

PRAGMATIC PECULIARITIES OF PERSUASION IN DAILY NEWS**Baxtiyorova Dilmora Mirali qizi**

ESL teacher, Samarkand Institute of Economics and Service

Abstract: This article examines the pragmatic peculiarities of persuasion in daily news, highlighting how linguistic choices influence public opinion. Although news media are often viewed as objective sources of information, they frequently employ subtle persuasive strategies through context-dependent language use. The study explores key pragmatic mechanisms such as framing, modality, evidentiality, presupposition, implicature, speech acts, politeness strategies, irony, and contextual relevance. These devices enable journalists to guide interpretation, shape emotional responses, and construct specific narratives without overt argumentation. Drawing on major pragmatic theories including Grice's cooperative principle, relevance theory, politeness theory, and speech act theory, the article demonstrates how news discourse both informs and persuades simultaneously. Understanding these mechanisms provides deeper insight into how media shape social attitudes and public perception through linguistic and contextual choices.

Keywords: Pragmatics, persuasion, daily news, media discourse, framing, modality, evidentiality, presupposition, implicature, speech acts, politeness strategies, irony, relevance theory, linguistic strategies, public perception.

In today's fast-paced information era, daily news plays a vital role not only in informing the public but also in shaping opinions and influencing social attitudes. While news articles often appear to present facts objectively, a closer examination reveals that they frequently employ subtle persuasive techniques. These persuasive elements are not always direct, but they emerge through pragmatic choices such as word selection, tone, framing, and contextual implications. Understanding these pragmatic peculiarities helps us see how language operates beyond its literal meaning to influence readers' interpretations and emotional responses. By exploring the pragmatic nature of persuasion in daily news, this study aims to uncover how linguistic strategies are used to guide public perception and construct particular views of reality within media discourse.

Understanding the pragmatic peculiarities of persuasion in daily news provides valuable insight into how linguistic and contextual elements influence public perception. Firstly, we are going to look at the main terms of this topic one by one. Pragmatics, as a branch of linguistics, studies how language is used in context and how meaning depends not only on words and grammar but also on situational factors, speaker intentions, and the listener's interpretation. In other words, pragmatics explores how people communicate meaning beyond what is literally said. Persuasion, meanwhile, refers to the act of influencing someone's attitudes, beliefs or behavior through communication. Within the news media, persuasion is often subtle, appearing through careful word choice, tone, framing, or patterns of argumentation. The term daily news encompasses the various forms of information presented through newspapers, television, radio, and online platforms that aim to inform the public, yet simultaneously shape opinions and guide interpretation. Finally, peculiarities refer to the distinctive features or special characteristics that define how persuasion operates pragmatically in daily news discourse. Together, these concepts form the foundation for exploring how language in the media both informs and influences,

revealing the hidden mechanisms of persuasion embedded in everyday communication. So, the pragmatic peculiarities of persuasion in daily news refers to the distinctive ways in which news media use language and context to influence or persuade readers and viewers, as studied from a pragmatic linguistic perspective.

Pragmatics plays a crucial role in understanding how journalists and editors construct meaning and influence audience perception through language. It goes beyond the literal meaning of words to examine how context, intention, and interpretation shape communication in news texts. Journalists often make deliberate linguistic choices to frame stories in particular ways, selecting certain expressions that highlight or downplay aspects of an event. They also rely on implicatures, which are indirect meanings that readers must infer, and presuppositions, or background assumptions that are taken for granted as true. Additionally, news writers employ various speech acts, such as suggesting, warning, or accusing, to subtly express evaluation or bias without stating it directly. The context and tone of a report also play an essential part, as they can influence how readers emotionally respond to the information presented. For example, a phrase like “The government finally took action” carries an implicit criticism, suggesting that the authorities were previously slow or negligent, while “Experts warn that...” adds a sense of seriousness and credibility, making the message appear more trustworthy and urgent. Through these pragmatic tools, news discourse not only informs the public but also shapes how events are perceived, reinforcing certain interpretations and guiding public opinion in subtle yet powerful ways. There are some persuasive techniques in daily news like framing, modality, evidentiality, metaphors, idioms, presupposition and implicature:

Framing refers to the way information is presented to shape how audiences interpret events. Journalists often decide what aspects of a story to emphasize and what to leave out, guiding readers toward a particular perspective. To frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation or treatment recommendation for the item described.[5;52] For instance, describing an event as a “riot” rather than a “protest” can make it sound violent and chaotic, influencing how the public perceives the participants. This technique does not change the facts themselves but alters the emotional and cognitive response to them. Through framing, the media subtly defines what is seen as important, acceptable, or problematic in society.

Modality involves the use of modal verbs such as may, might, must or should to express levels of certainty, obligation or possibility. In news writing, these words allow journalists to appear objective while still implying judgment or emphasis. For example, “This may be the best solution” introduces an idea without asserting it as a fact, encouraging readers to accept it as plausible. Stronger modals like “must” convey authority and urgency, influencing how seriously readers interpret the message. Through modality, news writers manage both tone and credibility, striking a balance between neutrality and persuasion.

Evidentiality refers to the use of references or sources to make information sound reliable and factual. Phrases like “According to leading scientists” or “Experts claim that...” give the impression of authority and trustworthiness. This strategy allows journalists to distance themselves from the statement while enhancing the legitimacy of the information. Even when the evidence is limited, the mere presence of cited authority can persuade readers to accept the claim as true. Evidentiality thus plays a key role in constructing credibility and reinforcing the perceived objectivity of the media.

Metaphors and idioms are powerful tools that add emotional and imaginative depth to news writing. They simplify complex issues by comparing them to familiar experiences, helping readers form quick emotional connections. For example, “The economy is on life support” personifies the economy as a patient in danger, creating a sense of urgency and concern. Such expressions not only clarify abstract ideas but also influence how audiences feel about them. In this way, metaphors and idioms make news language more vivid, persuasive, and memorable.

Presupposition and implicature are techniques that convey hidden meanings or assumptions within a statement. A sentence like “Even the opposition agrees that the reform is necessary” assumes that the reform is indeed needed and that disagreement is minimal. Readers often accept these assumptions unconsciously, taking them as established facts. By embedding persuasive messages within seemingly neutral sentences, journalists can influence opinions without explicit argumentation. This subtle use of presupposition and implicature makes news discourse a powerful medium for shaping public beliefs and attitudes.

From a pragmatic perspective, speech acts play a crucial role in shaping how news messages influence readers. A speech act refers to the function of an utterance, such as asserting, questioning, warning or suggesting, beyond its literal meaning.[3;16] In news writing, journalists often use assertive statements to appear factual and authoritative, while questions or warnings invite readers to think critically or feel concerned. For instance, a headline like “Will prices continue to rise?” both informs and subtly provokes anxiety about the economy. Through such speech acts, news discourse not only conveys information but also elicits emotional and cognitive responses from its audience. Politeness strategies help journalists maintain a tone of professionalism and credibility while guiding readers toward specific interpretations. By using cautious language, respectful tone, or indirect criticism, news writers can express opinions without appearing biased or confrontational. This is often achieved through hedging expressions such as “It seems that” or “Some analysts suggest”, which soften statements while still implying authority. These strategies make the communication appear balanced and objective, even when it carries persuasive intent. Thus, politeness allows journalists to preserve trust while subtly influencing how readers perceive issues or individuals. Irony and humor serve as subtle yet powerful pragmatic tools for persuasion in news discourse. When used carefully, they allow journalists to critique political figures, social behaviors, or policies without direct confrontation. Irony can expose contradictions or highlight absurdity, prompting readers to reconsider their assumptions through wit and contrast. Humor, on the other hand, lightens serious topics, making complex or controversial issues more engaging and memorable. Both strategies appeal to the reader’s emotions and intellect, encouraging reflection while maintaining a tone of sophistication and relatability. Contextual relevance ensures that news messages are meaningful and appropriate within a specific social, cultural and situational framework. Journalists select information, tone, and style that align with their audience’s values, beliefs, and expectations. A story intended for a local community paper, for example, may emphasize social harmony and shared identity, while an international outlet may focus on global implications. When news aligns with what readers find relevant or significant, it increases engagement and credibility. Through contextual relevance, journalists strengthen the persuasive impact of their messages by making them resonate with the audience’s lived experiences and cultural norms.

Historically, pragmatic analysis of media language grew popular in the late 20th century as linguists began exploring how “neutral” news actually constructs social reality. For example,

during political events or conflicts, news outlets subtly frame heroes and villains, assign blame or legitimize actions not by lying, but through pragmatic choices in wording and emphasis. Several pragmatic theories provide insight into how language in the media persuades audiences. Grice stated “Make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged”.[4;26-27] Grice’s cooperative principles explain how implicatures allow readers to infer meaning beyond the literal text, while speech act theory by John Searle highlights how statements, questions, or warnings can perform social actions that influence attitudes. Politeness theory, proposed by Geoffrey Leech and Brown and Levinson, shows how journalists balance assertiveness and respect to maintain credibility, while relevance theory emphasizes how readers interpret messages by assuming they are relevant to their context. “Every act of ostensive communication communicates a presumption of its own optimal relevance.”[2;161] Together, these theories link pragmatic analysis to persuasive communication by explaining how language, context and social conventions combine to influence audience understanding and response.

The effectiveness of persuasive strategies in news discourse is closely influenced by the cultural, political, and social context in which the audience exists. Different cultural backgrounds shape how readers interpret language, metaphors and implied meanings, affecting the impact of framing, tone and rhetoric. The political environment also plays a significant role, as media operating under state control may rely on appeals to authority, national unity or collective values, while independent outlets often emphasize transparency, critical reasoning, and evidence-based reporting. Additionally, the level of public trust in media sources determines how convincingly messages are received and audiences with high trust are more likely to accept implied claims, whereas skeptical readers may question or reinterpret the information. For example, a state-controlled news report may persuade through deference to authority, whereas an independent publication might rely on logical argumentation and source citation to achieve a similar effect, illustrating how context shapes both strategy and reception.

News discourse employs a range of pragmatic devices to shape perception subtly. Allan Bell discusses how journalists use pragmatic and rhetorical strategies like presupposition, implication, modality, reported speech to shape audience perception. [1; 82-85] Real-world news headlines and articles illustrate how these strategies operate in practice. For instance, a headline stating “The government finally took action” presupposes prior negligence, subtly criticizing authorities. Another example, “Experts warn that climate change threatens millions”, uses evidentiality and modality to enhance credibility and urgency. Metaphors like “The economy is on life support” appeal emotionally to readers, while irony or humor in political commentary engages audiences while conveying subtle critique. Case studies reveal that even brief news reports rely on complex combinations of pragmatic devices to frame narratives and influence public opinion. These examples highlight the sophisticated yet often unnoticed ways in which news language persuades audiences daily.

In conclusion, the study of pragmatic peculiarities in daily news reveals that language is far from neutral. Through devices such as presupposition, implicature, modality, framing and speech acts, journalists subtly shape meaning, influence perception, and guide audience response. Understanding these mechanisms highlights the power of context, tone, and linguistic choice in media communication. From a pragmatic viewpoint, persuasion in news is a complex interplay of language, social norms, and cultural expectations, demonstrating that even seemingly objective reporting can carry hidden persuasive intent. Recognizing these strategies



equips readers and researchers to critically engage with media and better understand the forces shaping public opinion.

References:

1. Allan Bell, "**The language of news media**," Blackwell, 1991, -P. 82–85.
2. Dan Sperber and Deirdre Wilson, "Relevance: Communication and Cognition" Blackwell, 1986, -161p.
3. John R. Searle, "Speech Acts: An Essay in the Philosophy of Language," Cambridge Univ. Press, 1969, -16p.
4. Paul Grice, "**Studies in the Way of Words**." Harvard University Press, 1989, -P. 26–27.
5. Robert M. Entman, "Framing: Toward Clarification of a Fractured Paradigm," Journal of Communication, 1993, Vol. 43, No. 4, -P. 51–58.