News Coverage of Covid-19 and Swine Flu
A Critical Discourse Analysis Study

A Thesis Submitted in Partial Fulfillment of the Requirements
for the Master’s Degree in English Language and Literature

Department of English Language and Literature
Faculty of Arts and Sciences
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June, 2022
Authorization

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Dedication

To the memory of my father [May his soul rest in peace],

my mother,

and my brothers and sisters.
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Abstract

This study investigates the representations of the Coronavirus and Swine Flu pandemics in The New York Times and The Guardian newspapers. It combines corpus linguistic quantitative and critical discourse analysis qualitative approaches. The most monthly read article was collected over one year since the two diseases were declared pandemics by the World Health Organization. The data were compiled in a corpus and analysed using Wordsmith software based on the concordances and the frequency list of the top 15 frequent words in each pandemic. The frequency lists generated 9 themes including: reporting verbs, titles, places, Quantity expressions, people, disease name, prevention and control, impact and modal verbs. The concordance lines of these themes were analysed in light of Van Dijk's (2006) discourse analysis approach. The study found that news tended to spread fear among people and highlight the governments' roles during the coronavirus pandemic more than the Swine Flu.

Keywords: News Coverage, Covid-19, Swine Flu.
دراسة التغطية الإخبارية لوبائي كورونا وإنفلونزا الخنازير باستخدام تحليل الخطاب النقدي

إعداد: أمامة حازم مصتاوي

إشراف الدكتور: ليندا سليمان العباس

الملخص

بحث هذه الدراسة في التغطية الإخبارية لوبائي فيروس كورونا وإنفلونزا الخنازير في صحفتي نيويورك تايمز والغارديان حيث تعتمد على التحليل الكمي والدوري باستخدام المدونات الحاسوبية وتحليل الخطاب النقدي. وتم جمع أكثر المقالات قراءة شهرياً على مدار عام واحد منذ أن أعلنت منظمة الصحة العالمية رسمياً تطور المرض إلى وباء. وتم جمع البيانات في مجموعة وتحليلها باستخدام برنامج وورد سميث بناءً على التوافق وقائمة التكرار لأكثر 15 كلمة متكررة في كل جائحة. ونتج عن قوائم التكرار 9 موضوعات بما في ذلك: أفعال نقل الفول، والألقاب، والأماكن وتعابير الكميات، والأشخاص، وأسماء المرض، والوقاية والسيطرة، والتأثير، والأعمال الناقصة. وتم تحليل السياق لهذه الموضوعات في ضوء منهج تحليل الخطاب النقدي لفابريان (2000).

وجدت الدراسة أن الأخبار تميل إلى نشر الخوف بين الناس وتسليط الضوء على دور الحكومات خلال جائحة فيروس كورونا أكثر من إنفلونزا الخنازير.

الكلمات المفتاحية: التغطية الإخبارية، وباي كورونا، إنفلونزا الخنازير.
CHAPTER ONE

Introduction

1.0 Introduction

This chapter includes the background of the study and presents the statement of the problem. It also sets the objectives and questions and highlights the significance and limitations of the study.

1.1 Background of the Study

Different illnesses have plagued humanity since the earliest days. The world has witnessed a complicated series of pandemics that inflicted the globe, such as the 2003 Sars, 2009 Swine Flu (H1N1), 2018 Ebola, and the most recent in 2019 Coronavirus (Covid-19).

Covid-19 and H1N1 are infectious respiratory diseases that share some symptoms in common. However, they are caused by different viruses. In the spring of 2009, the Swine Flu virus emerged and was detected first in the United States and spread quickly worldwide. On June 11, 2009, the World Health Organization declared H1N1 a pandemic. Ten years later, in 2019, a novel coronavirus was identified amid an outbreak of respiratory illness cases in Wuhan, China. It is a highly contagious disease that can spread quickly between individuals. The World Health Organization declared the Coronavirus a pandemic on March 11, 2020 and the declaration of H1N1 influenza a pandemic on June 11, 2009.

During pandemics, media play a crucial role in spreading information as people turn to news outlets to understand the seriousness of the disease and the preventive measures they need to take. However, media function in line with political affiliations to create reality. According to Reah (2002, p. 50), media not only delivers information but also
directs the "ideological stance of the reader." Such ideological implications of discourse can be revealed by applying Critical Discourse Analysis (CDA) approach (Fairclough, 1995). This study investigates the representation of Covid-19 and H1N1 pandemics in news outlets. It applies a corpus linguistic approach to examine the news coverage of the two pandemics in The Guardian and The New York Times to determine the discursive strategies used in light of Van Dijk's (2006) CDA model.

1.2 Statement of the Problem

During health crises, media outlets play a significant role in providing people with the information they need to know about the disease and the measures taken by governments to curb its spread (Schwitzer et al., 2005). However, the approach of delivering the information may shift people's attitudes and influence their perceptions (Petty et al., 2009). Therefore, it is important to know how media discourse is structured to influence the thoughts and minds of text receivers.

1.3 Objectives of the Study

This study aims to achieve the following objectives:

2. Explore the discursive strategies applied in the news articles covering the Covid-19 and H1N1 pandemics in light of Van Dijk's (2006) CDA model.

1.4 Research questions

1- How are Covid-19 and H1N1 pandemics represented in The Guardian and The New York Times?
2- What are the discursive strategies used in the news articles that covered news about COVID-19 and H1N1 pandemics in light of Van Dijk's (2006) CDA model?

1.5 Significance of the Study

The progression rate of COVID-19 and H1N1 to the advanced pandemic level intensified the risk and damage to human fatalities. Since their outbreak, media news networks have been racing around the clock to report breaking news and updates. British, American, and Chinese news agencies were the most prominent in providing comprehensive coverage of the pandemics' spread, impact, consequences, and repercussions.

Different studies have examined the effects of media coverage on the control of the COVID-19 and H1N1 pandemics separately. Still, to the best of the researcher's knowledge, none has combined the media representation of the two diseases in one study. This research compares and contrasts the coverage of these two pandemics in elite newspapers. It examines the news coverage of both pandemics in different sources; one is based and published in the United States (The New York Times), and another in the United Kingdom (The Guardian).

1.6 Limitations of the Study

This study investigates the coverage of two pandemics, namely, Swine Flu and Coronavirus, in two media outlets, namely, The Guardian and The New York Times, for a specific period of time using Van Dijk's (2006) CDA model.
CHAPTER TWO
Review of Literature

2.0 Introduction

This chapter presents an overview of the interaction between language, power, and society and discusses Discourse Analysis (DA) and media discourse in addition to the news coverage of health issues. It also gives a brief account of Critical Discourse Analysis (CDA) and the CDA model followed in this study, namely, Van Dijk (2006). In addition, it reviews the previous studies on the representation of pandemics in media outlets.

2.1 Review of Theoretical Literature

2.1.1 Language, Power, and Society

Language occupies a prominent place in the life of people. It is defined as a combination of systems that include grammar and sounds to create meanings that affect our actions (Thomas et al., 2004). Therefore, language has a significant role in the social structure of reality (Resta, 2021).

Social relations and power are shown in the language used, but they are hidden elements within social interaction. They are interpreted and understood through attitudes and terminologies. Roger Fowler (2003) suggests that there is no neutrality in any social interaction; instead, each communication between different positions is based on purpose. Using various linguistic features could illustrate the objectives of the communication, such as persuading readers of a particular point of view or influencing others (Van Dijk, 1993).
Thomas et al. (2004) argue that the practical function of a language is responsible for determining who is allowed to say and to whom. In other words, it is bridged by power and social status.

The power of language could be recognized in pandemics, wars, and disasters, where people with high-rank positions employ specific strategies in their speeches to persuade people toward particular ideologies (Haider, 2016). Based on this idea, the governments make serious efforts to manipulate and control the way the news is delivered to people to serve their agendas.

2.1.2 Media Discourse

Media is considered one of the essential sources of information from which we get our knowledge about the world. There are many media means such as radio, television broadcast, press, and the World Wide Web. Media plays a vital role in creating information and the circulation of social meanings, in addition to designing the significance of events around the globe for any community (Thomas et al., 2004).

Van Dijk (2003) argues that people underline the most crucial information based on the topic of the conversation. Hence, we should think of each medium as a manufacturer which features a group of practices, processes, and traditions. People are included within that framework. These practices have an impact on how the news is realized and formulated. Based on the way language covers the news, people discuss the covered events that occurred in a specific spot in the world. Although there are vast sources of information, it does not necessarily represent comprehensive opinions. Instead, it allocates certain people who have an authoritative power to describe a particular group (Thomas et al., 2004). Thus, covering stories depends on the politicians’ ideologies who
have the power to present the news that contains specific interpretations that serve their interest.

2.1.3 News Coverage of Health Issues

It is well-known that media has a significant role in shaping the public response to health issues. As the media has the power to set the agenda that serves certain people, it is necessary as readers to understand what we should care about and how we should react to those framing issues (Leask, Hooker, & King, 2010).

According to Mach et al. (2021), the policymakers should have a thoughtful response to urgent events such as pandemic situations, especially when there is a shortage of information and uncertainties. So, the media is considered the leading information provider in these challenging and critical events. However, Seale (2004) argues that the news reports presented by all media means are away from the fact and the best media outlet offers only a part of the reality. As audience, we must decide to trust or distrust media messages in much the same way we believe or disbelieve medical advice or other expertise. Most importantly, we should be interested in which stories regarding health care and health policy get informed and which are suppressed, and how members of the media audience respond to transferred health messages.

2.1.4 Discourse Analysis

The word discourse may refer to a spoken or written text delivering a topic regarding

particular field, such as media discourse, political discourse, legal discourse, medical discourse, health discourse, and scientific discourse. Moreover, the term discourse may indicate a particular set of statements in a specific context (Kamalu, & Osisanwo, 2015).
One of the significant aspects of discourse is constructing multiple types of truth or effects and meanings (Halloran, 1999). All communicative events such as a speech by a president, or an interview, could participate in sending a particular message about a specific aspect of life (Phillips & Jorgensen, 2002).

The impact of discourse in the social part concerns the neutralization that supports the limits between many discourses. The controversial discourse leads to change, and discourse analysis seeks to create those changes. Discourse analysis consists of two parts. The first part concerns language use, while the other part relates to language use as a process or activity. Discourse analysis deploys certain textual features to create a study or informative critique about how language is used to comprehend the connection between socio-cultural activity and language use (Phillips and Jorgensen, 2002).

Shalaby (2009) suggests that the most critical aspect of discourse analysis is concentrating on using the language, and the area that all analysts are interested in is the one that supports politicians

2.1.5 Critical Discourse Analysis

Critical Discourse Analysis is an approach to investigating all language features regarding power and ideologies. Fairclough (2013) states that critical discourse analysis involves three essential elements: language, the social process, and the subject. The analysis of language includes all forms of spoken or written texts linguistically. On the other hand, The subject has the flexibility of changing the world, as it has the feature of changing the way we perceive our understanding of the world by using a specific structure of language (Griffin, 2013), while the social process means the analysis the sociocultural change. It focuses on the function of discourse in culture and society.
Phillips and Jorgensen (2002) determine some features among the multiple types of critical discourse analysis. One of the most remarkable features is concentrating on the language used in the given context and it requires a deep securitizing of the language to motivate change.

Van Dijk (1998) also points out that critical discourse analysis is an analytical research tool that investigates: power, domination, and disparity and how these three elements are reproduced. They act as hidden elements in the social context. Based on that, we recognize that critical discourse analysis concentrates on exploring what is said, what can’t be said, and what we never know. Furthermore, it focuses on how the speaker has the power to manipulate the speech and naturalize it in a way that the audience accepts.

Van Dijk (2006) illustrates the concept of manipulation as a form of interaction between the politicians and the audience that occurs through designing news reports in a way that influence people’s comprehension (Shalabi, 2009).

The aim of critical discourse analysis makes it distinctive among other disciplines. First, it aims to highlight the elements of power abuse and hegemony. Second, to discover the hidden agendas and ideologies of certain groups or elites. Third, critical discourse inspires people to realize how they were misled and manipulated ideologically. Fourth, it aims to resist those groups who have power over others. Fifth, critical discourse analysis organizes how spoken, or written text has complied.

Critical discourse analysis is not limited to analyzing texts; it links macro-social analysis with microanalysis, the linguistic analysis (Van Dijk, 1993). It also highlights how illegitimate dominance is used and embedded within news texts or other texts. Many Scholars believe that field of discourse analysis has the privilege of perpetuation,
and it could be involved in many disciplines. Based on this distinctive aspect of critical discourse analysis, it is considered the best active element in research on social issues, making it flexible to combine it with other humanities and social science methods.

2.1.6 Van Dijk's (2006) Model

Van Dijk's (2006) CDA Approach focuses on the nature of the relationship between the dominant power and the social structure in the society. He highlights how social cognition influences the text, as shown in figure (1).

![Figure (1) Van Dijk Discourse analysis concept](image)

The text has three purposes. The first function is representation. In other words, in terms of media, it is concerned with how the journalist produces the discourse and displays the text. The second function is the relationship while the third is identity (Habibie, 2016). Van Dijk (2006) stresses that the text is divided into three parts, i.e., macro-structures, microstructure, and superstructure. The microstructure involves the use of discursive techniques for ideological discourse production as can be seen in Table (1).
Table 1. List of Van Dijk’s discursive strategies

<table>
<thead>
<tr>
<th>Actor description</th>
<th>Authority</th>
<th>Burden</th>
</tr>
</thead>
<tbody>
<tr>
<td>Categorization</td>
<td>Comparison</td>
<td>Consensus</td>
</tr>
<tr>
<td>Counterfactuals</td>
<td>Disclaimers</td>
<td>Euphemism</td>
</tr>
<tr>
<td>Evidentiality</td>
<td>Example/Illustration</td>
<td>Generalization</td>
</tr>
<tr>
<td>Hyperbole</td>
<td>Implication</td>
<td>Irony</td>
</tr>
<tr>
<td>Lexicalisation</td>
<td>Metaphor</td>
<td>National Self-Glorification</td>
</tr>
<tr>
<td>Negative Other-representation</td>
<td>Norm Expression</td>
<td>Number Game</td>
</tr>
<tr>
<td>Polarization</td>
<td>Populism</td>
<td>Positive Self-Representation</td>
</tr>
<tr>
<td>Presupposition</td>
<td>Vagueness</td>
<td>Victimization</td>
</tr>
</tbody>
</table>

Categorisation: is categorising people into different classes. The speaker can attributed some positive or negative features to the out-group of people. Such as White, black and Hispanic. Dijk, (2003).

Evidentiality: this strategy used when the speaker tries to convince the audience by providing evident such as numbers or figures. Dijk, (2003). For example, ‘’ Up to 20% of hospital patients with Covid-19 caught it at hospital’’. And the information are provided by a reliable source such as a minister, Dr., and president.

Hyperbole strategy means a description of an event in an exaggerated way (Dijk, 2003). For example, the bomb attacks that occurred at the WTC described the few numbers of dead people as a nuclear disaster.

Lexicalization: is utilizing strong words to describe an action. For example, damage, deadly, struggle, worry, and anxiety.

Presupposition: it is a technique used to represent our good things and their bad properties as a common idea (Dijk, 2003). For example, the expression ‘’ The American dream’’ that all United States presidents use presupposes that all people who live in America live a prosperous life.
Comparison: is highlighting the bad qualities of others in viewing the good person is in the group and the bad person is out of the group (Dijk, 2003). For example, Donald Trump compares the United States’ effort to control the Coronavirus and accompanying the name of the virus to Wuhan.

Disclaimer: is about contradicting a positive idea by adding the conjunction word ‘’but’’ (Dijk, 2003). For example, in the NY Times, it is mentioned ‘it was clear more data has been collected, but it’s not easy to get them collected at all.’’

Metaphor: is a technique that uses a common idea, then utilizes it to refer to a certain culture (Dijk, 2003) such as the Western Europe press uses certain metaphors to refer to immigrants for example, the word ‘’wave’’ to refer to arrival of immigrants.

Populism: is a strategy of conservative discourse. It has many components. It could use to claim something (Dijk, 2003). For example, Donald trump called Covid -19 as China virus’’ which is a type of argumentation fallacy. Moreover, this strategy is always attached with financial burden.

Vagueness: it is a powerful strategy used during expressing some negative features or uncertainty in the in- groups (Dijk, 2003). For example, using the model verb ‘’could’’ in covering the news of Coronavirus refers to uncertainty in many contexts.

Consensus: is a strategy that used to discuss issues that has national significance, so the interest and decisions should be unified, and it expresses solidarity ‘’ (Dijk, 2003).

Generalization strategy moves from small to large groups (Dijk, 2003). For example, the 11 October United States attacks are attributed to general immigrants without identifying their backgrounds.
We”’ against ‘’Them”. For example ‘’ the government decided to impose restrictions to control the virus”’.

Number game: this strategy utilises numbers and statistics to show objectivity (Dijk, 2003). For example”, New York state had more than 300,000 confirmed cases of the virus and 18,000 deaths as of midday”’

Victimization: this strategy is applied when the in-group people describe the out-group negatively by representing themselves as victims especially when the in -group depicted as a threat (Dijk, 2003).

This strategy treats the in-group member as victims, and it tries to show empathy toward the out-group, but in reality, it does not show any empathy .For example,’’ there are many patients with Covid-19 younger this time’’

2.2 Review of Empirical Literature

Many discourse studies tackled the news coverage of pandemics including Swine Flu and Coronavirus.

Rubin, Potts, and Michie (2010) highlighted in their study the role of media in covering the news of the Swine-Flu virus. They found that the average of people who responded to the uptake of the vaccine was passive as the rate of anxiety was low. So, the media campaign and advertising were not effective enough to encourage people to protect themselves against the virus, which means covering the news of the Swine –Flu virus was not effective.

In the same vein, Nilson et al. (2014) examined the impact of media on the Swine flu pandemic. Their findings stated that news of Swine Flu was accompanied by
inaccurate information regarding protection guidance and the symptoms of the disease. Furthermore, this misinformation was accompanied by excessive coverage of news reports.

Klemm, Das, & Hartmann (2016) also conducted a study on news articles that covered the Swine Flu pandemic. It was found that the media was escalating the fear of people and neglected how to protect from the virus or promote to take the vaccine. Therefore, the media played a passive role in educating people and raising their awareness of the virus.

Thomas et al. (2020) examined where and how the media construct the structure of Coronavirus in Australia. They found that the media in Australia were tardy in covering Coronavirus news which could be due the fact that the capacity to evaluate Coronavirus is weak in Australia.

Likewise, Sacerdote, Sehgal, & Cook (2020) examined the amount of negativity accompanied by covering the news of Coronavirus. They found that United States media tend to use negative language even if there were some improvements toward the virus. The United States prefer announcing negative stories to serve its agendas. At a time, the scientific literature has some positivity toward inventing an effective vaccine.

Haider and Salman (2021) examined how China is portrayed in the subtitles of the news media of the two news agencies. The findings of their study stress that the representation of the virus in the news headlines of the two agencies mirrored differences in the objectives of each agency. The American agency tried to highlight its efforts to combat the pandemic. At the same time, the German news media highlighted the extensive capacity of China to defeat the pandemic. These findings show how each agency could present the news to serve its agenda and ideologies.
Similarly, Zhang et al. (2021) investigated the Chinese and American media’s role in the Coronavirus crisis to discover the hidden ideologies in the news reports. Their study found that the media news was not neutral and highly impacted the readers’ point of view.

In the same manner, Jia & Lu (2021) focused in their study on how the United States media agency linked the outbreak of Covid-19 to Wuhan, instead of being neutral in covering public crises during the time when each spot around the world has experienced the disease. Their study concluded the United States’ media tried to support Trump’s plan to defeat China rather than raising the awareness of people to protect their safety.

Sandmann et al. (2021) scrutinized the media selection of the experts who specialize in health issues in Germany in covering the news of Coronavirus in contrast to other pandemics. They found that Coronavirus news is controlled by political representatives more than the previous pandemics.

As shown in the studies mentioned above, many researchers were curious about Coronavirus and Swine flu news coverage. But there are limited studies that comparing the news coverage of both Coronavirus and Swine-flu pandemics simultaneously. Therefore, this study may add some information to the existed studies.
Chapter THREE

Methodology

3.0 Introduction

This chapter presents the adopted methods in this thesis. It answers why media is selected in this study, what media outlets are included, the reasons for choosing these specific outlets, and why news articles relating to Coronavirus and Swine flu are selected.

3.1 Why media Outlets?

Media has a significant role in forming behaviors and attitudes of the audience to react in a particular manner in an event. According to the media's agenda, the same novel could be narrated differently in two outlets. Each outlet views the event in a context that serves its interests. The scenarios are designed and delivered by certain groups of people. These people have some social power to access these outlets. In other words, the access to these outlets is not equal.

In the case of global pandemics, people are confused about dealing appropriately with a disease. And the government's attempt to curb the distraction by providing health guidelines and information through international and national outlets, so the methods of manufacturing the news can affect the people’s attitudes.

3.2 Why The New York Times and The Guardian?

The main reason for selecting American and British newspapers, namely The New York Times and The Guardian, is that both newspapers have very high circulation. They are very well-known in the world of the media industry and they tackle the highest rate of international news. Haider (2016) argues that the international readers of the
Guardian are about 78% around the world. In the same way, The New York Times is one of the prominent newspapers that attract readers from inside and outside of the United States. Bizvibe is an analytical company that provides essential data for customers and buyers. This site provided a ranking of the top 10 newspapers around the world. According to this ranking, The Guardian occupied number two among other newspapers in 2020. The New York Times settled number three among the newspapers in 2020.

The Guardian newspaper is a British media outlet that publishes news articles daily. John Edward Tylor founded it on May 5, 1821. It covers a variety of sections such as business, economy, politics, sport, and astrology. Haider (2016) suggests that the Guardian is the most demanded broadsheet in Britain. Similarly, Cole (2015) suggests that the Guardian is the most distinctive newspaper in England to win the most prestigious award among other competitors. Popanagnou (2021) as well indicates that the name of the Guardian is accompanied by openness and transparency.

On the other hand, The New York Times is the most remarkable media company. It was founded in 1851. Henry Jarvis Raymond is the founder of this outlet. The 130 prizes that were won by the newspaper made it very popular. Cohen (1961), Davidson (1976), Garber (1980), & Weiss (1974) suggest that the New York Times is not only planning the agenda of the United States but also influences on preparing the foreign policy of the United States. Krumbien (2017) argues that New York Times is concerned with human rights issues and inequality. So that illustrates the reason behind thousands of articles in the United States relating to human rights and equality.
3.3 Why Articles about Coronavirus and Swine Flu?

The world witnessed pandemics that affected the globe severely, such as the Coronavirus pandemic and Swine-Flu. The two diseases had colossal media coverage after they were declared pandemics. This study examines news coverage of these two diseases in particular since they are both respiratory infections that share many symptoms in common and are the most recent pandemics that have affected the globe.

At the time of both diseases, all countries were following pragmatic strategies to mitigate the pandemic's escalating risk, to tackle the pandemics. Thus, all the news coverage for both pandemics was delivered in a certain way to the audience to highlight the government-imposed measures and encourage people to comply with them.

3.4 Data Collection and Analysis

In this study, the corpora were conducted according to the objectives of this study. The data evolved from three essential points. First is the source of the text (newspapers from two different countries that have other agendas). Second, the topic (Corona Virus and Swine Flu news coverage). Third, The period of Coronavirus (from February 2020 to February 2021) and the period of the Swine Flu (from April 2009 to February 2010).

The researcher collected 48 samples from two high circulation media outlets, The Guardian and The New York Times, from 11 March, 2020 (the first date of declaration of Coronavirus) to the December of 2020. In addition, the Swine flu samples were collected from June 11, 2009 to the June 2010.

Compiling data in a corpus is an effective way to deliver accurate findings. Haider (2019) suggests that the techniques of corpus linguistics help analyze large amounts of data, but they cannot eliminate the researchers' bias in their selection of some words rather than others. In this study, (2401) words are utilized from the Guardian about
Corona Virus, (18062) words from the Guardian about Swine Flu, (41098) words from New York Times about Coronavirus and (22068) words about Swine Flu, as shown in the Table (2) below.

**Table (2) The Number of words in the news reports on both pandemics**

<table>
<thead>
<tr>
<th>The Guardian corpora</th>
<th>Period No. of News Reports</th>
<th>No. of words</th>
<th>The NY Times corpora</th>
<th>Period No. of News Reports</th>
<th>No. of words</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1N1 News</td>
<td>Apr. 2009 /Apr.-2010</td>
<td>12</td>
<td>18062</td>
<td>H1N1 News</td>
<td>June 2009- June 2010</td>
</tr>
</tbody>
</table>

This thesis conducts the analysis based on the most read news articles in both media outlets. The samples are collected for one year to monitor the language used in covering Coronavirus news compared to the language used in covering the news of Swine Flu. The reason is that there is an ending date for the pandemic of Swine Flu, but Coronavirus pandemic still exists. So, the data are collected from the starting date of each pandemic and one year after each pandemic to have accurate results. Therefore, the article with the most reads each month was collected over one year.

It must be noted that the articles in the New York Times are longer than the ones that covered the news in the Guardian for both pandemics.

In this thesis, Wordsmith software, founded by Mike Scott and published by Oxford University in 1996, is utilized to analyze the data. The software's core functions are
analyzing three patterns: Keywords, word lists for counting the frequency of the words, and concordance to interpret the words according to the questions and the study's objectives.

The collected data are analyzed based on Van Dijk's (2006) CDA model. This model assists in investigating the linguistic characteristics to answer the study questions.

3.5 Procedures

To achieve the requirements of this study, the researcher will follow specific procedures to conduct the study:

1. Collecting empirical and theoretical studies that are related to the subject.
2. Setting up the questions and objectives of the study.
3. Collecting the news outlets from their websites.
4. Creating a corpus for both pandemics for two newspapers.
5. Explaining and analyzing the selected articles based on the Van Dijk (2006) model.
6. Discuss the findings.
7. Drawing out the conclusion.
8. Proposing recommendations for future studies.
9. Indexing references according to APA style.
Chapter FOUR

Findings and Discussion

4.0 Introduction

This chapter answers the questions of the study which aims to explore the representation of Covid-19 and H1N1 pandemics. The following are the study questions:

1- How are Covid-19 and H1N1 pandemics represented in *The Guardian* and *The New York Times*?

2- What are the discursive strategies used in the news articles that covered news about COVID-19 and H1N1 pandemics in light of Van Dijk's (2006) CDA model?

4.1 Frequency Analysis

A frequency list should be developed to answer the question by exploring the most frequent words used in Coronavirus and Swine flu news coverage. This study selects the top 15 frequent words in the news articles covering Coronavirus and Swine Flu news in the Guardian and the New York Times. The words are listed in Table (3).

<table>
<thead>
<tr>
<th>Table 3. The frequency list of the Coronavirus and the Swine Flu</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coronavirus</strong></td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>-----</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
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<td>3</td>
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<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>No.</td>
</tr>
<tr>
<td>-----</td>
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<tr>
<td>6</td>
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<tr>
<td>14</td>
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<tr>
<td>15</td>
</tr>
</tbody>
</table>

Table (3) shows the most frequently used words in articles covering news about Coronavirus and Swine Flu in *The Guardian* and *The New York Times*. Going through the frequency list, the researcher classified the words based on their thematic categories as shown in Table (4).

**Table 4. The word categorization list**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting verbs</td>
<td>Said, Reported</td>
</tr>
<tr>
<td>Titles</td>
<td>Dr.</td>
</tr>
<tr>
<td>Places</td>
<td>Countries, United, States</td>
</tr>
<tr>
<td>Quantity Expressions</td>
<td>More, One</td>
</tr>
<tr>
<td>People</td>
<td>People, Deaths, Cases, Patients</td>
</tr>
<tr>
<td>Disease Names</td>
<td>Coronavirus (Covid-19), Swine, Flu, Pandemic, Virus, Disease</td>
</tr>
<tr>
<td>Prevention and Control</td>
<td>Government, Vaccine, Care</td>
</tr>
<tr>
<td>Impact</td>
<td>Health</td>
</tr>
<tr>
<td>Modal verbs</td>
<td>Would, Could, Can</td>
</tr>
</tbody>
</table>
4.1.1 Analysis of the words that cover the Coronavirus pandemic

- **Reporting Verbs**

The repetition of the word *said* refers to the way of representing and describing the pandemic by the representatives from different countries. Based on the concordances of this word, *said* is preceded by the name of people who assume high-rank positions as presidents or Prime Ministers. The following concordances covering news about Coronavirus are taken from *The Guardian*.

![Figure 2](image)

**Figure 2.** The concordance list of the word *said* in *The Guardian* in Covid-19 news

Reporting news about a novel pandemic seems more convincing to readers when delivered by authoritative bodies such as the health ministry, the prime minister, the President. The word *said* is also used in *The New York Times* in the following examples.

![Figure 3](image)

**Figure 3.** The concordance list of the word *said* in *The New York Times* in Covid-19 news

The concordance lists show that the subject pronouns, the name and titles of
people, and experts precede the word *said* as shown in Figures (3).

Similarly, the reporting verb *reported* is used in the Guardian 27 times. Based on the concordance list, Figure (4) shows that this verb is preceded by news agencies or health officials.

![Concordance](image1)

**Figure 4.** The concordance list of the word *reported* in *The Guardian* in Covid-19 news

In *The New York Times*, the verb *reported* occurs 32 times. It is used in the same context as in the Guardian as is presented in Figure (5).

![Concordance](image2)

**Figure 5.** The concordance list of the word *reported* in *The New York Times* in Covid-19 news

According to the concordances, the verbs *said* and *reported* refer to the significant authorities that are considered the most reliable sources of information to convince people. This shows that people with authority could access the audience and deliver significant information. They can influence the audience and convince them about the prevailing happenings. According to Van Dijk's (2006) CDA Approach, news articles may cite authority to support their case and strengthen the argument.
- **Titles**

The abbreviation *Dr* is not present in *The Guardian*’s top 15 frequent words. However, it is among the top 15 frequent words in *The New York Times* and is repeated 73 times. The concordance list of this word refers to the information and guidelines that are provided by the doctors, as shown in the Figure (6).

![Figure 6](image)

**Figure 6.** The concordance list of the abbreviation *Dr* in *The New York Times* in Covid-19 news

This analysis confirms that doctors are utilized as a tool in covering the Coronavirus pandemic to persuade people. The abbreviation *Dr* is used more frequently in *The New York Times*. This makes reference to Van Dijk’s discursive strategy, namely, authority which makes people believe whoever knows better about the disease, being the doctors. They can provide more precise information about any issue related to the Coronavirus.

- **Places**

The word *countries* is used in covering the news of Coronavirus 6 times in the *Guardian* as shown in Figure (7).

![Figure 7](image)

**Figure 7.** The concordance list of the word *countries* in *The New York Times* in Covid-19 news
In *The New York Times*, the word *countires* is repeated 42 times. The concordances of the word *countries* in Coronavirus pandemic indicate categorization of the countries into poor, European, and those with good health care. They also stress that all the countries around the world share the same significant problem, namely, the Coronavirus. Furthermore, all countries agree on particular decisions and follow specific regulations. The word *countries* was present in the top 15 words in the *The Guardian* as demonstrated in Figure (8).

![Figure 8. The concordance list of the word *countries* in *The Guardian* in Covid-19 news](image1)

According to Van Dijk (2006), categorization may show good things about the in-group members and bad things about the out-group members. In the case of Coronavirus, some concordance lines group the countries where the virus was accelerating, stating that they have poor health care systems.

Moreover, the word *united* is included within the top 15 frequent words in *The New York Times* and was repeated 98 times. In most contexts, it refers to the United States and occasionally to the United Arab Emirates, as provided in the Figure (9).

![Figure 9. The concordance list of the word *united* in *The New York Times* in Covid-19 news](image2)
In most contexts, the word *united* refers to the impact of the Coronavirus on the United States. In addition, the effect of Coronavirus on the elections in the United States synchronizes the pandemic. This is strongly stressed through the burden strategy proposed by Van Dijk (2006). The Coronavirus represented a burden on all life aspects which may justify any future failure of the country in combating the disease.

It must be noted that the word *united* was not within the top 15 frequent terms in *The Guardian*. It appeared only 5 times in the data and referred to the United States. Similarly, the word *States* occurred only 9 times. It must be noted that in all these incidents referred to the measures conducted by the United States to fight the disease. This highlights that reporting news about the States was not among the core themes in the British newspaper, *The Guardian*.

In *The New York Times*, however, the word *states* was repeated 131 times. It refers to the number of infected people. It also indicates the impact of the virus in the United States, as is shown in the Figure (10).

![Figure 10](image)

*Figure 10.* The concordance list of the word *states* in *The New York Times* in Covid-19 news

The focus in these concordances is on the burdens imposed on the government of the United States to defeat the virus.
- **Quantity Expressions**

The word *more* is utilized to make a comparison showing a higher number in quantity. In covering the news of Coronavirus in *The Guardian*, the word *more* is used in different contexts as shown in the Figure (11).

![Concordance list](image1)

**Figure 11.** The concordance list of the word *more* in *The Guardian* in Covid-19 news

Similarly, in *The New York Times*, the word *more* is repeated 168 times covering Coronavirus news. It serves the same function as in *The Guardian*, as indicated in the Figure (12).

![Concordance list](image2)

**Figure 12.** The concordance list of the word *more* in *The New York Times* in Covid-19 news

As Figures (11) and (12) show, the use of the comparative form more may spread fear among people when it is followed by the number of recorded cases, mortalities and the beds needed for more patients. the worse to happen. So based on the concordances of the word more, the term more refers to the high number of something such as more people are likely to die, more support, and more beds. The lexicalization of negative
concepts may indicate that the worse is even to come when considering the current situation.

- **People**

Referring to people may be represented in different ways including: *people, patients, cases, children, and deaths.*

The word *people* is used in covering the news of Coronavirus, and it is repeated 65 times in the Guardian. According to Figure (13) below, it refers to all people in general, while in other contexts, it refers to specific people such as young, old, or British. Therefore, it could be noted that this pandemic jeopardizes all people.

![Figure 13. The concordance list of the word *people* in *The Guardian* in Covid-19 news](image)

On the other hand, the word *people* is repeated 131 times in *The New York Times*. It refers to people in general, as shown in the Figure (14).

![Figure 14. The concordance list of the word *people* in *The New York Times* in Covid-19 news](image)
One of the dominant strategies used in these concordance lines is that of populism. There are several variants of this strategy. People in huge numbers are getting vaccinated against the virus which indirectly encourages others to take the vaccine. More specifically, the populism-strategy is highlighted to make people continue following the health precautions such as staying home and avoid travelling.

The word *cases* is used 60 times in covering the news of Coronavirus in the Guardian. In all sentences, it refers to the patients infected with Coronavirus, as is shown in the figure (15).

![Figure 15. The concordance list of the word *cases* in The Guardian in Covid-19 news](image)

While in the New York Times, the word *cases* occurred 90 times, and it also refers to the people who are infected with Coronavirus, as shown in the concordance list Figure (16).

![Figure 16. The concordance list of the word *cases* in The New York Times in Covid-19 news](image)

The word *cases* depicts statistical calculations that serve as evidence in both newspapers. The evidentiality strategy is utilized to persuade people of the accuracy of
information. Moreover, numbers were provided in some concorance lines which point
to the number game strategy such as using 5,000 and 2,000. Numbers and statistics are
the primary means to persuasively display objectivity. They represent facts against mere
opinions. This may be intended to stress the seriousness of the disease so that people
take more precautionary measures to reduce its spread.

Similarly, the word death is used in covering the news of Coronavirus in the
Guardian 39 times. It refers to the number of people who died because of Coronavirus,
as shown in the Figure (17).

Figure 17. The concordance list of the word deaths in The Guardian in Covid-19 news

In The Guardian, the concordance list of the word deaths shows that numbers are
provided before the words in most lines. In other concordances, it is preceded by some
words that refer to the quantity, such as: more and extra. In The New Figure (18).

Figure 18. The concordance list of the word deaths in The New York Times in Covid-19 news
These concordance lines depict the number of people who died during the pandemic. It is also preceded by words that refer to the quantity, such as numbers, excess, more, and some. Using the strategy of number game in discourse may be substantial in convincing people with the high risk of noncompliance with the health measure imposed by the governments.

The word patients refers to people infected with Coronavirus. And it is repeated 26 times in the covering the news of Coronavirus in *The Guardian*.

The concordance list of the word *patients* in Figure (19) epitomizes that it refers in some contexts to the number of patients as convincing evidence. In contrast, it refers to the patient as victimized people in depicting their sufferings in illness in different contexts. On the contrary, in other contexts, it describes the burdens of the government in setting the budgets to protect these patients. These contexts make use of the discursive strategies using number game, empathy, and burdens to reach specific goals.

![Concordance](image)

**Figure 19.** The concordance list of the word *patients* in *The Guardian* in Covid-19 news

The word patients did not appear in the top words list in *The New York Times*.

- **Prevention and Control**

The word *government* is repeated 40 times in covering the news of Coronavirus in *The Guardian*. According to the concordance list in the Figure (20), the word
*government* refers to the government’s role in controlling the virus. It also represents a higher authority that could be sharply persuasive.

![Figure 20. The concordance list of the word government in The Guardian in Covid-19 news](image1)

In covering the news of Coronavirus in *The New York Times*, the word *government* is repeated 22 times, as shown in the Figure (21).

![Figure 21. The concordance list of the word government in The New York Times in Covid-19 news](image2)

The concordance list reflects that the government represents the highest authority in the country. Therefore, the government is considered as a source of evidentiality to convince the audience about specific facts.

In the same vein, the word *vaccine* is used 57 times to cover the news of Coronavirus in *The Guardian*. It refers to doses, shots, and the vaccine's impact. The concordance list shows many types of vaccines, such as the AstraZeneca Vaccine,
Pfizer, and Johnson & Johnson, as shown in Figure (22). This categorization includes the particular type of vaccine recommended to specific people and excludes other vaccines from these groups.

Figure 22. The concordance list of the word *vaccine* in *The Guardian* in Covid-19 news

In *The New York Times*, the word *vaccine* is not included in the top 15 frequent words.

The word "Care" occurred 45 times in *The Guardian*. It is utilized to deliver different contexts. In some contexts, it refers to a health care department that hospitalizes many elderly people infected with Coronavirus and the burdens on the governments to cover the costs of these people. It refers to the healthcare staff fighting the virus in all their efforts. In other contexts, on the other hand, it refers to spokespeople from social care who deliver essential updates and advice to the public as shown in the Figure (23).

Figure 23. The concordance list of the word *care* in *The Guardian* in Covid-19 news
- Disease Names

The word *pandemic* is used 25 times in the Guardian. The concordance list in Figure (24) below expresses the Coronavirus pandemic in multiple contexts, such as the procedures that should be taken during the pandemic period or to show this pandemic as a global crisis besides the impact of the pandemic on all walks of life.

![Figure 24](image)

**Figure 24.** The concordance list of the word *pandemic* in *The Guardian* in Covid-19 news

In *The New York Times* news, it is used 75 times, it also refers to the Coronavirus as a global pandemic in addition to the procedures and the guidelines of the disease as shown in the Figure (25).

![Figure 25](image)

**Figure 25.** The concordance list of the word *pandemic* in *The New York Times* in Covid-19 news

The concordances in both newspapers demonstrate that there is a consensus that all countries agree that this virus is a global pandemic. Accordingly, all governments work hard and together to defeat it.
Likewise, the word *Coronavirus* is used 72 times in *The Guardian*, and the term Covid-19 occurs 74 times. Figure (26) represents some concordance lines of the word *Coronavirus* which is considered one of the most significant threats that jeopardize patients' lives.

![Figure 26. The concordance list of the word coronavirus in The Guardian in Covid-19 news](image)

On the other hand, the word *Coronavirus* occurred 90 times in *The New York Times*, and the term Covid is repeated 72 times. Just like *The Guardian* it refers to the conducted measures to beat the virus, its impact, and its threat to all people worldwide, as shown in the concordance list in Figure (27).

![Figure 27. The concordance list of the word coronavirus in The New York Times in Covid-19 news](image)

It is noted that there is a consensus around the globe that this is a significant problem, and all countries should agree on the exact solutions to defeat the pandemic and show unity in processing this problem.
The word *virus* is repeated 26 times in *The Guardian*. It refers to the Coronavirus in terms of its nature, spreading, and transition, as presented in the Figure (28).

![Figure 28](image)
*Figure 28. The concordance list of the word virus in The Guardian in Covid-19 news*

In *The New York Times*, the word *virus* is repeated 166 times. It also refers to the impact, spread, and transition of the Coronavirus as shown in Figure (29).

![Figure 29](image)
*Figure 29. The concordance list of the word virus in The New York Times in Covid-19 news*

In some contexts, the word *virus* refers to the efforts of governments to curb and stop the spread of the virus. The concordances show that there is a consensus that this virus jeopardizes the life of people.

- **Impact**

In *The Guardian*, the word *health* occurs 52 times. It relates to public health, health ministry, health services, health care, and the health system of the United Kingdom as shown in the concordance list, Figure (30).
In *The New York Times*, it was repeated about 92 times. It refers to Health emergencies, World Health Organization, global health, public health, and health experts, as is presented in Figure (31).

Based on the concordances of the word *health* in both newspapers, it refers to an important organization or departments such as the World Health Organization, the Ministry of Health, health institute, or health officials. Thus, it relates to the measures and decisions taken by many official sources of health. This strategy focuses on mentioning these evidential sources to persuade the audience in addition to relying on authority and the social and political positions of these organizations.

- Modal Verbs

The modal verb *would* refers to expressing desires, future predictions, expectations, or showing uncertainties in general. It is repeated 29 times in covering the news of
Coronavirus in *The Guardian*. In most concordances, it refers to the plans as shown in Figure (51).

![Figure 32](image)

**Figure 32.** The concordance list of the word *would* in *The Guardian* in Covid-19 news

Some contexts refer to uncertainty in the concordances which leads to vagueness and ambiguity. Modals were not present in the data collected from *The New York Times*.

4.1.2 Analysis of the words that cover the H1N1 pandemic

- **Reporting Verbs**

The word *said* is used in covering the news of Swine Flu in *The Guardian* 43 times. Furthermore, it is a reporting verb that refers to the measures and regulations that are announced by authorized people to control the pandemic as shown in Figure (33).

![Figure 33](image)

**Figure 33.** The concordance list of the word *said* in *The Guardian* in H1N1 news
In the same vein, the word *said* is used in *The New York Times* 115 times. It also refers to the people with high-rank positions authorized to make significant announcements as shown in Figure (34).

![Figure 34](image)

Figure 34. The concordance list of the word *said* in *The New York Times* in H1N1 news

This refers to the vital information reported by experts or official sources who have authority to make announcements and are more convincing for people.

It must be noted that the verb reported was not among the top 15 words covering news about Swine Flu.

- **Titles**

The abbreviation *Dr.* is repeated 73 times in *The New York Times* while it was not among the top 15 words in *The Guardian*. It refers to the names of doctors as presented in the figure (35).

![Figure 35](image)

Figure 35. The concordance list of the word *Dr.* in *The New York Times* in H1N1 news
The word *Dr.* refers to people with positions in the medical field. So, there is a high possibility of persuading people based on Van Dijk's evidentiality strategy.

- **Places**

The word countries is used in covering the news of Swine flu in the Guardian 24 times. The concordances show that countries are categorized into poor and rich as shown in Figure (36).

![Figure 36](image)

*Figure 36. The concordance list of the word countries in The Guardian in H1N1 news*

Categorizing countries according to wealth may be meant to indicate that the pandemic had disastrous impact on the poor areas where health services may be overburdened. This stresses that although the pandemic is a serious crisis, the situation in rich countries is better and this creates a sense of relief for people residing therein. The New York Times also had the word countries among the top 15 words as shown in Figure (37).
For the word *States*, it was not among the top words in *The Guardian* while in *The New York Times*, it occurred 30 times, and it refers to the efforts conducted by the governments of the United States as presented in Figure (38).

The concordances depict the burdens that the US government was taking to fight the spread of the disease by supplying vaccines to citizens. Having the word States among the top 15 may represent that *The New York Times* pays more attention to news covering events in USA.

The word *world* is used 21 times in *The Guardian*. It refers in some contexts to the World Health Organisation's actions regarding the Swine flu. In other contexts, it refers to the impact of the disease worldwide as shown in Figure (39).
Based on the concordances, it is noticeable that the authority strategy is employed represented in providing information from accurate sources to convince people about the risk this disease imposes. However, the word was not among the top 15 words in *The New York Times*.

### Quantity Expressions

The word *more* is used 29 times in covering the news of Swine Flu in *The Guardian*; the concordances of the word refer to a high quantity of a particular thing as shown in Figure (40).

![Figure 40. The concordance list of the word *more* in *The Guardian* in H1N1 news](image)

On the other hand, the word was not among the top 15 words in *The New York Times*. According to Van Dijk's (2000) strategies, number game is one of the prominent strategies that employs numbers to express objectivity. So based on the concordances of the word *more*, it refers to the high quantity of something, such as more people are likely to die, more support, and more beds. Furthermore, it is followed by people, whether dead or infected. Such news may spread panic among people and encourage them to be more careful to avoid getting infected.

### People

In *The New York Times*, the word *people* is repeated 62 times, and it refers to people from different groups in general as shown in Figure (41).
The concordances of the word *people* refer to numbers that preceded it to express the accuracy of information. This technique applies to the evidentiality strategy.

The word *children* is repeated 24 times in *The Guardian*. The concordance list of the word 'Children' shows prioritizing the children among other groups, as is shown in figure (42).

The presented concordance list of the word *children* shows that they are included in the vaccination campaign during the Swine –Flu pandemic. It also reflects the suffering of children, and this complies with Van Dijk's (2000) strategy of expressing empathy.

The word did not appear in the top 15 words in the list of *The New York Times*.

On the other hand, the word *cases* is used 32 times in *The New York Times* while it is not present in the top 15 words of *The Guardian*. It refers to the infected patients with Swine-flu, as shown in the figure (43).
The word *cases* depicts the evidentiality of these numbers as statistical calculations to persuade people of the accuracy of information.

- *Prevention and Control*

The word *vaccine* is repeated 72 times in *The Guardian*. It is recommended for both children and adults. According to the United States Food and Drug Administration, children between 10 years old and older should take the vaccine during the Swine flu pandemic. The concordances of the word *vaccine* illustrate a categorization between the swine flu vaccine and the seasonal vaccine, as is presented in Figure (44).

While in *The New York Times*, the word *vaccine* occurs 66 times. The concordance lines give information about the Swine flu vaccine in terms of its ingredients, supplies, and producers as illustrated in Figure (45).
The concordance lists of the word *vaccine* show a consensus that the vaccine is the leading solution to defeat the virus. In covering the Swine flu news, the vaccination campaign targeted the children in the beginning stage of the vaccine.

- **Disease Names**

The word *pandemic* is used 46 times in the Guardian newspaper during the Swine flu pandemic. In most contexts, it refers to the Swine flu virus, as provided in Figure (46).

The same is true in *The New York Times* newspaper, but it is repeated 38 times, as demonstrated in Figure (47).
Figure 47. The concordance list of the word pandemic in The New York Times in H1N1 news

There is a consensus that the word pandemic is a neutral word that depicts the disease that spread everywhere.

The word Swine is used 69 times in the Guardian to cover the information about the Swine flu pandemic. It only refers to the name of the virus, as illustrated in Figure (48).

Figure 48. The concordance list of the word Swine in The Guardian in H1N1 news

Likewise, the word swine in The New York Times occurs 65 times. And, it refers only to the pandemic and its impact as given in Figure (49).

Figure 49. The concordance list of the word Swine in The New York Times in H1N1 news
The word *Flu* is used 117 times in covering the news of the Swine flu in *The Guardian*; it refers to the Swine Flu in most concordances, as shown in Figure (50).

![Concordance List](image)

**Figure 50.** The concordance list of the word *Flu* in *The Guardian* in H1N1 news

However, it refers to seasonal Flu and bird flu, Spanish Flu, and flu experts in some contexts. The categorization used in this study is to contrast the swine flu with other kinds of flues to explain the virus in terms of infection, spreading, and prevention to understand how this virus could be defeated. It is common to use these words repetitively during the pandemic. This classification shows that the Swine flu is very dangerous while other flues are normal. This strategy agrees with Van Dijk's (2000) strategy of categorization.

On the other hand, the word *Flu* is used 155 times in *The New York Times*. It is used the same as in *The Guardian* as presented in Figure (51)

![Concordance List](image)

**Figure 51.** The concordance list of the word *Flu* in *The New York Times* in H1N1 news

The word *virus* occurs 43 times in *The Guardian*. It refers to the impact of the H1N1 virus globally as shown in Figure (52).
Figure 52. The concordance list of the word *virus* in *The Guardian* in H1N1 news

However, in *The New York Times*, it is repeated 63 times and refers to the Swine Flu virus regarding its nature, impact, and prevention as is given in Figure (53).

Figure 53. The concordance list of the word *virus* in *The New York Times* in H1N1 news

According to the concordance lists, it is noticeable that there is a consensus that the Swine flu virus has a deadly nature, and there is an urgent need to escalate the effort to fight the virus. Therefore, this strategy supports Van Dijk's consensus strategy to highlight specific issues.

Additionally, the word *disease* occurred 32 times in *The New York Times* although it was absent in the top 15 words in *The Guardian*. It mostly focused on the Prevention and Control the Disease Centre that announced some recommendations to fight the disease as shown in Figure (54).
The concordance list shows that the word *disease* refers to an accredited center. So, is considered a reliable source for convincing people.

- **Impact**

The word *health* refers to places in *The Guardian*, such as the health Council Department. Furthermore, it refers to people such as the minister of health, the health secretary and health committee, and the head of health.

On the other hand, the word *health* refers to health protection and research. Therefore, the number of occurrences of this word is about 64 times as provided in Figure 5.

In the New York Times, the word *health* is repeated 45 times. It also refers to the places such as the National Institute of health, federal health officials, the world health organization, the American college health organization, and the British health Authority as shown in Figure 5.
The concordances of the word *health* during the Swine Flu pandemic illustrate that it is mainly used to refer to an important organization or department, such as the World Health Organisation; or it refers to people such as health officials. So, it is related to the measures and decisions taken by many official sources of health. This strategy applies to Van Dijk's (2000) strategy, which focuses on mentioning these evidential sources to persuade the audience and relying on authority and the position of the speakers, and the social and political positions of these organizations.

- **Modal Verbs**

The word *would* has many functions. In covering the news of Swine Flu in *The Guardian*, it illustrates the future predictions. In this case, it describes an unlikely or possible situation. It is repeated 20 times as shown in Figure (56).
The concordances of the word *would* refers to uncertainty. Moreover, it leads to vagueness. This method is one of Van Dijk's (2000) strategies for persuasion purposes.

The word *could* also occurs 28 times in *The Guardian*. It refers to the possibility of occurring events as presented in the figure (57).

![Concordance List](image1.png)

**Figure 58.** The concordance list of the word *could* in *The Guardian* in H1N1 news

On the other hand, the word only the word *can* occurred in *The New York Times* and it refers to the ability to achieve things in some contexts. It also indicates the possible events in other contexts, as is presented in Figure (58).

![Concordance List](image2.png)

**Figure 59.** The concordance list of the word *can* in *The New York Times* in H1N1 news

The used techniques apply to Van Dijk’s (2000) strategy of using modality to show uncertainty.

### 4.2 Similarities and Differences between the Coronavirus and The Swine Flu News Coverage

The concordance analysis and the frequency list show some similarities and differences between the newspapers in both pandemics. The comparison will be conducted based on the word categorization analysis of all groups of words.
The words that refer to reporting verbs, such as "Said" and "Reported," are preceded by the words experts, Dr. Prime minister, and the president in both pandemics. So this shows that many people have authority, and they can access the audience and deliver essential information set according to specific ideologies. These people can influence the audience and convince them to achieve their goals.

On the other hand, the word categorization refers to the titles such as "Dr." both newspapers in both pandemics use the strategy of persuasion of Van Dijk (2000) in using the word "Dr. because the doctors are considered very influential sources of delivering health information. However, news coverage of Coronavirus in the New York Times used the word "Dr." more frequently than in the Guardian; The Guardian uses it moderately, while the New York Times uses it excessively.

On the other hand, the words that indicate quantity such as "More" and "One" in both pandemics referred to more people are likely to die, more support, and more beds. Moreover, it is recognized that the word 'More' is accompanied by many people, whether they are dead or infected.

While the words that indicate the place, such as Countries, World, United, and States, refer to the following interpretations: First, the word "World" refers to the announcements that the World health organization stated in both pandemics in most contexts using similar strategies. Second, the word "United" refers to the countries such as the United States, the United Kingdom, and the United European, and the utilized strategies are the same. Third, the word "Countries" refers to classifying many countries. Fourth, the word "State" refers to the United States.

In the same vein, the words that refer to people include People, Patients, Deaths, and Cases. The applied strategies are similar in both pandemics, but there are some
differences in the number of word occurrences between the pandemics. In contrast, the frequency list of the word "Children" in the news articles that cover Coronavirus news in the New York Times is remarkably high compared to the frequency list of Coronavirus in the Guardian or the news of the Swine flu pandemic in both newspapers. Based on the frequency table of this word, the word "Cases" is used more frequently in covering the news of Coronavirus than in Swine Flu. However, the frequency of the word "Deaths" in Swine flu news in the Guardian is less than the occurrences in the Coronavirus news coverage.

On the other hand, some words that depict disease names, such as Pandemic, Virus, Disease, and Flu, share the same strategies. For instance, the words "Virus" and "Disease" occur in the same context in both pandemics. However, the word "Flu" is used differently in both pandemics. Because in the first few months of the Coronavirus, there was confusion in diagnosing the disease since Coronavirus and seasonal Flu share similar symptoms. In contrast, in the Swine flu pandemic, the word "Flu" classifies many types of Flus as it could be easily recognized.

Likewise, the model verbs "Would" and "Could" are used in the same contexts in both pandemics. In contrast, the model verb "Can" in some contexts in the Coronavirus news coverage shows uncertainty, while in the Swine Flu news coverage, it illustrates the ability in some contexts.

In prevention and control, the word "Government" is used in Covid-19 more than in the Swine flu pandemic. The government is considered a source of evidentiality because it refers to the highest authority in the country.
To summarise, both pandemics apply the same strategies. However, there are some differences in the frequency of the words. The words used to cover the Coronavirus news occur more repetitively than those in The Swine flu news coverage.
Chapter FIVE

Conclusion and Recommendations

5.0 Introduction

This chapter investigated how the Coronavirus and the Swine flu were represented in the Guardian and The New York Times, and applied Van Dijk’s (2000) strategies. Then, the findings have been examined based on the previous literature studies. Then at the end of this chapter, some recommendations will be suggested for future studies.

5.1 Conclusion Related to the Questions of the Study

The most frequent words are investigated to discover the news coverage of Coronavirus in two prominent newspapers in 2020 and 2021. The study analyses the word categories and the most common terms used in covering the pandemics and newspapers, such as said, health, pandemic, more, and countries.

The concordance analysis for the reporting verbs "said" and "reported" shows that the subject pronouns, the names of persons, the titles of people" Dr." and the word experts" precede the word "said'.

The analysis illustrates that many authorized people could access the audience and deliver critical information that contains specific agenda. These people can influence the audience and convince them to achieve their goals. This method supports the persuasion strategy suggested by Van Dijk (2000).

On the other hand, the word analysis of the terms that refer to the titles in covering the news of the Coronavirus pandemic, such as the word "doctors," shows that both newspapers use Van Dijk's (2000) persuasion strategy in using the term "Dr. 
Likewise, in the Swine Flu, the word Dr. refers to authorized people who are capable of setting specific measures and rules, and their recommendations stand on a scientific basis. Therefore, there is a high possibility of persuading people based on Van Dijk's (2000) strategy.

In the same vein, the word analysis refers to a place such as Countries, United, States, and World. The word "Countries" in Coronavirus and Swine Flu in both Newspapers refers to a categorization strategy that classifies the countries according to different groups. This strategy is included in Van Dijk's (2000) analysis. The occurrence of this word in covering the news of Coronavirus is more than the news that covers the Swine Flu pandemic. In most contexts, the word "United" refers to the impact of the Coronavirus on the United States. In addition to the measures and restrictions that The United States implements to defeat the virus. In addition to the impact of Coronavirus on the elections in the United States that synchronizes the pandemic.

The concordance figures reflect the consensus from the United States that this virus affected severely on the United States and the rest of the world in general. This method applies to the Van Dijk (2000) consensus strategy. Similarly, In the Swine flu pandemic, the word "United" categorizes the reported cases among specific countries in the Guardian; in another context, it provides the reports about infected patients in the United Kingdom by official sources. This strategy is suggested by Van Dijk (2000) to show credibility. While in the New York Times, the word "United" refers to the impact and the burdens of the Swine flu on the United States. Showing heavy burdens is one of Van Dijk's strategies.

The word "States" refers to the measures conducted by the United, States, and United European Union to fight the virus in the Guardian. While in the New York
Times, It refers to the number of infected people and the impact of the virus in the United States. On the contrary, in the Swine Flu pandemic, two strategies agree with Van Dijk (2000). The first one shows the burdens of the governments. And the second one uses the stated verb "state" to deliver critical information from reliable sources.

The concordances of covering the news of the Coronavirus in both newspapers indicate that the word "World" refers to the most reliable source, the World Health Organization, which could be a very persuasive source to all people around the world. This technique supports Van Dijk's (2000) evidentiality strategy. On the other hand, the word "World" refers in other contexts to the consensus strategy that suggests all people around the world share the same significant problem. Similarly, in the concordances of covering the news of Swine Flu, it is noted that there are two strategies employed. The first one is providing information from accurate sources. And the second one uses the consensus strategy suggested by Van Dijk (2000) to consider the problem a national issue.

Furthermore, the word analysis of the words that refer to numbers, such as the word "More." In both pandemics, the word "More" expresses quantity, such as more people are likely to die, more support, and more beds. It is recognized that many dead people are accompanied by the word 'more'.

This strategy agrees with Van Dijk's (2000) number game strategy.

On the other hand, the analysis that depicts the people in the news coverage of Coronavirus describes overall people in many cases, so using the overall description represents a categorization strategy in the discourse, and it is one of Van Dijk's (1997) strategies aiming to prioritize people among others. It is also in accord with Van Dijk's
(2000) strategy. The word "Government" in Coronavirus is similar to the word "government" used in the Swine Flu news coverage.

Furthermore, the word "Patient" in both pandemics refers to the patient as victimized in depicting their sufferings in illness. On the contrary, in other contexts, it describes the burdens of the government in setting the budgets to protect these patients. These contexts apply to the Van Dijk (2000) strategy of using numbers, empathy, and burdens to reach specific goals.

The word "Children" in the news coverage of the Coronavirus in the New York Times is used remarkably compared to the frequency list of Coronavirus in the Guardian or the news of the Swine flu pandemic in both newspapers.

The overusing of the word "Children" in the New York Times concurs with the Van Dijk (2000) strategy of showing empathy by victimizing children. And in the New York Times, the word "children" is categorized children into many types. Categorization refers to setting the preferences for specific children and ignoring others. This method also supports Van Dijk's (2000) strategy. Similarly, the word "children" in the Swine Flu pandemic uses the same strategy as the previous one.

The word "cases" uses statistical calculations that serve as evidence—utilizing the evidentiality strategy to persuade people of the accuracy of information. This technique is one of the strategies of Van Dijk (2000).

Similarly, in the New York Times, the word "Death" is used in its plural form. Moreover, all its concordances depict the number of people who died during the pandemic, and it is also preceded by the words that refer to the quantity, such as: numbers, excess, more, and some. So it is used the same as the word in The Guardian.
This strategy complies with Van Dijk's (2000) model, which employs the technique of evidentiality for persuasion. The word death itself serves as the most substantial proof with the addition of numbers; it would be very objective.

On the other hand, some words that describe viruses and diseases, such as pandemic, virus, disease, and Flu, apply the same strategies. For example, the words "virus" and "disease" are used in the same contexts in both pandemics, but the word "flu" is used differently in both pandemics. Because in the first few months of Coronavirus, there was confusion in diagnosing the disease since Coronavirus and seasonal Flu share similar symptoms. On the contrary, in the Swine flu pandemic, the word "Flu" classifies many types of Flus as it could be easily recognized.

Likewise, the model verbs "Would" and "Could" are used in the same contexts in both pandemics. However, the model verb "can" in some contexts in the Coronavirus pandemic shows uncertainty, while the Swine Flu pandemic illustrates ability in some contexts.

In brief, there is an effective interaction between critical discourse analysis and corpus linguistics in terms of objectivity in this study. All analyses rely on the frequency lists analysis, concordance analysis, and Wordsmith software pattern analysis so that the researcher can justify the selection of specific words rather than others. The research finds out the following conclusion:

1- The news coverage for Both Coronavirus and Swine-Flu pandemics utilized Van Dijk's (2000) strategies such as: number game, victimization, and consensus to persuade the audience to reach to specific goals.

2- The difference between covering the two pandemics is in the frequency list in the news articles on Coronavirus, especially in the New York Times.
3- The study found that the news coverage of Coronavirus contributed to spread anxiety and fears among people more than the Swine flu pandemic.

5.2 Recommendations

Based on the results of the study, it is recommended to investigate further studies that compare the Coronavirus with the Swine flu pandemic in terms of news representation of both pandemics. Furthermore, to explore the linguistic devices more deeply, such as adjectives or model verbs, to uncover the applied strategies. Because in the analysis, this study depends on the most frequent words. Hence, the researcher focused more on the frequency list rather than other vital words that might impact the findings, so it would be recommended to conduct studies in the same field depending on the most frequent words and the frequency list of other categories.
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