

وظيفة أدوات الخطاب الإقناعي في المقالات الصحفية والنصوص العامة

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**The Function of Persuasive Discourse Markers in Journalistic Articles and Public  
Texts**

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## **Abstract**

The study discusses different approaches of the discourse markers definition and concentrates on the function of persuasive discourse markers and thier representative ways in journalisitic articles and public texts. It is concluded that discourse markers function as a certain linguocultural operators, being a reflection of the entho-mental sphere, and also affect on the degree of a successful communicative interaction.

**Keywords:** discourse, discourse markers, persuasiveness, journalisitic articles, professional identity.

## **Introduction**

There are many studies devoted to the study of discursive markers in modern linguistic literature such as Andersen 2001; Schiffrin 2001; Karasik 2007; Del Saz 2007; Kogut 2016; Khranchenko 2018; Schiffrin 1987; Fraser 1990; Briton 1996; Fraser 1999 and others.

Scientists, in particular, distinguish the following specific parameters of discursive markers:

1. Discursive markers do not tend to form a "natural" class of constituents. In this class, there are no clear demarcations and no limits for the entry of components by categorical affiliation to one or another morphological section. The undoubted involvement property of a lexeme in the discursive markers category stems from the characteristics of its functional application.

2. The originality moment of the individual discursive markers essence can be interpreted as the freedom of lexemes from their direct meaning or equated to the process of desemantization of a lexeme used in discursive circumstances. For this series of words, the property is typical of being used discursively or under the condition of a non-discursive meaning. It is characteristic that there is no clear semantic interdependence between the standard discursive use of the word and the non-discursive load that is unusual for it.

3. The possession of discursive markers with several meanings has a number of significant differences from the category of nominal polysemy and verbal parts of speech. The meaning that discursive markers are endowed with is understood as a rather subjective category in comparison with full-meaning lexical units.

4. Delimiting the meaning of a discursive marker and the essence of the message, which is perceived contextually, is a rather more intractable problem than when studying the

burden of a specific lexical utterance. A number of discursive markers, including such a specific category as particles, are characterized by complete unity with the contextual space, which is accompanied by fragmentary duplication of the semantic meaning of the statement or its part.

5. The comprehension of the verbal semantic burden assigned to discursive markers occurs when using significant segments of the utterance and studying its context, than when studying the meaning of other parts of speech used or their non-discursive use.

6. The specificity of the semantic burden interpretation is also corrected by the existence of relations between the participating parties in the discursive dialogue (Fraser, 1999).

The functional priority when using discursive markers is the desire to ensure text cohesion, while with the help of discursive markers, relationships between discourse components are not formed, but only their relationship is manifested (Schiffrin, 1987).

The use of discursive markers makes it possible to guarantee the coherence of the utterance at each of the levels, producing an integrative association of lexemes. The use of a certain discursive marker is possible only when using a specific contextual meaning. So, *oh* is used as an indication of the information view state and described the actions structure; *well* refers to the participants' characteristics and gives an understanding of the proposition structure. According to Dr. Shiffrin, the use of discursive markers has a multifunctional feature and is not limited to a separate sphere of contextual indications (Schiffrin, 2001).

### **Discussion and Results**

From our perspective, the study of the discursive markers function of persuasiveness in journalistic texts style. In such texts, these markers, among other things, contribute to the construction of the addressee's professional identity.

The constructing process of professional identity through discursive practices is absolutely conscious, which is confirmed by the speaker's use of specific verbal markers assigned to a professional institution (Zhuravleva 2010). In the context of the rapid growth of the professional services market, the development of intercultural relations, and the consolidation of conventional markers of persuasiveness in journalistic texts, the analysis that carried out in the article has an undoubted practical significance.

The language tools of professional identity within the framework of English-speaking scientific and academic environment which analyzed in this study include the following speech markers:

A. The proper nominative vocabulary (nominative detailing), which includes many lexical units that call people according to profession, type and nature of their activities and related actions. References to the speaker's belonging to a certain social institution contribute to the formation of a collective professional identity.

B. Terminological phrases / marked professional collocations / professionalisms: "adopt (an) approach", "alternative interpretation", "alternative method", "assessment process", "fundamental assumption", etc.

C. institutional phraseological units whose function is to identify the speaker with a specific professional community and to standardize communication, for example: (...in order to find a way to solve our shared problems in finding solutions to ethical problems at the global scale, we have to return back to basics...).

D. Discursive formulas by which L. S. Beilinson understands "situational- conditioned statements" (Beilinson 2008).

When the professional identity of the speaker is expressed more clearly and comprehensively, the discursive formulas will be more in his arsenal. Within the framework of scientific and academic discourse, the discursive formulas of oral speech involved in the learning process, for example: **While we're on the subject, ....; As I said earlier, ....; Let me sum u.** Discursive formulas of written speech used for writing the scientific and academic works, for example: **It is well generally accepted....; This paper is an overview of....; «The next chapter investigates the question of....;** Verbal expression ways of identity, distinguished on the basis of the predicate semantics; qualifying sentences representing sentences of identity **He is a linguist who introduced the idea of....** classification **He is a linguist.** and characterization **He is a well-known linguist.** Characterization also includes the information of evaluation about a person and taxonomic data. Researchers identify a number of strategic and tactical markers of identity that can be traced in the expression of professional identity. So, D. S. Khranchenko highlights an image of building strategy that includes tactics of evaluation,

metaphorization and reference (Khramchenko, 2018). Here are some examples of using such tactics in scientific and academic discourse.

President of Harvard University Lawrence Bacow in his speech emphasizes the importance and necessity of developing the relations with Peking University. Addressing the host, he refers to the words of the former rector of Peking University Cai Yuanpei: **Even now, President Cai Yuanpei speaks to us. Universities are places for grand learning, he said. They are grand because they follow the general principle of free thought** (Installation address by Lawrence S. Bacow). Under his visionary leadership, tremendous intellectual exploration and dramatic social change were unleashed (Installation address...). He also mentions in the speech the first Chinese professor at Harvard University: **If Ge Kunhua were to return to Cambridge today, no doubt he would be gratified to see that there are many Harvard professors who like him, were born in China and are now teaching at the University** [Installation address...]. And other historical events and names that influenced the academic development and cooperation of universities, thereby emphasizing their knowledge, awareness and belonging to the environment and management role. The same affiliation is demonstrated by the language means used to express evaluation in speech: **deep and enduring commitment to higher education, tremendous value of studying, meaningful contributions to our community, meaningful commitments, controversial issues.** The pronouns (**we**) and (**our**) are often used in speech. **If we stand for truth, we must appreciate diversity in every possible dimension** [Installation address...]. **It is important to embrace diversity because we learn from our differences (Installation address...)**, by means of which the speaker defines the community of people to which he belongs.

We also distinguish the solidarization strategy in the speech, which in this case consists in referring to one's own experience, the processes of forming self-identity and professional identity: **My personal and professional travels have brought me to China many times. I recall being a young faculty member at MIT in the late 1970s and witnessing... . My parents came to the United States as refugees».**; **Without education, I would not be here today speaking with all of you** (Installation address...). The individuality and uniqueness of one's life experience and the need to maintain its difference are realized

through the tactics of comparison. The general characterization of the discourse, in which an individual's belonging to a certain collective is traced, will be based on a professional indication interpreted by L.S. Beilinson as a linguistically relevant way of self-presentation of a specialist, with which he emphasizes his status, opposes himself to non-specialists and evaluates his own and others' activities in a certain subject sphere [Beilinson 2008]. We can say that this is institutionalism, which includes a fairly wide range of signs and characteristics, some of which are gradual, changing in nature and the rest are constant.

Thus, we conclude that the formation of a person's professional identity is primarily discursively conditioned. Discourse is formed by the professional sphere, on the other hand, it is an instrument for its formation.

We note some methods of representing persuasiveness in journalistic articles of English language. In order to understand the pragmatic meaning of the individual linguistic units present in the text and to reveal the role of discursive markers, we will analyze the linguo-stylistic methods of realizing persuasiveness.

1. Manipulative semantics in the news text and the use of complicated vocabulary by political and evaluative connotations can be seen, in particular, in the following text, in which the author discusses the political situation in Kosovo:

**While Kosovo lies within Serbia's southern borders, it has been under UN control since Nato's armed intervention to stop *ethnic cleansing* of the province in 1999 and is widely understood to be heading for some kind of independence... The Serbian constitutional campaign was roundly ignored by the million-plus ethnic Albanians living in Kosovo, who have boycotted all elections since 1990 as part of their *campaign for independence*, but received its strongest support from the 100,000 Serbian population there. While Western diplomats ponder what price will be exacted by Mr Putin for not vetoing the eventual independence plan, the US has sent a special envoy to Serbia to call for calm... Meanwhile, Serbia's talks with the European Union have been on hold since the summer as a result of its failure to arrest *high-profile war crimes suspects*... (Serb voters are slow to claim Kosovo; David Charter, The Times, 30 October, 2006) (The Times)**

The above excerpts from an article devoted to the issue of determining the status of the province of Kosovo serve as an illustration of the functioning of connotative vocabulary in news reports and the related implementation of the persuasive effect through the placement of political accents. It is important to determine the nature of the connotation present in the type of texts under consideration. Understanding connotation as the presence of an additional meaning that gives the word a certain emotional, expressive or evaluative coloring, we can conclude that connotation has certain limitations of use in news texts. At the same time, it should be remembered that connotation in this type of text often has a close relationship with the categories of cultural specificity and ideological modality. Accordingly, emotively colored units are able to carry the burden semantic that is necessary for the correct perception of the text by the recipient. In particular, the semantics of italicized phrases in the text about Kosovo contain evaluative connotations of a political nature, reflecting a certain ideological point of view, which are especially pronounced in the text, since it highlights a situation of acute and prolonged political, ethnic and armed confrontation (Briton, 1996).

2. Interpretive property of a passive:

**A. Eleven Africans were shot dead and 15 wounded when Rhodesian police opened fire on a rioting crowd of about 2,000 in the African Highfield township of Salisbury this afternoon.** (Rioting blacks shot dead by police as ANC leaders meet, The Times) (The Times).

**B. Riot police shot and killed 11 African demonstrators and wounded 15 others here today in the Highfield African township on the outskirts of Salisbury.** (Police shoot 11 dead in Salisbury riot, The Guardian) (The Guardian).

A comparison of these news reports shows how the replacement of passive verb forms with active ones that allows us to present a picture of the same event in different ways. An article from (The Times) newspaper concentrates on the actual objects that have been exposed and impacted in an unfavorable light. This effect is achieved by using passive syntactic forms, as well as by using the connotative combination rioting crowd. In the article (The Guardian), on the contrary, active forms are used that focus on the subjects

of the action, and instead of an expressive-evaluative rioting crowd, more neutral demonstrators are used.

3. Creating an objective effect with the help of using passive verb constructions:

**A. Overall, violence has been falling in the city, but the position is unstable and dependent on the wider political situation in Iraq and the speed with which the local police force can be trained. It is still seen as corrupt and penetrated by militias.** (Out of Spring – a Timetable Emerges for Iraq, The Guardian, 23.11.2006) (The Guardian).

**B. The surge in numbers of Muslim prisoners in Wandsworth has also put prayer facilities under pressure. It is believed that more than 200 regularly attend Friday prayers, and the Muslims have to walk through the Christian chapel to reach the prayer room, «exacerbating at times inherent tension»** (Watchdog Warns of Rival Muslim Factions and Pressure from Militants at Jail, The Guardian, 21.11.2006) (The Guardian).

In these examples, the exclusion of the subject as a source of information and the use of the passive verb constructions (**is seen**) and (**is believed**) gives the presentation a neutral character and contributes to reinforcing the objectivity.

4. Stylistic method of comparison:

**Here we are in the Athens of the North, the magnificent soot-encrusted capital of this ancient nation, on the eve of a historic vote to establish their own Parliament, and they show about as much independent resolve as a burst bagpipe bladder (It's a Snoozathon – but One Day Our Flesh will Creep, Johnson B., The Daily Telegraph, 05.05.1999.)** (The Daily Telegraph).

The ironic comparison of the Scottish voters' enthusiasm with a broken bagpipe creates a sensation of a general negative assessment, expressed implicitly by the author, which increases the impact of this technique.

5. The use of extended metaphor and figurative comparison:

**Money, violence, barely contained chaos and an unbridled struggle for power – it has all the elements of a classic battle. But this is sport, not war: a new season of buzkashi, Afghanistan's wild national game, has just begun...The Kabul game is younger and has different rules – it flourished only after the Taliban fell in 2001 –**

**but is growing fast, attracting new horses, players and teams... Insurgents, drug barons and warlords hold sway across much of the south. The new parliament can be as rowdy as an ill-tempered match. Political parties are forbidden, so unindividual MPs struggle for influence. Buzkashi itself has become embroiled in political and regional rivalries (Horse play: Kabul goes mad for wild sport), David Adam, The Guardian, 23.11.2006) (The Guardian).**

Here, an extended metaphor is built on the image of the national Afghan game Buzkashi that communicates implicitly the author's opinion about the structure of the country's political system. There is a sensation of a general negative assessment, expressed implicitly, which increases the strength of the impact of this methods. The metaphor is successfully complemented by a figurative comparison of the new parliament with a poorly organized sports match.

6. Parallel syntactic constructions:

**Eat a snack, read a book, do a crossword, listen to music and try not to punch or shoot anyone. That is the advice psychiatrists are giving to commuters in 49 the Venezuelan capital, Caracas, in the wake of traffic jams that are among the world's worst... In the absence of an urban planning miracle, people have been advised that when traffic grinds to a halt they should have a drink or something to eat and occupy their minds with music, a book, newspaper or crossword (Car boom leaves Caracas in one big jam, Rory Carroll, The Guardian, 23.11.2006) (The Guardian).**

The effectiveness of this technique is based on the fact that it conveys implicitly the assessment of a complex transport situation. In addition, in this case, the text of the article opens with a sentence containing parallel constructions. Thus, the initial position makes this technique even more effective.

7. Modification of idiomatic expressions:

**At the back of Duke's mind for 20 years has been the knowledge that all his hard work could be undone by his heir. Jamie Blandford – born, it has been said, with a silver spoon under his nose, - has been in constant trouble with the law for drug and driving offences» (cit. by Aijmer 2002).**

In the above example, the components of two idiomatic expressions are collided: **(to be born with a silver spoon in one's mouth)** and **(under one's nose)**. Through this, the author of the text creates an unexpected image that attracts the reader's attention and remains in his memory. The expressive component of the text, at the same time, is undoubtedly enriched.

### Conclusion

Taking into account all of the above, we can conclude that discursive markers are an integral element of communication, including within the framework of journalistic discourse. They influence on the arrangement, structure, steps and success degree of communicative interaction, and convey the addresser's subjective attitude to the message. Discursive markers also play the role of linguocultural operators that reflect certain structures of the ethno-mental sphere. Therefore, the degree of proficiency of discursive markers determines the success degree of communicative interaction in both native and foreign languages.

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