

THE EFFECTS OF NOMINALIZATION IN NBCUNIVERSAL: A DISCOURSE ANALYSIS IN CORONATION 2023

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Abstract

Media have been frequently emphasizing the information through headlines to as it usually conveys a catchy advertising-style headline and retrieves the gist of the story. Regardless of its contents, the headline becomes one of the most significant factors in attracting as much attention as possible from the readers. Therefore, choosing the appropriate headlines is crucial for the media to produce their intention properly to the readers. One of the ways is using nominalization. This research demonstrates the effects of nominalization on the headlines taken from NBCUniversal. The eight effects of nominalization by Machin and Mayr is utilized as the main theory of this study. Utilizing a qualitative method rooted in the Critical Discourse Analysis approach, the research data is the headlines sourced from the Coronation of King Charles III on NBCUniversal. From the total of eight effects, this study found six effects of nominalizations that appeared on the headlines of NBCUniversal media including, people and responsibilities are removed, the sense of time is removed, the action becomes a thing, the common usage as stable entities, the avoidance of the agent while accumulating a sense of action in the text, and the compressed of the story details. The study also proved that understanding nominalization theory can help in generating captivating headlines to attract readers' attention effectively.

Keywords: critical discourse analysis; the coronation of King Charles III; news headline, NBC news; nominalization

submit date: accept date: publish date

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INTRODUCTION

In this current era, mass media serves as a medium to communicate. Mass media delivers messages or stories from media creators including the journalist, the editorial board, and the owner of the media company to a broad audience. The dissemination of information itself might take shape in the form of a printed book or, more recently, online media (Campbell & Martin, 2020). Moreover, mass media have been extensively utilized not simply to spread information, but additionally needs to be valid from reliable sources. As one of the mass media products, the newspaper is a platform that currently can be accessed offline and

online. Newspapers allow media publishers to report social events such as political, economic, business, and cultural industries (Hill, 2016). Newspapers have functioned to provide what currently happens in society. Align with that, reading newspapers can stimulate critical thinking and enhance linguistic abilities in analyzing information (Ramge & Schuster, 2013 as cited in Serdali et al., 2016). On the other hand, newspapers have their own intention in generating news. As Fairclough, (2015) stated media such as newspapers have their own agenda where there is inequality of power between the producers of news articles and readers. The purpose is to strengthen the point of view in news stories for the most powerful groups in society. As a result, the media frequently emphasizes the information through headlines. Regardless of its contents, the headline becomes one of the most significant factors in attracting as much attention as possible (Hill, 2016), as it is written in a large font and placed on the top of a newspaper. Additionally, the headline represents the agenda of news article producers, which can determine how important the news is presented. Thus, choosing the appropriate headlines is crucial, for the media to produce their intention properly to the readers.

In captivating the reader's curiosity, it is important to highlight the primary point of the story in the headlines. Additionally, the use of wordplay in constructing a headline is crucial as well (Landert, 2014). The headline itself, as stated by Fairclough (2015), must convey a catchy advertising-style and retrieve the gist of the story. Furthermore, the headline is frequently presented with a strategy to achieve sensational samples. The book "The British Newspaper Industry" states that one of the strategies to generate sensational headlines is reducing and eliminating the case to attract readers (Hill, 2016). Jaki (2014) also proposed a strategy that a headline should not include copulas or other finite verbs. Instead, the role of nouns such as person and thing must be emphasized. Furthermore, Fairclough (2015) emphasizes that nominalization or the concealing strategy in headlines is typically used to ensure one's identity and responsibility for an action in which the verb changes into a noun. In this case, such a change can

generate ambiguity and trigger the reader to search for further explanation in the full article.

A previous study conducted by Rayhan Bustam & Raya Dipati Ukur (2014) clarifies the nominalization strategy presented by Jakarta Post affects the exclusion of other actors involved and emphasizes a single individual stated in the headline as the cause of the issue at hand. It is also suggested that the usage of a negative word such as 'protest' becomes essential in demonstrating the public's dissatisfaction toward the actor. Another finding conducted by Luporini (2021) describes that using nominalization in the headline strengthens the favorable judgment toward China in overcoming COVID-19 by using the word 'fight'. Nominalization not only can help the media in creating a good headline, but also perform bias toward the story presented. A group of people is blamed exaggeratedly to emphasize that they are 'bad' and we are 'good' (Van Dijk, 2006). For instance, the headline could present a positive phrase for people who own the support of the media, on the other side presents a negative phrase for the opponent. Therefore, nominalization can result in a particular effect, such as deceiving the reader, building misleading expectations, and glossing over the story's meaning.

Nominalization is rooted in Critical Discourse Analysis which was the research of Fairclough in 1995. In that book, he elaborated on and described nominalization, however, he did not focus on the effect of nominalization. Align with that, Machin and Mayr did further research in their book entitled *How to Do Critical Discourse* (2012) about the effects of nominalization itself. They presented eight effects of nominalization in the media as a kind of literary work.

The first effect clarifies that when people and responsibilities are removed, it simply allows the event to occur (Machin & Mayr, 2012). It can be seen through the following example: "She was sad about the loss of the house's key". In this case, the 'she' is the agent responsible for keeping the house key, but eventually, she loses it. By changing the process of 'she lost the key' into 'the loss', it is

interpreted that she refuses to admit that she lost the key. It simply means that the removal of her responsibility is occurring.

The second effect, in which the agent and the affected are hidden, is applied to gloss the agent who takes the action (initiator) and who are the affected parties as a result of the agent's action (Machin & Mayr, 2012). This process means that both details of the agency and process are concealed (Fairclough, 2015). For instance, in "The strike against the decrease of wages", the noun 'the strike' acts as the subject of the sentence to gloss the agent of the action. Moreover, the affected of the action is also hidden as it is not mentioned in the sentence, which can be written as "The workers who are striking caused the traffic jam for hours"

The third is that the sense of time is removed. This process clarifies that the use of time (when, how) is avoided. The following illustration says "The School Principal (SP) declined a call from the School Committee (SC) in order to discuss the increase of tuition fee". In this case, the reader is only presented with the event's details such as the action, rather than showing all sense of time. As can be seen, there is no specific time in the sentence, such as when the SP declined the call, or when the exact time decision was made by the SC. Yet, the sentence is shown with the action and event's details (Machin & Mayr, 2012)

The fourth effect is the situation in which the action becomes a thing. In this case, the changing of action into a thing makes it can be counted, described, and classified. Linguistically, it is the process of shifting verbs into particular nouns to indicate action and process (Fairclough, 2013). A comparison of these two sentences would be the illustration:

"The student fails to submit the assignment on time"

"The regretful failure to submit the assignment on time"

Here, the word 'fail' is converted into 'failure' in which the responsibility and the fault of the student is set aside. Moreover, in the second sentence, an adjective is added in order to show the weight of regret and express the students' apology without involving the fault.

The fifth, nominalization also can affect the occurrence of a new participant in new constructions by changing the process into a participant. The illustration can be seen from the following sentence, mentioned by Machin & Mayr (2012):

“The Vice President stated that the demonstration regrettably caused disruption to
the education”

“Demonstrations over the past month have caused extensive disruption to
education”

The word ‘Demonstration’ in the first sentence, which stands as a process, becomes an agent or a new participant in the second sentence in new construction. This effect occurs to make a strong defense against the parties who have strong credit in the process of the demonstration itself.

The sixth effect is the use of nominalization itself has become common usage as stable entities that convert the process into a noun (Fairclough, 2015). For instance, the term ‘globalization’ has become a stable entity in society as it is commonly understood and accepted as a noun rather than the process of growing interdependence among the world’s economies, cultures, and populations (Kolb, 2021). As in the sentence “Globalization is a good opportunity for us to improve our skills” (Machin & Mayr, 2012), the initial process is consequently forgotten and replaced by nominalization.

Furthermore, the seventh, in the process of nominalization, it affects the avoidance of the agent while accumulating a sense of action in the text. In this case, the action is explained in more detail to deceive the reader’s point of view. Additionally, Machin & Mayr (2012) stated that this effect can be an excellent strategy to create a catchy headline. As an illustration, mentioned by Machin & Mayr (2012), the phrase “An instant blitz” emphasizes the action ‘blitz’ by adding the noun ‘instant’ in order to bring out the decisiveness of the action to the reader instead of the actor itself.

Lastly, nominalization is employed to reduce the story's details which the text becomes more dense or compressed and the reader is presented with an abstract story. One of the ways to reduce the story is by omitting the actor, the

process, or even the time (Billig, 2008), which is also emphasized in the second and the third effects. As an example, it is shown by the BBC News headline “Luxury hotel's 'monstrous' solar farm plan rejected” (Trehwela, 2023) in which the time when the offer was rejected, the actor who offered the plan and the actor who rejected are glossed. Precisely, it encourages the reader to go deeply into the complete version of the story. Moreover, despite all the effects of nominalization presented above, in this present era, each news platform constructs its headlines differently based on the needs of the media company.

NBCUniversal was founded in the late nineteenth century by Carl Laemmle, a German immigrant from Chicago, located in New York, United States. This media company specializes in the production of entertainment, broadcasting, and motion pictures (*Our History / NBCUNIVERSAL MEDIA*, n.d.). NBC News comprises world-class brands such as NBCNews.com, MSNBC.com, TODAY.com, Nightly News, Meet the Press, Dateline, and their current applications and digital extensions (*About NBC News Digital*, n.d.). As a news platform, thus far, NBC provides a variety of outstanding news in narrative and visually engaging styles. Moreover, NBC also produces news that is relevant to the present occurrence (Klopfer & Haas, 2012). Therefore, NBC always considers the daily phenomenon to be presented in their digital news platform.

A recent piece of delightful news published by NBCUniversal in the seven medias concerning King Charles III's coronation, which took place on May 6, 2023. According to the official website of the Royal Family, King Charles III took the throne after his mother Queen Elizabeth passed away on September 8, 2022 (*Coronation Day / The Royal Family*, n.d.). The coronation ceremony itself has become a tradition of the English Monarchy, with the aim of committing allegiance to serve God and nations. During this time, King Charles has been serving his country well, such as helping Historic Royal Palaces in Northern Ireland become a great tourist destination, working overseas as requested by the Foreign and Commonwealth Office, and other charities that have been done. Despite all of the achievements of King Charles III, there are still pros and cons toward him. For instance, two news articles from Marca.com in August 2023

(King Charles III Has Dark Plan to Keep Harry's Children Away from Meghan Markle / Marca, 2023) and The New York Times in May 2023 (Poniewozik, 2023) published negative impressions of King Charles III as an irresponsible King as shown in their article headlines.

King Charles III has dark plan to keep Harry's children away from Meghan Markle

Figure 1. Marca.com
Times

Charles III Was Crowned King.
But Can He Ever Be the Star?

Figure 2. The New York

Both media companies certainly have an agenda in presenting such negative headlines, which can also have specific effects in the way the news readers accept or interpret them. Therefore, this research aims to analyze the effects of nominalization as presented by NBCUniversal focusing on the Coronation of King Charles III. The examination is conducted in the news headlines by utilizing Machin & Mayr (2012) theory about the effect of nominalization.

As an interdisciplinary study, this research is expected to benefit associated parties from various backgrounds. The research is intended to strengthen the news readers' knowledge to have a critical mindset and awareness of how nominalization can be one of the ways to conceal something intentionally. Align with that, the readers can see the hidden knowledge beyond what is shown on the news. Discourse analysis is also one of the courses learned in English studies as part of the Linguistics area. Therefore, this research can potentially be used as a reference for researchers who are interested in examining discourse analysis in various kinds of literary works. Furthermore, authors, writers, or journalists who intend to deliver particular messages to their readers both implicitly or explicitly can implement nominalization concepts in the process of article writing.

METHOD

This research is conducted using a qualitative method, specifically following the Critical Discourse Analysis (CDA) approach that focuses on textual analysis. Qualitative research is used to explore specific phenomena, such as the meaning of people's lives and the depiction of their views and opinions (Yin &

Robert K, 2016). According to Fowler et al., 1979 as cited in Machin & Mayr (2012), CDA originally known as Critical linguistics can be a method for investigating the text in which the people, events, places, and actions are categorized in order to help the researchers to see types of the event or person that are concealed or excluded. Critical linguistics are never written explicitly in the text, instead, by considering the absences the hidden ideology of the text can be defined and revealed. CDA typically analyzes news text, political speeches, and advertisements, and it is most useful when combined with additional established media analysis resources. Moreover, CDA is used to analyze the existing social events such as power relations, ideologies, politics, and economics, in which the discourse is involved in particular ways (Fairclough, 2015). This research attempts to analyze the effects of nominalization presented by NBCUniversal, thus this method and approach are suitable to utilize in analyzing the effects of nominalization on social events in the news.

The data source of this research is taken from NBCUniversal. The researchers focus on the news headlines of the Coronation of King Charles III containing nominalization as the data of this study to examine the effects of nominalization. An instrument for research is a tool designed for collecting the data or information (Creswell & David Creswell, 2018). Documents and note-taking were used as research instruments for gathering and analyzing data in this research. The documents of this research refers to the NBCUniversal media headlines.

The data collection procedures of this research are conducted in three steps. First is observing the Coronation articles in NBCUniversal website. Second, is choosing the headline of The Coronation articles that contain nominalization. The third procedure is providing the eight effects of nominalization as the source of theory in this research to be used for the analysis process.

The researcher intends to carry out the data analysis utilizing the previous dataset that has been collected. As a result, the following steps are included in the data analysis procedures. The first is highlighting the nominalization occurrences

in the headlines. In order to examine the process of the effects of nominalization in headlines, researchers will refer to the theory of the effects of nominalization by Machin & Mayr (2012) to define the effects that are in accordance with the headlines. Lastly, to elaborate the result of the analysis on the findings and discussions of this research. Additionally, if necessary, the researchers will refer to the full article and other related references.

RESULT AND

U.K. ROYALS

Historic Stone of Scone is moved to London for King Charles' coronation

Also known as the Stone of Destiny, it's regarded as a sacred, historic symbol of Scotland's monarchy and nationhood.

DISCUSSION

According to the effects of nominalization presented by Machin and Mayr (2012), there are eight effects of nominalization which already been mentioned previously. Based on the analysis conducted on headlines from seven media, the researchers found six out of eight of the effects of nominalization. These effects of nominalization prove that NBC uses nominalization effectively in its headline. The details of the analysis will be explained along with the deeper analysis of the effects of nominalization as follows. This part will be divided based on the media and each media will elaborate various effects in their headline related to coronation.

1. NBC News

Figure 3. NBC News

In this headline, the researchers found nominalization that converts the verb into the noun. The term 'coronation' is the noun form of the verb 'coronate'. According to Machin and Mayr's (2012) theory about the effects of nominalization, this nominalization focuses on the accumulating a sense of action details which can be seen from the sentence "for King Charles' Coronation" in which the action of 'moving' the stone is done for specific purposes. The headline also gives a sense of the significance of the stone that will be used in the sacral

Coronation. Therefore, it contributes to the image of Coronation as a grand ceremony.

The term ‘coronation’ appears several times in several media headlines since this is the main discussion of this research. Therefore, it will not be explained in the next analysis. In addition to another effect, this headline focuses on the action details which can be seen from the sentence ‘for King Charles’ Coronation’ in which the action is done for specific purposes.

Jill Biden: Charles’ coronation was ‘just amazing to see’

Her appearance marked the first time that a U.S. first lady was present for a British coronation.

Figure 4. NBC News

The nominalization in this headline is indicated by the occurrence of the phrase ‘attendance’ which is transformed from the verb ‘attend’. In this case, the action (verb) of attending is shifted into the process (noun) to emphasize the action of not attending itself becomes a thing. The use of this nominalization also affects a sense of action. It highlights Meghan Markle's absence in which she was supposed to attend the coronation as a member of the Royal Family. Furthermore, the headline states "*The Duchess of Sussex was not in attendance...*", where the name 'Meghan Markle' is no longer used, but emphasizes explicitly that, as a Duchess of Sussex, she is expected to attend this solemn coronation. Therefore, as also explained by Machin and Mayr, the headline indeed brings decisiveness of Markle’s absence to the reader.

Figure 5. NBC

The term

Where is Meghan Markle? Why the duchess isn't at King Charles III's coronation

The Duchess of Sussex was not in attendance at the coronation ceremony for her father-in-law, King Charles III, in London. Here's why.

News

‘appearance’

which is changed from the verb ‘appear’, indicates the nominalization in this headline, by shifting the action to a thing. Rather than stating “Jill Biden appears...”, the phrase “Her appearance...” emphasizes the process (noun) of the action (verb). This nominalization allows the noun ‘appearance’ to be described more in concrete events, highlighting the history of Jill Biden's presence at the

British Coronation. Additionally, the full article emphasizes that neither President of the United States has ever attended a British King's Coronation. This significant occurrence points out Jill Biden's appearance, which has marked an important turning point for over seven decades. Besides, the First Lady also plays an important role in this crucial duty which not only fosters the strong relationship between the United States and the United Kingdom but also marks the beginning of a new era of bilateral partnership between the two nations.

2. TODAY.com

Figure 6. TODAY.com

In this headline, the researchers found a nominalization which is the use of the term 'congratulations' (noun) in the sentence "Biden tweets congratulations..." instead of directly stating "Biden congratulates King Charles III after coronation". It implies the effect of nominalization in which the action becomes a thing. The word 'congratulations' eliminates Biden's action of explicitly congratulating King Charles III as he did not attend the coronation himself. Instead, Twitter is used as the media platform to publicly share the congratulatory message to King Charles III. Therefore, it also accumulates a sense of action by stressing the action of 'tweeting' rather than 'congratulating' to indicate Biden's absence. Other than that, it raised people's reactions and questioned his absence as President of the United States on this historic occasion of the United Kingdom.



Figure 7. X

Therefore, the nominalization of Prince Harry arrives at King Charles III's coronation without Meghan Markle effects of Harry's appearance comes just a few months after the release of his bombshell memoir "Spare." in this headline are the combination of the fourth and the seventh effects.

Figure 8. TODAY.com

In this case, the word 'invitation' is presented as a noun that originally was a verb. The nominalization in the shifting phrase 'invite' indicates that this headline conveys the event's detail in which Queen Camilla is identified as a 'Queen' in the invitation. It is undeniable that, as previously reported, Camilla, Diana, and King Charles had a highly controversial relationship. However, after so many years, Camilla is eventually bestowed the title 'Queen' of the United Kingdom at King Charles' coronation, as also stated in the invitation. It indicates that the royal family wants the world to know that she is now officially the crowned Queen. Additionally, it also clarifies the avoidance of the individuals involved in Camilla officially identified as 'queen' on King Charles' coronation invitation issuing the invitation, while Camilla was described as queen consort when Charles ascended the throne. Now, it pointing out the event and appears she'll officially go by "queen." ceremony itself as substitution.

Figure 9. TODAY.com

In the headline, the verb ‘release’ is transformed into the noun ‘the release’.

The avoidance of the agent behind the ‘releasing’, creates ambiguity, in which this change represented the effects of nominalization (Machin & Mayr, 2012). Align with the seventh effect, this headline also focuses on accumulating a sense of the action itself. In this case, the action is explained in more detail by using the excessive noun ‘bombshell’ which means an *unpleasant piece of news* (Cambridge Dictionary, nd) instead of ‘shock’ or ‘tragedy’ (Thesaurus.com, nd). This strategy is utilized to create a catchy headline and to deceive the reader’s point of view toward the action that has been done by Prince Harry, shown by the use of the phrase ‘bombshell’ to explain the memoir ‘Spare’. Furthermore, the full article states that Prince Harry is the one who released the controversial story that disclosed the ugly sides of the Royal Family.



Kate Middleton and Princess Charlotte wear matching headpieces for King Charles' coronation
Mother and daughter sported matching hairstyles, adorned with a silver headpiece resembling sparkling crystal leaves.

Figure 10. TODAY.com

The nominalization in the headline “*Kate Middleton and Princess Charlotte wear matching headpieces for King Charles’ coronation*” is indicated by the changes of the verb ‘match’ into the noun ‘matching’. The use of the phrase ‘matching’ has been generally used and accepted in society as a noun rather than a verb.

Is It Ever OK to Wear Matching Sweats?
A reader wonders whether the Y2K-era staple is cringey — or due for a comeback.

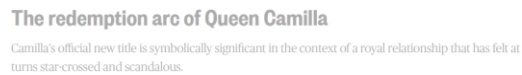
Figure 11. The New York Times

Figure 12. TODAY.com

The above examples showed the same pattern as the TODAY.com headline. Therefore, the effect of nominalization of the phrase ‘matching’ has become common usage, which is a noun as a stable entity. Additionally, this nominalization affects the event to occur where the headline uses the verb ‘wear’

to show that Kate and Charlotte intentionally match their headpiece to catch the attention in the Coronation.

3. MSNBC



The redemption arc of Queen Camilla
Camilla's official new title is symbolically significant in the context of a royal relationship that has felt at turns star-crossed and scandalous.

Figure 13. MSNBC

The converted verb ‘redeem’ into the noun ‘redemption’ shows the process of nominalization in the sentence “*The redemption arc of Queen Camilla*”. In this case, the headline is presented abstractly by omitting many details which the story to become compressed. It can be seen from the event details and the process of the redemption is omitted, which includes the concealment of an agent who is responsible for Queen Camilla’s redemption, the sense of time of this event is also removed. Align with that, there is no specific time when this event was done. According to Machin and Mayr’s theory this effect of nominalization builds the readers' confusion. Based on the theory, this headline demonstrates the same thing at a time when the reader merely reads the headline, and it generates concerns in their thoughts. Therefore, in this confusion, the readers would read the whole version of the story in the full article to find the answers to the ‘who, how, why, when, and where’ of the headline.



Why I'm not falling for the latest ploy from Meghan Markle's estranged family
As an adult child mired in her own estrangement from a toxic parent, I found a recent interview with members of Markle's American family both triggering and sad.

Figure 14. MSNBC

Another nominalization also can be seen in this opinion article. The headline “*As an adult child mired in her own estrangement from a toxic parent...*” utilizes the noun ‘estrangement’ rather than the verb ‘estrangle’. In this case, the conversion from verb to noun focuses on the ‘condition’ rather than the responsibility, or agent. It can be seen from the following illustration:

“*As an adult child, she estranges herself from a toxic parent*”

“*As an adult child mired in her own estrangement from a toxic parent*”

Before nominalized, the first statement emphasizes the role of Meghan Markle in estranging herself, while collectively focusing on action, agent, and responsibility, which can be seen as Meghan Markle's decision to maintain a separation from her parents. However, the second statement stresses the ongoing circumstance or condition, indicating her emotions of being entangled and overwhelmed around her toxic parents. Therefore, the action of 'estrangle' becomes a thing of 'estrangement' that makes the people and the responsibility removed due to the abstract idea. It does not emphasize the precisely Meghan Markle's involvement in the process of estrangement.

CONCLUSION

Based on the above discussions, it is found that there are six effects of nominalizations appeared in the headlines of NBCUniversal media. The found effects are: people and responsibilities are removed in one headline, the sense of time is removed in two headlines, the action becomes a thing in three headlines, the common usage as stable entities in one headline, the avoidance of the agent while accumulating a sense of action in the text in five headlines, and reduce the story details and make it denser or compressed in one headline.

Furthermore, after analysing the nominalization theory on the headlines, this study found that creating a captivating headline is crucial for attracting the reader's attention. Align with that, this research has also proved that the theory of the effects of nominalization by Machin and Mayr can be one of the vital strategies to obtain a catchy convincing headline style. The usage of nominalization in the headline also gives the various effects as mentioned in Machin and Mayr's theory.

Therefore, the aforementioned research result can be beneficial to be applied by authors, writers, and journalists in the media industries. They can utilize nominalization concepts while constructing news headlines in order to communicate a particular message to the readers implicitly or overtly. This research results also encourages the news readers to be more critical. The readers ought to draw mindful attention to the details contained in the headlines, particularly when nominalization is applied. The readers should be more aware

that the headlines may not only convey the explicit meanings as they are showing. But they might also intentionally made to conceal something more essential, which then leaves readers to the wh-questions and at the same time led the readers to read the complete version of the news article

THANKS FOR

First and foremost, I would like to express my sincere thanksgiving to God for giving me the strength, patience, and wisdom to carry out this research.

I am grateful to my excellent advisor, Miss Lerissa, whose patience, passion, and lightning-fast replies have been crucial throughout this research journey. Her willingness to assist me after work hours, as well as her availability to answer even the most basic questions, made a significant contribution

My sincere gratitude goes to Emilia, my beloved best friend, whose steadfast support and encouragement have been a continuous source of strength, despite our physical distance. Our bond has been the cornerstone of my endurance.

A special spotlight goes to my first love, my father. His words of confidence, "Everything's gonna be okay," and consistent encouragement have helped me accomplish my research. I am also grateful to my family members, particularly my uncle Medard Sihura, Auntie Felisitas Sihura, and my beloved grandma, for their unfailing encouragement and faith in me.

I would also like to express my deepest appreciation to LDC and LEC for their unwavering support, prayers, and encouragement. Their presence during my final defense, even at 9 p.m., was very heartwarming.

My heartfelt thanks go to the Education Ministry of *Nias Selatan* for their financing of the scholarship for the last four years. Their financial assistance has been crucial in allowing me to focus on my academics and research without being financially strapped.

Special thanks to Ms. Agnes, Mr. Peter and Mr. Jack, as well as my Bible study partners, for their prayers and spiritual support. Your prayers have provided strength and comfort during this journey.

At this point, I like to express my appreciation to my fellow friends Bobby Samuel, Arif Hulu, Putri Helen, Asho, Abigail, *Deo Chingu*, and my scholarship partners from *Nias Selatan*, as well as many more friends, for their unwavering support. Though I am unable to call out each individual by name, please know that your assistance has been much appreciated and will not be forgotten. Thank you all for being a part of our adventure and providing significant support.

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Sihura, Daniela (2024)

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