



# A comparative study on the Times of India and The New Indian Express

## -A stylistics Approach

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### Abstract:

This paper survey the stylistics variations, between two leading English Newspapers in India – The Times of India and The New Indian Express. By investigate lexical choices, sentence structures, headlines, and rhetorical strategies, the study aims to uncover the linguistic and stylistic preferences that define their editorial. Identities utilizing tools from stylistic and discourse analysis. This comparative study reveals how each newspaper constructs meaning, appeals to its audience and reflects editorial bias or ideology. The paper concludes that while both maintain journalistic standards, their distinct styles cater to different readership and serve varying communicative perspects.

### Introduction:

Stylistics as a branch of applied linguistic study the use of language in literary non- literary text. In journalism style notable influences how is news presented and recognised. Even though newspaper used in various stylistic tools to someone, and retain readers. This paper compares The Times of India and The New Indian Express analyzing their linguistic and stylistic features. The aims to highlight how style shapes news delivery, and reflects each Newspapers ideological park, regional influence, and target readership.

### 1. Theoretical background of stylistics in journalism :

How language is used to create meaning. Stylistics involves the analysis of style.it combines linguistic features with literary analysis and often draws upon.

Lexical analysis – vocabulary choices

Stylistic structures – sentence formation.

Discourse features – cohesion, coherence and Narrative voice.

Rhetorical devices – metaphor, irony, repetition

This elements contribute to clarify, convincing, emotional, appeal, and tone in journalistic writing.

## 2. Overview of the Newspapers:

### 2:1. The Times of India (TOI)

Founded in 1838

Headquarters: Mumbai

Owned by Bennett, Coleman & co

Known for a blend of hard news, lifestyle.

Content, and some what commercial tone.

### 2:2. The New Indian Express (TNIE)

Founded in 1932(as the Indian Express, later split)

Headquarters: Chennai.

Owned by Express publications.

Emphasis regional issues, conservative, editorial tone.

And traditional journalistic language.

## Methodology:

Sample; Ten front -page articles and ten editorials from each Newspapers (collected over two weeks).

Framework: stylistic analysis focusing on: Lexical density and worldliness sentence complexity and structure use of headlines and sub-headings, tone, morality, and rhetorical devices.

### 1. Lexical choices and register:

#### 1.1. Vocabulary in TOI

More conversational and modern use of grammatical expression and current slang in lifestyle and entertainment part.

Examples: “ informal words/ slang” ,”glow up” ,”

Trending phrases:” side hustles” “unicorn dream’s “.

#### 1.2 Vocabulary in TNIE

More formal and controlled vocabulary.

Greater use of technical or political jargon.

Examples: “ policy efficiency “ systematic inefficiencies “.

“Fiscal prudence”.

Analysis: TOI Trends to simplify the language for mass appeal

While TNIE prefers more serious and reserved tone, aligning with a more analytical readership.

## 1. Sentence structure and syntax:

### 1.1. TOI

Shorts, punchy sentences

Frequently used of compound – complex, construction in feature. Writing often begins with eye -catching statements or questions.

### 5.2. TNIE

Longer sentences with more clauses Dense sentence structures in editorials.

Uses of formal connectives (e.g, “moreover”, consequently )

Analysis: TOI uses conciseness to attract readers rapidly, whereas TNIE emphasizes syntactic depth to convey powerful and seriously.

## 6. Headlines and Rhetorical Devices:

### 6.1 TOI

Headlines are amazing, humorous and sometimes wordplay -based .

Eg: “city on Edge as Rains Lash for 3

“Love in the times of lockdown”.

“To Be or Not to Bee: Honey Harvesters struggle”.

Use of alliteration,puns,rhyme, and numerals.

### 6.2

### TNIE

Headlines are straight forward, formal and revealing.

E.g.: “ Two Muslim teenagers killed in police firing during eviction drive in Assam’s sonnapur”.

Avoidance of overly creative or dramatic devices.

Analysis: TOI headlines seek to entertain and grab attention, TNIE focuses on clarity and accuracy.

## 7. Tone and ideological positioning:

### 7.1. TOI

Often adopts a neutral or market - friendly tone.

Occasionally criticized for commercialized or infotainment orientation.

Balanced reporting with a focus on appeal and presentation.

### 7.2. TNIE

More politically and socially conventional stronger editorial stances on issues like governance, policy and ethics, prominence on nationalist rhetoric and regional representation .

Analysis: TNIE aligns more with serious national concerns ;TOI learns toward mass engagement and accessible reporting.

## 8. Visual and stylistic layout:

**TOI:** Rich in infographics ,bold headlines,color sections.

**TNIE:** Cleaner, more text- heavy, restrained visuals.

This reflects the difference in target demographics: TOI Caters to urban youth and professionals, while TNIE appeals to policy – minded readers.

## 9.Findings and explanation:

TOI adopts a more liberal and commercial tone, using stylistic devices to enhance engagement.

TNIE Prefers traditional journalism maintaining a formal and serious tone.

Both reflect editorial choices that shape public sense through stylistic variation.

These findings demonstrate that stylistic choices are not random but embedded in ideological, commercial, and cultural frame works.

## Conclusion:

The stylistic comparison of the TIMES OF INDIA and The New Indian Express shows how language constructs media identities while TOI is driven by accessibility and appeal, TNIE adheres to formal, information -heavy reporting not only editorial policy but also cultural, regional and ideological learnings. Understanding such stylistic nuances is crucial for students, media scholars, and linguistics alike. It also underscores, how language choices influence the reception and impact of news in a diverse society like India.

## References

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