

Language, Primitives and Meaning in Selected Editions of *Newswatch* Magazine

Daniel, T. Ajani

Abstract This study examines how the operating ideology of *Newswatch* connected the dispersion of semantic primitives. It adopts aspects of Anna Wierzbicka's NSM theory. Insights are used from Milton's libertarian ideology and principles of corpus approach to linguistic data analysis. Purposive sampling technique was employed to build a corpus of one million words which was then digitized. The software (SCP 4. 09) was applied to the digitized data in text format. Four categories: 'Quantifiers', 'Substantives', 'Logical concepts', and 'Time' are found to be more frequently occurring while another four categories: 'Speech', 'Evaluators', 'Descriptors' and 'Life and Death' are found to be least occurring. 'Determiners' are more used than 'Existence and Possession' category. 'Mental/Experiential Predicates' category primes are more frequently occurring than 'Space' category. Primes in: 'Actions and Events', 'Intensifier/ Augmentor', 'Similarity' and 'Relational Substantives' are less than 4% magnitude. 'Politics' domain has the highest frequency of occurring primitives. It is followed consecutively by 'Crime', 'Technology', 'Sports', and 'Health', whose relative magnitude ranges between 5.5% and 9.5%. 'Agriculture' and 'Aviation' domains have less than 1% relative magnitude. The domains: 'Burial', 'Birthday', 'Security', 'Letters', 'News', 'Culture', 'Environment', 'Death', 'Education' have from 0.2% -0.9% relative magnitude. The relative magnitude of the domains: 'Disaster', 'Editorial', 'Religion', 'On the Marble', 'Interview', 'Economy', 'Entertainment', and 'Life and Time' range between 1.6% and 4.0%. 12 domains have semantic primes in all the 16 categories; 4 domains have primes in 15 categories; 3 domains have primes in 14 categories; 1 domain has primes in 13 categories; 1 domain in 11 categories; 1 in 10 categories, 1 in 8 categories and 1 in 7 categories. The preponderance of semantic primitives in the 'Politics' domain is indicative of the operating ideology of *Newswatch*. The large number of domains as the portfolio of reportage of the news magazine is consistent with its vision.

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Linguistic stylistics, Linguistic data, NSM theory