



A Study of Rhetorical Devices Used in Editorials of Pakistani English Newspapers

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Abstract: This thesis explores the role and significance of language and rhetoric in English newspapers in Pakistan, analyzing their impact on readers and the construction of meaning within news discourse. By examining various linguistic and rhetorical strategies employed by newspapers, this study aims to provide insights into how language choices influence public perception and shape societal discourse. The purpose of this study is to examine rhetorical devices used in the editorials of Pakistani English newspapers. In this regard, data was collected from two Pakistani English newspapers "The News International" and "The Nation". Using a purposive sampling technique, 20 articles were selected; 10 editorials from each journal, published from March 2023 to May 2023. A mixed method was used to identify the answers to concerned research questions. Qualitative analyzes are conducted in several English-language newspapers to examine language patterns and rhetorical strategies. The results showed that editorial writers used eight rhetorical devices, namely: parallelism, antithesis, repetition, hyperbole, metaphor, anaphora, irony and rhetorical question. This study would be helpful for future researchers, especially the ones who are interested in studying the newspaper discourse.

Keywords: Discourse Analysis, Rhetoric, Rhetorical Devices, Editorials.

INTRODUCTION

1.1 Background

In today's information age, newspapers are considered one of the most powerful forms of media. For example, one of the most important sources of information are local newspapers. Newspapers provide readers with more in-depth coverage than other media such as television. According to Rogers (n.d.), newspapers are good at covering stories that are visually boring and likely to be overlooked on television news.

The newspaper has several different parts and editorial is a forum where editors stand on certain issues and can cover politics as well as social or cultural issues. (Walbert, n.d.), unlike the news section, which is supposed to report events objectively. Both sections are completely independent and written by different staff to maintain integrity ("Opinion/Editorial").

Provisions are crucial in many ways. For example, readers can use their critical thinking skills to provide informed and reasoned opinions based on panel consensus; (Kibbler, 2013), which is the basis for the development of a democratic society; (Vadhanasindhu, 2002).

Effective language use requires not only linguistic competence but also an understanding of the cultural and social norms that form

communication. The way language is used can vary greatly across different communities, and individuals often develop their own unique communicative styles and strategies based on their experiences and identities.

The language of newspapers shapes the public opinion and influences readers' perceptions. Newspapers carefully choose words and phrases to convey specific meanings and evoke particular emotions. They may use emotive language, technical terminology, or persuasive words to influence readers. The tone of newspaper articles can vary, ranging from neutral and objective to biased or sensationalized. The choice of tone can impact the overall message and reader interpretation. Newspapers employ a specific writing style characterized by brevity, clarity, and journalistic conventions. The use of headlines, subheadings, and captions also contributes to the overall communication style.

The language and rhetoric used in newspapers can vary across different publications, reflecting their editorial stances, target audiences, and objectives. Analyzing these language features and persuasive techniques can provide insights into how newspapers construct narratives, influence public opinion, and contribute to the broader media landscape.

Research Questions

- 1) Which approaches of language are applied in Pakistani newspapers' editorials to paint the ideas?
- 2) Which rhetorical devices are frequently employed in the editorials of English-language publications in Pakistan?

Scope of the Study

The study explores various aspects of language and rhetoric used in English newspaper editorials. Twenty editorials with a word count of 250 to 500 were used in the study. They were taken from the websites of the participating newspapers. They appeared in March through May of 2023. The editorials typically include a wide range of subjects that are interesting to the public, such as politics, economics, and culture; however, the researcher focused only on social issues in his analysis.

Literature Review

English-language newspapers have a long history in Pakistan, dating back to the British colonial era. The introduction of English as a medium of communication during the British Raj established English in Pakistan as an influential language. Even after Pakistan gained independence in 1947, English continued to play a significant role in various sectors, including the media.

English newspapers in Pakistan have faced challenges in terms of readership and circulation due to the dominance of Urdu as the national language and the wider readership base of Urdu-language newspapers. However, they still hold influence and importance, particularly among the English-speaking elite, expatriate communities, and individuals seeking an international perspective on news and events. These newspapers also provide a platform for intellectual discourse, publishing editorials, opinion pieces, and letters to the editor that contribute to public debates and discussions.

Language and rhetoric play a crucial role in shaping public opinion. They are powerful tools that can influence how people perceive and understand various issues, events, and ideas. In Pakistani English newspapers, you will find a unique blend of English that incorporates local vocabulary, expressions, and grammatical structures influenced by the country's linguistic diversity.

Rhetorical strategies in Pakistani English newspapers are utilized to persuade, inform, and engage readers. Pakistani newspapers often use rhetorical strategies to appeal to readers' emotions and persuade them to adopt a certain viewpoint. They may employ techniques such as pathos, ethos and logos to convince readers of the validity of their arguments. Rhetorical questions are frequently used to engage readers and stimulate their thinking. By posing questions without expecting an actual response, newspapers can encourage readers to reflect on the issue at hand and consider the newspaper's perspective or argument. Analogies and metaphors are used to simplify complex concepts and make them more relatable and understandable to readers. By using familiar comparisons or vivid imagery, newspapers can create a stronger impact and enhance readers' comprehension and engagement.

In the newspaper, everything that is not an advertisement is called "editorial" according to Allan Bell (1991). He described the editorial sub-genre as "leaders", which usually appear on the inside

pages of newspapers and include things like columns, letters to the editor and reviews. Dijk (1985) argues that because editorials are a form of public discourse, they mediate news organization and ideologies. In addition, they provide information to government officials and help readers understand current events. Thomas Barnes, who wrote for "The Times" in English around 1815, is considered the first modern editorialist (Westin, 2001).

In Pakistan, the social function of newsrooms is also similar. Editorial in Pakistan are opinions that persuade the people and the government to understand a certain point of view and also the reality (Nadia, 2007). Additionally, editorials are a combination of three types of columns, viz. opinion pieces written by a specific writer, letters to editors written by a news team or organization, and letters to the editor sometimes written by an organization or a specific writer. Editorials are identified by their title and have an unchanging, unique and special place in newspapers. Their length, information, periodicity, titles and other linguistic features vary from culture to culture, but writing an editorial text, writing a text different from other articles, seems to be constant. The linguistic structure of editorials is mostly studied by investigating its main features, rhetorical structure and learning techniques from a cultural and cross-cultural perspective.

Razi (2014) used interviews and direct observation of text through content analysis to conduct a qualitative study of two major English language newspapers in Karachi. As part of the content analysis, narration, argumentation, choice of words, choice of topic and type of reader were examined. The study found that Pakistani English newspaper articles are reliable sources for decision makers.

Rehman and Eijaz (2014) studied two well-known Urdu and English newspapers to find out how each portrays the social issue of Lal Masjid. The results showed that both tend to present conflict journalism instead of peaceful features on a daily basis. Media and treatment differ significantly. The Urdu newspaper offered little general coverage of the issue, unlike English daily, which showed an opposition and uneasy religious element. Khan and Safdar (2010) conducted a comparative study of two Pakistani newspapers, one published in English and the other one in Urdu, to observe how the United States was presented after 9/11 using media hypothesis. As per study, public opinion usually reflects governments' foreign policy. The results of the content analysis in this case did not support the media conformity theory when the United States was portrayed negatively in both daily newspapers after 9/11. Shabbir, Khan, Adnan, and Safdar (2014) conducted a comparative content analysis of the editorials of two well-known English daily newspapers. The purpose of the research was to analyze the editorial coverage of government policy. The study found that both newspapers covered and sometimes criticized government programs.

Watanabe (2021) worked on Japanese and Chinese editorials and evaluated the issue over the East China Sea in their favour. To show how editorials deliberately use language to achieve specific goals, Eze (2021) analyzed the journalistic framing of change in Nigeria's Democracy Day celebration and found that the frames were subjectively organized to achieve a specific goal. In a

comparative study, Ghani et al. (2022) analyzed English-language editorials from Pakistan and the United Kingdom to examine how they portray the impact of COVID-19 on people's lives in these countries.

Research Methodology

Since the research focuses on understanding the use of language and rhetoric in English newspapers' editorials, a qualitative approach will provide in-depth insights into the nuances and complexities of the subject matter. It will allow for a detailed analysis of language patterns, persuasive techniques, and their impact on public opinion.

This study adopts a qualitative approach to gain a nuanced understanding of the use of language and rhetoric in English

newspapers in Pakistan. This method allows for systematic examination and interpretation of textual data from the selected newspaper articles. It enables the identification and categorization of rhetorical devices employed in the newspaper content. The research was conducted on two national English daily newspapers. One is Daily "The News International" and Daily "The Nation". Both the newspapers are published from more than one cities, so for this research, the researcher has used "Lahore Edition" of both newspapers. The editorials were taken from the websites of concerned newspapers. The researcher has collected the newspapers of three months, March-May 2023 and picked up the following editorials for analysis.

Sr. No	The News	The Nation
1	March 05, 2023 Women Want to March (436 Words)	March 04, 2023 Protecting Privacy (290 Words)
2	March 06, 2023 Respecting All Life (357 Words)	March 08, 2023 Mandatory Hijab (327 Words)
3	March 09, 2023 Ugly Hatred (378 Words)	March 23, 2023 The Aftermath (418 Words)
4	March 14, 2023 Displaced at Home (463 Words)	March 24, 2023 Increased Violence (320 Words)
5	March 23, 2023 Cruel Cages (500 Words)	April 12, 2023 Unapproved Apps (289 Words)
6	March 28, 2023 Food Stampede (410 Words)	April 21, 2023 Unsafe Traffic (289 Words)
7	March 31, 2023 Nightmare in Prison (458 Words)	April 27, 2023 Risky Migration (317 Words)
8	April 09, 2023 Waning Hope (395 Words)	May 02, 2023 Sehat Card Dues (339 Words)
9	April 14, 2023 Plastic Nation (486 Words)	May 08, 2023 Unemployment Crisis (326 Words)
10	April 15, 2023 Safety Last (488 Words)	May 16, 2023 Unemployment Crisis (310 Words)

Table 1: Summary of Editorials and Number of Words.

The researcher has collected 10 editorials from each newspaper. So the analysis of 20 editorials is included in this research. Purposive or Judgmental Sampling Technique was used in this study. It is a qualitative research, so the tool used in this research is Content Analysis. There are editorials on various topics in the newspapers. It is not possible to cover all the areas, so the researcher decided to pick up those editorials from both newspapers which were related to the theme of 'Social Issues'.

Data Analysis

This chapter shows results after analysis of selected editorials. Keeping in view the research questions, the discourse analysis consists of three parts. The first part shows the analysis of syntactic structure of editorials' titles. The second part shows the textual analysis of editorials according to the model of Norman Fairclough. The third part points out the rhetorical devices used in the editorials taken for the study.

Editorial Titles

The syntactic analysis shows that majority of the titles used by both the newspapers, The News International and The Nation, consist of noun phrases. 'The News International' used 70% whereas 'The Nation' used 90% of the titles in noun phrases. 10% titles consists of verb phrases

used by both newspapers. The percentage of adverbial phrase in the titles in ‘The News International’ is 10% whereas no such title is used in ‘The Nation’. ‘The News International’ used only 10% sentences in the titles whereas no sentence is used by ‘The Nation’.

The News International		The Nation	
Women Want to March	Sentence (Affirmative)	Protecting Privacy	Verb Phrase
Respecting All Life	Noun Phrase	Mandatory Hijab	Noun Phrase
Ugly Hatred	Noun Phrase	The Aftermath	Noun Phrase
Displaced at Home	Verb Phrase	Increased Violence	Noun Phrase
Cruel Cages	Noun Phrase	Unapproved Apps	Noun Phrase
Food Stampede	Noun Phrase	Unsafe Traffic	Noun Phrase
Nightmare in Prison	Noun Phrase	Risky Migration	Noun Phrase
Waning Hope	Noun Phrase	Sehat Card Dues	Noun Phrase
Plastic Nation	Noun Phrase	Unemployment Crisis	Noun Phrase
Safety Last	Adverbial Phrase	Sex Offender List	Noun Phrase
Noun Phrase	08	Noun Phrase	09
Verb Phrase	01	Verb Phrase	01
Adverbial Phrase	01	Adverbial Phrase	Nil
Sentence	01	Sentence	Nil

Table 2: The Syntactic Structure of the Editorial Titles

Qualitative Analysis of Rhetorical Devices

The Discourse Analysis technique was used to carry out a qualitative analysis of rhetorical devices. Several rhetorical devices are used in the editorials but for this study, the researcher has selected eight devices to be found and examined. To compare the occurrences of rhetorical devices of the two newspapers, quantitative analysis was done.

I. Repetition:

Repetition refers to the act of repeating or duplicating something, whether it be a word, phrase, action, or pattern. It involves the recurrence or reiteration of an element or sequence, often with the purpose of emphasizing.

Sr. No	The News International	The Nation
1	Aurat March (E-1)	data privacy (E-11)
2	stray dogs (E-2)	six months have passed (E-13)
3	this problem (E-3)	unchecked privilege (E-14)
4	tolerance, diversity (E-3)	better control (E-15)
5	The rains (E-4)	lack of road safety (E-16)
6	the right to housing (E-4)	immediate action (E-16)
7	Noor Jehan (E-5)	better quality of life (E-17)
8	the government should (E-6)	grass-root problems (E-17)
9	overcrowding in prisons (E-7)	closure of the scheme (E-18)
10	a terrible tragedy (E-8)	non-payment of pending liabilities (E-18)
11	in a tweet (E-10)	economic depression (E-19)
12		more is needed

Table 3: Analysis of Repetition Used in Editorials of Newspapers.

It is the most widely used device employed by both newspapers. ‘The News International’ has used it 11 times whereas ‘The Nation’ has used it 12 times as mentioned in Table 4.2. The purpose of this device is to put emphasis in order to strengthen the viewpoint. ‘The News International’ has used repetition ‘Noor Jehan’ in (E-5), reinforces the focus on the specific elephant's condition and highlights her importance in the discussion. Similarly, ‘The Nation’ in (E-11) has used the phrase ‘data privacy’ reinforcing the importance of data privacy and the need for it to be respected across all institutions.

II. Hyperbole:

In hyperbole, the speaker or writer intentionally overstates or magnifies something to emphasize a point or create a vivid and memorable image in the minds of the audience.

Sr. No	The News International	The Nation
1	to say the very least (E-1)	using the hijab and reducing it as a policy and power tool is wrong (E-12)
2	each successive government has not gone beyond lip service (E-3)	people deserve to experience some rehabilitation measures like donation campaigns, access to water, shelter, clothing and medical attention (E-13)
3	profit-hungry private entities (E-4)	prevention of junkhile delinquency in a crucial part of overall crime prevention (E-14)
4	torture cells for animals (E-5)	Google’s restrictions on personal loan apps in Pakistan are a positive step towards better control (E-15)
5	collecting of 10kg bag of flour turned into a matter of life and death (E-6)	Pakistan has one of the highest rates of road accidents in the world (E-16)
6	the sustained lack of empathy for prisoners has brought the country to a point where almost all prisons are overcrowded (E-7)	"The worst fears regarding the program are now being actualized" (E-18)
7	lining up to leave the country in scores (E-8)	
8	twice as high as the world’s second highest mountain, K2 (E-9)	
9	our children are easy prey for predators (E-10)	

Table 4: Analysis of Hyperbole Used in Editorials of Newspapers.

Hyperbole is the second most frequently used rhetorical device in the selected editorials. As per Table 4.3, ‘The News International’ has used it 9 times whereas 6 times by ‘The Nation’. The purpose of hyperbole is to emphasize certain point and making it memorable to the reader by overstating or magnifying it. For example in (E-9) of ‘The News International’, the statement that if the three million tons of waste were dumped together, the mountain of waste would be "*twice as high as the world’s second-highest mountain, K2*" uses hyperbole to emphasize the magnitude of the waste problem. Similarly, in (E-15) of ‘The Nation’, the statement "*Google’s restrictions on personal loan apps in Pakistan are a positive step towards better control*" employs hyperbole to emphasize the significance and effectiveness of Google's restrictions.

III. Anaphora:

Anaphora is a deliberate repetition of a word or group of words at the beginning of successive phrases, clauses, or sentences. Anaphora is often employed to highlight key ideas, evoke strong emotions, or make a persuasive impact on the audience.

Sr. No	The News International	The Nation
1	They do not need protection (E-1)	religious values (E-12)
2	This is (E-2)	

Table 5: Analysis of Anaphora Used in Editorials of Newspapers.

Anaphora is usually employed repeatedly at the beginning of a sentence to point out important ideas and create strong emotions among the readers. ‘The News International’ has used it 2 times whereas only once it is used in ‘The Nation’. The repetition of "*They do not need protection*" at the beginning of consecutive sentences in (E-1), creates anaphoric structure, emphasizing the speaker's point about the type of protection women require. In the same way, in (E-12), the repetition of the phrase "*religious values*" emphasizes the diversity of religious beliefs and highlights the argument that personal decisions regarding religious practices should be left to individual discretion.

IV. Metaphor:

A metaphor is a figure of speech that compares two unrelated or different things. Metaphors are used to convey complex ideas, emotions, or qualities by drawing upon the characteristics or associations of one thing to describe another.

Sr. No	The News International	The Nation
1	"Killing dogs by shooting them or poisoning them which causes a painful and long-drawn death" (E-2)	religious values (E-12)
2	convenient bogeyman (E-3)	Created a pattern of death (E-17)

Table 6: Analysis of Metaphor Used in Editorials of Newspapers.

Both newspapers used this device twice. The phrase "*convenient bogeyman*" used in (E-3) of ‘The News International’, uses metaphorical language to describe the portrayal of Hindus as a scapegoat by right-wing parties and politicians. Similarly, in (E-17) of ‘The Nation’, the phrase "*created a pattern of death*" uses metaphor to highlight the recurring and tragic nature of incidents involving illegal immigrants.

V. Antithesis:

The juxtaposition of contrasting ideas, words, or phrases in a balanced or parallel structure is called Antithesis.

Sr. No	The News International	The Nation
1	religious inclusivity and rising regressive mindset (E-3)	
2	The lack of empathy accorded to prisoners and the need for prison reforms (E-7)	

Table 7: Analysis of Antithesis Used in Editorials of Newspapers.

This rhetorical device is not frequently used. Only ‘The News International’ has used it 2 times whereas ‘The Nation’ has not used it even for once. Antithesis creates a clear and intentional contrast by placing opposite or contrasting elements side by side to highlight their differences or emphasize a specific point. In (E-7) of ‘The News International’, the statement "*The contrast between the lack of empathy accorded to prisoners and the need for prison reforms*" highlights a contradiction and emphasizes the urgency of the issue.

VI. Parallelism:

Parallelism, also known as parallel structure or parallel construction, is a rhetorical device in which a series of words, phrases, or clauses are structured in a similar grammatical form or pattern.

Sr. No	The News International	The Nation
1	The people of Karachi deserve justice (E-4)	Surely after having suffered through literal hell, people deserve to experience some rehabilitative measures like donation campaigns, access to water, shelter, clothing, and medical attention (E-13)
2	logic, peace and tolerance (E-8)	Prompt police action, including launching an FIR and arresting those involved, is a positive response to the situation (E-14)
3	The government can and should do (E-10)	Loan parameters and transparency in lending practices should be established to protect consumers from predatory lending and usurious interest rates (E-15)
4	It is time (E-10)	This includes imposing strict penalties for violations, revoking licenses of habitual violators, and ensuring that drivers are held accountable for their actions (E-16)

Table 8: Analysis of Parallelism Used in Editorials of Newspapers.

Parallelism is often used in literature, speeches, and other forms of communication to enhance the readability, flow, and impact of the text. Both newspapers have used it 4 times in their editorials. For example in 'The News International' in (E-4), the repetition of the phrase "*the people of Karachi deserve justice*" creates parallelism, reinforcing the idea that justice should be granted regardless of community, income level, or location. Similarly, in 'The Nation' in (E-14), the parallel structure in the sentence "*Prompt police action, including launching an FIR and arresting those involved, is a positive response to the situation*" emphasizes the actions taken by the police and reinforces their effectiveness.

VII. Rhetorical Questions:

A rhetorical question is a figure of speech that is asked for effect or to make a point, rather than to elicit a direct answer. It is a question posed by a speaker or writer that does not require an actual response but is instead used to engage the audience, emphasize a particular idea, or provoke thought.

Sr. No	The News International	The Nation
1	"The question is why the Aurat March(es) provoke such an extreme reaction from a society which is in desperate need of rethinking its attitude towards women's rights". (E-1)	"Firstly, if the decision was taken in consultation with parents and teachers, how was this consultation process held?" (E-12)
2	"This is an issue that can be debated for hours" (E-2)	"And how long must the suffering of the population continue?" (E-13)
3	"What should have been a joyful occasion turned violent..." (E-3)	"Why is it that criminals from privileged backgrounds are more likely to go free without reprimanding?" (E-14)
4	"They settled on the Gujjar and Orangi nullahs – saying the choked drains had stopped the flow of rainwater and the only way out was to remove people's homes" (E-4)	"Shouldn't prevention of juvenile delinquency be a crucial part of overall crime prevention?" (E-14)
5	"Had the caretaker government thought of a respectful and organized mechanism to distribute flour bags?" (E-6)	"It is essential to set clear and fair terms for loan approvals, repayment plans, and disclosure of all associated fees and charges, isn't it?" (E-15)
6	It is time we made a decision: do we want to save our planet or not? (E-9)	"Pakistan's lack of road safety is a serious concern that requires immediate action, isn't it?" (E16)
7	For how long will the weak continue to suffer in this country? (E-10)	"Are these figures exaggerated?" and "Isn't this a developing crisis?" (E-19)

Table 9: Analysis of Rhetorical Questions Used in Editorials of Newspapers.

This rhetorical device is third most frequently used device in the editorials of newspapers. Both newspapers have used it 7 times in their editorials. In 'The News International' in (E-6), the question "*Had the caretaker government thought of a respectful and organized mechanism to distribute flour bags?*" is a rhetorical question that implies the government's failure to adequately address the issue. Similarly, 'The Nation' in (E-16), the question "*Pakistan's lack of road safety is a serious concern that requires immediate action, isn't it?*" is a rhetorical question that prompts agreement and reinforces the urgency of the issue.

VIII. Irony:

Irony is a literary and rhetorical device that involves a contrast between what is expected or intended and what actually occurs or is said. It often involves a discrepancy between appearance and reality, creating a sense of surprise, humor, or critique.

Sr. No	The News International	The Nation
1	Aurat March, which advocates for women's rights, has been blocked to accommodate a more conservative group (E-1)	"The video doing the rounds for NADRA's new data protection initiative might certainly be comical" (E-11)
2	Educational spaces should be free of perceptions and biases, but are actually experiencing erosion of tolerance and diversity. (E-3)	"another layer of transparency" and "success of the program was always dependent on government commitment," (E-18)
3	The residents of Gujjar and Orangi Nullahs faced displacement due to the rains, which affected the entire city. (E-4)	

4	"Helpless elephant patiently waits" (E-5)	
5	Dr Sawand's decision to teach and improve his homeland through knowledge and scholarship, only to be killed by a tribal dispute he was not even involved in. (E-8)	

Table 10: Analysis of Irony Used in Editorials of Newspapers.

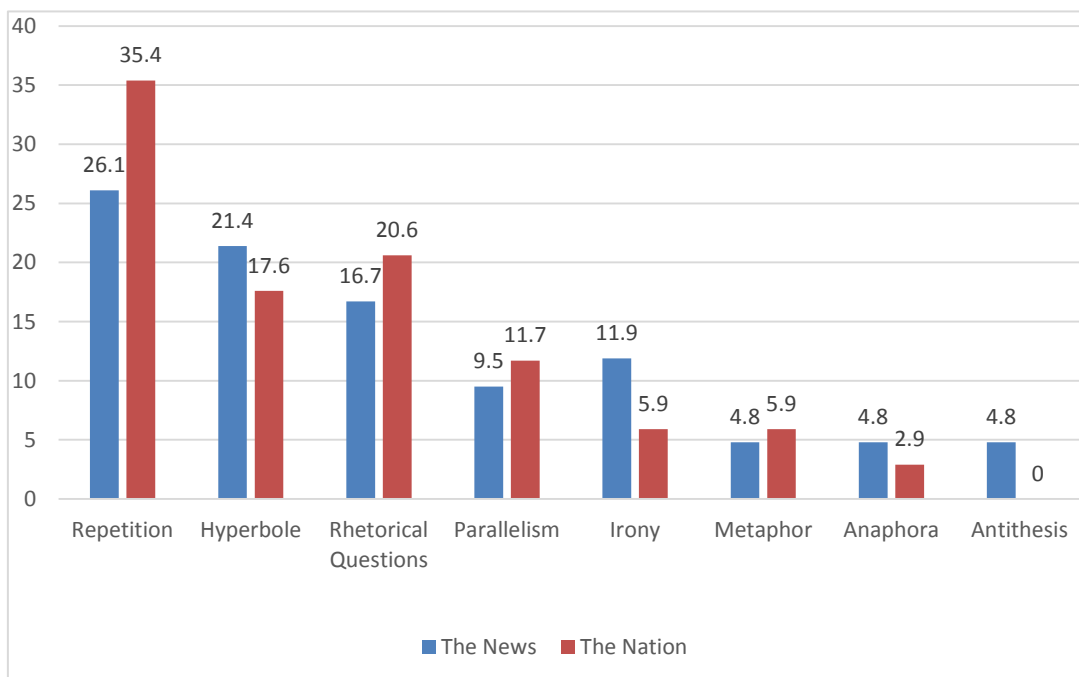
As mentioned in Table 4.9, irony is used 5 times in 'The News International' and 2 times in 'The Nation'. In (E-5) of 'The News International', the phrase *"helpless elephant patiently waits"* employs irony to emphasize the irony of an animal in need of help being left unattended by the authorities. Similarly, in 'The Nation' in (E-11), the phrase *"The video doing the rounds for NADRA's new data protection initiative might certainly be comical"* uses irony to suggest that despite the comical nature of the video, the initiative itself is still a positive step.

Quantitative Analysis of Rhetorical Devices

The selected devices used in the editorials were counted and their frequency is shown in Table.4.10. The table clearly shows the difference of frequencies of all the rhetorical devices used by both papers. The comparison of said difference in frequencies in both newspapers is later presented in a bar graph (Graph 4.1).

Rhetorical Device	The News International	The Nation	Total
Repetition	11 (26.1%)	12 (35.4%)	23 (30.3%)
Hyperbole	9 (21.4%)	6 (17.6%)	15 (19.7%)
Rhetorical Questions	7 (16.7%)	7 (20.6%)	14 (18.4%)
Parallelism	4 (9.5%)	4 (11.7%)	8 (10.5%)
Irony	5 (11.9%)	2 (5.9%)	7 (9.2%)
Metaphor	2 (4.8%)	2 (5.9%)	4 (5.4%)
Anaphora	2 (4.8%)	1 (2.9%)	3 (3.9%)
Antithesis	2 (4.8%)	0 (0%)	2 (2.6%)
Total	42 (100%)	34 (100%)	76 (100%)

Table 11: Comparison of the Use of Rhetorical Devices of The News International and The Nation newspapers.



Graph.1: Comparison of Rhetorical Device

CONCLUSION

The purpose of this research was to find out the frequency of rhetorical devices used in editorials of newspapers. Qualitative analysis was conducted for this purpose and the results, which were presented in the form of table as well as in a comparative graph, clearly presented the frequency of their usage.

If we take a look at the rhetorical devices used by 'The News International', Repetition is most frequently used (26.1%) whereas Hyperbole is used second most frequently with a percentage of (21.4%). At third place, Rhetorical Question stands with a frequency of (16.7%).

On the other hand, if the rhetorical devices used by 'The Nation' are concerned, Repetition is also most frequently used in the editorials with a percentage of (35.4%). At second place however, Rhetorical Questions stand with a frequency of (20.6%) and Hyperbole stands at third place with a frequency of (17.6%).

From the overall analysis, it can be concluded that the leading English newspapers of Pakistan employ certain rhetorical devices in their editorials. The sole purpose of these devices is to influence the mind of readers and shape the public opinion. With these strategies, the readers unconsciously get affected and their thinking works under the influence of the newspapers which he reads.

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