

Discourse and Rhetoric: A Study of Pakistani English Newspaper Editorials

Farzana Khan¹
Muhmmad
Aslam² Maryam
Aadil³
Abstract

This study aims at exploring the use of rhetorical devices from the editorials of Pakistani English newspapers. For this purpose, data was collected from three Pakistani English newspapers *The News*, *Dawn*, and *The Nation*. Using purposive sampling technique, 36 editorials were selected; 12 editorials from each newspaper, which were published on the coverage of Panama Leaks from April 2016 to December 2016. In order to find out the answers of research questions, mixed method approach was applied. Findings revealed that the editorial writers have employed eight rhetorical devices, namely: Parallelism, Antithesis, Simile, Metonymy, Hyperbole, Metaphor, Neologism and Rhetorical question common in their individual discourse to persuade the readers, while Oxymoron and Allusion were rarely used. Results of Chi-Square revealed statistically significant frequency differences in the use of the rhetorical devices. The total frequency of Rhetorical devices was found higher in the *Dawn* as compared to *The News International* and *The Nation*. Metonymy was found most frequently used rhetorical device in the three newspapers. Hyperbole was second and rhetorical question was third frequently used rhetorical device in these newspapers. From the perspective of pedagogy, the results of the current study can provide English foreign language teachers and students with knowledge about the use of rhetoric in the genre of newspapers' editorials. Therefore, editorials can be used as a source for writing persuasive and argumentative essays. This study would be helpful for the general masses to make them aware as to how the use of rhetoric in newspaper discourse manipulates them according to the desired ideologies of the newspapers. This research would also be valuable for the future researchers, especially for those interested in exploring the newspaper discourse, with a particular focus on the genre of Editorial, as they can further explore the use of rhetoric in comparison to foreign newspaper editorials.

Keywords: *discourse analysis, rhetoric, rhetorical devices, editorials*

Introduction

Language is of vital significance for communication as it facilitates the statement of ideas. It is through the use of language that feelings, attitudes and ideas are expressed. A piece of discourse has been defined as an example of written or spoken language having recountable inner relationship of meaning and form, which is associated with outer communicative function or purpose and a given interlocutor (Celce-Murcia & Olshtain, 2000). Newspaper discourse has been widely researched in the contemporary world to explore the way through which language is used to manipulate and persuade the readers. Editorials depict the point of view of

the newspaper on

a particular issue. Therefore, editorial writers employ certain ways to make language effective and persuasive. The most effective way of making language persuasive is the use of rhetoric because the primary purpose of rhetoric is to make the discourse persuasive (Burk, 1969).

Rhetoric is a linguistic action which deals with the devices that convey connotation in language (Ashipu, 2013). Rhetoric has been defined as an ability to look for accessible ways of persuasion (Kennedy, 2007). It is an effective and powerful use of language to stimulate, convince, defend, or persuade in any available situation (Iqbal, 2013). Cicero defined rhetoric as a great art which consists of five arts: invention, elocution, disposition, pronunciation and memorials. He further argues that rhetoric is a speech which is configured to persuade. Quintilian moved one step ahead by asserting rhetoric as the science of finer speech (Booth, 2009). "Speech designed to persuade" is a basic definition of rhetoric (Burk, 1969, p. 49).

Due to the ever-growing impact of newspaper editorials, its discourse has been analyzed from a variety of dimensions around the world. Rhetorical devices are employed by the editorial writers to persuade the readers. These Rhetorical Devices have been called an effective means of decoration by Ashipu (2013) which decorate the written text. Rhetorical devices are used more frequently in public speeches and advertisements to consciously create a particular effect (Khudabandeh, 2007). Rhetorical devices have been defined "as the graces of language", "as the dressing of thought", as "embellishment", for certainly they do "decorate" our prose and give it "style", in the "couturier's sense" (Rivikin & Ryan, 2004, p. 142).

According to Le (2002) and Dijk (1996), editorial has been hugely ignored by the analysts and researchers. They argue that most often editorials have been analyzed from journalistic point of view or they have been explored by psychologists to find out their effect upon the readers. Hence, there is dire need to analyze this important genre of newspaper discourse in terms of its linguistic perspective.

It is important to note that much of the work on newspapers has been done in developed countries, but there is a dearth of such type of work in the developing countries (Lihua, 2009). When we talk about Pakistan, this area of research needs to be explored. It is important to conduct this type of study in Pakistan, as it may provide researchers deep insight into the use of rhetorical devices in newspaper editorials. So, this particular study is an attempt to explore the use of rhetorical devices employed by the writers of editorials to spread a particular agenda. This study has also identified the differences and similarities in the use of rhetorical devices by the editorial writers and also explored the more frequently used devices in newspaper editorials.

Research Questions

1. Which rhetorical devices are commonly used in the editorials of Pakistani English newspapers?

2. What are the frequency differences and similarities in the use of rhetorical devices among the editorials of different Pakistani English newspapers?

Purpose of the Study

It has been observed that the editorial writers frequently make use of rhetorical devices to persuade and manipulate the public opinion. This phenomenon of editorials has been explored by various researchers around the world. In Pakistan, little work has been done in exploring Rhetorical Devices of the editorials of newspapers. The current study has focused on exploring the use of rhetorical devices of the editorials of three leading English newspapers. Moreover, frequency differences and similarities in the use of rhetorical devices of editorials of Pakistani English newspapers have also been examined.

Literature Review

According to Kaprus (2012), discourse is a constant stretch of speech; it is a text which is realized in speech while a stretch of speech is an utterance which is produced by a speaker. According to Brain Paltridge (2012), the focus of Discourse Analysis is on language beyond the level of sentence, clause, phrase and word, which is required for successful communication. Discourse Analysis looks at model of language across content and reflects the associations between language and the cultural and social context in which it is used (Paltridge, 2012). It is the analysis of language which is in use. It is not restricted to the description of linguistic forms rather it focusses on the functions, which those forms are planned to serve in human affairs (Brown & Yule, 2003). According to Poulakos (1999), rhetoric is an artistic activity, which has concern with how, when, and what expressions are used in particular moments with specific purpose. Therefore, rhetoric is an art and a style of appropriate personal expression in a suitable situation. The power of rhetoric rests upon its ability to transform and engage emotions; this power is marked as unbeatable (Jost & Olmsted, 2008). Literature becomes great when it appeals to the emotions of audience (Averill, 2001). According to Aristotle the role of emotion in rhetoric is artistic (Jost et al., 2008). Therefore, a great piece of work originates from emotions and appeals to the emotions of the audience and this is done by rhetoric.

A study conducted by Taylor (1995) identified the use of rhetorical devices of British newspapers *The Sun*, *The Guardian*, *The Economist* and *The Telegraph*. His findings revealed the common use of paradox, hyperbole, exaggeration, alliteration, understatement, and so on. The use of rhetorical questions of editorials was studied by Badarneh (2009). He explored the use of rhetorical questions of Arabic newspaper *Al-Quds Al-Arabi*. Findings revealed the use of rhetorical questions playing a key role in shaping public opinion about a particular issue.

Two Pakistani English newspapers' editorials, viz., the *Dawn* and *The Nation* have been investigated to explore the ideology construction and

representation through the use of language. The study was conducted by Bilal, et al. (2012). For the purpose of explaining the connection between ideology and language and also to explore the ideology construction, Van Dijk's (1995) framework for analyzing media discourse have been employed by the researcher. The findings revealed that sentence structure and lexical choices in written discourse play a crucial role in perpetuation and propagation of dominant and implicit ideologies. The research explained that newspaper editorials overtly or tacitly yield ideological difference (Bilal, Rfaqat, Hasan, Mansoor, & Zahra, 2012).

A study conducted by Fartousi, et al. (2012) explored the use of rhetorical devices and rhetorical pattern in an English editorial 'Wishing Iraq Well' published in *New Strait Times of Malaysia*. The researchers applied systematic functional theory of genre and language for the purpose of analysis, and the results revealed rhetorical pattern of eight structure elements and the rhetorical devices such as allusion, metonymy, alliteration, anaphora, analogy, antithesis, epithet, parallelism, parataxis, meta-basis and zeugma have been used in the editorial to influence the readers.

Bonyadi and Samuel (2013) investigated the use of rhetorical devices and types of presupposition in headlines of newspaper editorials of *The Tehran Times* and *The New York Times* to explore their desired ideologies. By the application of textual contrastive analysis, findings showed that there were differences in the use of rhetorical devices and presupposition.

Afzal et al. (2013) explored the rhetorical devices of the editorials of two English newspapers published in Saudi Arabia and Pakistan. The rhetorical devices, which were employed by the researchers to investigate research questions were consonance, hyperbole, allusion, alliteration, generalization, labeling, epithet, parallelism, expletive, comparison, testimony and evidence, cliché, antithesis, metonymy, rhetorical questions, irony and simile. The content analysis revealed that writers used certain rhetorical devices in editorials to persuade the audience.

A study was conducted by Mahmood, et al. (2014) to examine the use of rhetorical devices of editorials of four Pakistani English newspapers. Through the application of Richardson's (2007) framework for newspaper discourse, the researchers highlighted how figurative language is employed to manipulate the public opinion. Findings showed that metonymy was frequently used in the newspapers while hyperbole was a less frequently used device.

Farrokhi and Nazemi (2015) explored the differences and similarities in the use of rhetorical devices of the editorials of American and Australian newspapers. Richardson's (2007) framework of Rhetorical Tropes (devices) was employed and the findings revealed that same rhetorical devices had been employed in editorials of both the newspapers

with slight differences of frequency. The result of Chi-square revealed no statistically significant frequency differences in the use of the rhetorical devices between the editorials of Australian and American newspapers. The frequency of the use

of metonymy was higher in both newspapers while the frequency of the use of metaphor was the lowest.

Research Methodology

This study is predominantly qualitative in nature but the research questions demanded mixed method approach, therefore, Qualitative – driven mixed method was employed for the purpose of analysis.

Qualitative analysis of rhetorical devices was conducted with the help of Discourse Analysis technique. Ten Rhetorical Devices were identified from the selected sample and analyzed. Quantitative analysis was conducted to compare the frequencies of rhetorical devices of editorials of the three newspapers. Chi-Square test was applied with the help of SPSS program available on computer.

Data Collection

By adopting purposive sampling 36 editorials were selected; 12 from each newspaper, which were published on the coverage of Panama Leaks in *The News International*, *The Nation* and the *Dawn*. The time duration of the editorials’ publication was from April to December 2016. Data was collected online from the websites of the newspapers.

Qualitative Analysis

1. Metonymy

“Metonymy is a trope in which one word, object or phrase is substituted for another from a semantically related field of reference” (Richardson, 2007, p. 67). Metonymy can be defined as substitution of some suggestive or attributive words, in place of the actual words (Rivikin & Ryan, 2004).

Table 1: Analysis of Metonymy used in Editorials of Newspapers

Metonymy	Analysis
The Supreme Court	Chief Justice of Pakistan (Anwar Zaheer Jamali)
The Court	Members of Court
PTI	Imran Khan
PML-N	Nawaz Sharif
Government	PM Nawaz Sharif
Pakistan	Government Of Pakistan
Senate	Members of Senate
NAB	Members of NAB
ECP	Chairman of ECP

These examples of metonymy, identified from the editorials of the *Dawn*, *The Nation* and *The News International*, revealed that Metonymy is the most frequently used rhetorical device in the editorials of Pakistani English newspapers. *The News* has employed more metonymic concepts than the other two newspapers as it has employed 50 metonymic concepts, while the *Dawn* 42 and *The Nation* 31. Metonymic concepts are not only used as referential devices but are also used deliberately by the editorial writers to keep attention of the readers on a particular issue being discussed. Editorial

writers have continuously used metonymic concept of ‘*The Supreme Court*’ to refer to the members of the supreme court specially the Chief Justice of Pakistan, ‘Anwar Zaheer Jamali’. Similarly ‘*The Court*’ has been used several times in editorials, which is an institution. It refers to the members of court. Other metonymic concepts are ‘*PTI*’ and ‘*PML-N*’ which are political parties and refer to the members of the respective parties especially, the party leaders. *PTI* passes on to Imran Khan, while *PML-N* has been used for Nawaz Sharif. Another metonymy, which has been frequently used in the editorials is ‘*Government*’ which is an institution and here it has been used to refer to the members of the government, specially the Prime Minister Nawaz Sharif. ‘*Pakistan*’ is the name of our country which has been used instead of the Government of Pakistan and finally ‘*Senate*’ has also been used to represent members of the Senate of Pakistan. *NAB* is an institution which has been used to refer to the members of this institution. Similarly, *ECP* has been used to refer to the members of Election Commission of Pakistan.

2. Hyperbole

Hyperbole is an exaggerated term with special purpose to intensify or emphasize the effect (Rivikin & Ryan, 2004). This rhetorical device is equivalent to understatement, which deliberately exaggerates conditions with particular purpose to effect or emphasize (Harris, 2002).

Table 2: Hyperbole from the Editorials of Newspapers

Sr#	<i>Dawn</i>	<i>The Nation</i>	<i>The News International</i>
1	shambolic turn	to fight against the odds – a battle	A bombshell has been dropped
2	kept the Panama Papers issue alive	It took a herculean effort	this privileged megaphone
3	break a political impasse	to stick to their guns	the most positive scenario
4	ever-changing statements	bill has to jump	The worst-case
5	robustly defend	extremely antagonistic	from the endless bickering
6	Panama Papers rocked the political landscape	a great waste of parliamentary time	a history of unfairly dragging the Supreme Court into the mud
7	the highest court	never see eye to eye	All eyes
8	colourful media trials	most memorable moment	the rules are bent
9	an environment free of undue pressure, threat or intimidation	The PTI should have been in the fray	The politics around the Panama Papers is getting heated up
10	government machinery is distracted	decrying the Supreme Court	The flames have been fuelled
11	It is an institutional failing across the board	all of us are aware	
12	responded fiercely to	firmly caught between	

	the allegations	the horns of a dilemma	
13	oldest of sins — corruption	Everyone agrees	
14	the torrent of accusations overwhelming	leaders around the world scrambled to come clean	
15	Panama Papers ricochet around the world	Everybody can see	
16		a single iota of progress	
17		fiercely contested	
18		hundreds of elected officials	
19		biggest bone of contention	
20		to pour water over such suggestions	
21		Panama has stirred up quite a storm	
22		heat from the opposition over the Panama Leaks intensified	
23		PM promised to shower projects	
24		to a protracted battle	
25		The initial storm has blown over	
26		these have gathered dust	
27		It would be nothing short of a miracle	

Hyperbole has been identified as the second most frequently used device of the editorials of newspapers. The frequency of using hyperbole is found higher in *The Nation* as compared to the other two newspapers. As shown in the aforementioned Table 2, the *Dawn* has employed hyperbole 15 times, *The Nation* 27 times and *The News International* 10 times.

The writers of editorials have intentionally used hyperbole to make their discourse significant and fear-provoking. They have endeavored to manipulate the readers' views by arousing their thoughts and emotions. The writers have created hyperbole in multiple ways by using superlatives, adverbs, adjectives and by creating imaginary situations. For instance, Extract no. 5 of the *Dawn*, suggests that the newspapers will forcefully protect the rights of free media. In excerpt no. 7 the writer has used the superlative '**highest**' for the court by suggesting that it must be respected. Excerpt no. 11, advocates that the government has failed; here, the writer has exaggerated the situation to create a hyperbole for the purpose of creating sensation among the readers.

The writers of the editorials of *The Nation* have employed

hyperbole to persuade the readers. The intensity of the pointed issues has been

heightened through the use of hyperbole. For instance, in excerpt no. 21, the writer has enhanced enormity of the situation by using hyperbole that ‘panama papers have stirred up a storm’. By using the term ‘storm’ the writer has exaggerated the situation. The editorial writers have also used the hyperbole of numbers by using ‘everyone knows’, ‘everybody agrees’ and ‘hundered of elected officials’. Superlatives have also been used to exaggerate such as ‘the biggest bone of contention’.

The editors of ‘The News’ have also employed hyperbole in their writings. They deliberately exaggerated the situations, events and things to influence the readers and to make the discourse effective. As in the first example, the editor says that a ‘bombshell has been dropped’ in the form of Panama papers to exaggerate the situation. Similarly, in another extract, the writer says that ‘Imran Khan did a victory lap’; here the action of Imran Khan has been exaggerated. Hence, the aforementioned examples identified in the editorials of ‘The News International’ depict that the writers have intentionally employed hyperbole for the purpose of exaggeration.

3. Metaphor

Metaphor is a comparison of two unlike things in which one thing is stated in terms of another (Harris, 2002). Metaphor is prevalent in everyday life, not only in language but also in action and thought (Lakoff & Johnson, 2008).

Table 3: Metaphor from the Editorials of Newspapers

Sr#	<i>Dawn</i>	<i>The Nation</i>	<i>The News International</i>
1	to be a damp squib	Inquiry commission bill is a targeted attack	A bombshell has been dropped
2	TV channels are faux courtrooms	The legislative process is the only tool	All eyes were on the PTI’s
3	Panama Papers bombshell dropped	the government machinery	The Panama Papers are the tip of the iceberg
4	Supreme Court The Sacred Space	Panama is a virtual Pandora’s Box	to be a damp squib”
5	the Panama Papers bombshell	the storm better known as the ‘Panama leaks’	godsend that the Panama leaks are
6	Raiwind is a palatial residence	They have kept shifting the goalposts	
7	The bombshell of Panama	2014 dharna a drawn – out battle	

The editorial writers have employed metaphor in editorials to persuade the readers. The frequency of using metaphor has been found higher in the *Dawn* as compared to the other two newspapers. 11 examples of metaphors have been identified from the editorials of the *Dawn*. In the first example of the *Dawn*, the writer has made an indirect comparison between The ‘PTI’ and ‘a damp squab’. The PTI is a political party, a concrete concept, but the damp squab is an abstract concept. Writer wanted to say that PTI has proved itself a damp squab on the basis of its failure of ‘Dharna’. In another example, metaphor has been

created as '*TV studios*' are circuitously

compared with '*faux courtrooms*', which are artificial courtrooms where justice is not dispensed. Similarly, panama papers have been called *bombshell*. In this way, metaphors have been employed in the editorials of *Dawn* newspapers.

Implied comparison of things and situations is evident from the metaphors analyzed from *The Nation*. As in the first excerpt, the '*Panama Leaks*' inquiry commission bill has been implicitly compared with a '*targetted attack*' on the basis of its prime focus on the investigation of Prime Minister's assets; it is an example of metaphor. Similarly, comparison of abstract and concrete has also been identified in this newspaper, as in example 2. The writer called '*legeslative process*' a '*tool*'. Here, '*legislative process*' is an abstract concept and '*tool*' is concrete, which is used to manage the machineries and various other concrete things, while legislative process refers to the action or decision taken by the legislative to resolve the issues. So, the writer has made an indirect comparison between an abstract and concrete concepts on the basis of their functions thus, creating metaphor. In the same way, '*machinery*' is a concrete concept which is made up of various components and is used to perform various functions for the ease of people. While, '*Government*' is a system, an abstract concept and its function is to serve the people. On the basis of functions of machine and the system of government, in fourth excerpt, the writer has made an implied comparison between Government and Machinery and created metaphor to make his point forceful for the readers. Another case in point of metaphor is '*Panama is virtual Pandora box*'. Pandora box is related to Greek mythology, a jar which contains the evils so, it means unforeseen problems. The writer has used the metaphor pandora box for '*Panama Leaks*' because Panama leaks has created troubles and problems for the Government.

The editorial writers of *The News International* have employed metaphors to make the discourse argumentative, emphatic and persuasive. In order to show the enormity of the issue of Panama Leaks, writers have used metaphor of '*bombshell*' for '*Panama Papers*', as bombshell creates destruction and devastation, similarly, panama papers issue has created problems for political leaders and economic taycons. Therefore, on the basis of this similarity, the writer has made an implicit comparison between the Panama Papers and a bombshell. Another metaphor is '*All eyes*' which means the world's attention. The writer has used the metaphor '*All eyes*' to show that everyone's attention is towards Imran Khan's Dharna. In another example '*Panama Papers*' has been called the '*tip of iceberg*', which is an idiom used to refer to a big problem. As Panama Leaks have created serious problems for the political leaders therefore, the writer has made an indirect comparison by saying Panama Papers as the '*tip of ice berg*'. Another instance of metaphor is '*godsend*'. The writer says that '*Panama Papers*' are godsend for Imran Khan because they proved to be a blessing for Imran Khan that's why the writer has used this metaphor for panama papers. In last instance, the writer has used the metaphor of '*victory lap*' for describing that Imran Khan is enjoying the proceeding of the case of Panama Papers as

a triumph.

4. Simile

Simile is a contrast of two unlike things that have similarity with each other in at least one way (Harris, 2002). It is a rhetorical device in which two unlike things are compared by using words 'as' and 'like' (Chugh & Sharma, 2012).

Table 4: Simile from the Editorials of Newspapers

Sr#	<i>Dawn</i>	<i>The Nation</i>	<i>The News International</i>
1	A circus-like atmosphere has been created . . .	This seems like a better move,	"Much like Donald Trump in the US, the PTI chief . . .
2	The circus-like atmosphere created by competing . . .	The government accountability bodies – like the National Accountability Bureau . . .	Justice Nisar, like Justice Jamali
3	regulatory bodies must not be run as political parties	It looks like that is what they intend to do . . .	
4	Panama Papers as political propaganda paraded it as a moral victory	
5	The PTI's protest campaign as an illegal attempt	wrongdoing of the Sharif family like it is their sworn duty	
6	A decision by the prime minister . . . likely be spun as a victory	The government would have made sure incidents like Jehangir Tareen's waived off loans . . .	
7	The crimes are almost seen as a badge of honor	The squabble over Panama seems like a manic fray	
8	The documentary trail has come as a bolt from the blue	. . . to act like the PR team of Nawaz Sharif	
9	The Panama Papers continue to hang like a dark cloud		

Simile makes an explicit comparison between two unlike things. It makes the passage rigid and clear because writer wants to make his point clear in our mind through comparison and this comparison creates an image in our mind, which enables us to understand the point clearly and leaves a strong impact on readers. Again the frequency of using simile has been found higher in the *Dawn*, as it has employed simile 9 times. In the first example, '*Panama Leaks*' has been compared with the atmosphere of *circus*, a situation where none listens to others; similarly panama leaks has created a situation where everyone is trying to protect themselves and not listening to others. In the next excerpt the '*regulatory bodies and legal associations*' have been compared with the '*political parties*' on the basis of their performance that they must not perform like the political parties, as political parties are not performing soundly in Pakistan. Likewise, the other example of simile has been created by explicitly comparing a '*decision*' with a '*victory*', '*crimes*' with

'*badge of honor* in a satirical way and '*documentary trials*' with "a bolt from the blue" and in the last instance '*Panama Papers*' have been compared with the '*dark cloud*' to show that Panama Papers are a source of impending danger for Nawaz Government. In *The Nation*, the writer has compared "actions of '*PTI*' with a '*better move*' by the use of word 'like'. While in the second extract, two similes have been used in a sentence as '*government accountability bodies*' have been compared with *NAB* and *ECP*, because these organizations also perform the function of accountability. Two examples of simile have been identified from the editorials of *The News*. In the first instance, the writer has directly compared the *PTI chief* Imran Khan with the US president *Donald Trump* on the basis of their insane utterances. In the second excerpt, the writer has made an unequivocal comparison between *Justice Nisar* and *Justice Jamali*. Justice Nisar has been compared with Justice Jamali on the basis of professionalism because the writer wants to instill into the readers that the situation cannot become better until Justice Nisar starts performing like Justice Jamali.

5. Neologism

Neologism is a newly created or already existing phrase or word which has been given a new meaning (Richardson, 2007). It has been created in various ways for the purpose of journalism.

Table 5: Analysis of Neologism: *The Nation* and *The News International*

Sr#	<i>The Nation</i>	Analysis	<i>The News International</i>	Analysis
1	Toothless	Powerless	To flow	Transfer
2	Fix the problem	solve the problem	Dressed up crowd	prepared people
3	Bona fide issue	genuine issue	Upping the ante	increasing risks
4	A prime facie case	a case which is apparently true until disproved	Changed tack	changed policy
5	De-seating Nawaz Sharif	overthrowing the government of Nawaz Sharif	In the same vein	in the same way/ similar
6	Panama Papers story broke	issue of Panama Papers reveal	Ironed out	solve the problem
7	Taking to the streets	strike/ coming to street for strike	Status quo	current situation
8	A road map	A future plan	Another wrinkle	another hurdle
9	Ex-judge	previous judge	Black money	Illegal money
10	Panamagate	Panama gate (addition of suffix 'gate')	Casualties	Criminals
11	Uber-rich	wealthy class/ elite class		

Table 6: Analysis of Neologism from the *Dawn*

Sr#	Dawn	Analysis
1	Single handedly	Working alone without any help
2	Red line	Limit that not be crossed
3	The job of the court	The duty of the court
4	u-turn	Change in policy
5	Volte-face	Complete change in policy
6	Career - altering	Bringing change in profession
7	Casting a chilling effect	Imposing sanctions

6. Antithesis

It is a rhetorical device in which opposite or contrastive words are used in a sentence for the purpose of emphasis (Chugh et al., 2012). The frequency of using antithesis has been found higher in the editorials of the *Dawn* as compared to *The Nation* and *The News International*. The writers of the editorials of the *Dawn* have employed antithesis 9 times. While *The Nation* and *The News International* have employed antithesis 6 times. Editorial writers have made use of antithesis in editorials to make their point emphatic and effective for the readers. As the writer has made his point emphatic for the readers by using two contrasting terms '*rejecting*' and '*demanding*'. Both the terms have opposite meanings and the writer has deliberately created antithesis to support his point. Similarly, '*small*' and '*big*', '*outside*' and '*internally*', '*less*' and '*more*', '*confrontation*' and '*engagement*', '*great*' and '*bad*', '*correct*' and '*incorrect*', '*sooner*' and '*later*' all these words have opposite meanings, which have been used in parallel structure in sentences for the purpose of persuasion.

7. Rhetorical Question

Rhetorical question is a rhetorical device in which question is asked, not with special intention of evoking a response, but with the intention of denying or asserting something obliquely (Rivikin & Ryan, 2004). Rhetorical question has been found third most frequently used rhetorical device in the editorials of the *Dawn*, *The Nation* and *The News*. Analysis revealed that *The News* has employed 17 times, while the *Dawn* and *The Nation* have employed 15 times. Rhetorical questions have been used to gain the attention of the readers, provoke their thoughts and convey the message logically. For example, rhetorical question of the *Dawn* '*with no clarity about which forum will conduct the full inquiry—the Supreme Court itself or a judicial commission appointed by the court?*' (Dec 11th, 2016). The editorial writer wants to provoke the thought of the readers and also wants to illustrate the uncertain situation. Rhetorical questions have been employed in *The Nation* to logically pass messages toward the readers; to stir the emotions of the readers and also to incite their thoughts. Similarly, various other rhetorical questions have been employed by the writers including 'yes' 'no' questions with special purpose to persuade the readers.

8. Parallelism

Parallelism has been defined as structure's similarity in a series or pair of related clauses, phrases, or words (Rivikin & Ryan, 2004). It is a

rhetorical device (Harris, 2002). It comprises of sentences, clauses or phrases of alike grammatical construction (Chugh & Sharma, 2012). The writers of the editorials have employed parallelism to show structural similarity and also to create rhetorical effect. Writers have created parallelism in multiple ways. As in an example taken from the *Dawn*, the writer equated the importance of 'Supreme Court', 'PML-N' and 'PTI' in the issue of 'Panama Leaks' by using these three nouns jointly in parallel structure. Similarly, in another example 'creating more controversy' and 'raising fresh questions', the writer has created parallelism by using two clauses which are alike in structure. Examples of parallelism are also analyzed from *The Nation*. While explaining what Nawaz Sharif did after the leaks of 'Panama Papers', the writer used three adverb phrases *heavily implicated*; *promptly addressed* and *solemnly promising* in a sentence to create structural similarity. In another example, two verb phrases 'delay proceedings' and 'divert attention' are juxtaposed in a sentence. Parallelism has been created in *The News International* by putting together three nouns *political*, *business* and *bureaucratic* in parallel structure with the use of conjunction 'and', which reflects the equal importance of three nouns in the sentence.

9. Oxymoron

Only one example of oxymoron was found in the editorials of the *Dawn*. It was not used in *The Nation* and *The News International*.

10. Allusion

Allusion is not used in the editorials of the *Dawn* newspaper. Two examples of allusions have been identified from the editorials of *The Nation* i.e., 'herculean effort' and 'Dharna'. The writer has used the idiom *herculean effort* as an allusion, which refers to the great effort of Hercules, who was a Roman hero and famous for his strength and adventures. Here, the writer has used the allusion by saying that the government requires herculean effort to get the bill passed from the National Assembly. It suggests that the passing of that particular bill is a difficult task that is why the writer has given reference Hercules, which forces the readers to think that the government requires great effort to get the bill passed. There is also hyperbole in this allusion since the purpose of the writer is persuasion. In this way, the use of allusion has enhanced the impact of the sentence upon the readers. Another example of allusion is 'Dharna' which refers to the *Azadi March* 2014 of Imran Khan. The first allusion, which is used in this newspaper, is that of the *Caesar's wife*. It is an idiom which refers to pure women. It originates from Roman history as Caesar was a Roman emperor who divorced his wife because it was his wish that his wife must be free of any suspicion of crime and/or guilt. In the aforementioned example, this allusion is used for political leaders that they are pretending to be as pure as Caesar's wife. Another allusion is dirty politics of 1990s; it was an era of political chaos when Benazir Bhutto was dismissed as Prime Minister due to the charges of corruption. The writer is trying to make clear the current political situation by creating a resemblance with the 1990's political situation. Last instance of allusion is

2014 *Dharna* of Imran khan.

Quantitative Analysis

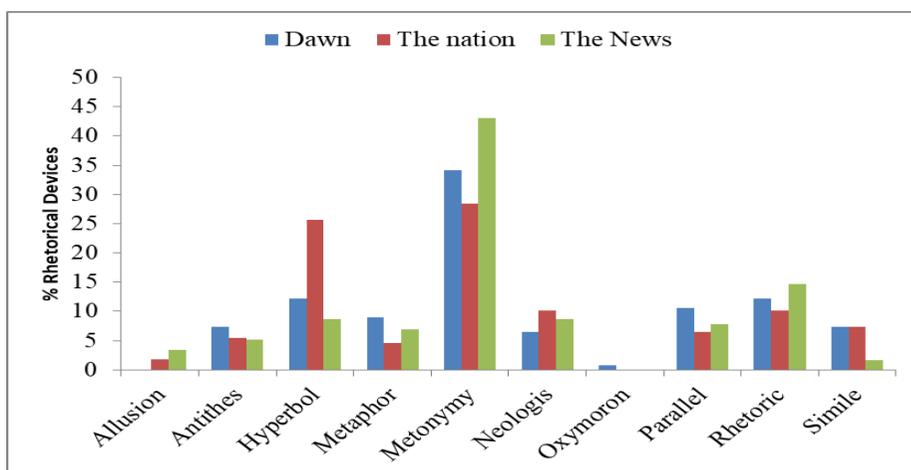
The identified devices were counted and the frequency of devices was given in the Table 7, which revealed the existence of differences in the use of rhetorical devices in newspapers. In order to know the significance of differences, Chi-square test was applied. The results of chi-square test showed that there was significant frequency difference (χ^2 (df = 18, n = 348) = 31.04, p = .028) in the newspapers about the use of rhetorical devices.

Table 7: Comparison of the use of Rhetorical Devices in the Newspapers

Device	Newspaper			Total	χ^2	P
	<i>Dawn</i>	<i>The Nation</i>	<i>The News International</i>			
Allusion	0(0%)	2(1.8%)	4(3.4%)	6(1.7%)	31.04	.028
Antithesis	9(7.3%)	6(5.5%)	6(5.2%)	21(6.0%)		
Hyperbole	15(12.2%)	28(25.7%)	10(8.6%)	53(15.2%)		
Metaphor	11(8.9%)	5(4.6%)	8(6.9%)	24(6.9%)		
Metonymy	42(34.1%)	31(28.4%)	50(43.1%)	123(35.3%)		
Neologism	8(6.5%)	11(10.1%)	10(8.6%)	20(8.3%)		
Oxymoron	1(0.8%)	0(0.0%)	0(0.0%)	1(0.3%)		
Parallelism	13(10.6%)	7(6.4%)	8(7.8%)	29(8.3%)		
Rhetorical Question	15(12.2%)	11(10.1%)	17(14.7%)	43(12.4%)		
Simile	9(7.3%)	8(7.3%)	2(1.7%)	19(5.5%)		
Total	123(100.0%)	109(100.0%)	115(100.0%)	348(100.0%)		

Note: Cramer's V=.211, p=.028

As the p value is less than 0.05. So, there are significant frequency differences among the newspapers in the use of rhetorical



devices.

Fig. 1 Comparison of Rhetorical Devices

Table 8: Highly Frequently used Rhetorical Devices

Devices	<i>Dawn</i>	<i>The Nation</i>	<i>The News International</i>	Total
Metonymy	42	31	50	123
Hyperbole	15	28	10	53
Rhetorical Question	15	11	17	43

Analysis revealed that metonymy was the frequently used rhetorical device in the editorials of the three Pakistani English newspapers. Hyperbole was the second and rhetorical question was the third frequently used device.

Discussion

Comparative study of the editorials of the three Pakistani English newspapers revealed that editorial writers commonly make use of certain rhetorical devices such as parallelism, antithesis, simile, metonymy, hyperbole, metaphor, neologism and rhetorical question, commonly in their individual discourse to persuade the readers, while some rhetorical devices such as oxymoron and allusion are rarely employed devices.

The second research question of this study was concerned with exploring the differences and similarities in terms of frequency of the use of rhetorical devices in editorials of the newspapers. In order to answer this question, the researcher identified ten devices from the sampled editorials. Chi-square test was applied to know the significance of differences. The results of chi-square test showed that there were significant frequency differences among the newspapers in the use of rhetorical devices. The study of Farrokhi and Nazemi (2015) revealed these frequency differences in the use of rhetorical devices in editorials were not statistically significant. Here, the result of this particular study contradicts the finding of the study of Farrokhi and Nazemi.

Analysis revealed the editorial writers of the newspapers reflected higher tendency towards using metonymy in their discourse in comparison to other rhetorical devices. The study of Farrokhi and Nazemi, (2015) and another study conducted by Mahmood et al. (2014) also revealed similar results that metonymy was the most frequently used rhetorical device in the editorials of newspapers. Here, findings of this study are similar to the findings of Mahmood et al. (2014) and the findings of Farrokhi and Nazemi (2015). The second most frequently used device was hyperbole. According to the study of Farrokhi and Nazemi (2015), Hyperbole was the second most frequently used rhetorical device in the editorials of the newspapers. The third most frequently used device was rhetorical question in the editorials of the *Dawn*, *The News International* and *The Nation*.

Conclusion

From the analysis, it may be concluded that the leading Pakistani English newspapers commonly make use of rhetorical devices. Analysis of the selected sample revealed that writers of editorials made common use of eight rhetorical devices, namely parallelism, antithesis, simile, metonymy,

hyperbole, metaphor, neologism and rhetorical question. The purpose of employing these rhetorical devices was to persuade and influence the readers. Oxymoron and allusion were rarely found in these specific editorials. In response to the 2nd research question of this study, it may be concluded that statistically significant frequency differences exist in the use of the rhetorical devices in different newspaper editorials. Overall, frequency differences were statistically significant. Analysis also revealed that most frequently used rhetorical device was Metonymy; while Hyperbole was the second most frequently employed rhetorical device. Findings revealed that the third most frequently used device was Rhetorical Question in the editorials of the *Dawn*, *The News* and *The Nation*. In a quest to influence their readers, editorial writers of the three newspapers relied heavily on Metonymy, Hyperbole and Rhetorical Question in their individual discourse.

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Website Sources for Newspapers

- Dawn: <https://www.dawn.com/newspaper/editorial> The Nation: <http://nation.com.pk/editorials>
- The News: <https://www.thenews.com.pk/todaypaper-archive>