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Generic Grouping in Newspapers: A Systemic Functional Linguistics (SFL) Approach

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Abstract:
The study looked at how the various articles in newspapers are categorized into various sub genres. The researcher, using the register variables of SFL which are tenor, field and mode, carried out a content analysis of nine newspaper articles specifically, the editorials, hard news and feature articles. Looking at the field of discourse in the selected articles, the researcher noted that ninety percent of the hard news articles selected covered stories from various disciplines,   a larger percentage of the feature articles covered health issues, ninety percent of the editorial articles were about politics and on the tenor of discourse, the researcher observed the use of a formal language in all the three genres. However, in hard news, the researcher noted that the authors distanced themselves from the articles and as such it becomes difficult to establish the truthfulness of such stories. in features and editorials, the authors come across as possessing expertise and authority (standing) but this element lacks in hard news articles. Again, editorials and feature articles place an obligation to the reader to do something. Lastly, on the mode of discourse, the researcher noted that a larger percentage of feature and editorial articles analyzed, displayed elements of interactivity and this is indicated by the presence of terms of address in the articles. The researcher concluded that subject matter, the communicative function of an article, and the manner in which authors of texts present themselves contribute to how texts are grouped into genres and subgenres.

Keywords: Genre, newspapers, systemic functional linguistic (SFL), register, tenor, field and mode

1. Introduction

The study sought to exploit the concept of Systemic Functional Linguistics (SFL), register theory as an analytical tool to the study of generic grouping in journalistic discourse. The study endeavoured to establish the defining characteristics of newspaper texts by way of analyzing the newspaper content, using Systemic Functional Linguistics register theory. The study investigated the underlying mechanism of linguistic variation in feature stories, hard news and editorials in newspapers.

The study was driven by the existence of variations among genres. Thus the research established the defining characteristics of newspaper genres which are feature stories, hard news and editorials which fall under the journalistic discourse. Swales (1990) argues that differences among genres necessitate genre analysis

If there were only minor differences among genres there would be little need for genre analysis as a theoretical framework.

For Swales (1990), genres vary according to complexity of rhetorical purpose and in the degree to which examples of the genres are prepared or constructed in advance of their communicative instantiation. Furthermore, genres also differ in terms of the mode or medium through which they are expressed. Swales (1990) further contends that prepared texts such as newspapers also vary in the extent to which their producers are conventionally expected to consider the anticipated audiences and readership, and for the purposes of this research, the researcher intends to exploit SFL Register theory specifically the contextual variables of tenor, field and mode .

 Variations in genres also arise from the concept of news making procedures, such as intertextuality and the use of voices which are key features in news discourse. The concept of voices refers to the expression of other people's opinions, ideas and views in journalistic writing (Fairclough 1995). On the intertextuality of texts, Gunnarsson et al (1997:203) say that, discourse draws upon the resources of other discourses associated with other social practices. As such, variables in discourses are facilitated by the incorporation of such Intertextual and indiscursive elements. As a result, the division of newspaper texts into genres becomes a complex activity since the newspaper genres manifest a plurality of text sources. Apart from the problems brought about by news making procedures, generic grouping is marred by a number of problems and Chandler (2005) indicates that there are a number of doubts that plague the genre theory. There have been questions of whether genres really exist or whether they are just mere constructions of analysts.

2. Defining Genre

The word genre comes from French, although it is argued to be an originally Latin word for 'kind' or 'class' (Chandler 2005). The term is widely used in rhetoric, media and literary theory. In linguistics, the term is often used to refer to a distinctive type of text. Thus, the study of genre seems to bear towards the division of texts types and naming of these types. Because texts occur within

particular genres, the features that are specified as distinguishing them may be those of lexis, syntax and discourse. These features are determined by aspects such as participants, members of the discourse community as well as the communicative purpose of the text.

The process of defining genres has been noted to be problematic, Stam (2000,14) cited in Chandler (2005) notes that theorists do not agree with regards to the genres themselves as well as the issues to be considered in their classification. He further notes that within the genres themselves, there are sub genres and at times one would notice that one theorist's genre could be regarded as a subgenre by another (Feuer, 1992, cited in Chandler 2005). It is against this background that Bordwell (1989) cited in Chandler (2005) concludes that there are no set of necessary and sufficient conditions which can mark off genres from other sorts of groupings in ways that all experts members would agree. It is against this background that the researcher seeks to fill the gaps in genre theory by identifying the distinct characteristics of journalistic genres.

 Gunnersson et al (1997), further states that spoken as well as written genres have been created as answers to cognitive, social and societal needs and they are continuously being renewed and recreated in the professional practice due to the same needs. Gunnarsson et al (1997) posit that, the abandoning of genres and the creation of new ones is a social act with a social meaning. As a result, the study seeks to identify the impact of the social as well as the political changes to the area of generic grouping in newspaper discourse.

In summary, existing literature on media discourse reveals that there are some gaps which need to be covered, especially in the area of generic grouping. This particular research is carried out against the backdrop that media discourse is complex, dynamic and that it uses multiple sources. Again, literature on generic grouping reveals that the area is a problematic as theorists are not agreeable on the defining characteristics of genres and even doubt the existence of genres. As such, the researcher sought to fill in some of the gaps in the area of text classification, by applying the SFL register theory to the problem.

3. Data Collection

The researcher carried out a content analysis of news articles from the Sunday Mail newspaper dating from May 2010 up to June 2010. The researcher carried out a stratified random selection of at least nine articles which were published in the Sunday Mail newspaper within the above mentioned period. The articles allowed the researcher to gain insight into the newspaper genres and to gather answers on generic grouping in newspapers. Secondary sources were used in order to allow the researcher to understand more about the wider, social, political and cultural influences which are at work in newspapers .The secondary sources that were used included academic journals, websites and existing media texts books

3.1. Register theory and Variations in texts

According to Halliday (1985:12), the analysis of context is broken into field, tenor and mode "field" referring to what is happening that is the nature of thesocial interaction taking place; what is it that participants are engaged in, in which language figures as an essential component. According to Evans (1995), the SFL theory goes beyond the ideas of prototypicality to acknowledge that variables in the discourse structuring of genres reflect different epistemological and social practices. Evans (1995) indicates that the simplicity of Martin's model (Martin, 1989) which places register between genre and language in the hierarchy captures variation without over complicating the theory.

3.2. Register

Evans (1995) contends that the register theory will allow analysts to account for differences in texts through the use of field, tenor and mode, which are the components of register in the Hallidayan system (Halliday 1985).

Tenor according to Halliday (1985) refers to who is taking part, that is the roles and relationships of participants as well as the status and roles of the participants. Lastly, mode refers to the symbolic organization of the text, rhetoric modes (persuasive, detective etc. as well as the channel of communication such as spoken / written, monologist and visual contact. The table below helps to illustrate how the kinds of meaning are associated with the social context. In short it implies that field is associated with the management of ideas, tenor, with the management of personal relations, and mode with the management of discourse itself.

Types of meaning in relation to social context		
	Reality construal	Context variables
Interpersonal	social reality	tenor
Ideational	natural reality	field
Textual	semantic reality	mode

Table 1

This clearly illustrates the notion that SFL's social context is modelled through register and genre theory. Martin (1992) refers to the system of tenor, field and mode collectively as register. Technically, the relation of texture and register is termed realisation which by definition implies that interpersonal, ideational and textual meaning are connected. Following Martin (1992), an additional level of context has been deployed and this level is concerned with systems of social processes,

The theory of register is an important aspect in exploiting linguistic variation. This is achieved by understanding the semantic properties of a situation which are "the values for field,tenor and mode. Language users can predict the meanings that are likely to be exchanged and the language likely to be used.

In summary, the researcher views the SFL register theory as an appropriate tool for guiding readers in the process of classifying newspaper texts into groups.   Register theory, as outlined by Halliday (1978) is a model of DA which is rich in socio cultural,

institutional and organizational explanation, discriminating enough to highlight variation rather than uniformity in functional language use. This kind of approach attempts to describe and explain language in use. It is the researcher's belief that this kind of analysis to texts will help in the identification of distinct features of newspaper articles. This   kind of approach attempts to describe and explain language in use.   The analyst focuses on language properties such as vocabulary, structure or functions.   This approach also incorporates concepts like "mode, field and tenor which help to characterize the interrelationship between language and social situation.

4. Results

4.1. Sample Articles
1. Telecel Boss Arrested: Police After accompany Commercial Director.
2. ACR official arrested over diamond claims.
3. Couple strangles child in a bid to save marriage.
4. New menace in city: Municipal police continues to cause accidents in the CBD.
5. Cursed by a rare disease.
6. Epilepsy not a mental disease.
7. Vigilance on economic matters lacking.
8. New constitution a barrier against imperialism.
9. World cup: Opportunity for SA to face down critics.
The research made a comparison among three major journalistic genres whichare hard news, feature news and editorials extracted from the Sunday Mail newspaper dating from May to June 2010.The study offers a discussion of results drawn from a registeral analysis of the three genres of which the results were drawn from a lexico- grammatical analysis of linguistic elements.

4.2. Hard News Genre: Register Analysis
Article 1: The Sunday Mail 7-13 March 2010
Headline: *Telecel Boss arrested: Police after Company director*
The researcher identifies the article as a hard story article. The   article is about a Telecel boss who got arrested on allegations of defrauding the mobile phone service provider which is Telecel of US$ 750 000 in an airtime deal involving other several employees.
In terms of lexico – grammatical items used, the researcher observed that the writers made use of borrowed terms specifically from legalese. This is evidenced in the examples below:
     1. *remanded, incustody and"thestate opposed bail.*
The use of specialised lexis is done to reinforce the communicative purpose of the article, which is to provide news. At the same time, the use of such lexis helps to aid factuality and some degree of comprehensiveness (Bhatia 1994:71).Apart from borrowed lexis from legalese, the researcher also observed the use of words from business discourse for example
     2. *Manual invoice, stock, data system and 'financial statement*
Apart from specialised lexis, the researcher also notes the use of voices or quotations from different authorities. The use of voices refers to the expression of other people's opinions or ideas in a piece of writing. It is objective reporting, characterised by explicit source specification as shown in example3, 4 and 5.
     3.*Mr Tawanda Zvekare from the attorney – general's office alleged that on July*
     4.15 last year the then Telecel managing director, Mr Rex Chibisa, ordered all workers to stop selling lines and airtime using manual invoices.
     5. Mr Zvekare told the court that the manual invoice book that was used in the missing scam went missing, adding that police were still hunting for Omar.
     6. Mr Chinyama told the court that Gwinyai was a "mere' payroll assistant and that she was never linked to the offense in any way.
The use of quotations is not simply to present evidence for what the reporter is saying but for objectivity and to signal the writer's withdrawal. Objectivity in journalistic discourse refers   to reporting that is not influenced by personal feelings or opinions. Thus, the tenor of the article is presented as partial that is the writer distances himself from the article. As shall be observed, this is in contrast to editorials as the author is subjective and directly comments on the matters presented in the article.
In a similar article extracted from the Sunday Mail dated 9-15 May 2010, entitled "***ACRofficialarrestedoverdiamondclaims***", the researcher observed some similar qualities in terms of lexico- grammatical choices as well as tenor denoted in the article. The researcher also observes the use of borrowed lexis from legalese and this is evidenced in the example below.
     7. *Fraudulently", police custody, remanded", charged with criminal abuse of office".*
As has been discussed before, this contributes to the communicative purpose of providing news to the readers as well as adding factuality and comprehensiveness to the article.
Again, the researcher also observed the use of voices which signals an element of objectivity on the part of the writer.
     8. *Senior Commissioner Assistant" Vhudzinjena said Harris used non*
     9. *Existent companies to acquire claims in Chiyadzwa. (Paragraph 3)*
     10. "*He said police only discovered recently that ARC had fraudulently acquired the claims".*
     11.*"Mr Chikare told the Sunday Mail from his South African base that a special*

12. Panel was still considering a report on operations at the diamond fields.” (Paragraph 15)

Again, on hard news, the researcher identifies an article entitled, 'Couple strangles child in a bid to save marriage'. The researcher observed similar qualities in terms of the field invoked by the hard news articles. 'Field' refers to the type of activity in which the discourse operates, its content, ideas, and institutional focus (Benson and Greaves1981). All the articles involves the field of crime and court cases and this is revealed in the lexis used as shown in example 1 and 6 and example 10 below extracted from an article entitled 'Couple strangles child in a bid to save marriage'.

13.“Charged with strangling..., appeared before Kadoma magistrate..., and the prosecution alleges that...”

Again, it has been noted before, the article also uses voices and quotations of other people. This is done to aid factuality but it is also done to signal the author`s withdrawal from the events unfolding in the story. Like in the other two articles, the researcher notes the following instances where

14.. Prosecutor Mr Chavi told the court that on February 6, at 18 Ndiweni street...” voices of other people were used;

15. .They heard that Chiutsi...”

16. Prosecutor Chivi told the court that...”

These and other quotations in the other two articles so far discussed reveal that the use of quotations is highly practiced in the field of writing hard news. As has been discussed, this is due to the fact that hard news articles are committed to providing news only and do not serve other purposes apart from that. As such the 'tenor' in hard news which refers to the status and role relationship of the participants (Halliday, 1978) is seen as partial as the writers distance themselves from the events of the article. The researcher noted that the authors distanced themselves from the articles and as such it becomes difficult to establish the truthfulness of such stories (epistemic modality). This is in contrast with editorials where the writers place themselves on top of the situation or events unfolding.

4.3. Soft News Genre

The researcher observed a difference in terms of lexis and clauses used in the soft feature genre. The researcher notes that the genre uses adjectives frequently as compared to other two genres. Thus the researcher concluded that the language of feature articles is highly descriptive in nature: identified clauses from an article entitled, "family cursed by a rare disease", the researcher notes the following clauses.

17. Homestead stands like a ramshackle in the middle of a bush in the Kazongo area. (line 1-3).

18. rare disease (line 9).

19.Excruciating Pain (line 16).

20.Their toes and fingers are deformed, with additional nails developing on top of original ones” (line 21-22).

21.“Skin that resembles fish scales” (line 25)

Identified examples from an article entitled, "New menace in the city".

22. Case of blatant cruelty” (line 8).

23.rogue cops” (line14).

24. extensively damaged

Identified examples from an article entitled "epilepsy is not a mental illness".

25.epilepsy is not a disease

26.epilepsy is not infectious or contagious.

In the example 25 and 26 article the writer is describing epilepsy and in example 20, 21 and 22, the writer is describing the degree of damage which the disease has caused to the Kembo family. The choice to use such descriptive language is determined by the communicative purpose of the article. The researcher observes that, soft news articles do not just have the purpose of disseminating information as observed in hard story articles ,the researcher notes that editorials apart from informing readers, also aims to draw people's sympathy , curiosity and scepticism hence the use of descriptive clauses helps to reinforce one of the genres communicative purpose of drawing people's Sympathy in the case of the story about the family affected with the rare disease. Thus the researcher observes that the soft news genres have a number of communicative purposes apart from informing readers.

Just like in hard news articles, the researcher observes that the writers of these genres make use of quotations from other sources. However, the researcher notes a decrease in frequency of the use of other people's voices and quotations. The writers are somewhat subjective despite the use of quotations. The following examples, from article 4 reveals the use of voices in feature articles;

27 “I think we are the most suffering family”, said Ronica.

28 “We have been everywhere until nurses ended up telling us that our disease was beyond cure”, said Chisina.

29 Health advisor in the office of the president and cabinet former Minister of Health and Child Welfare, Dr Timothy Stamps, said “the disease was indeed uncommon”.

Examples from article 5.

30: “You are an idiot .Who are you? You are a big idiot”, fumed the council's spokesperson when asked for a comment.

31“Mr Gilford Muchirahondo, said, “The methods used by the City Council were unprofessional”.

32 “Mr Muchirahondo said, “The council had in the past months made a fortune from fines, some of which were not justified”.

In a soft news article entitled 'epilepsy not a mental disease”, the researcher observes that the author did not make explicit references to sources , however ,the writer indicates at the end of the article the source where she got the information from, which is the epilepsy support foundation.

Again, the researcher observes that the use of quotations in this case contributes to the articles communicative purpose. That is to provide information as well as drawing sympathy and curiosity from readers. For example people after reading Chisina's words (Example 28), readers will be left with nothing but feelings of sympathy. In contrast, the council's spokesman remarks (example 31) may lead people to become curios, asking themselves questions like what happened afterwards. In relation to tenor, just like in hard news, the writers are objective, avoiding avert personal comments. This is supported by the use of quotations or voices from sources used as has been discussed earlier on.

On the contextual variable of "mode", the researcher observes a difference between the mode in the hard news genres and soft news genre. In an article entitled, " Cursed by a rare disease" the writer inserted three pictures , the first one being that of Nhamo Kembo crawling around the yard ,the second one being that of the whole Kembo family displaying their feet to be seen and the third one emphasises on the feet of the family members, showing the degree to which the disease has affected the member's feet. Again, the researcher notes that the change of mode is necessitated by the writer's communicative purpose , especially that of drawing people's sympathy, and in the case of the second article entitled " menace in the city" , the picture of an omnibus whose tyres were meant to puncture by the police is displayed and the purpose of inserting such a picture is to draw the readers curiosity, them wanting to know whether anyone survived.

4.3.1. Editorials: A registerial Analysis, Lexicogrammatical Level
The researcher observes through the analysis of lexis and clauses used that the register in editorials differs from that in hard news and soft/ feature Articles. Again it has been noted that the lexico-grammatical choices made by writers is highly determined by the article's communicative purpose. An editorial has been defined by Sinclair (1995) as an article in a newspaper that gives the opinion of the editor or publisher on a topic or item or news. It is a piece of writing that comments on certain issues, other's opinion, events, or the condition of environment. Editorials are critical and analytical in nature and involve responses, opinions or suggestions to related issues (Dominich 1996).

In   editorials, the authors come across as possessing expertise and authority (standing)The researcher observes through lexical analysis, that editorials are highly declarative, the articles make use of declarative clauses and this is evidenced in the following examples drawn from an article entitled ,'Vigilance on economic matters lacking'

> 33.as a matter of urgency and the national interests, cabinet must revisit and scrutinize all the so called investments.
> 34. Workings of government should be thoroughly scrutinised.

Thus, through the analysis of such clauses, the researcher observes a great use of declarative clauses. The Lexical choices also have an impact on the contextual variable of field, tenor and mode. The above examples show that, the power between the author and audience is unequal. Thus, the tenor in editorials denotes an unequal relationship between the reader and the writer. The writer has all the powers and is in control of the whole proceedings in the article.

Again, the researcher observes that, the writers in editorials are subjective, that is to say, they make direct overt comments on the goings-on of the articles. The writers in editorials do make explicit references to sources, as has been observed in the news genre and hard story articles. This evidenced in the following examples;

> 35. One of the shocking revelations so far is the allegations that a South African Company De-Beers has been clandestinely mining diamonds in Manicaland for a good 15 years.

In this case, the writer does not quote anyone or refer to any authority. This move again as has been discussed before is as a result of the article's communicative purpose, which is to persuade and to convince readers through the provision of vivid assertions , comments and views from the writer on the story or issue at hand .The use of rhetorical questions in this article also denotes the tenor of warning and advice. The use of rhetorical questions is highly practised in editorials and this is evidenced in the following examples from article 7.

> Example 36: *what really happened?*
>   *Is it really surprising?*
>   *Is it possible for a company...?*

Rhetorical questions from article 9;
Example 37: *What sort of world cup is that?*
>   *Are African spectators seen as nuisance by FIFA and ANC?*
>   *And where does that leave the stranded travellers?*
>   *If the SA are telling the truth?*
>   *What really is going on*?

On mode, the researcher observes that the articles are written on paper and are used as a one way communication in all the editorials. Unlike in soft feature news where the use of pictures is 2/3 in the researcher's sample. However, this does not imply that editorials or hard stories do not make use of pictures.

In terms of field, the researcher notes that editorials bring in the field of persuading, blaming as well as convincing readers to agree to the writer's point of view. This is evidenced by the use of comparative clauses in all the editorials as shown in examples from article 7 below;

> Example 38Zimbabwe   must be only the nation on the face of the earth that allows small time officials in districts to enter deals with foreign companies.
> Example 39: today you cannot just walk in to Saudi Arabia and start drilling oil.

The comparison is meant to contribute to the article's communicative purpose. A reader after being informed that the situation is unique to Zimbabwe alone will obviously change his or her mind. The second example also reveals that what is happening in Zimbabwe is very abnormal since one cannot do the same thing in Saudi Arabia. The reader will ask himself questions like "so why Zimbabwe?" The comparison is meant to provoke and to probe the readers mind such that both the writer and reader are at an equal position. Such that the reader interprets the issue in the same manner the writer does. This is why again we notice that editorials are highly rhetorical, the author needs to have writings skills apart from those of narrating events as observed in hard news.

5. Conclusions
Lexical items as well as clauses helped in revealing the field, tenor and mode of each of the genres discussed. At the registerial level, tenor appeared to be the most likely to show variations among the three genres. In terms of "field" in each of the genres reveals the communicative purpose of the article. The researcher observed that the field in the hard news genre involves crime or court cases. The researcher further observed that the main purpose of the hard news genre is to provide fresh and latest news to the readers and in most cases these kinds of stories are placed on the first page of the newspaper.

Hard news articles serve the purpose of conveying news to the people as well as maintaining the paper on the market. In the researcher's selected sample, the field involves crime or court cases. This reinforces the observation that the genre provides stories of human interest that is what readers want to know.

The field observed in the soft feature genre is quite different from that observed in the editorials and the hard news genre. The field in soft feature articles covered in this research involves human suffering and diseases. The researcher analyzed two articles which covered diseases that afflict human beings.   The first article about keloid and the other is about epilepsy.   As has been discussed before, the researcher observes that the "field" denoted in the articles is highly informed by the communicative purpose. Feature articles do not just provide news but also aim to capture the readers' emotions, such as sympathy, skepticism and curiosity. As such, the researcher observed that the choice made on the issues to be covered is not deliberate but something that is highly influenced by the genres communicative purpose. The "field" denoted in editorials as observed by the researcher is also different from the rest of the genres. It has been observed that editorials do not just cover ordinary stories, but cover controversial or problematic issues for example the involvement of imperialist forces in the new constitution making process and the involvement of foreign companies at Chiadzwa mining cite. One notices that the subject or kind of stories is different from the rest of the genres. Again the lexico-grammatical choices are different.

The tenor in editorials is quite different from the rest of the genres, in editorials contact and affective involvement are high, and that is the author is highly involved unlike in soft feature and hard news genres where the authors distance themselves from the articles. The tenor is denoted from the use of quotations or other people's voices. The frequency of how each of the genres made use of quotations is summarized in the diagram overleaf.

5.1. General Conclusions
The major conclusions drawn from the analysis of data as observed by the researcher is that the three journalese genres exhibit significant distinct features. The conclusion was drawn from the analysis of lexico-grammatical elements and structural organization drawn of the genres studied in this research.

The researcher concluded that each of the three genres displays distinct lexis as well as clauses and this was drawn from the registerial analysis of the genres. Thus, one can safely say that each of the genres exhibits a different register which is seen as the linguistic consequence of interacting aspects of context, which Halliday (1975) calls "field, tenor and mode".

5.2. Results Drawn from Register Analysis

5.2.1. Field
 The researcher concludes that each of the genres that is soft feature news, hard news and editorials presents or displays different values of field. This conclusion is based on the context of the genres as well as their communicative purposes. As Chappelle (1998) pointed out that "field" is the topics and actions which language is used to express.

The researcher therefore concludes that, the hard story genre covers fresh and latest news on people, and government events. This is because the three stories covered as the sample for this thesis cover issues about people and crime. In short, the genres cover topics that are deemed to be of interest to the readers as a whole. In this regard, the researcher concludes that hard story articles have only one major communicative purpose which is to inform the readers of current news, thereby keeping the paper on market or on sell. Readers are likely to be lured by hard stories unlike editorials or soft news articles. This is why as has been discussed in chapter two of the thesis, hard stories are placed on the front page of newspapers.

Moving on to the soft feature genre, interns of its "field" the researcher concludes that the genres field basically include "problematic issues," that is issues to do with human suffering, animals etc. This conclusion is drawn following the analysis of the topics covered under this genre. The three articles covered included stories about diseases as well as trouble from the municipal police. The first two articles cover stories on keloid and epilepsy respectively and municipal police behavior which was said to be causing harm and danger to the Harare residents. In light of this, the researcher concludes that the soft feature genre basically has the function of drawing human emotions, such as curiosity, skepticism as well as sympathy apart from informing the readers. Thus soft/feature news goes a step further in terms its of communicative purpose apart from that exhibited by hard story articles.

Lastly, the researcher believes that editorials as a genre involve the field of controversial as well as critical matters. In other words, the genre specifically covers controversial matters as opposed to problematic and interesting issues in soft news and hard news respectively. The stories covered in all the editorials which were used as samples covered controversial matters. The one about a foreign company mining at Chiadzwa without the government's approval and the other one about the imperialist`s intentions on the new constitution. The researcher also concludes that somehow the issues covered are political as well economical. In light of this, the researcher concludes  basing on the genres field that the genre`s communicative purpose is specifically to persuade readers that is selling opinions to readers, such that the reader and the writer end up viewing matters from the same angle. As such the genre is critical, evaluative and argumentative in nature

5.2.2. Tenor
According to Chappelle (1998), tenor denotes the language users, their relationship to each other and their purpose. Again, the tenor was drawn from the analysis of the genre`s distinct lexico-grammatical elements.
The study concludes that writers in soft feature articles and hard story articles are objective in nature, that is the writers distance themselves from the article. The writers achieve this by making reference to the people or using quotations from other people. Despite the writers need to be objective, rather than being subjective, the study concludes that the move of using other people`s voices helps the article to achieve factuality as well as comprehensiveness. Thus, the researcher concludes that these elements brings some similarities to the two genres, forcing the researcher to come to a conclusion that hard story news and the soft feature news are closer to each other as they share this similarity.
This led to the researcher to conclude that editorials exhibit a distinct tenor, and soft news genre and hard story genre exhibit a common tenor. This conclusion has been drawn from the position that the writers of the editorials display. In the three editorials analyzed, the writers do not make use of any quotations or voices. Again, the researcher notes that the writers are subjective, in most cases commenting, adding their view points, providing arguments to the subject matter. Writers in editorials want to convince the readers that they are in charge and know everything hence the avoidance by all means to use voices and quotations. Thus, the study concludes that editorials are subjective in nature.

5.2.3. Mode
The study concludes that all the genres exploit a similar mode. That is the researcher notes that all the genres were printed on paper and conveys a one way communication. However, a slight difference in mode was observed in soft feature news. This led the researcher to conclude that, soft news has a different mode from the other two genres. This is because of all the articles in this research analyzed only two of them made use of pictures and all the two belonged to the soft news genres. Thus in terms of mode, the study came to a conclusion that soft feature articles make use pictures. However this does not mean that the other two genres do not include pictures, but this is drawn from the sample selected for the purposes of this study only.

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