

A GENRE-SPECIFIC STUDY OF ENGLISH AND PERSIAN NEWSPAPER
EDITORIALS

ALIREZA BONYADI BABAEE

THESIS SUBMITTED IN FULFILMENT
OF THE REQUIREMENTS
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY

FACULTY OF EDUCATION
UNIVERSITY OF MALAYA
KUALA LUMPUR

2011

ORIGINAL LITERARY WORK DECLARATION

Name of Candidate: Alireza Bonyadi Babae (I.C/Passport No:) K18896348

Registration/Matric No: PHA70016

Name of Degree: Doctor of Philosophy

Title of Project Paper/Research Report/Dissertation/Thesis (“this Work”):

Field of Study: TESOL

I do solemnly and sincerely declare that:

- (1) I am the sole author/writer of this Work;
- (2) This Work is original;
- (3) Any use of any work in which copyright exists was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the Work and its authorship have been acknowledged in this Work;
- (4) I do not have any actual knowledge nor do I ought reasonably to know that the making of this work constitutes an infringement of any copyright work;
- (5) I hereby assign all and every rights in the copyright to this Work to the University of Malaya (“UM”), who henceforth shall be owner of the copyright in this Work and that any reproduction or use in any form or by any means whatsoever is prohibited without the written consent of UM having been first had and obtained;
- (6) I am fully aware that if in the course of making this Work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UM.

Candidate’s Signature

Date

Subscribed and solemnly declared before,

Witness’s Signature

Date

Name:

Designation:

Synopsis

Newspaper editorials constitute a part of media discourse, which is an extremely important field of research in intercultural rhetoric analysis. The interface between the linguistic analysis of newspaper editorials and teaching of English as a foreign/second language is also a relevant issue in language teaching. Thus, drawing on the theory of inter-cultural rhetoric analysis and considering the important role of newspaper editorials in shaping public opinions, the present study aimed at conducting a genre-specific analysis of newspaper editorials culled from the editorials of the English newspaper, The New York Times, and those of Persian newspaper, Tehran Times. Addressing different discourse strategies that newspaper editorials employ for propagating their preferred ideologies, the study specifically focused on the schematic analysis of the editorials and also the types of the rhetorical structures they employed for communicating their intended opinions.

The findings of the study revealed that the editorials in the two papers were similar in having the same schematic structures and moves. However they were found to be different in terms of realizing the moves. Furthermore, the editorial writers in the two papers, throughout the headlines and the main texts, tried to influence their readers' understanding of the news events by employing certain textual and rhetorical devices. The study has also offered some pedagogical implications of the findings that might provide the ESL/EFL teachers and students with the required knowledge on the discourse conventions in a certain sub-genre namely newspaper editorials making them ready to use the newspaper editorials in the classrooms.

Kajian Genre-specific Berkenaan Lidah Pengarang Bahasa Inggeris Dan Farsi

Sinopsis

Ruangan editorial akhbar merupakan sebahagian daripada wacana media yang amat penting dalam bidang kajian analisis retorik silang budaya. Pertindihan antara analisis linguistik editorial akhbar dan pengajaran Bahasa Inggeris sebagai bahasa asing/kedua (ESL/EFL) juga merupakan satu isu yang relevan dalam pengajaran bahasa. Justeru, bertitik tolak daripada teori analisis retorik silang budaya dan mengambil kira betapa pentingnya peranan akhbar dalam pembentukan padangan awam, kajian ini bertujuan menganalisis genre khusus ruang editorial akhbar berbahasa Inggeris, *The New York Times* dan akhbar Parsi *Tehran Times*. Melihat perbezaan dalam strategi wacana yang digunakan oleh editorial kedua-dua akhbar tersebut bagi tujuan mempropagandakan ideologi masing-masing, kajian ini khususnya memfokuskan analisis skematik editorial dan juga jenis struktur retorik yang mereka gunakan bagi menyampaikan pendapat yang mereka maksudkan.

Dapatan kajian ini menunjukkan bahawa ruang editorial dalam kedua-dua akhbar adalah agak serupa dalam struktur skematik dan pergerakan. Bagaimanapun terdapat perbezaan dari segi pelaksanaan pergerakan-pergerakan tersebut. Selanjutnya, penulis editorial bagi kedua-dua akhbar, menerusi tajuk utama dan teks utama, cuba mempengaruhi pemahaman pembaca mereka terhadap peristiwa dalam berita dengan menggunakan peranti tekstual dan retorik yang khusus. Kajian ini telah menyumbang ke arah implikasi pedagogi yang boleh digunakan oleh guru dan pelajar ESL/EFL khususnya tentang konvensi wacana dalam sub-genre, iaitu ruang editorial akhbar dan seterusnya menggalakkan mereka menggunakan ruang editorial akhbar dalam bilik darjah.

ACKNOWLEDGEMENT

The writing of this dissertation has been one of the most significant academic challenges I have ever had to face. Without the support and guidance of the following people, this study would not have been completed.

First of all, I would like to express my deepest appreciation to my supervisor, Professor Samuel Moses, and Professor Hyacinth Gaudart for their encouragement and constant guidance. Not only were they readily available for me, but they always read and responded to the drafts of each chapter of my work more quickly than I could have hoped. Of course, despite of all the assistance provided by them, I alone remain responsible for any possible errors or omissions which may unwittingly remain.

I would also like to extent my gratitude to the authorities of the Faculty of Education, University of Malaya, for providing me, and all the other PhD students, with a peaceful environment and facilities available in the Faculty.

The best and worst moments of my dissertation have been shared with my wife, Sheida, and my lovely kids Minoo and Hooman. Thus, last but not least, an honorable mention goes to them for their understanding and supports.

DEDICATION

With Love And Respect

To :

Sheida

And My Lovely Kids

Minoo, Hooman

TABLE OF CONTENTS

CHAPTER ONE	1
INTRODUCTION	1
Research Background	1
Context of the Study	5
Statement of the Problem	9
Objectives of the Study	11
Research Questions	11
Significance of the Study	12
Definition of the Key terms	15
CHAPTER TWO	16
THEORETICAL FRAMEWORK AND LITERATURE REVIEW	16
Culture	17
Linguistic Relativity	21
Frans Boas	22
Edward Sapir and Benjamin Lee Whorf	23
Language and Culture	26
Rhetoric Analysis	31
Definition of the Rhetoric	31
New definition of Rhetoric	32
Kaplan	33
Contrastive Rhetoric Analysis	36
Text Linguistics	42
Studies on Contrastive Rhetoric Analysis	45
Iranian Studies on Contrastive Rhetoric	51
Trends in ESL/EFL Writing	54
Contrastive rhetoric: Towards genre-specific Studies	57
Newspaper Editorials as an Argumentative Genre	60
Opinion, Attitude, Ideology	64
Opinion in Editorials	65
Studies on editorials	67
Editorials and Language teaching	73
Summary	75
CHAPTER THREE	77
RESEARCH METHDOLOGY	77
Research Questions	77
Research design	78
Data Collection	80
Data Analysis	82
Content Analysis	86

Discourse Analysis	87
Genre Analysis	89
Reliability and Validity	91
Summary	93
CHAPTER FOUR	
	94
FINDINGS AND DISCUSSION	
The Schematic Structures of the Editorials	94
The first schematic structure: Introduction	95
Introduction section in the editorials of NYT	96
Introduction section in the editorials of TT	103
Discussion	108
The second schematic structure : Body	114
Body section in the editorials of NYT	115
Body section in the editorials of TT	120
Discussion	125
The third schematic section: Ending	131
Ending section in the editorials of NYT	132
Ending section in the editorials of TT	137
Discussion	142
Conclusion	145
Textual analysis of editorials	147
Textual analysis of headlines	147
Headlines in NYT	148
Presupposition in NYT headlines	149
Parallelism in NYT headlines	151
Alliteration in NYT headlines	151
Metonymy in NYT headlines	151
Pun in NYT headlines	152
Testimonial in NYT headlines	153
Quotation out of context in NYT headlines	153
Rhetorical questions in NY headlines	153
Headlines in TT	154
Presupposition in TT headlines	154
Allusion in TT headlines	155
Metonymy in TT headlines	156
Neologism in TT headlines	157
Antithesis in TT headlines	158
Rhetorical questions in TT headlines	158
Irony in TT headlines	159
Discussion	159
Textual analysis of editorial texts	163
Modality	163
Presupposition	171
Presupposition through nominalization	172

Existential presupposition	173
Factive and non-factive presupposition	173
Counter-factive presupposition	176
Presupposition through adverbial/relative clauses	177
Presupposition through parenthetical/prepositional/given clauses	178
Presupposition through lexical and iterative verbs	179
Presupposition through Even	179
Interrogative presupposition	180
Rhetorical devices	183
Parallelism in NYT	183
Parallelism in TT	187
Expletives in NYT	190
Expletives in TT	191
Personification in NYT	193
Personification in TT	194
Metaphor in NYT	195
Metaphor in TT	197
Appositive and parenthesis in NYT	199
Appositive and parenthesis in TT	200
Rhetorical questions in NYT	200
Rhetorical questions in TT	201
Metonymy in NYT	203
Metonymy in TT	204
Irony	204
Discussion	205
CHAPTER FIVE	212
CONCLUSION AND IMPLICATIONS FOR EDUCATION	212
Summary of the findings	212
Implications for language teaching and media literacy	219
Limitations and delimitations of the study and suggestions for further research	225
References	227
Appendix A	242
Appendix B	262

LIST OF THE FIGURES

Figure 2.1	The relationship between thought, culture, language and speech	27
Figure 2.2	A static theory of writing: Matsuda,1997	38
Figure 2.3	A dynamic theory of writing: Matsuda 1997	39
Figure 2.4	Methodological categories of research in Academic English	57
Figure 3.1	Rhetorical structures analysis (Based on Richardson,2007)	83

LIST OF THE TABLES

Table 3.1	Schematic structure of editorials(Based on van Dijk, 1992,1995)	83
Table 3.2	Overall view of the study	85
Table 4.1	Definition of the initial part of the newspaper editorials	96
Table 4.2	Schematic representation of (OR) move with a Lead	98
Table 4.3	Schematic representation of (OR) move with Follow turns	98
Table 4.4	Schematic representation of (CR) move with the highest number of the Valuate sentences	101
Table 4.5	Schematic representation of editorials initiated with(CR) move	101
Table 4.6	The (OR) move with only one Lead turn	104
Table 4.7	The (OR) move with more than one turn	105
Table 4.8	Introduction initiated only through (CR) move	106
Table 4.9	Comparative schematic representation Introduction section in NYT & TT editorials	109
Table 4.10	Introduction section of editorial based on Bolivar model of analysis	110
Table 4.11	Triad patterns in the Body section of the selected NYT editorials	116
Table 4.12	Types of the identified Valuates in the Body section of NYT editorials	119
Table 4.13	Triad patterns in the Body section of TT editorials	122
Table 4.14	Types of the identified Valuates in the Body section of the TT editorials	124
Table 4.15	Leads in the Ending section of NYT editorials	133
Table 4.16	Rhetorical strategies employed in the Valuate turns of NYT editorials	135
Table 4.17	Leads in the Ending section of TT editorials	138
Table 4.18	Rhetorical strategies employed in the Ending section of TT editorials	141
Table 4.19	Classification of NYT headlines	148
Table 4.20	Types of presupposition in NYT headlines	150
Table 4.21	Classification of TT headlines	154
Table 4.22	Types of presupposition in TT headlines	155
Table 4.23	Frequency of rhetorical devices employed in NYT and TT headlines	162
Table 4.24	Modality through modal auxiliaries in NYT editorials	165
Table 4.25	Generic phrases expressing modality in NYT editorials	168
Table 4.26	Modality through modal auxiliaries in TT editorials	169
Table 4.27	Generic phrases expressing modality in TT editorials	171
Table 4.28	The presupposition triggers identified in NYT editorials	180
Table 4.29	The presupposition triggers identified in TT editorials	182
Table 4.30	Classification of parallel structures in NYT editorials	186
Table 4.31	Classification of parallel structures in TT editorials	189
Table 4.32	Expletives employed in NYT editorials	191
Table 4.33	Expletives employed in TT editorials	192
Table 4.34	The analysis of the linguistic metaphors in NYT editorials	196
Table 4.35	The analysis of the linguistic metaphors in TT editorials	198
Table 5.1	The identified major similarities and differences between the two sets of editorials	215

LIST OF SYMBOLS AND ABBREVIATIONS

[]	Consists of
>	Followed by
>>	Presuppose
(OR)	Orientation move
(CR)	Criticism move
L	Lead
F	Follow
V	Valuate
TT	The Tehran times
NYT	The New York Times
EFL	English as a Foreign Language
ESL	English as a Second Language