

Rhetorical Figures in Pakistani Newspaper Articles: A Manifestation of Ideology Investment in Discourses

Shirin Zubair*

Snobra Rizwan**

Abstract

The rhetorical figures or figures of speech are employed in the discourses by the addressers or authors for the sake of emphasis, freshness of expression, or clarity. This paper investigates the instances of figures of speech (which fall in the category of tropes) in the discourses of Pakistani newspaper articles where they seem to be serving the purpose of persuasion and consent-winning in the process of ideology investment through the discourses. The newspapers of Pakistan present a truthful account of sentiments, ideologies, worldview, biases, preferences, values, beliefs and cultural norms of its people. The discourses of newspapers in Pakistan are used to pursue social, economic and political (i.e. hegemonic) goals crafted by government authorities and the ruling or privileged groups of the society. In this paper it has been established that the figures of speech are forged in the discourses of Urdu and English newspaper articles of Pakistan with almost equal inclination and fervour which is a manifestation of their utility and value as a tool for ideology propagation.

Introduction

This paper is an attempt to establish the fact that the figures of speech are incorporated in the discourses of English and Urdu newspaper articles of Pakistan to maneuver the language tactfully so that the assumed readership or implied audience of that particular newspaper might perceive contemporary affairs stained with their peculiar socially, culturally and religiously oriented ideological beliefs.

The paper is based on the study of discourses of articles published in two Pakistani Dailies 'Dawn' and 'Jang' (in English and Urdu languages respectively). The data which consists of 620 sentences in total (310 sentences from each newspaper) was analyzed to locate the instances of figures of speech in the discourses of newspaper articles. The message encoded in the figures of speech has been decoded critically employing Fairclough's (1998) method of critical discourse analysis (CDA) linking it with the process of ideology popularization and propagation which serves to

* Professor, Department of English, Bahauddin Zakariya University, Multan.

** Lecturer, Government Degree College for Women, Khanewal.

consolidate the rule of the elite class in the society by maintaining the status quo with the circulation of preferred discourses.

Contrary to the widely held belief about them, newspaper articles are not confined to deal with a small range of issues (i.e. politics, state and good governance related). They address a very wide range of issues which can be divided into many categories. Out of these categories, the most prominent and the most frequently occurring categories among the Pakistani newspaper articles include:

1. National Issues Related Articles
2. International Politics Related Articles
3. Religious and Patriotic Sentiments Carrying Articles

The quantification of different figures of speech, which has been made in the form of different tables given at the end of this paper, is based on above mentioned three categories of newspaper articles discourse.

Rhetorical Figures or Figures of Speech

The term 'figurative language' has been derived from Latin language which means to shape, form or conceive (Gray, 1999). It is one of the most enlightening aspects of language. Figures of speech are words whose meaning cannot be determined by examining the meanings of the words that make it up. They can be taken as 'any intentional deviation from literal statement or common usage that emphasizes, clarifies, or embellishes both written and spoken language' ("Figures of Speech", 2005). Martin Gray (1995) defines figures of speech as:

Any form of expression or grammar which deviates from the plainest expression of meaning is designated a figure of speech (P. 120).

Milton Terry (cited in "Figures of Speech", 1997) introduces the figures of speech in relation to Biblical references as:

The natural operations of the human mind prompt men to trace analogies and make comparisons. Pleasing emotions are excited and the imagination is gratified by the use of metaphors and similes. Were we to suppose a language sufficiently copious in words to express all possible conceptions, the human mind would still require us to compare and contrast our concepts, and such a procedure would soon necessitate a variety of figures of speech. So much of our knowledge is acquired through the senses, that all our abstract ideas and our spiritual language have a material base. "It is not too much to say," observes Max Muller, "that the whole dictionary of ancient religion is made up of metaphors. With us these metaphors are all forgotten. We speak of spirit without thinking of breath, of heaven without thinking of sky, of pardon without thinking of a release, of revelation without thinking of a veil. But in ancient

language every one of these words, nay, every word that does not refer to sensuous objects, is still in a chrysalis stage, half material and half spiritual, and rising and falling in its character according to the capacities of its speakers and hearers.” (<http://www.pbc.org/dp/smith2/ch7.html>)

Even at the present time when classical languages and cultures are little studied, the study of rhetorical figures or figures of speech has not been discarded. Rhetorical figures are rooted in the centuries old art of rhetoric (Bradford, 1997) which has 2500 years old history; right from the ancient Greeks (i.e. Sophists, Isocrates, Plato and Aristotle) to Romans, from Romans to Renaissance, from Renaissance to Modern era, and from Modern era to Post- Modern era. During the Renaissance, Henry Peacham (cited in “Figure of Speech”, 2006), in his *The Garden of Eloquence* (1577) enumerated 184 different figures of speech. The rhetorical figures like similes, metaphors, synecdoche, personification etc. are very popular with the writers and speakers alike and are used very commonly in different discourses.

Figures of speech have been divided into many categories by scholars of classical Western rhetoric. For the sake of simplicity the figures of speech can be divided in two main categories: schemes (a deviation from the ordinary or expected pattern of words) and tropes (figures which change the typical meaning of a word or words).

Figures of Speech and Newspaper Discourse

The figures of speech which have been extracted out of the Urdu and English newspaper articles are from the category “tropes”. The presence of rhetorical figures in newspaper discourse assumes great importance. It seems to stand contrary to the widely held belief that newspaper articles are just the amalgamation of facts and figures with some grave message and harsh criticism and have nothing to do with language embellishment devices like figures of speech. The presence of figures of speech in newspaper articles proves that this kind of general conception about newspapers is not true for all the column writers and for the discourse of all the newspaper articles. If this had been the case, the newspaper writers would have lost a vast section of readership. The use of figurative language wielded by columnists is the device intended for the ornamentation and adorning of the language. It can be regarded as a very powerful tool of newspaper article writers by which the language can be made attractive for the audience; and the process of ideology investment is facilitated.

Discourse and Ideology

In the present paper, the discourse has been perused in relation to its major function performed in the realm of ideologies propagation; where the use of figures of speech in the discourses has been particularly focused. Discourse is very closely linked to different theories of power and state; and defining discourses is seen to mean defining reality itself. Marx (1978), Gramsci (Buci-Glucksmann 1980), Althusser (1971), and Foucault (1972) all have made inimitable contributions to delineate ideology’s

sinuous mutations from the dawn of civilization up to the post modern era. Ideologies are not created in a void, without any medium. An ideology is regarded as an ideology when it is expressed, not necessarily by an individual but by a community. Any idea, belief or view can be regarded an ideology only when it is shared within a group of people or community via a medium of expression; and it is the discourse that provides that medium of expression. Discourse is the spoken or material expression of ideologies, or “one of the battlegrounds upon which struggle for power takes place” (Price, 1993). These are different persuasive discourses which win this battle for the powerful or privileged group of the society. For the achievement of persuasion the expedient discourses are the most popular recourse available to the rulers. The rhetorical figures because of their function as language embellishment device and their association with the persuasive art of rhetoric can perform this job appropriately and efficiently.

It has been observed that the use of rhetorical figures is quite rampant within the newspaper discourse. Their presence can be observed in discourses of different sections of newspapers right from the headlines to the advertisement section.

Instances of Figures of Speech in Pakistani Dailies “Dawn” and “Jang”

Following is a succinct description of a few of the instances of the figures of speech which have been found in the discourses of English and Urdu newspaper (i.e. ‘Dawn’, and ‘Jang’) articles of Pakistan.

Metaphors

Metaphor is a figure of comparison which is employed for implied comparison of two things. Before making an attempt to define metaphor or any other figure of speech, it should be kept in mind at the very outset that it is not very easy to define figures of speech. This is the fact which compelled Leech (1989) to declare that:

It is as well to bear in mind from the start that the technical names of figures of speech are not sacrosanct, nor have their definitions been laid down once and for all time. In fact, the definitions of rhetorical figures have always been notorious for vagueness and inconsistency (p. 4).

Metaphors have been defined differently by different rhetoricians. One of these definitions has been given as follows:

Metaphor is a figure of speech in which a comparison is made between two things essentially unlike (“The Poetics of Robert Frost- Examples”, <http://www.frostfriends.org/figurative.html>).

Metaphors are one of the most commonly used figures of speech in newspaper articles (Dawn: 31.7% and Jang: 15.3%: (These figures are based on cumulative numerical results of table 4C given at the end of the paper) and are very popular with columnists

from both English and Urdu newspapers. Metaphors are a very fascinating tool to be employed for ideology investment. They tend to capture the imagination of the reader readily; and the reader perceive the things in exactly the manner in which the writer expects him/her to perceive them. In fact, the image given by the writer through the use of the metaphor necessarily leads the reader's imagination towards the path devised by the writer him/herself. Hence, the ideologies of the writers or addressers are conveyed to the readers or addressees conveniently. For example:

1. (Pakistanis are subjected to) worse of all possible worlds: no representative government and no cakes and ales (Dawn: January 28, 2005)
2. Why must it be supplemented by turning Pakistan into a Sahara of spirit? (Dawn: January 28, 2005)
3. فلسطینی نصف صدی سے زیادہ عرصے سے بے گھر ہیں۔
(Jang: January 12, 2005)
4. (اس شعر میں) برجستگی کا سمندر مویں مار رہا ہے۔
(Jang: January 9, 2005)
5. مٹھی بھر دہشت گردوں نے سویے ہوئے شیر کو جگا دیا۔
(Jang: February 22, 2005)

In Example #1, 'cakes and ales' are metaphorical manifestation of pleasures of life; implying that Pakistanis have always been deprived of basic necessities of life since the birth of the country; and in example #2 'Sahara' of the spirit is pointing towards the lack of enthusiasm and excitement among Pakistanis about political issues of the country. In example #3 گھر (home) stands for motherland or country and in example #4 سمندر (sea) is pointing towards the spontaneous overflow of poet's feelings through the language of the couplet. In last example, شیر (lion) stands for America which was awakened after the terrorist attack of 9/11. The metaphor 'lion' is symbolizing the great rage of America with which it attacked Afghanistan to avenge the 9/11 terrorist attack on its land.

Metonymy

Metonymy is the figure of association or relationship. 'The definitions of figure metonymy are broad enough to include ... two tropes metaphor and synecdoche' (Leech, 1989). Metonymy uses a concept closely related to the thing actually meant. The substitution makes the analogy more vivid and meaningful ("The Poetics of Robert Frost-Examples",

<http://www.frostfriends.org/figurative.html>).

Grant Williams,

(<http://www.nipissingu.ca/faculty/williams/figofspe.htm>) defines metonymy quite comprehensively, as:

Metonymy is "a noun that is substituted for a noun in such a way that we substitute the cause of the thing of which we are speaking for the thing itself; this might be done in several ways: substituting the inventor for his invention, the container for the thing contained or vice versa, an author for his work, the sign for the thing signified, the cause for the effect or vice versa" (<http://www.nipissingu.ca/faculty/williams/figofspe.htm>)

Along with metaphors, many instances of metonymy have also been found in both Urdu and English newspaper articles (Dawn: 7.2% and Jang: 1.1%); which include:

1. ...it makes little difference to them who is in the office (Dawn: January 5, 2005)
In this example 'office' is epitomizing the rule or power as the head of the state.

2. people are not interested in uniform issue (Dawn: January 5, 2005)
Here, 'uniform' stands for president's designation as chief of army staff.

3. تخت اٹھیں گے۔

(Jang: February 22, 2005)

4. تاج اچھالے جائیں گے۔

(Jang: February 22, 2005)

In both of these examples the تخت (throne) and تاج (crown) are embodying monarchy and dictatorship. All of these examples provide the glimpse of importance that metonymy assumes in newspaper articles discourse. Their presence enables the writers to present his/her perspective in a concise and terse but comprehensive manner which not only appeals the reader but also tends to blur their neutral and objective perception of the scenario.

Personification

Personification is:

a variety of figurative or metaphorical language in which things or ideas are treated as if they were human beings with human attributes and feelings (Gray, 1999: p. 216).

Personification by presenting inanimate objects or abstract idea as if they possessed life and personality evokes imagination and feeling. The columnists or writers do like to evoke a peculiar conception and emotions in their implied readers or audience and personification along with other figures of speech serves this purpose..

Following are the instances of personification drawn out of newspaper articles form both English and Urdu newspapers:

1. This addition, by raising the issue at all opened the way for the party in power to harass, or even outlaw, its more irksome rivals. (Dawn: January 2, 2005)
2. Power grows from the barrel of a gun. (Dawn: January 2, 2005)
3. فکری سطح پر ایک خلط بھٹنے جنم لیا۔
(Jang : January 9, 2005)
4. پچاس سیسے بھی اللہ کو پیارے ہو گئے۔
(Jang: January 9, 2005)

In the examples given above, the thing being personified and the verb through which it is being personified both have been underlined. The personification also has the same significance for the projection of ideologies as held by metaphors, metonymy, synecdoche and similes. All of these figures of speech present an image for some event going on in prevalent political scenario or for some grave social or moral problem etc. These images are, generally, readily accepted and easily understood by the masses and hence the process of ideology investment is reinforced.

Rhetorical Question

Almost all the questions raised in newspaper articles are rhetorical questions in essence. The reason is that, these questions are not raised for getting an answer from anyone. They serve the purpose to make the arguments put by the writer convincing and effective. The examples of rhetorical questions are:

1. Why must it be supplemented with turning Pakistan into a Sahara of spirit?
(Dawn: January 28, 2005)

In this question there is an inherent belief of the writer that Pakistan is really being turned into ‘Sahara of spirit’ which is bringing about further deterioration in already grim situation of the country.

2. Why at the same time he should announce that the general elections would not be held before 2007.....? (Dawn: January 28, 2005)

This question also entails that the President should not have announced that general elections will not be held before 2007.

Now let us look at examples from the Urdu newspaper:

1. (ہم) یہ نہیں جانتے کہ اس کے مضمرات کیا ہیں؟
(Jang: March 17, 2005)
2. اور دوسری تہذیبوں کے علمبردار اس کے کیا معنی لیتے ہیں؟
(Jang: March 17, 2005)
3. آیا وہ اس تناظر میں اردو کے قریب آتے ہیں یا اس سے دور چلے جاتے ہیں؟
(Jang: March 17, 2005)

All of these questions from Urdu newspaper also carry their answers in themselves. They are also not questions in the true sense of the word. They are focusing the attention of the readers towards the real situation that is being confronted by the efforts made for the development and dissemination of Urdu language. According to him, the efforts made by Pakistanis to popularize Urdu are not being fruitful.

Synecdoche

Synecdoche is a form of metonymy, in which a part is used to describe the whole of something, or vice versa .

Grant Williams defines synecdoche as:

Substitution of part for whole, genus for species, or vice versa (<http://www.nipissingu.ca/faculty/williams/figofspe.htm>)

Along with other figures of speech, some illustrations of synecdoche have also been detected in the newspaper articles of both Urdu and English newspapers (Dawn: 3.6% and Jang: 4%). The examples include:

1. The small print of Simla Accord largely unnoticed at times –bilateralism- sets the goal post for India on Kashmir. (Dawn: January 2, 2005)

In this example, the ‘print’ is the symbol of whole manuscript of Simla Accord that was agreed on by India and Pakistan in the aftermath of 1971 war.

2. کئی ایسے ہیں جن کے ہاتھ پاؤں جکڑے ہیں۔
(Jang: February 22, 2005)

Here ہاتھ پاؤں (hands and feet) points towards the bonds of responsibilities which impose restrictions on human beings.

3. وہ بچیاں بھی عزت سے اپنے گھر کی ہو جائیں گی جو چیز نہ ہونے کی وجہ سے والدین کی چوکھٹ سے لگی بیٹھی ہیں
(Jang: January 11, 2005)
In this example, چوکھٹ (door sill) is symbolizing home.

Transferred Epithet

‘The placing of an adjective with what appears to be the incorrect noun’ (Figures of Speech, 2006) is termed as transferred epithet which is quite popular ‘trope’ with the writers and readers alike.

A few instances of transferred epithet have also been found in newspapers articles discourse (Dawn: 5.8% and Jang: 1.7%). It is one of the least occurring figures of speech. The examples include:

1. Does this knock the bottom out of Pakistan quest for an honorable settlement in accordance with the wishes of the Kashmiri people? (Dawn: January 2, 2005)
2. چار دانگ عالم آزادی کی شمعیں روشن ہونے سے ہی مکمل آزادی اور پابند ارمان ممکن ہو سکتا ہے۔
(Jang: February 22, 2005)
3. اگر اس کے پاس ذوقِ سلیم اور جیتنا جاگتا ضمیر اور سینے میں دردمند دل ہو.....
(Jang : January 9, 2005)

Hyperbole

Hyperbole is a figure of overstatement which involves exaggeration to lend emphasis and reinforcement to the discourse. The exaggerated expressions used by the writer are not for the sake of deceit or deception. The readers or audience are well aware of their real motive. That is why hyperbole has been termed as ‘honest deception’ by Leech (1989). Like other figures of speech, they are linked with the social knowledge and personal understanding of the readers or addressees who extract the meaning out of them following their peculiar ideological orientations and traditions.

The occurrence of hyperbole is not very frequent in newspaper articles discourse (Dawn: 0% and Jang: 2.3%). An example taken out of Urdu newspaper Jang has been given below:

(Jang:, یہی وہ شعر ہے جو بہت سے لوگوں کی نیندیں حرام کر سکتا ہے۔
January 9 2005)

Oxymoron

Oxymoron is a condensed paradox at the level of a phrase. Gray (1999) defines this figure of speech as:

a figure of speech in which contradictory terms are brought together in what is at first sight an impossible combination (p. 206).

Leech (1989) has termed oxymoron as one of the absurdity of poetry (the other being paradox).

Oxymoron like hyperbole has also been observed sparingly (Dawn: 1.4% and Jang: 0.6%) in Pakistani newspaper articles discourse. The following instance has been drawn out of English newspaper ‘Dawn’:

It started at a dinner party held at the very day the Pakistan cricket team had with characteristic aplomb and predictable suddenness, once again thrown into the towel against Australia. (Dawn: January 17, 2005)

Irony

Irony is one of the very significant devices used by newspaper article writers for the sake of ideology propagation. Irony expresses a meaning that is directly contrary to what is suggested by the words. It achieves desired impact by understatement because an ironic statement says one thing and means another.

Irony is one of the very significant devices used by newspaper article writers for the sake of ideology propagation. The ironic remarks may resume the whole history of a country or of a particular issue in a nutshell. To grasp the implications and entailed meanings of ironic remarks of newspaper articles one must be well aware of the issue under discussion with its finer details. Following examples are sufficient to prove this point:

1. If there is no democracy in Pakistan, and ISI and MI are to constitute the real election commission of Pakistan, no point in ceaseless fretting. (Dawn: January 28, 2005)

Through this remark the writer is lamenting over the lack of democracy in Pakistan and ineffectiveness of election commission of Pakistan. The whole process of election, according to the writer, is a useless practice because it is done on the whims of powerful institutions like ISI and MI.

2. His (President Musharraf’s) tenure as president (and remaining a “popular” leader) is wholly dependent on his continuing as COAS, Pakistan army. (Dawn: January 6, 2005)

This ironic statement is a satire over Pakistani President’s claim that he is a popular leader of Pakistan. The writer believes that this misconception of the president will be abated as soon as he leaves his office as COAS Pakistan army. His powerful position as COAS has blinded his perception and he is not able to perceive the reality.

میں اس کے اندر کے خردماغ کو جگانے کی آخری کوشش کرتے ہوئے کہا، جنرل صاحب نے یہ بھی کہا ہے کہ وہ آئین کی خلاف ورزی نہیں کریں گے، پروفیسر بولا، یہ بات جنرل صاحب ہی کہہ سکتے ہیں ہمیں ان کے اس اعلان کا خیر مقدم کرنا چاہیے؛

1. (Jang: January 2, 2005)

This remark also carries an ironic tone because the president of Pakistan has already violated the constitution by keeping two offices at the same time. Keeping two offices (as COAS and President of the country) simultaneously is against the constitutional norms of the country.

2. مجھے پاکستان اس لئے بھی پسند ہے کیوں کہ یہ ایک نظام پر قائم نہیں رہتا، بلکہ اس کے حکمران ہر دور میں یکسانیت سے اکتاتے ہوئے اپنے عوام کو ایک نئے نظام کی تفریح مہیا کرتے رہتے ہیں۔

(Jang: January 6, 2005)

Through this statement the writer is describing those facts in positive light which are not positive at all. These are the facts which are causing bad name to the country; and have brought about misery to its people and are adding to their inconvenience.

Simile

Simile, like metaphor is also a figure of comparison. Simile expresses an explicit comparison between two things by the specific use of a word or a phrase such as: like, as, than, seems or as if etc.

Like other figures of speech, it is also used by the newspaper article writers to add grace and beauty to the discourse and heightens its overall effect on the reader; but its use in Pakistani newspaper articles is less frequent than metaphor and metonymy (Dawn: 1.4% and Jang: 1.1%).

Some examples of simile extracted out of 'Dawn' and 'Jang' have been listed below:

1. The army used them as human shields for the most dangerous operation. (Dawn: January 17, 2005)
2. It is not so much our faith which is weak, although much can be said on that subject as well, as our cooking oil. (Dawn: January 21, 2005)
3. امریکہ کا جہوریت اور آزادی پر یقین محکم پھرے ہوئے سمندر میں ایک چٹان کی مانند تھا۔

(Jang: February 22, 2005)

4. گوانتا مامو میں انسانوں کو جانوروں کی طرح پنجرے میں رکھا گیا۔
(Jang: February 22, 2005)

All the similes have been underlined in the above examples where the symbol and thing being symbolized both have been underlined.

Sarcasm

Sarcasm is an ironic statement which intends a scathing and harsh criticism. In other words, it is a remark which aims to hurt and insult some person, some incident or some action and so on. 'It is common form of mockery in ordinary day to day speech' (Gray, 1989).

It is not very easy to discern the sarcastic comments in the discourses of Urdu and English newspapers of Pakistan unless the readers have sufficient knowledge not only of culture and values of the particular context but also of the theme and motifs of the subject under discussion. The proper comprehension and appreciation of this sort of ironic statements in Pakistani newspaper articles depend on the degree to which the addresser and the addressee (i.e. writer and the reader) share the background knowledge of the political and social scenario.

Sarcasm is one of the most frequently occurring linguistic devices used by the newspaper articles writers (Dawn: 17.3% and Jang: 45.5 %). In newspaper articles, it has been observed expressing the writer's intense feelings of dislike for some government institution's practices and performances, or for some national and international authority's policies and stances. The following illustrations throw tight on this:

1. Next time I think of standing for the elections, I'll first seek an appointment with MI chief. That's it my communist manifesto. (Dawn: January 28, 2005)

The writer is scorning the MI's interference in the election process of the country and is sarcastically revealing his intentions for contesting the next election under the guidance of MI's chief.

2. It is amazing that just about a year after the unanimous adoption of the 1973 constitution, Zulfikar Ali Bhutto's government began to see deficiencies in this covenant and proceeded to amend it. (Dawn: January 2, 2005)

Here, the writer expresses his disdain over the way the amendments are made in the constitution of the country with particular reference to Bhutto's government.

3. جہاں پتاہ آپ کو دوسرا چار سالہ دور سلطانی مبارک ہو۔
(Jang: February 22, 2005)

Here, the writer is addressing US president in a very obedient manner as if he were in a royal court and is facing an emperor.

2. حیرت کی بات ہے امریکی قیادت جو ہشت گردی کا الزام القاعدہ پر عاید کرتی ہے، رفیق حریری کے حوالے سے اس نے اس امکان پر غور کرنے کی ضرورت محسوس نہیں کی۔
(Jang: February 26, 2005)

In this example, the writer is criticizing the American leadership for its way of probing into former Lebanese Prime Minister, Rafiq Hariri's murder.

Sarcasm is very effective and efficacious linguistic device for ideology projection. It is because of its effectiveness that its frequency of occurrence is quite high in newspaper article discourse as is evident from the tables 1, 2, 3 and 4.

Tabular Representation

The instances of figurative language in the most frequently occurring categories of newspaper articles have been summarized in tables given on the following pages.

Table 1

Numerical findings showing the tendencies of **Figures of Speech** from Category # 1 **National Issues related Articles**.

Sr. #	Figures of Speech	Dawn		Jang	
		Original	%age	Original	%age
1	Metaphors	07	11.7	10	16.4
2	Metonymy	05	8.3	00	00
3	Personification	14	23.3	07	11.5
4	Rhetorical Questions	04	6.7	03	4.9
5	Synecdoche	04	6.7	01	1.6
6	Transferred Epithets	02	3.3	00	0
7	Hyperbole	00	0	01	1.6
8	Oxymoron	01	1.7	00	0
9	Irony	07	11.7	14	23.0
10	Simile	01	1.7	01	1.6
11	Sarcasm	15	25	24	39.3
	Total	60	--	61	--

Table 2

Numerical findings showing the tendencies of **Figures of Speech** from Category # 2, **International Issues Related Article**

Sr. #	Figures of Speech	Dawn		Jang	
		Original	%age	Original	%age
1	Metaphors	22	53.6	07	12.0
2	Metonymy	02	4.8	02	3.4
3	Personification	04	9.7	10	17.2
4	Rhetorical Questions	00	0	00	0
5	Synecdoche	01	2.4	01	1.7
6	Transferred Epithets	04	9.8	00	0
7	Hyperbole	00	0	00	0
8	Oxymoron	00	0	00	0
9	Irony	08	19.5	00	0
10	Simile	00	0	00	0
11	Sarcasm	0	0	38	65.5
	Total	41	--	58	--

Table 3

Numerical findings showing the tendencies of **Figures of Speech** from Category # 3, **Religious and Patriotic Sentiments Carrying Articles**

Sr. #	Figures of Speech	Dawn		Jang	
		Original	%age	Original	%age
1	Metaphors	15	39.5	10	17.5
2	Metonymy	03	7.9	00	0
3	Personification	05	13.2	10	17.5
4	Rhetoric Questions	00	0	0	0
5	Synecdoche	00	0	05	8.8
6	Transferred Epithets	02	5.3	03	5.3
7	Hyperbole	00	0	03	5.3
8	Oxymoron	01	2.6	01	1.8
9	Irony	02	5.3	06	10.5
10	Simile	01	2.6	01	1.8
11	Sarcasm	09	23.7	18	31.6
	Total	38	--	57	--

Table 4

Numerical findings showing **Cumulative Results of Figures of Speech** from all three categories

Sr. #	Figures of Speech	Dawn				Jang					
		1	2	3	Total	%	1	2	3	Total	%
1	Metaphors	07	22	15	44	31.7	10	07	10	27	15.3
2	Metonymy	05	02	03	10	7.2	00	02	00	02	1.1
3	Personification	14	04	05	23	16.6	07	10	10	27	15.3
4	Rhetorical Questions	04	00	00	04	2.9	03	00	00	02	1.7
5	Synecdoche	04	01	00	05	3.6	01	01	05	07	4.0
6	Transferred Epithets	02	04	02	08	5.8	00	00	03	03	1.7
7	Hyperbole	00	00	00	00	00	01	00	03	04	2.3
8	Oxymoron	01	00	01	02	1.4	00	00	01	01	0.6
9	Irony	07	08	02	17	12.2	14	00	06	20	11.4
10	Simile	01	00	01	02	1.4	01	00	01	02	1.1
11	Sarcasm	15	00	09	24	17.3	24	38	18	80	45.5
	Total	60	41	38	139	--	61	58	57	176	--

Conclusion

The abundant use of figures of speech in the newspaper articles reveals that contrary to the common perception about it the discourse of newspaper articles is not always lifeless, dry and dreary. It is not only satiated with critical expressions and opinionated vocabulary but is also capable of use of figurative and creative expressions, which are generally associated with the imaginative writing. From the use of figures of speech, it can be inferred that newspaper publishing groups and article writers have to ply hard to live up to the expectation of different sections of the readers. The results elucidate that the article writers or columnists from both English and Urdu newspapers show almost equal fervor and inclination for using the figurative language in their articles. The numerical findings shown on the previous pages establish this fact.

However, the overall results reveal that compared with the English paper columnists, the figurative language is more favorably used by Urdu newspaper columnists (Dawn: 139 instances and Jang: 176 instances). Hence, it could be argued that since Urdu is the native language of Pakistani columnists and the Urdu columnists are more in tune with the traditions, rhymes, slogans, and the mottoes of families and institutions of their own cultural and social background; therefore, the figures of speech

occur to them more naturally and spontaneously than English columnists. Finally, it may be concluded that the figurative language is a very effective instrument of ideology dissemination and propagation and is used very favorably by columnists from both English and Urdu newspapers of Pakistan.

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