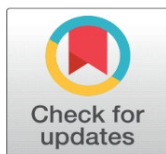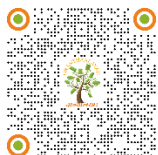# CHOICE OF LANGUAGE IN THE REPORTING OF ENVIRONMENTAL NEWS IN TAIFA LEO NEWSPAPER IN KENYA

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ABSTRACT

Kiswahili is recognized by the Constitution of Kenya as the national language and also the official language alongside English. It is therefore the tool of communication in both official and non official contexts. For instance, *Taifa Leo* newspaper presents environmental information to readers in Kiswahili. This means that many people who can read have access to news on environment. The environment is a cross-cutting and sensitive issue nationally and internationally. Environment affects the life of every creature on a daily basis in one way or another. The print media, the *Taifa Leo* included, which has been tasked with informing the public about the world's environmental issues, ought to do so in a way that will enable people to understand the importance of the environment and thus interact with it in a positive way. This argument stems from the belief that a person values and cares for what he or she understands. This study therefore aims to determine whether the choice of language in conveying environmental information in the *Taifa Leo* newspaper contributes to how the audience understands the information and ultimately the behaviours generated by that understanding. This study analysed the language features selected by journalists in reporting on environmental news in the *Taifa Leo* newspaper to ascertain if the choice of language contributes to the reporting of intended environmental issues and finally to explain whether the choice of language elements has any relationship with the meaning of information emerging from the environmental news. This study was conducted in a library where environmental discourse was analysed. *Taifa Leo* newspapers published from January 2021 to March 2022 were selected purposively, by extracting texts from the selected newspaper that had environmental information. Data was analysed based on language used in presentation of environmental information in selected texts from *Taifa Leo* newspapers.

Keywords: Kiswahili Language, Choice of Language Features, Environmental News, Taifa Leo Newspaper

1. INTRODUCTION

Almost every day, the *Taifa Leo* newspaper carries information about the environment. Environmental journalists choose language to convey this information to readers. The choice of language can have various effects on the message being delivered. Readers' understanding of the text depends on the language used. However, those effects are unknown. The mission of this article is to analyze the linguistic aspects that are considered in presenting environmental news

in the *Taifa Leo* newspaper in Kenya with the aim of determining the meanings represented by the news. This will have the benefit of achieving the presentation of environmental information to readers in an appropriate way to evoke the meaning intended by the authors

2. LINGUISTIC ASPECTS OF ENVIRONMENTAL NEWS REPORTING

This study examined the styles used by journalists to present environmental news that reflect the use of selective or unique language. Some of the language feaures examined are: determination, the use of the self in narration, the use of tone, sentence structures and the selection of topics. These aspects are discussed in detail in the next section and examples are given along with the interpretation of the examples themselves.

1) Determination

Determination refers to the linguistic means used to express the intentions of the language user Wamitila (2007). Basically, determination is a unique way that is considered by the language user to express his world view and his ideology. Language does not allow the speaker or writer to talk about anything without showing a direction in relation to that matter Fowler (1975). Therefore, it is difficult to find texts or dialogues that have individualistic characteristics, that is, neither biased nor neutral. In any text, the author's perspective and the approach he takes when writing is evident in his work. A detailed analysis of a written text can direct the researcher to the authors' point of view. Determination can be of possibility, necessity, intention or practice Wamitila (2007). Determination itself can be manifested through the use of textual strategies such as participative verbs, adverbs of determination, adjectives and verbs used by the authors. The writers of the environmental texts of the *Taifa Leo* newspaper have used the verb of determination to show their position on the issues they are discussing. The results of this research identify the following types of determination in environmental news in *Taifa Leo* newspaper:

- **Determining the Necessity**

The determination that connects necessity shows that the author of the text intends to inform his reader that something must happen; otherwise, the consequences of not doing so will have a negative impact Portner (2009). The following examples show determinations that reflect the necessity motive used by journalists about the environment in *Taifa Leo* (**TL**) newspaper:

1) Wataalam wa afya ***wataka*** bunge idumishe ushuru wa sigara (T.L 13/4/22 uk 5)(ulazima)
   Health experts ***want*** the parliament to maintain the cigarette tax (compulsory)

The verb 'wataka' (want) in example 1 shows that there is a need for the parliament to maintain the high tax levied on the sale and manufacture of cigarettes to prevent its use. The main goal of determining necessity in environmental texts is to show the urgency that exists in taking care of the environment. Failure to take care of the environment will cause climate change and the destruction of humans and other creatures in the world.This message generally shows that if the reader

receives this information properly, there is a high possibility of relevant organization taking care of the environment.

- **Determination that depict Intention**

Determination that connects the intention of the action is expressed through verbs that show the intention of doing something that will be done soon. Basically, the actions themselves have not been done but are expected to be done by the parties not long after the declaration is made Portner (2009). The following examples collected from environmental texts in the *Taifa Leo* newspaper reflect the determination that characterizes the intention:

2) Raila *aahidi* kutunza misitu ya Kaya akichaguliwa.(unuiaji) (T.L 30/12/21 uk. 2)

   Raila *promises* to take care of Kaya forests if elected. (intention)

Example 2 shows that the presidential candidate Raila Odinga makes a promise to the residents of the Coast that he will take care of the Kaya forests valued by the locals if he is elected president. In the environmental texts in the *Taifa Leo* newspaper , the journalists used the determination to report events that were expected to happen but had not already happened.

- **Determinants that identify Practices**

Determinism that binds to habits indicates that something or an event happens regularly Portner (2009). This determination is expressed through the morphe {hu-} which represents the morpheme The following examples collected from *Taifa Leo* newspaper show the intent of the practice:

3) Hewa chafu *husababisha* mimba kuharibika na uzani mdogo-Utafiti. (mazoea) (T.L. 15/10/21 uk. 14)

   Air pollution *causes* miscarriage and low birth weight-Study. (habits)

Through the use of the verb *'husababisha'* (causes) in example 3 we get the message that this is an event that happens all the time. There are effects of miscarriages of pregnant women and children born with low weight due to breathing dirty air. By taking appropriate measures, the public may be able to avoid those effects. This commitment is also used to educate and encourage the community about positive actions that may raise and maintain better health and environmental standards.

2) The Use of Self in Narrating Environmental News in *Taifa Leo* newspaper

Narrative refers to the material or method used by the author of the text to narrate or explain events or information Mieke (1985). This study identified the boundary between the author of the environmental text and the voice or person who was responsible for narrating the events or information contained in it. The narrator of environmental texts is expressed through the first person, the second person and the third person. These persons are explained and examples given in the next section:

- **First Person Narrative**

The identifier of the first person narration is the presence of the prefix **-ni-/-tu-** of the first person in the narration given. The first-person narrative creates a close relationship between the journalist, the narrator or the character narrating the environmental news and the reader Mieke (1985). The following examples collected from *Taifa Leo* newspaper shows first person narration:

4) (Mabadiliko ya tabianchi yanyima watoto virutubisho tosha)... kutokana na mifugo wangu *ni*ngepata angalau chupa nne za maziwa kila siku kwa minajili ya kujumuisha kwenye lishe, na hata kuuza angalau ili ***ni***weze kununua mboga na vyakula vingine... (Esther Roigo mkazi wa kata ya Keekonyonyokie) (T.L 24/8/21 uk. 12)

(Climate change deprives children of sufficient nutrients)... from my livestock, *I would* get at least four bottles of milk every day to include in the diet, and even sell at least so that *I* can buy vegetables and other foods... (Esther Roigo resident of Keekonyonyokie ward)

In example 4, the person being told is Esther Roigo, a resident of Keekonyonyokie ward; an area witnessing climate change. A journalist gets a victim of climate change to tell how she was affected by the change. This examples clearly show that journalists give the victims of relevant events the responsibility to narrate the events or tragedies that befell them.The voice that is heard in the information presented in the first person is that of the person who witnessed or was affected by the events narrated by the journalist. By doing so, the journalist makes the narrated events appear real and easily believable. The events are made very real for the reader. Likewise, the journalist succeeds in developing the effect he aims to create for the reader. On the other hand, the reader sympathizes with the victims of climate change. The preffix **-ni-** of the first person in the singular refers to the victim of the events narrated in the environmental news reports. When the reporter gives the first person to narrate the events that happened, the reader is emotionally affected by the narration. In this way, the journalist succeeds in persuading, intellectually directing and changing his reader's thoughts about the environmental events being narrated.

- **Second Person Narration**

Narration in the second person is recognized through the use of the suffix **-u-** of the person. By using the second person, the narrator refers to the world of the reader or target of the information. This situation means that the writer breaks the existing boundary between the world of writing and the real world or the world outside the text Mieke (1985). In environmental texts in the *Taifa Leo* newspaper, journalists used the second person to involve the reader in the events narrated. For example:

5) ***U***nahatarisha afya yako ya uzazi *u*napopumua hewa chafu...(T.L. 2/11/21 uk. 8
You are endangering your reproductive health when *you* breathe dirty air...

In example 5, the use of the personal pronoun **-u-** refers to the reader of the news report. The event described is that of air pollution in Nairobi to the extent of endangering the health of the city's residents. The journalist engages the reader in

the context of the environment he is narrating. The image that emerges is the one that is intended to affect the reader's emotions. The journalist wants the reader to feel that when he breathes dirty air, he is affecting his reproductive health. The journalist aims for his reader to feel threatened if he breathes dirty air and in that way prompts emergency measures to be taken by the government agencies responsible for removing the nuisance from the city's residents. The use of the second person in environmental news texts in the *Taifa Leo* newspaper is intended to involve the reader in the events narrated in order to affect him in the way it was intended by the author of the article.

- **Third Person Narration**

The third person narrative is recognized through the use of the suffix **-a-** of the person. This narration enables the authors of the respective texts to have a broad view of the events found in the real or creative world they compose Mieke (1985). by journalists as a way to involve the reader in the narrative and make him cooperate with the author of the relevant text. The following examples collected from environmental texts in the *Taifa Leo* newspaper show the use of the third person in narration:

6) *A*jifungulia mlango wa ajira kwa kuotesha mbegu na kuuza miche. (T.L. 5/1/22 uk. 13)
   He/she created employment opportunity by growing seeds and selling seedlings.

In example 6, the suffix **-a-** refers to the person of a wealthy man who started a business of growing seeds and selling seedlings. In the example, the voice that is heard is that of a journalist who is narrating events about a character who started a business of growing and selling seedlings. By using the third person suffix **-a-** the journalist in example 6, is free to narrate the events happening in the real world he interacts with from a wider perspective.

3) Use of Tone

The written language used in written texts reflects a certain tone. Basically, tone refers to the issue discussed in the relevant text that evokes a certain feeling through the words chosen by the author of the text Wamitila (2007). This means that, the author of the text selects words to evoke a specific meaning depending on the context of the use of those words. The meaning it conveys in the text evokes certain emotions which can be for example mockery, laughter, scandal or sadness. The selection of words/vocabulary or their synonyms is not only controlled by the meaning of those words but also by the effect created by the words themselves. This situation is important in the construction of the tone of the environmental text to affect the audience of readers in the way intended by the journalist. For example, the author of the article will use slanderous words when he intends to slander the destruction of the environment. On the other hand, he will use words of praise and encouragement if he wants to promote the habit of taking care of environment. Basically, in the environmental texts in the *Taifa Leo newspaper* , this study identified the use of a tone of anger, sadness, slander, disappointment or despair, sad, hopeful, and comforting.The use of different types of tone in *Taifa Leo* newspaper is discussed in detail in the next section:

- **Sad tone**

Literary texts are intended to evoke certain emotions in the reader. The issue of emotions in those texts is largely linked to the concepts of tone and tone Wamitila (2007). A sad tone is meant to evoke feelings of sadness in the readers. The tone of sadness can be manifested in the text under study through the selection of words that the author of the environmental text uses to convey the message he intends. The effect resulting from the reading of the words used is that of sadness evoked by feelings of sadness. The following examples from the *Taifa Leo newspaper* reflect the sad tone:

7) *Mafuriko* **yaua** 70 wengine 45 **watoweka** (Ankara, Uturuki) (T.L 17/8/21 uk 7)
    Flooding **kills** 70 ; 45 others **missing** (Ankara, Turkey)

Example 7 reflects the feelings of sadness resulting from the use of the words '*flood kills 70*' and '*other 45 missing*'. These two statements are carefully chosen to create a visual image in the reader's mind that will make the reader sad. The reader gets a picture of the deaths caused by the flood damage. The verb '*missing*' evokes the feeling that their whereabouts are unknown; it is very likely that they have faced death. The word 'watoweka' is euphemic as it reduces the edge of mentioning death that is not determined with certainty. The journalist has selected the words used in the headline to evoke feelings of sadness. This is an environmental disaster that destroys citizens who continue their activities.

- **Tone of Hope**

An optimistic tone is the opposite of a pessimistic tone. This tone shows comfort, hope or faith that a negative situation will change into a positive one. Words used in literary texts show hope or improvement in situations that were previously seen as completely negative Wamitila (2007). The following example collected from the newspaper *Taifa Leo* show environmental texts that reflect a tone of hope:

8) Mikakati ya haraka *ilinusuru* nchi kutokana na janga la Covid-19 (T.L. 1/12/21 uk. 6)
    Rapid strategies *saved* the country from the Covid-19 crisis

A tone of hope is a positive tone that indicates a sense of relief after a disaster or tragedy. In example 8 there is a relief situation after the Corona epidemic which was a national nuisance faced with the urgent strategies set by the government. Hope is seen through the use of the word *'ilinusuru*' (saved) which indicates that all the signs showed that there would be many deaths due to Corona disease.

- **Compliment Tone**

The tone of praise is the one used to encourage good deeds done by various people in society. This tone is used to praise acts of charity and humanity done by individuals, organizations or various institutions Wamitila (2007). In the environmental texts collected by this study, journalists used words intended to evoke a congratulatory tone to praise the best actions of taking care of or caring for the environment carried out by people or organizations in society. The following examples collected from the newspaper *Taifa Leo* show a congratulatory tone:

9) Mradi wa maji ***kufaa*** kaunti 6 katika maeneo kame nchini.(T.L. 28/3/2022 uk. 5)
Water projec**t *to benefit*** 6 counties in dry areas in the country.

In example 9, the congratulatory tone is evident through the use of the word 'kufaa'(benefit), which indicates that there is a good situation after the initiation of the water supply project in the dry areas of six counties.

4) Sentence Structures

The main material used by journalists to create their texts is language. The use of language is seen through the way they create sentences that build the relevant text. There are three main sentence structures which are simple structure, complex structure and compound structure Habwe & Karanja (2004). In the next section we have discussed each of these models and provided examples and explanations as revealed in the data we collected from *Taifa Leo Newspaper*.

- **Simple Sentence Structures**

A simple sentence is one that has one verb, whose meaning is perfect. A simple sentence has one main verb. However, a simple sentence does not have to be easy to understand in terms of meaning nor is it short in its structure Habwe & Karanja (2004). A simple sentence expresses only one idea that is carried by one main clause. The following examples of simple sentences were collected from texts that reported environmental news in *Taifa Leo* newspaper :

10) Uhifadhi misitu ***mashakani***.(T.L. 8/6/21 uk. 11)
    Conservation of forests ***at risk.***

In environmental texts in the newspaper *Taifa Leo* , simple sentences were used in some headlines to give a quick message using few words, that is to maintain the economy. Example 10 reflects a headline that warns citizens that forest conservation activities are in doubt. The expression ' *at risk*' means that there are people who are sabotaging or disrupting activities carried out to conserve forests. By using this metaphor, the journalist maintains the tradition and at the same time gives a message that hints to the reader the message he will get fully if it is not explained what are the risks that face environmental conservation activities in Kenya. Basically, an active sentence conveys a complete idea to the reader.The information provided in environmental texts combined simple, complex and compound sentences depending on the message.

- **Complex Sentence Structures**

A complex sentence is a type of sentence with two verbs. The first verb means imperfect while the second means perfect. This type of sentence is made up of a dependent clause and an independent clause. Structurally, a complex sentence has at least one independent clause and one dependent clause. In addition, this sentence may have two dependent clauses Habwe & Karanja (2004). The following examples of complex sentences were collected from environmental texts in *Taifa Leo newspaper* :

11) Waziri **aonya** vikali dhidi ya jaribio la kujaza bwawa ambalo linazozaniwa. (T.L. 3/12/21 uk. 5)

The minister strongly **warns** against the attempt to fill the dam which is in dispute.

The use of complex sentences in environmental texts in the newspaper *Taifa Leo* was noted in the explanations given to explain the events that were being narrated by journalists. The complex sentences used contained independent clauses and dependent clauses. Independent clauses provided complete information about the events narrated by the journalists. On the other hand, dependent clauses provided additional information about the events presented in the independent clauses.

Example 11 has an independent clause: 'The minister strongly warns against attempting to fill the dam.' This phrase gives the full information intended by the journalist. A dependent clause does not provide complete information until it is attached to an independent clause. In that sentence the dependent clause is: 'which is disputed'. This clause further clarifies the information given in the independent clause. The dependent clause is expressed through the use of the reflexives **amba-** and **-o-/-ye-** Mohamed (1986). These reflexives bring us back to the events or characters mentioned in the independent clauses.

- **Compound Sentence Structures**

Compound sentences are called this because there are multiple clauses and multiple sentences joined together. The structure of a compound sentence is that it is made up of a simple sentence and another simple sentence or three simple sentences. Basically, a compound sentence has two or more independent clauses in it Habwe & Karanja (2004). Independent clauses which themselves are simple sentences are connected by using conjunctions Omondi (1992). The following examples of compound sentences were collected from texts that reported environmental news in *Taifa Leo* newspaper:

12) Takataka za bidhaa za kimatibabu zinatupwa katika jaa la Gikeu mjini Othaya **huku** wenyeji wakilalama kuhusu utupaji taka zinazotoka hospitalini katika eneo hilo **na** kuitaka serikali ya Kaunti ya Nyeri kufunga jaa hilo, wakihofia huenda likachangia kueneza maradhi ya kuambukiza. (T.L. 2/12/21 uk. 5)

Medical waste is being dumped in the Gikeu landfill in Othaya **while** residents are complaining about the dumping of hospital waste in the area **and** calling on the Nyeri County government to close the landfill, fearing that it may contribute to the spread of infectious diseases.

The compound sentences used in environmental texts in *Taifa Leo* newspaper enabled journalists to use one sentence to deliver a message with complete information. This situation eliminated the possibility of dividing one idea that can be fully expressed in a sentence into two or more sentences. This situation eliminated repetition and redundancy that would distort the meaning of the text. Compound sentences used in the environmental texts collected in this study consisted of two or more phrases joined together.

In example 12, there are four independent clauses joined by the words 'while' and 'and'. The first independent sentence is: 'Waste medical products are dumped in Gikeu landfill in Othaya'. The second free phrase is: 'locals complaining about hospital waste disposal in the area'. The third independent clause is: (locals) 'want

the Nyeri County government to close the landfill' and the fourth independent clause is: '(locals) fear that (the landfill) may contribute to the spread of infectious diseases'. The characteristic that brings together the first and the next three sentences is that, the first sentence is talking about the waste of medical products. On the other hand, the next three independent clauses talk about the same thing about the grievances of the Gikeu residents in Othaya. This is the subject of the three independent clauses used in the compound sentence. However, the subject itself is dropped in the third and fourth independent clauses to eliminate repetition.

5) Use of Statistics

Van Dijk (1988) argues that statistics are provided in news texts when quoting from those involved in order to create an image of the reality of the reported events. In that case, events witnessed directly, interviews from eyewitnesses and from official reports received from people and institutions with power and high status are explained accompanied by statistics that give the exact number or amount of what is reported. Van Dijk further explains that the use of statistics demonstrates the accuracy of the message given and shows the importance of the message itself. Therefore, statistics is an important method used in journalism to maintain the authenticity, validity and reliability of the information provided Van Dijk (1988). This study classified the use of statistics in environmental texts in *Taifa Leo* newspaper in different groups. The next section discusses those types by giving examples and definitions :

- **Use of Statistics that show Specific Numbers**

Numerical figures were given based on number adjectives. Adjectives of quantity are those that specify the number of the noun in question. There are two types of adjectives of quantity namely, adjectives of definite quantity and adjectives of indefinite quantity. Adjectives of specific quantity are expressed through words that mention the exact number of things, for example one, two, three or nine. Morphologically, adjectives of specific quantity are formed by attaching a basic transitive suffix to the roots of adjectives that mention specific quantity Wesana-Chomi (2013). The following examples collected from Taifa Leo newspaper reflect the use of statistics that show specific numbers:

13) **Watu *52*** wafa kutokana na janga la mafuriko Niger. (T.L 13/8/21 uk.5)
   52 **people** died due to the flood disaster in Niger.

Examples, 13 show specific numbers using the numbers: 52. The goal of using numbers to show quantitative statistics is to use fewer words to explain something. By using numbers, the journalist avoids using popular information and at the same time maintains the economy in the information provided. If numerical figures are used in the headlines of the relevant text, there is a possibility that those headlines will attract the attention of the reader who will see them quickly.

- **The Use of Figures Showing an Absolute Rate or Amount**

Statistics about the level expressed by using adjectives of indefinite quantity, that is, fewness or abundance. Adjectives of indefinite number are expressed through words that do not specify the exact number of things, for example - few or - many. Morphologically, adjectives of indefinite quantity are formed by attaching a

basic transitive suffix to the roots of adjectives that do not mention definite or specific quantity Wesana-Chomi (2013). The following examples collected from the Taifa Leo newspaper show the use of figures in environmental texts that show abstract numbers:

14) ***Maelf**u* watoroka makwao baada ya volkano kulipuka. (T.L. 24/5/21 uk. 5)
Thousands flee their homes after the volcano erupted.

Some journalists used general statistics to describe environmental events. Example 14 reflect the adjectives of the total number of nouns in question. In those examples, it is obvious that it was not easy for the journalists to talk about the exact number of nouns in question because it is impossible. However, readers can get a complete picture of the level or number of what is presented by the journalists in the text through the estimated number through the use of the words like 'thousands' and 'many'. Here, the journalist uses an image like the total number of things or levels of the situations being discussed. Through these images, the journalists manage to give a picture of the great destruction and environmental damage.

6) Selection of Topics

Basically, the news topic or news headlines are summaries of the given news that are written on top of the relevant articles in the newspaper. Often news articles are not written as complete sentences Richardson (2007). The researcher noted that these headings may lack certain nouns or verbs. The reason for leaving out those words may be to make the topic more interesting and less wordy. This study identified that journalists used different styles in preparing the topics of the texts they composed. This research has divided the investigated news headlines into the groups discussed in the next section.

• Keynote/Shortcut Topics

Allusive or abstract topics contain omitted words that carry an important or heavy message. Often, words are intentionally left out to cause curiosity and thus stimulate the reader to continue reading in order to get the full message (Conboy, 2010). Words that are left out of the subject are prepositions, auxiliary verbs, adjectives, possessives and conjunctions. The following examples collected from the newspaper *Taifa Leo* show headlines with anecdotal or abbreviated titles:

15) **JOTO**: Jua lawaka Mombasa!(T.L. 10/12/21 uk. 6)
   HEAT: The sun is burning in Mombasa!

Example 15 identifies a headline that hints at the reader but does not convey the full message. In that case, the reader is left asking questions such as: why does the sun burn in Mombasa? What is it about the ' *burning sun* ' that made the city of Mombasa unusually hot? The answers to these questions will encourage the reader to skim the whole text to get the message of the journalist who wrote the article. The use of exclamation marks is also unusual. The goal of writing the statement ' *The sun is burning in Mombasa!* ' with an exclamation mark is to indicate a surprising or unusual situation for the reader. In addition, the use of the sensor indicates that the sun's burning in an unusual way is the essence of the extreme heat in Mombasa. The

author intends to inform his reader that, the essence of the increase in temperatures in Mombasa is the sun that burns in an unusual way. The word 'heat' is written in capital letters to indicate that it reflects the message presented by the author of the article. Basically, the use of suggestive headlines in environmental texts in the *Taifa Leo* newspaper aimed to create excitement and thus stimulate the reader to continue reading in order to get the full message about the events narrated. In this way, the readers will be motivated to know the message given in a shortcut. The media intends to sell itself to the readers. One way to ensure this goal is achieved is to use short headlines that catch the readers' eyes.

- **Rhetorical Topics**

Rhetorical topics take the form of a question that does not require an answer. The question given in the headline aims to stimulate the audience of readers to think deeply about the message given and in that way they are affected in the way intended by the writer. In addition, a rhetorical question may have the intention of provoking certain emotions in the readers, for example feeling sad, irritated or surprised Timucin (2010). The following examples of headlines with rhetorical themes about environmental news were collected from *Taifa Leo* newspaper :

16) Je, bora mitishamba? (T.L. 22/2/22 uk. 4)
   What are the best herbs?

Example 16 reflects a rhetorical question asked by a journalist who prepared a special article about traditional remedies known as 'herbals'. The headline draws the reader's attention because the use of traditional medicine has become common in society due to the increase in the cost of scientific medicine in hospitals. When the reader of the newspaper comes across that headline, he will want to know the essence of planting/growing herbs. The reader will reflect on the phenomenon of quality and the effects of using herbs to treat diseases. The meditation aims to find a permanent solution regarding the suitability of traditional medicine. The reader will be surprised by the fact that the use of herbs has many benefits compared to treatments based on scientific solutions.

- **Statistical Topics**

Statistical topics are those that mention the number or level of things and situations discussed in the headline. These statistics can be a specific amount of money, the outcome of a certain event or the level of impact of a certain thing. Statistical headlines refer to the number in a specific or general context. The purpose of using specific statistics is to show the reality of the matter. In addition, statistical information provides evidence that shows that reported events are indisputable facts Van Djik (1988). The following are examples of news headlines with statistical topics collected from *Taifa Leo* newspaper:

17) Ajali ya moto yaangamiza **watu *16*** klabuni. (T.L. 25/1/22 uk. 8)
   A fire accident kills ***16 people*** in the club.

The headlines that appear in example 17 show the specific number of people who died from fire and flood disasters. This situation strengthens the reality of the information provided. In addition, journalists manage to provide a complete picture

of the effects of the fire disaster on society so that emergency aid can be provided to the victims.

The headlines give full information on the number of people who died due to fires. This information is not only aimed at individual readers in the community, but also governmental institutions that deal with disasters such as fire in the community. By showing the full number, the journalists inform the government and the public in general about the extent of the fire disaster and in that way give a call to prepare in advance to face it in society. By using statistics that determine the exact number, journalists succeed in informing the public about the seriousness of the fire epidemic and how to have agencies that face it in our communities. The headlines reflected in the above examples show the disaster resulting from the destruction of the environment. This information is important so that emergency plans to support the victims can be made by government agencies and organizations that deal with these disasters. The statistics show the severity of the disasters themselves. Basically, we can come to the conclusion that the statistical headlines used in the environmental texts in the *Taifa Leo* newspaper aimed to provide evidence that showed that the events reported were true to the reality of things.

3. CONCLUSION

Journalists presented information on environment to readers of *Taifa Leo* newspaper almost on a daily basis for different purposes. This was achieved through careful selection of language features. For instance, to warn, or attract the attention of the readers so that they avoid certain expected effects. Other journalists reported events that were expected to happen but had not already happened.This was done with the hope that by taking appropriate measures, the public may be able to avoid the effects that accompany those events. News reporters also aimed to educate, sensitize, and encourage the community about positive actions that may be taken in order to maintain better health and environmental standards. In other instances, journalists aimed at making the narrated events appear real and easily believable by the reader. Through of language, the journalists succeeded in developing the effect they aimed to create in the reader, for example, to make the reader sympathize with the victims of climate change. This can happen if the reader is made to be emotionally affected by the information he reads. In this way, the journalist succeeds in persuading, and intellectually directing and changing his reader's thoughts about the environmental events being narrated. At times, authors used tone to evoke feelings of anger, fear, suspense, hopelessness and hope. The feelings of anger, fear, suspense, hopelessness were intended to make the reader to desire to get a solution, for instance, to find a permanent solution regarding the problem in question. On the other hand, feelings of hope could be a business strategy - the readers will be motivated to know the message given, say, in a shortcut, not to mention that the media intends to sell itself to the readers. One way to ensure this goal is achieved is to use short headlines that catch the readers' eyes. In a nutshell, language, and in this case Kiswahili, is a tool that connects thoughts, creates a worldview and drives actions.

CONFLICT OF INTERESTS

None.

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