Comparison of Lexical Density and Grammatical Intricacy in News Text of Readability

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Abstract. This study aims to determine the density of a news text published by the Business of Fashion and the New York Times as well as the legibility of the news text in helping readers understand. Based on this qualitative study, it was found that from both types of texts with the same theme, the results of the lexical density and Grammatical Intricacy of the two texts were obtained with the following results. T1 has a lexical density index of 58.13% with a Grammatical Intricacy level of 12 and T2 has a lexical density index of 54.18% with a Grammatical Intricacy level of 8. It can be concluded that the reader will more easily understand T2 than T1 because of the results of the index calculation from lexical density and Grammatical Intricacy owned by the two texts.

Keywords: Grammatical Intricacy, Lexical Density, Readability

1. Introduction

Lexical Density is a part of linguistics study can be found in spoken and written language. The term of lexical density is the proportion of lexical items (content words) to the total discourse" (Halliday, 1985:62-63). For further explanation, Halliday (2005:83) states that lexical density is a measure of the density of information in any passage of a text according to how tightly the lexical items (content words) have been packed into the grammatical structure. Lexical density can also be determined by dividing the number of content words (lexical items) in a clause is complex by the number of clauses in the complex. Lexical density shows the complexity of words within a text. It describes the development of lexical items in the written language.

Most research on lexical density and grammatical intricacy there are on the student textbooks. Some researcher who analyzed lexical density and grammatical intricacy are Sujatna, E, T, S. (2019) and Prawinanto, A., & Bram, B. (2020), who are investigated lexical density and grammatical intricacy in a student textbooks for senior high school, Mulyanti, W., & Soeharto, P. P. (2020) and Waruwu, N. R. (2018) are investigated lexical density and grammatical intricacy in a student textbooks for junior high school, and Hasibuan, B. R. (2020) investigated political article in news paper.

Lexical items consist of nouns, verbs, adjectives and adverbs, but there are words such as preposition, conjunction, auxiliary verbs, modal verbs, pronouns and articles that are not classified as lexical items. Most of the research on lexical density shows how much

influence the text density has on its readability. Several researchers who conducted this study, including Sujatna (2019), who examined the readability of texts in a book of teaching materials, and Mishra (2019) conducted research on the lexical density of poetry.

In the current case, the object of research is a news text published by the Business of Fashion and the New York Times, choosing this object not without reason but for the object of this lexical density research as a form of other variation. It can also help how far the text will be understood by the reader by knowing the index.

Lexical density, according to Halliday (2005:83), states that lexical density is a measure of the density of information in any passage of a text, according to how tightly the lexical items (content words) have been packed into the grammatical structure. He defines lexical density as the number of lexical items, as the proportion of the number of running words. He refers to using lexical items rather than lexical words because they may consist of more than one word. For example, stand up, take over, call off, and other phrasal verbs all function as single lexical items. The low lexical density makes the text easy to read but less information, while the high lexical density makes the text difficult to read but has more information. The lexical items (content words) are most important for explaining information.

Lexical items or content words are the most important for explaining information because lexical items are needed to calculate the lexical density of a text. Lexical items consist of nouns, verbs, adjectives and adverbs (Johansson, 2008:65), but there are words such as prepositions, conjunctions, auxiliary verbs, modal verbs, pronouns and articles that are not classified as lexical items.

Eggins (2004: 97) points out that the corollary of this is that spoken language has a higher level of grammatical intricacy. Grammatical intricacy relates to the number of clauses in a text as a proportion of the number of sentences in the text. The definition of grammatical intricacy that was given by Eggins that GI related to the number of clauses and sentences. It could be calculated by expressing the number of clauses in a text as a proportion of the number of sentences in a text. GI relates about the intricacy of text. Based on the explanation by Eggins that to count grammatical intricacy can be formulated into this following formula:

$$Grammatical\ intricacy = \frac{number\ of\ clauses}{number\ of\ sentence}$$

To count the lexical density of a text, Ure (1971), in Johansson (2008) describe in the following formulate:

$$Lexical\ Density = \frac{lexical\ word}{total\ word}\ x\ 100\%$$

Lexical Density (LD) which is that represented by a fraction of 100 could be counted by total number of words with lexical properties is divided by total number of orthographic words and multiply to 100. The term of lexical properties refers to different words or unique words while the orthographic words refers to words.

In Sujatna (2017) the following is the formula used in counting Gunning Fog Index that relates closely to the grade of reading level.

$$Reading\ Level\ (Grade)$$
$$= average\ number\ of\ words\ in\ sentences$$
$$+\ \%\ of\ words\ of\ three\ or\ more\ syllables\ x\ 0{,}4$$

For readability and grammatical intricacy by using a calculation index on the whole text, namely; gunning fog, flesch-kincaid, SMOG, Coleman-Liau, Automated. Then the average grade level result for the text will be compared with the applicable index, as shown in the table below:

Table 1. Fog Index

Fog Index	Reading Level by Grade
17	College graduate
16	College senior
15	College junior
14	College sophomore
13	College freshman
12	High school senior
11	High school junior
10	High school sophomore
9	High school freshman
8	Eighth grade
7	Seventh grade
6	Sixth grade

Table 2. Reading Level Grade

Score	Age	Grade Level
1	5-6	Kindergarten
2	6-7	First grade
3	7-8	Second grade
4	8-9	Third grade
5	9-10	Fourth grade
6	10-11	Fifth grade
7	11-12	Sixth grade
8	12-13	Seventh grade
9	13-14	Eighth grade
10	14-15	Nineth gradre
11	15-16	Tenth grade
12	16-17	Eleventh grade
13	17-18	Twelfth grade
14	18-22	College student

2. Method

This study uses a descriptive qualitative method which is carried out in news texts published by the Business of Fashion and the New York Times, by analyzing LD, GI, and also Readability. This analysis was conducted on news text objects with relatable fashion themes for teenagers.

In analyzing the data, the researcher did several processes. First, find the text from website fashion and general portal news. Second, analyze the sentence of text. Third calculate the LD, GI, and also readability of the text and the last make a conclussion about the text which one is readable and easy to understand. For readability and grammatical intricacy by using a calculation index on the text as a whole, namely; shooting fog, flesch-kincaid, SMOG, Coleman-Liau, Auto. Then the results of the average value level for the text will be compared with the applicable index.

3. Result and Discussion

As a result of the text the researcher found that T1 has a lexical density index of 58.13% with a Grammatical Intricacy level of 12 and T2 has a lexical density index of 54.18% with a Grammatical Intricacy level of 8. It can be concluded that the reader will more easily understand T2 than T1 because of the results of the index calculation from lexical density and Grammatical Intricacy owned by the two texts.

Table 3. lexical density T1

	Lexical Words in Green	Lexical Density
1	why fast fashion still has genz's heart the generation credited with leading the charge on climate activism and social justice is also propelling the growth of fast fashion behemoths like shein and boohoo .	62.5%
2	i saw it first a ukbased online fast fashion brand was able to pivot with lightning speed from goingout dresses to tiedye sweatpants when the world locked down and back again as soon as restrictions eased .	63.89%
3	the company even managed to sell bikinis denim shorts and formfitting dresses from its love island collection this summer when many uk customers were restricted from travelling much beyond their backyards .	64.52%
4	the brand had a strong start to the pandemic too though the company swung to a loss sales for the full year ended oct .	54.17%
5	4 2020 were up 62 percent to 53 9 million about 73 5 million .	21.43%
6	for its pandemicera success i saw it first as well as competitors like boohoo and shein can thank genz .	52.63%
7	the youngest generation of consumers can't get enough of cheap disposable clothes .	66.67%
8	every year or two a new etailer rises to the top seemingly from nowhere most recently it was shein famous for pumping out thousands of new looks daily .	60.71%
9	according to google the top four trending fashion brands among us genz consumers at the start of september were all companies built in the chinese fast fashion seller's mould edikted cider verge girl and adika .	65.71%

	Lexical Words in Green	**Lexical Density**
10	and yet shoppers in their teens and early 20s also have a reputation for ethical consumption .	50%
11	genz is leading the charge when it comes to sustainability and climate change and really pushing brands to do better said emma chiu global director at wunder man thompson intelligence .	65.52%
12	they have helped popularise upcycling and reselling used clothes due to become a 51 billion business by 2025 according to globaldata .	57.14%
13	in other words genz contains multitudes .	83.33%
14	few brands are able to cater to the entire demographic from fast fashion addicts to ecowarriors .	62.5%
15	increasingly they seem to be polarised toward one end or the other .	50%
16	shoppers from birth genz grew up in a world where fast fashion the internet social media and economic uncertainty have always been the norm .	58.33%
17	some cultural commentators believe that it's hard for young consumers to step outside of that whatever their core values .	47.37%
18	what's more said tahirah hairston fashion and beauty director at teen vogue gen z has largely connected with fashion in a different way to its generational predecessors .	65.38%
19	while older millennials were exposed to aspirational brands and products through print magazine ads today's crop of young consumers sees them worn by influencers in fleeting content designed for a cursory scroll on instagram .	64.71%
20	it's a model built to drive consumers toward impulse purchases and an endless cycle of disposable outfits she said .	57.89%
21	not to be dramatic but it's because of capitalism hairston said .	45.45%
22	what it means to shop and buy has to change before we stop shopping fast fashion .	50%
23	sustainable fashion for all ?	50%
24	there is another reason many genzers prefer fast fashion over more ecofriendly alternatives it's cheap .	66.67%
25	an i saw it first dress can cost 15 even before the discounts applied from regular flash sales .	55.56%
26	sustainable brands which to do justice to that label must make clothes from low waste lowimpact materials and manufacturing under fair working conditions can rarely price their clothes so low .	62.07%
27	even the handful of sustainable brands catering to younger audiences with trendy silhouettes can feel out of reach to a broke teenager .	59.09%
28	reformation one of the rare sustainable brands to find success with a broad audience sells dresses for about 250 .	57.89%
29	a reformation dress is an impressive investment piece when you're 17 said hairston .	53.85%
30	fast fashion brands can also offer a variety of affordable clothing for plussize consumers she added .	68.75%

	Lexical Words in Green	Lexical Density
31	however that gap is closing reformation has offered sizes up to 3xl in its permanent collection since 2019 and on friday scandicool brand ganni launched a 10piece capsule collection with the help of upmarket plussize retailer 11 honoré .	52.63%
32	the credibility gap fast fashion retailers are increasingly looking to position themselves as sustainable .	64.29%
33	in september boohoo disclosed the names of its 1 100 supplier factories and said it plans to sign the international accord for health and safety in the textile and garment industry which is legally binding .	51.43%
34	this follows on from allegations of poor working conditions and belowminimum wages in the group's leicester england supplier factories at the height of coronavirus lockdown in 2020 .	55.56%
35	primark and asos last month committed to slashing carbon emissions by 2030 and switching to more recycled materials and packaging in the coming years .	62.5%
36	asos said it would tie executive pay to meeting environmental social and governance goals still relatively rare in the fashion industry .	71.43%
37	primark which promises to make all clothes recyclable by design by 2027 has couched its sustainability messaging in promises to keep prices low .	56.52%
38	i'm wearing one of our 2 tshirts today primark chief executive paul marchant told investors and analysts during a sept .	65%
39	17 presentation of the company's esg strategy .	57.14%
40	this will be made from sustainable cotton from autumn winter but it's still going to be 2 and we're still making the same margin .	45.83%
41	questions remain about how exactly some of the retailers' targets will be realised or just how ambitious they really are .	45%
42	asos for example pledges to be netzero by 2030 but ambitions to cut carbon emissions are tied to variable factors like the number of customer orders and company profits which any business would hope to grow over the years .	51.28%
43	a spokesperson for asos told bof its emissions reduction targets have been independently verified by the science based targets initiative an organisation that oversees privatesector climate commitments and allow the company to factor in the future growth it expects to see .	60.98%
44	when asked about how it will realise its sustainability ambitions within the next decade a spokesperson for primark said it has set deliberately stretching targets building on the company's existing sustainability work which will take time and collaboration with stakeholders such as suppliers ngos and industry partners to implement .	57.14%
45	but these developments nonetheless make sustainable fashion seem like a viable option for the average consumer .	62.5%
46	in one fell swoop what primark has done is reset that expectation around sustainability and also around price said francesca muston vice president of fashion at trend forecasting agency wgsn .	66.67%
47	they're giving genz that choice to buy fashion and think about their values at the same time .	52.94%

	Lexical Words in Green	**Lexical Density**
48	an untapped market in some cases genz trends lend themselves to resale and ex perimental personal style an alternative to massmarket products and constant n ewness at a similar price point .	62.07%
49	the rise of y2k and 70sinspired silhouettes has helped grow demand for vintage yet accessibly priced finds .	64.71%
50	but fast fashion brands still remain a goto source of current trends even among genz consumers engaged in ostensibly more sustainable shopping habits like re sale .	76%
51	a search for shein on poshmark turned up over 5 000 results while brand names like missguided and boohooowned prettylittlething rack up tens of thousands o f search results on depop .	56.67%
52	we do see people searching for fast fashion clothes .	66.67%
53	i think though it's more about trying to find a certain trend or silhouette said mi chael ford senior culture researcher at depop .	63.64%
54	evolving values as genz matures and enters the job market more of those who c are about sustainability will be in a position to buy clothes in line with their val ues .	50%
55	there's a gap in the market .	33.33%
56	because there is this sort of assumption that genz is coming in at a certain price level but there are lots of opportunities for different price points said muston .	48.28%
57	it's there to play for .	20%
58	and for those brands that can't quite crack the two sides of genz there's hope ge neration alpha is just around the corner .	50%

Table 4. Summary of readability text 1

Readability Score (Index)	Grade Level of Entire Text
Gunning fog	15.27
Flesch-Kincaid	12.17
SMOG	13.9
Coleman-Liau	13.89
Automated	14.5
Average Grade Level:	13.95
Median Grade Level:	13.9

Table 5. Lexical Density T2

	Lexical Words in Green	Lexical Density
1	gen z channels the 1990s the icons and fashions of the fin de siecle are objects of fascination for those who didn't experience them the first time around .	42.86%
2	here's what they say about why .	16.67%
3	when tora northman 23 scrolls through instagram as she does multiple times a day she often sees a picture of gwyneth paltrow attending the 1996 mtv video music awards in a burgundy velvet gucci trouser suit in her feed .	58.97%
4	sometimes a friend will have posted it .	42.86%
5	other times it has come from one of the 1990s and y2kthemed pages that have proliferated online including 90sanxiety 90smilk early2000sbabes and literally .	47.83%
6	iconic the owner of which claims in the account's bio to have been raised by paris and britney .	44.44%
7	every single time i see her in that red velvet suit i will like' it and i will probably share it ms northman said .	50%
8	gen z's style obsession with the 1990s and '00s is well documented .	58.33%
9	see olivia rodrigo at the white house in a clueless esque chanel suit from 1995 or bella hadid celebrating her birthday in the opening look from gucci's spring 1998 collection .	60%
10	survey a gaggle of teenagers and you'll spot vintage camo trousers platform shoes strappy tops belly chains slogan tshirts boys lie !	80.95%
11	hibiscusprint dresses and butterfly jewelry .	80%
12	on the resale platform depop there were 290 000 unique searches for y2k in september october and november according to the company .	54.55%
13	it is one of the most popular searches on the platform a spokesman said .	50%
14	over the same period there were 92 561 searches for low rise jeans and 150 133 for ed hardy .	42.11%
15	paparazzi shots and film stills from the period trade online as curiosities from a seemingly simpler yet more decadent time sarah jessica parker as carrie bradshaw princess diana britney spears .	76.67%
16	there is young naomi campbell on the runway for chanel gaultier and versace flashy victoria beckham in her past life as a pop star paris hilton in a don't be jealous tshirt.	56.25%
17	for those old enough to recall dancing to prince's 1999 at midnight in sparkly plastic sunglasses that spelled 2000 the notion of pining for the cultural and fashion stars of the era of financial and technological uncertainty may be baffling .	50%
18	but many of those who came after suggest that the attraction is about a lot more than simply the fun of trying on the outfits of another era or the start of a new 20year fashion cycle .	40.54%
19	being more in the moment' one of depop's most successful sellers according to the company is isabella vrana 24 whose shop promises 90s 00s gems for u angels .	57.14%
20	she lives in london employs three people and has sold more than 16 000 pieces to those eager to cosplay an earlier existence .	56.52%
21	on a recent podcast ms vrana learned about the fear in the late 1990s of a millennium bug that could collapse worldwide infrastructure through date formatting errors .	55.56%
22	the idea that technology could fail was shocking to her .	40%
23	she recalled her boyfriend's mother telling her about a time before cellphones when if you lost a friend during an evening out you'd have to go home and sit by the landline .	40.63%

	Lexical Words in Green	**Lexical Density**
24	that just seemed so cool to me ms vrana said .	70%
25	i like the idea of people just being more in the moment .	41.67%
26	to crush on the past is a respite she said from the things that we do a lot but hate like being on our phones all the time or taking 50 nearly identical photos and then obsessively checking through and finding your favorite .	41.86%
27	there is of course a vivid irony to a generation using smartphones and the internet as a portal to a lessonline age in order to fantasize about limiting their reliance on technology .	46.88%
28	ms vrana knows it wasn't all so great way back when that homophobia racism and sexism were more tolerated that many female celebrities were harassed and controlled .	62.96%
29	but still she said people to just some extent seemed more chill .	66.67%
30	much of this has to do with nostalgia for an age before social media and technological dominance especially among young adults who have grown up documenting themselves and being documented .	43.33%
31	in the '90s after all there were no bathroom selfies .	30%
32	no recordings of livestreams arm outstretched holding up a device .	60%
33	no iphone note apologies .	75%
34	most people didn't seem to even touch a camera themselves they were captured instead by others living rather than posing .	60%
35	james abraham 35 who runs the popular instagram account 90sanxiety which he started in 2016 sees the intrigue as related to the sense of something uncompromising about the period the rawness the realness mr abraham said .	52.78%
36	purity ' that's the keyword .	60%
37	hot and unbothered' in the '90s and aughts ms northman said people seemed more like themselves .	62.5%
38	sure today's celebrities perform openness through social media but often she noted they are actually the opposite strategic and controlled .	65%
39	ms northman loves the way celebrities appeared to dress effortlessly in the '90s in oversize suits with unbuttoned shirts thongrevealing jeans ironic tshirts and skimpy sparkly halters .	74.07%
40	and the way they draped themselves over new partners and smoked on the red carpet or got drunk and said uninhibited quippy things .	56.52%
41	it seems she said that everyone was hot and unbothered .	50%
42	for her images of say a teenage kate moss taking a drag from a cigarette provoke a strange longing for sensations and scenes she can't quite summon but imagines she would like evenings out without selfies the smell of smoke in a nightclub the sound of a friend unanticipated and unplanned knocking at the front door asking you to come and hang out .	49.21%
43	charlotte mitchell a 21yearold law student in manchester england said that she imagines the '90s and '00s to be like now except social media is not a thing so everyone is just dressing how they want to .	54.05%
44	last year urban outfitters where she works parttime went big on the von dutch revival peddling '00sstyle tank tops and trucker hats .	77.27%
45	she bought a cute top bearing the logo thinking it was a cool new brand .	60%

	Lexical Words in Green	Lexical Density
46	her 30yearold manager disapproved she said scoffing you weren't even born .	54.55%
47	a child of the 2000s ms mitchell is understandably woolly on the details of the age her style apes preferring like her peers to picture it through the haphazard beautiful images that trend online .	50%
48	as with nearly all of those interviewed she had never heard of seinfeld or will grace .	37.5%
49	she has never watched an episode of friends .	50%
50	it has never appealed to me she said .	37.5%
51	ms vrana disagrees .	100%
52	one of her style icons is early jennifer aniston as rachel green .	66.67%
53	i love '90s office wear she said .	71.43%
54	my childhood was hannah montana ' ms mitchell said .	77.78%
55	asked if she'd heard of the o c which premiered in 2003 she replied solemnly i don't know what that is .	33.33%
56	i'm sorry .	50%
57	how about the o j simpson trial ?	42.86%
58	i feel like i wouldn't have heard of him if it wasn't for the kardashians she said .	23.53%
59	another 21yearold sam fitzpatrick who works in social media and lives in liverpool england said in an interview that she did in fact appreciate wider '90s culture and old music like the spice girls .	55.88%
60	the power of paris harriet russell 21 wears three sparkling tooth gems straightens her hair and buys her '90s stuff on ebay .	68.18%
61	it's usually some mum clearing out her loft who doesn't know what everything's actually worth said ms russell who lives in east london .	60.87%
62	her saved searches include d g walé adeyemi vintage burberry air max 95 and miss sixty .	75%
63	for a while her friends tried to bask in the image if not the reality of a technologyscarce life she said .	42.86%
64	some bought flip phones to pose with in their smartphone selfies .	54.55%
65	many over the summer fell in love with an instagram filter that made images look as if they were taken by a primitive camera phone .	52%
66	for a while everyone was back on film ms russell said .	54.55%
67	now some of her friends keen to be ahead of the curve have moved back to digital carrying tiny snapshot cameras when they go out at night .	51.85%
68	i guess that's a '00s thing when no one had iphones and you'd take a camera out and then like export it onto a pc or something afterward she said .	43.33%
69	i don't know how that would even work .	37.5%
70	ms russell said she likes channeling paris hilton's richgirl persona .	90%
71	she loves the sunglasses in the club look the designer bag big logo the skin on show.	58.82%
72	to her such fashion seems liberating she said .	62.5%
73	we need and want to be carefree .	42.86%
74	indeed the paris hilton of the past she is now 40 once a bastion of playful nihilism has become an unlikely hero to some half her age .	51.85%
75	nicole stark a 19yearold whose depop shop glownic promises y2k x 90s garmz black owned agreed that ms hilton a billionaire's daughter with a persona built on blindness to her own privilege would likely have been canceled if she had risen to prominence today .	59.09%

	Lexical Words in Green	Lexical Density
76	nevertheless ms stark loves her viewing her as a powerful woman who refused to co nform .	60%
77	to ms stark and many of those interviewed the stories of female celebrities like ms h ilton who came of age in an entertainment industry dominated by men provide mod els not only of outlandishness as rebellion but also of women who were savvier than many people gave them credit for .	57.14%
78	for many in gen z ms hilton with her sparkly outfits unbridled confidence and pouty refusal to work day jobs or capitulate to appropriateness as immortalized in the simp le life encapsulates the freedom of the era the humor ease and flippancy .	60.98%
79	she just did whatever she wanted ms mitchell said almost awed .	63.64%
80	she wasn't influenced by anybody .	40%

Table 6. Summary of readability text 2

Readability Score (Index)	Grade Level of Entire Text
Gunning fog	12.71
Flesch-Kincaid	9.75
SMOG	11.84
Coleman-Liau	11.58
Automated	11.83
Average Grade Level:	11.54
Median Grade Level:	11.83

4. Conclusion

lexical density is simply the percentage of words in written (or spoken) language which give us information about what is being communicated. With regard to writing, lexical density is simply a measure of how informative a text is. As the analysis that both of text with theme of fashion, T1 has a lexical density index of 58.13% with a Grammatical Intricacy level of 12 and T2 has a lexical density index of 54.18% with a Grammatical Intricacy level of 8. It can be concluded that the reader will more easily understand T2 than T1 because of the results of the index calculation from lexical density and Grammatical Intricacy owned by the two texts.

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