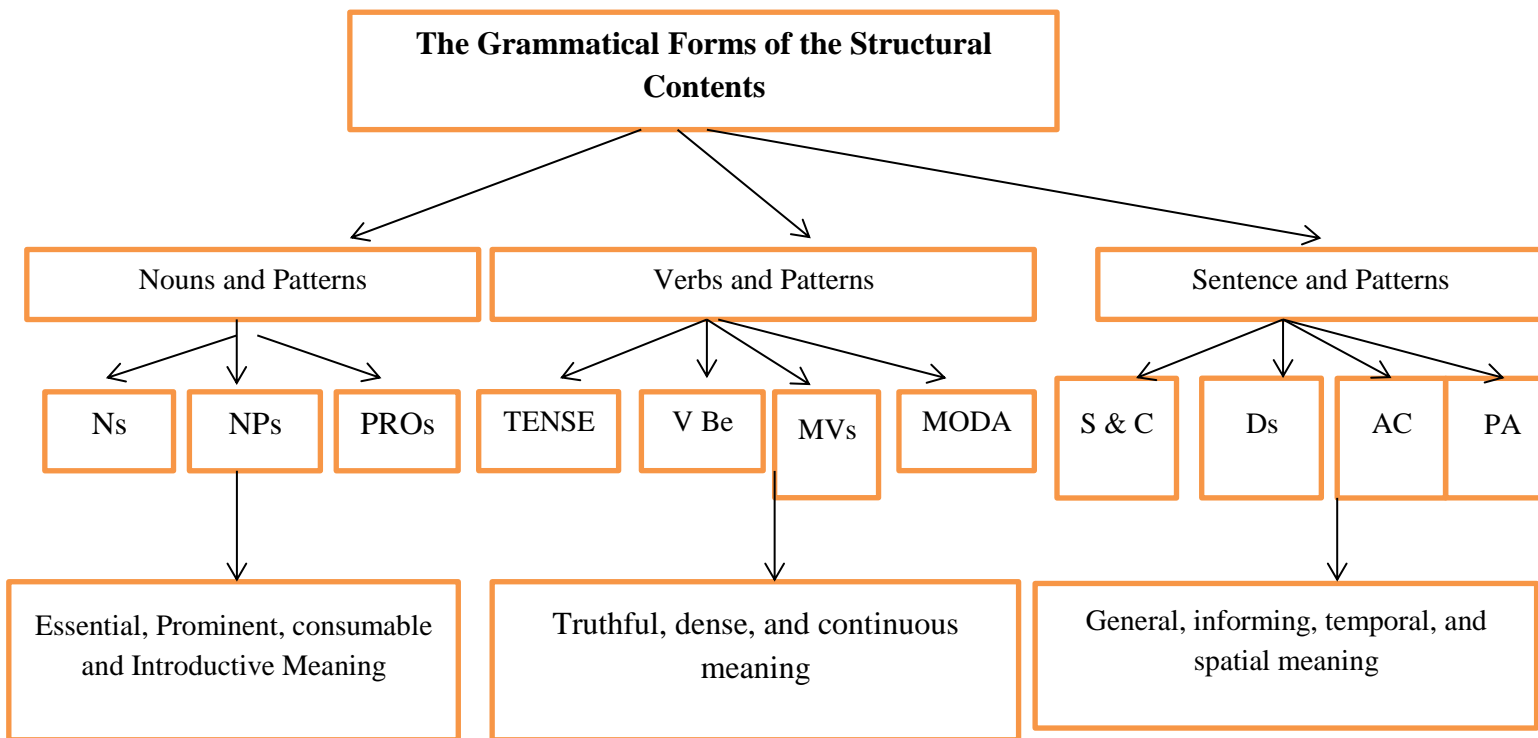
Knowing about these patterns and understanding how they function will help you to see how meanings are made in texts and can provide a basis for interpreting what the texts mean to you . Grammar is a central resource for making and communicating meaning, and how the more you understand how it works , the more systematically you can work with texts that interest you (Carter et al., 2001, P. 107).

Adaptively, the advertisements are one of the texts that are inserted under the inquiry of the texts analysis (ibid.108). Texts analysis deals with nouns as modes of meanings because they have many meaning-generated characteristics. The modifiers on the other side can make the text a little more dense and complex to read .They are essential, usable, consumable, prominent, signposts and, points of introduction. The verbs meanings arises from their ability to extend the texts, like verbs of the present participle, which create continuity, and the same thing happens in the present participle nouns .

The absence of the verbs remove any sense of time, create generality. Their using implies an amplifying of the message to refer to vital social, and political sides. For

instance Charles Dickens in Black House in 1852 write four paragraphs by using the main verbs only . The pronouns also have meaningful basis. The pronoun (we), in the advertisements addresses the customer directly and show a sensitive and awareness for the individuals (ibid.119). The models also looks at the meaning of the tenses, for example the present tens creates senses of permanent, general, and unchanging truth (ibid.122). The deictis like, this those, and that also are used in the different texts to direct our attention to particular points and references. The phrases with ellipsis are also taken for granted to what speakers are referring to and there is no need to speak more (ibid.135). The model of text analysis can be visualized as following:

Figure 3.1 . The Model of Text Analysis (Carter et al., 2001).



The Abbreviation	The Name
AC	Active Voice
Ds	Deictics
Moda	Modality

MVs	Modal Verbs
NPs	Noun Phrases
Ns	Nouns
PA	Passive Voice

PROs	Pronouns
S & C	Sentence and Clause Structure
V BE	Verb To Be

3.2 The Data

The data of analysis is the taglines of the six most magnetized news channels. The channels are three the most three watched in American and the three most watched in The Arab World. These channels are Fox News, MSNBC, and CNN in U.S.A. and Alarabiya, Al Jazeera, Russia Today (RT Arabic) in the Arab World. According to Forbes Middle East (2023) , Alarabiya, Aljazeera, and Russia Today (RT Arabic) are the most online-visited news channels in The Arab World. Alarabiya gets more than 69 million visitors, Aljazeera with more than 55 million visitors, ad RT Arabic has 26 million. As some of the most widely available channels, Fox News, CNN, and MSNBC are often referred to as the "Three majors television news networks " (Witting, 2014, P.103).

4.Data Analysis

4.1 The Qualitative Analysis

The qualitative analysis is not sectioned. The unified qualitative analysis is adopted to avoid redundancy, to practice the common constructions between the taglines, and to detect the differences between them. The analysis starts with the taglines which are noun phrases. The noun phrases taglines are:

Fox News " Standing up for what's right"

MSNBC "This is who we are."

CNN " This is CNN "

) "The Opinion and the other Opinion("الجزيرة " الرأي و الرأي الآخر)

The gerund phrase of Fox News's tagline "Standing up for what's right" is a noun phrase. It interacts with the viewers in a serious way. The ing-participle implies the continuity. The tagline appreciates the line of the channel as a major conservative news approach. The text of the tagline adds pride and majesty. It represents the loyalty of the channels for the conservative audience. The channel is in defense of the right, and the viewer can follow his principles here, limited governmental control, values

with deep-rooted traditions, raising the national defense, and honoring the other conservative ideals.

In MSNBC's tagline, the noun clause, " Who we are ", is the complement of the verb "is". The use of the deictic " this " and the pronoun " we ", reveals the willingness of the Channel to construct friendship and rapprochement with the viewers. The channel addresses the viewer directly, showing its sensitivity to the role of the audience. The noun clause, by the pronoun " we" , reflects a highly appreciated sign to the channel audience. The team of MSNBC by this cooperative, trustworthy pattern, implicitly declares we are liberal, progressive-leaning, we are not neutral and our identity cannot be missed.

The use of the pronoun "we" in the tagline holds significant implications. Inclusiveness and unity are raised. It suggests a collective identity, encompassing not only the news channel itself but also its staff, journalists, and potentially even the audience. This inclusive language aims to foster a sense of unity and shared purpose, emphasizing that MSNBS is part of a larger community. MSNBS aims to establish a personal connection with the audience. It implies that the news channel and its audience are on the same side, sharing common values and goals. This can help create a sense of trust and loyalty between MSNBS and its viewers. It can also imply that MSNBS is speaking from a position of authority and expertise. By presenting themselves as a collective entity, the news channel suggests that they have a knowledgeable and experienced team behind their reporting and analysis. can also imply a sense of responsibility and accountability. By openly stating "This is who we are," MSNBS is essentially making a declaration about their identity and values. This can be seen as an invitation for the audience to hold them accountable for upholding those principles. Overall, the use of the pronoun "we" conveys inclusiveness, unity, authority, and accountability. It aims to establish a personal connection with the audience while emphasizing the collective identity and expertise of the news channel.

CNN also intends to build a friendly relationship with the viewers but in a different way. Taking advantage of its long history, It represents itself in an iconic way. The iconicity of the proper noun "CNN" indicates two main dimensions, prominence, and essentiality. The channel is well-known for its ability to influence the opinions of the public. It is prominent for being one of the most powerful tools in shaping and reshaping the opinions of the nation. Its essentiality stems from its position as a centrist and

unbiased network. It is also very credible depending on deep-rooted traditions for the sake of the American viewers and their issues. The tagline can also be seen as a promotional statement, inviting viewers to engage with CNN's content. It implies that by tuning in or consuming CNN's news, viewers will gain access to important, relevant, and impactful information. In summary, the tagline "This is CNN" carries communicative meanings related to brand identity, recognition, confidence, authority, differentiation, and promotion. It serves as a concise and powerful statement that encapsulates CNN's unique position and promises to deliver trusted news and information.

The noun phrase of Al Jazeera's tagline (الرأي و الرأي الآخر) (The Opinion and the Other Opinion) is systematically ordered by the recursive noun "the other Opinion". Al Jazeera is emphasizing the other opinion. It refers to the voice of the minority and to those who have no voice. It distinguishes itself from the other news media networks in the Arab World. The tagline also implies a serious project and a bold step toward confronting the unilateral news as represented by the bureaucrat governmental wings in different Arabic news channels.

The tagline implies that Al Jazeera encourages open dialogue and discussion by providing a space for different opinions to be heard. It suggests that the network values inclusivity and believes in the importance of fostering conversations that incorporate multiple viewpoints. The phrase "The opinion and the other opinion" also implies that Al Jazeera promotes critical thinking and analysis. By presenting contrasting opinions, the network encourages viewers to engage in thoughtful evaluation and form their own informed opinions based on diverse perspectives.

Alarabiya) (العربية .. عشرون عاماً وأكثر) (Alarabiya..twenty years and more). Alarabiya uses the name as a signpost to link the past to the present and to the future. The noun (العربية) alarabiya was the starting point and it stands for more achievements in the future. The tagline also shapes the Channel around the viewers. The elliptical gap after (and more) invites the audience to fill in. The tagline represents a confident image and it tells that the proficiency of the channel was and is still for-granted and the officials of the channel are trusting that, it will continue in a prominent media position and performance, and there is no need to elaborate.

RT Arabic's tagline is " Ask more. (أسأل أكثر).", The imperative verb phrase personalizes the relationship between the channel and the viewers. It addresses the audience directly to interact in a direct dialogue with the

channel. It targets the viewers from the Arab World. RT Arabic tries to frame the essence of the channel and its comprehensiveness in the tagline as if it says " Hello Arab, wherever you ask you will find the answer in a non-traditional way " because it is a channel in contrast with mainstream Western media outlets. It also indicates a few different implications from the syntactic and the communicative perspectives. It refers to the inquiry and curiosity ; thus, the phrase " ask more ", pushes the people to be curious and inquisitive, suggesting that the viewers should look for more information and ask questions to deepen their understanding of the world. It implies that there is always more to learn and discover .

The tagline uses the word "ask" to encourage the viewer engagement and interaction, inviting them to actively participate in the news by asking questions, sharing opinions, and seeking clarification. The term "ask more" implies that Russia Today is a platform that grants access to a diverse range of information. It conveys that the audience can trust the channel to provide in-depth coverage and analysis, and they are prompted to request further details or alternative viewpoints on the news stories. I have checked for any spelling, grammatical, and punctuation errors.

All the selected news channels, conceptualize their value depending on the present tense. The present tense is whether it is obvious like the tagline of CNN " This is CNN " or grammatically implied, for example, Fox News's " Standing up for what's right " or Al Jazeera's " The Opinion and the Other Opinion ". It conveys all the demanded feelings to the viewers .

The viewers interact with essential effective communication. These communicative values of the channels imply the senses of immediacy, objectivity, clarity, engagement, and consistency. The channels use present formulas to highlight the current and relevant news to the audience and this is the sense of immediacy. Objectively, the present tense reflects the news in a neutral sense and the news can be perceived without any bias or prior judgments. The strategy of the present tense is very effective in many areas. It enhances readability, clarity, engaging with the audience, and to maintain a consistent style.

The Arabic and the American taglines of the news channels do not contain modal verbs. This implies that there are no commercial intentions but there is a communicative sense that represents cooperation and independence. The same reasons behind the use of the present tense can be intensified and confirmed by the avoidness of the modal verbs. If the taglines depend on the present tense with verb to be or a phrases without

the modal verbs, the result will be clarity and directness, confidence, simplicity, and emotional connections. The modal verbs can be received with feelings of doubt, unclear vision, broken standards, and a media identity lacking credibility and respect.

4.2 The Quantitative Analysis

The Quantitative Analysis of The American Taglines

The Channel	Tagline	Word No	N	Adj	Pro	V	Adv	Prep	Art
Fox News	Standing up for what's right	6	<i>standing</i>	<i>right</i>	<i>what</i>	<i>is</i>	<i>up</i>	<i>for</i>	

MSNBC	This is who we are	5			<i>This who we</i>	<i>is are</i>			
CNN	This is CNN	3	<i>CNN</i>		<i>This</i>	<i>is</i>			
			<i>2</i>	<i>1</i>	<i>5</i>	<i>4</i>	<i>1</i>	<i>1</i>	

The Quantitative Analysis of Arabic Taglines

حروف العطف CC	حروف الجر Prep	الظروف Adv	الافعال V	الضمائر Pro	الصفات Adj	الأسماء N	عدد الكلمات Word No	الشعار The Tagline	القناة The Channel
و						العربية عشرون عاما اكثر	٥	ألمربية.. عشرون عاما و أكثر	العربية

و					الرأي الرأي الأخر	٤	الرأي و الرأي الأخر	الجزيرة
		أسأل			أكثر	٢	أسأل أكثر	روسيا اليوم
2		1			١			

5. Discussion

The study presents discussion concerning, the answers of the questions of the study. Concerning question 1 " What are the functions of the taglines " the literature review part, and the analysis, both prove that the taglines have many functions. In the domain of media, the taglines are effective tool for promotion for the news channels, because they offer one of the rare tool in the news channels to present itself in a commercial image, as the mega news channels occupied by 24 hours news bulletins and the other related issues, like the breaking news, and the dominated political debate .

Socially, the taglines build a direct interaction with the viewers through a one way directed message, where the channels owners are not expected an audience oral or written reaction, concerning the taglines. The effect of the tagline here can be seen as a collective one where many messages can be sent and can be received unconsciously by the viewers. Politically, the taglines represent one of the ways by which the political believes and can be transmitted and the ideas and perspectives of the parties can be highlighted. Here the matter is beyond promotion as the viewer perceived a definite political alignment away from the neutral informative view. The underlying power of the tagline is by its ability to be a promotional, social, and political messages.

They study also answers question 2 " what are the components of structures of the taglines ". The dominated of the nominal patterning in the taglines is obvious, since the nouns are the most effective component that can attract the viewers. The use of the proper nouns is a common technique, because it can be easily memorized, consumed, introduced, and perceived. They dense the meaning of the message as the rhetorical, and informative texts can be can be comprehended well by naming. The present tense extends over the taglines.

The viewer does not receive the message with a temporal concentration, but the focus here upon the standards, concepts, ideas and the whole enterprise. This indication is also confirmed by the use of the pointing like the deixis, which create a direct dialogue with the viewers and direct the audience in a clear message , come over here and look to our identity. The use of the verbs was very scant, as they syntactically need a kind of extension, away from the quick, and rhetorical patterns of the taglines. Semantically, they cannot do the informative job of the nouns. They can be used in limited contexts to be in a setting-off place, as the motivation for exploring the textual message .

Taking into account, question three " What are the differences and the similarities between the taglines of the Arabic news channels and the American ones " the study shows the following. Both the American and partially, the Arabic channels depend on highlighting the identity by starting in the first place, from an individual, promotion interest. Even if this more clear with the American channels. The Arabic channels try to move forward to be received with a highly ethical view to be channels of the common and these channels can represent many points of view and can guide the viewers to the answers. Psychologically, the American channels are more boldness and impulsiveness through two dimensions. They are represented in a local and friendly modes. They produce clear ideological values, by adopting certain manner. Even syntactically, the proper nouns are presented obviously in the American channels to agree with the whole boldness and impulsiveness of the texts . All the selected taglines can represent a coherent message away from the temporary and questionable values. They communicate with the viewers in a sequential way and the message comes to the receiver after covering it with all the aspects that the channels intend to represent in a 24-hours broadcasting .

6 .Conclusions

After the rising of the globalization on different domains in life, a contrastive study between two different cultural data can be a prominent source to be viewed. The study of the news channels in a contrastive way depending on the taglines as a loaded text in the modern life present many intellectual, competitive, and social sides. The promotional taglines in the news channels definitely differ from the promotional taglines in the other fields and contexts. Concerning the news channels, the ideological and the political sides must be taken the consideration and inside this an implied way the economical side come in an unloaded way. The taglines of the Arabic and American news channels intend to include all the principles of

the channel. There are differences between the channels in presenting one principle in front of the other, like highlighting more or less individual perspectives. The contextual effects on representing the taglines is very obvious . The American texts preserve the American soul, depending on the fellas language, and the discourse is more people-directed than the Arabic channels taglines. The Arabic news channels start from rhetoric to end up with the audience and this what generates more elitist discourse in the Arabic taglines .

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